

**Implementation of Competence
Based Programs:
Tourism Program at Yarmouk
University**

Outline of the Presentation

- Profile of the degree
- Programme
- Approval of academic board
- Registration of student enrolment
- Syllabus of each academic year
- Internal monitoring and quality assurance procedures

Current Offered Programs

Yarmouk University	Tourism Management/B.A. Hotel Management/B.A. Tourism/M.A.	4 years for <u>B.A.</u> programs (132 credit hours) 2 years for M.A. (33 credit hours)
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About the programs

- These programs aim at:
supporting the tourism service quality locally and regionally through a qualified and well trained pool of staff in tourism and hospitality.
- The faculty hosts 194 students in the BA in tourism and 164 students in the BA in hotel management, and 43 students at the MA in tourism program. (rolling numbers).
- The faculty has 13 academic staff members and 7 administrative and technical staff.

Implementation

- There was an agreement by tourism SAG members on having this new 4 year program (2 semesters each year) to be implemented by Yarmouk University, where a workshop was conducted on May 19th & 20th to implement the Pilot Degree Programme.

The workshop

- The first session of the workshop focused on introducing Tuning and its significance to higher education, this was followed by training on how to make and design a high quality degree program.
- The main task of the workshop was developing the main outline of a Tourism degree programme in Yarmouk University.

- This was achieved through a process where the results of the consultation and the Meta profile were discussed with faculty members, then writing tourism degree key competences and learning outcomes.

New competences

- The two lists of Generic and Specific competences were modified, some of these were eliminated and the final two lists became as follows:

Generic Competences of Degree Profile in Yarmouk University:

- G.C. 1. Manage time efficiently
- G.C. 2. Maintain long-life learning
- G.C. 3. Exercise critical thinking, analysis and synthesis
- G.C. 4. Identify and solve problems
- G.C. 5. Make logical decisions
- G.C. 6. Lead effectively
- G.C. 7. Maintain quality of work
- G.C. 8. Act ethically with social responsibility
- G.C. 9. Be creative and innovative
- G.C. 10. Commit to human rights
- G.C. 11. Apply information and communication technology skills
- G.C. 12. Be self-motivated

Specific Competences of Degree Profile in Yarmouk University:

- S.C.1. Understand and assess the global and local tourism potentials
- S.C.2. Demonstrate hands-on experience in tourism & hospitality activities
- S.C.3. Apply knowledge and skills to tourism jobs
- S.C.4. Understand different tourism market segments
- S.C.5. Manage tourism activities in a sustainable way
- S.C.6. Operate tourism organizations effectively
- S.C.7. Deal with tourism stakeholders in English/Foreign language
- S.C.8. Coordinate and network with tourism stakeholders
- S.C.9. Comprehend current issues in tourism

What was done

- The current Yarmouk tourism degree profile was revised to accommodate the agreed competences, the levels of the agreed competences and learning outcomes were also defined

Program profile

- The BA in tourism management is a four year program of 132 credit hours (one credit hour equals 48 contact hours).
- These are divided into five main themes: tourism operations, interpersonal and professional skills, managerial skills , local environment and ancillary subjects.

- The study plan is divided mainly into three main categories: university requirements (20%), Faculty requirements (14%) and specialization requirements (66%). English is the main teaching language. Practical courses compose around (35%) of the total tourism courses.

Link to the meta-profile

- Neither the main competences and learning outcomes were clearly stated, nor the main stakeholders were consulted.
- Some of the general competences were highly focused and fully covered like identify and solve problems, make logical decisions, lead effectively, act ethically with social responsibility, and apply information and communication technology skills.

Competences

- On the other hand , many other general competences were not covered like manage time efficiently, maintain long-life learning, exercise critical thinking, analysis and synthesis, maintain quality of work, be creative and innovative, commit to human rights, and be self-motivated.

- Likewise , specific competences like understand and assess the global and local tourism potentials, apply knowledge and skills to tourism jobs, manage tourism activities in a sustainable way, deal with tourism stakeholders in English/Foreign language, and understand different tourism market segments , and comprehend current issues in tourism were covered

- while specific competences like demonstrate hands-on experience in tourism & hospitality activities , operate tourism organizations effectively, coordinate and network with tourism stakeholders were not dealt with. No doubt this created a gap between what the program aims to at one hand, and its output on the other hand.

Components of the Program

- **In order for students to graduate in BA tourism management, they should pass 132 credits. The programme is divided into the following requirements:**
 1. University requirements: 27 credits (12 compulsory and 15 elective).
 2. Faculty requirements: 18 credits (compulsory).
 3. Major requirements: (87 credits of which 81 credits compulsory and 6 credits elective).
 4. The old study plan was all theoretical , while the amended one includes both theoretical (65%) and practical courses (35%) to enhance the employability of our graduates

- This proposed study plan, which was planned to be implemented with effect from February 2016, covers all general and specific competences .Learning outcomes have been identified for each course in order to facilitate accomplishing its goals and evaluating its performance.

The New Degree Profile of Yarmouk University Examples

<p>S.C.1. Understand and assess the global and local tourism potentials</p>	<p>TM101 Introduction to international tourism</p>		<p>1</p>		<ul style="list-style-type: none"> - Understand different definitions of tourism and related concepts as leisure, recreation...etc - Understand evolution of tourism as a phenomenon, as well as progression of accommodations and transportation - Identify different impacts of tourism on economy, environment and societies - Identify different components of tourism systems also its different potentials
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TM 102: Tourism in
Jordan

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- Comprehend the tourism business environment in Jordan.
- Understand the main elements of the national tourism product and its development.
- Understand the national tourism planning and development strategies and policies.
- Identify the main stakeholders in the sector and their roles.

<p>G.C. 4. Identify and solve problems</p>		<p>TM 450: Internship II</p>				<ul style="list-style-type: none"> - Identify operational problems and communicate them to the administration - Handle guest complaints and to find prompt solutions for them - Coordinate with the administration in order to solve differed problems - Get practical experience in tourism enterprises - Apply professional skills in real life situations. - Demonstrate self-
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G.C. 6. Lead effectively		TM310: Tour guiding					<ul style="list-style-type: none">- Realize the different cultures and needs.- Apply organizational and leadership skills.- Demonstrate professionalism in destination promotion.
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