

ICT Training Programs in Tourism and Hospitality Institutes: An Analytical Study of Types, Effectiveness, and Graduate Perceived Importance

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Abstract : Development of tourism and hospitality faculties' graduates is a key to the future health of hospitality and tourism sectors. Meanwhile information and communication technologies (ICTs) increasingly become the driving engine for productivity improvement and business opportunities in tourism and hospitality industry. Tourism and hospitality education and training must address these developments to enhance the ability of future managers to adopt a variety of ICT tools and strategies to increase their organization's efficiency and competitiveness. Therefore, this study aims to explore the types and effectiveness of ICT training offered by faculties of tourism and hotels in Egypt, and evaluating the importance of that training from the graduate's point of view. The study targets the graduates who graduated in the present ten years from three different faculties of tourism and hotels. Results argued the types, levels and effectiveness of ICT training offered in these faculties and the extent to which training programs were appreciated by graduates working in different fields, and finally, it recommended particular practices to enhance the training efficiency and raising the perceived benefits of it for workers in tourism and hospitality fields.

Keywords : training, IT, graduated, tourism and hospitality, education

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