

NATIONAL CONFERENCE INNOVATION AND REFORM OF HOSPITALITY AND TOURISM EDUCATION IN JORDAN CONFERENCE PROGRAM



TOURISM INDUSTRY AND ACADEMIC STEERING GROUP (TIASG)

TIASG is chaired by H.E. Minister of Higher Education and Scientific Research and members include:

- Secretary General, Ministry of Higher Education and Scientific Research
- Secretary General, Ministry of Tourism & Antiquities
- President, Higher Education Accreditation Commission
- President, Al Balqa Applied University
- President, Jordan Hotel Association
- President, Jordan Restaurant Association
- Jordan hotel investor representative
- USAID Jordan Tourism Development Project

CONFERENCE ADVISORY COMMITTEE

- **H.E. Dr. Mustafa Al Adwan**
Secretary General, Ministry of Higher Education and Scientific Research
- **H.E. Mr. Issa Gammoh**
Secretary General, Ministry of Tourism and Antiquities
- **Dr. Taleb Sarie**
President, Middle East University
- **Dr. Suzy Hatough Bouran**
Director, Dar Al-Diafa for Hospitality and Tourism Education Consultancy, UNWTO TedQual Auditor
- **Dr. Joseph Ruddy**
Component Leader, USAID Jordan Tourism Development Project
- **Mr. Michael Nazzal**
President, Jordan Hotel Association
- **Mr. Mohammed Samih**
President, Jordan Inbound Tour Operator Association
- **Mr. Essam Fakher-Eddin**
President, Jordan Restaurant Association
- **Mr. Amin Ardah**
Industry-Based Training Specialist, USAID Jordan Tourism Development Project

STATEMENT FROM THE MINISTER OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

Jordan's tourism sector is flourishing and as H.E. the Minister of Tourism and Antiquities pointed out, tourism is providing opportunities, creating jobs, sustaining local communities and contributing to the national economy. However, tourism needs support from other sectors in order to continue developing, meet international standards and achieve its potential. Higher education plays a vital role and the purpose of this conference is to reform tourism and hospitality programs at Jordan's universities and colleges in order to align the caliber and professionalism of graduates with the requirements and needs of the tourism sector. Jordan's universities and colleges have a responsibility to respond to the human resource needs of our rapidly expanding tourism sector and this will benefit the institutions, the students and the visitor experiences, resulting in a more vibrant industry.



In 2009 a Tourism Industry and Academic Steering Group was established to determine the way forward for improving higher education in tourism and hospitality. The outcome is a strategy for reforming higher education for hospitality and tourism in Jordan. The strategy, which is endorsed by the Ministry of Higher Education and Scientific Research, will be presented and distributed at this conference. It was developed by the steering group in collaboration with key industry, community college and university stakeholders.

The plan to move forward is ready and now we must agree to work closely together to achieve reform as guided by the strategy. There are several key actions and achievements we must work towards. The Higher Education Accreditation Commission has revised criteria for accreditation and these new criteria must be incorporated in programs that are specialized in tourism and hospitality. New curricula that will help meet sector needs should be adopted, such as introducing programs specialized in events management. Credit transfer should be seamless between community colleges and universities. We should look to and learn from the best; and therefore professional development and capacity building initiatives should incorporate best practice and innovative approaches. Foreign languages are very important in tourism so specialized tourism and hospitality curricula must incorporate a wider range of foreign languages and strengthen training in this area.

A relevant, comprehensive technical and academic curriculum that is integrated with planned industry-based professional experience can graduate students with excellent technical skills, business knowledge, service mentality and an entrepreneurial approach. These are the qualities that the Jordanian workforce will need as it faces the challenges of increasing competition, sophisticated and varied consumer expectations, rapidly developing technology, and a climate of continual change.

The strategy for the reform of higher education in tourism and hospitality will guide Jordan's universities and colleges towards achieving this. Today we will learn from international experts about what the best practices are worldwide and this will help you to implement these at your departments. The steering committee that developed the strategy is available to support you and we look forward to working together for successful change.

Dr. Wajih Oweis
Minister of Higher Education and Scientific Research
February 28, 2011

STATEMENT FROM THE MINISTER OF TOURISM AND ANTIQUITIES

Over the past few years Jordan's tourism sector has thrived. Last year record numbers were reported as Jordan received around 6.5 million visitors and tourism receipts in 2010 grew by more than 20% over the previous year. This is very good news for Jordan, as we know that tourism contributes to more than 14% of national GDP and has the potential to contribute even more. This growth in tourism contributes to local economies, provides business opportunities and creates jobs, from tour guides and bus drivers to restaurant and hotel staff. Finding skilled Jordanians to work in the tourism and hospitality sector is one of our biggest challenges.

Today's tourists expect high standards and quality service, and Jordan must provide this in order to be able to compete on a global level. The tourism and hospitality sector will therefore increasingly depend on colleges and university programs specialized in tourism and hospitality to meet the needs of the sector.

The strategy presented in the report "Reforming Higher Education Jordan Hospitality and Tourism Sector" is a direct response to Jordan's National Tourism Strategy for 2011-2015-. It was estimated that direct employment in tourism would increase from 40,000 in 2010 to 65,000 in 2014, and this means that an estimated 25,000 jobs are being created within the sector. Education and training programs at all levels are needed to meet an anticipated shortage of approximately 4,000 people every year until 2014.

Jordan's higher education institutions need to play a major role in generating a supply of well-educated young people who genuinely want to join the industry and pursue meaningful career paths. Educators and employers must work together to ensure that the programs offered by our colleges and universities are relevant to today's challenges and prepared to address changes that will come tomorrow. It is my hope that this national conference will address the ways and means by which tourism employers and educators can meet these critical workforce needs. This can be achieved by involving employers in the design and implementation of curricula and practical training. More opportunities for supervised practical training and internships must be provided through collaboration between the industry and higher education. The higher education programs need to be expanded to provide the basic knowledge, skills and attitudes needed by college and university students to cope with workplace demands, and this entails developing competencies in languages, customer service, grooming, team work, creativity, and commitment, which will enhance the overall professionalism of the workforce. To encourage young Jordanians to enter the sector, career paths must be highlighted and placement opportunities made available for college and university graduates, particularly for women. Working conditions and salaries within the sector must be improved to enhance competitiveness with other service industries.

The tourism workforce in Jordan must competently and confidently deliver world-class service to both international travelers and domestic tourists. This will require the active participation of higher education in partnering with employers to meet the human resource needs of the hospitality and tourism sector.



Dr. Haifa Abu Ghazaleh
Minister of Tourism and Antiquities
February 28, 2011

STATEMENT FROM USAID JORDAN ACTING MISSION DIRECTOR

Tourism in Jordan is the second greatest contributor to the kingdom's GDP and the sector is expected to continue to grow at a rapid rate in the future. Jordan's youth need to prepare themselves for this growth and be ready to meet the rising demand for qualified employees that the tourism and hospitality sector will require in the immediate and longer term future. The closure of the gap between the demand for and supply of a skilled Jordanian workforce can be addressed through collaboration between industry and the higher education sector. This workshop stresses the important role of academic institutions in giving the youth of Jordan the skills they will need to get good jobs in this growing and competitive tourism and hospitality sector.



Several attributes make the Jordanian worker particularly well suited for the tourism sector. Young Jordanians not only have traditional hospitality skills, but they also have to develop strong business acumen and an ability to adapt to ever-changing circumstances. These skills will be useful in a tourism industry that faces rapid growth in global tourism, increased use of technology/communications and an increasing level of customer expectations. These driving forces require a modernization of tourism and hospitality programs in Jordan in order to better prepare employees to meet global standards. A changing environment requires a new approach. One that will focus on industry demands and global industry standards. A key way to adjust to these changes is to develop partnerships between higher education institutions, industry and overseas institutions and, to encourage students to become drivers of new innovative tourism products and services.

Such partnerships and alliances offer a great deal of scope for cooperation and improvement. Experienced industry professionals can serve on education advisory boards, they can share their knowledge through guest lectures, or they can become student and faculty mentors. Whichever way they choose to participate, they will be invaluable resources for institutions here in Jordan. By maintaining a strong relationship between the educators and industry specialists, programs will be kept up-to-date with industry practices. At the same time, industry can be kept aware of current educational thinking.

The reform agenda also recommends international partnerships with overseas colleges and universities to raise and maintain education standards. The effective implementation of international partnerships will expose teachers and students to new ideas and knowledge, and help them understand and interact with other cultures a key part of tourism. All of this work will help instill international quality standards in Jordan.

Thus, partnerships between educators and the industry on both the local and international levels, is crucial to addressing industry needs and graduating Jordanians who are well-qualified to enter the sector. USAID Jordan is proud to be able to support and facilitate such a vital initiative, and we look forward to the continued prosperity of tourism and hospitality in Jordan that is embodied in its "Ahlan Wasahlan" tradition - a hallmark for its open and welcoming people.

Dana Mansuri
Acting Mission Director, USAID Jordan
February 28, 2011

CONFERENCE THEME AND OBJECTIVES

Working Together to Bridge the Human Resource Gap in Tourism

Faced with an impending expansion of tourism and hotel activity throughout Jordan, the call for action is loud and urgent. Jordan's hotel and tourism industry will be challenged to meet the demand for qualified and experienced human resources. The higher education sector needs to play its part in generating a supply of well-educated young people who genuinely want to join the industry and to pursue meaningful career paths. Educators and employers must work together to ensure that the programs offered by the colleges and universities are relevant today but cognizant of the changes that will come tomorrow.

A Mandate for Innovation and Reform of Tourism and Hospitality Programs

In response to the human resource needs of the tourism sector, more than eighteen months ago a Tourism Industry Academic Steering Group (TIASG) was convened and chaired by HE Dr Walid Maani the Minister of Higher Education and Scientific Research, to guide the review and reform of hospitality and tourism education programs. The TIASG members represented the Ministry of Tourism and Antiquities, Higher Education Accreditation Commission, Al Balqa Applied University, Jordan Hotel Association, Jordan Restaurant Association, tourism investment companies and USAID Jordan Tourism Development Project. Under the guidance of TIASG an assessment of universities and colleges was conducted and a strategy for reform of hospitality and tourism programs was prepared. In addition, a working group of academics representing both public and private institutions worked to prepare program accreditation guidelines and institutional standards.

The USAID Jordan Tourism Development Project and the Ministry of Higher Education and Scientific Research and Ministry of Tourism and Antiquities, are proud to organize a National Conference on Innovation and Reform of Hospitality and Tourism Programs in Jordan to provide an opportunity to discuss education innovation and reform in hospitality and tourism programs offered at universities and colleges.

Learning from International Best Practice in Education

Jordanian universities and colleges need to learn from the experience of other countries and share innovative approaches and best practices to close the gaps between the programs and the needs of the tourism sector. This conference will give academics and education managers of universities and colleges the opportunity to consider how international standards and accepted practices can be adapted to help Jordan respond to its national needs by building a knowledge economy and enhance its competitiveness as a regional and global tourism destination.

In order to provide conference participants with diverse and in-depth knowledge on the subject, a panel of international experts from recognized institutions such as George Washington University, United Nation World Tourism Organization, and the European Training Foundation have been invited to share their experiences.

Exploring Today's Challenges and Designing to Meet Tomorrow's Changes

Key stakeholders from universities, colleges, education, tourism industry and government will work together to:

- Launch the Strategy for Reforming Higher Education in Jordan's Hospitality and Tourism Sector
- Develop a roadmap to improve and expand tourism and hospitality education in Jordan
- Explore ways to ensure that programs are relevant to today's challenges and designed for tomorrow's changes;
- Present and evaluate best practices, case studies, and benchmark innovations.

The conference is designed to allow speakers and panelists to facilitate debate with delegates and is structured into four main sessions:

- 1 . Tourism Industry and Education Cooperation - Need for a Quality Workforce
- 2 . Reforming Hospitality and Tourism Education - Value Chain Approach
- 3 . Partners for Change - Accreditation, Partnerships and Quality Standards in Hospitality and Tourism Education
- 4 . Innovative Approaches - Meeting Today's Challenges and Designing for Tomorrow's Changes.

ABSTRACTS

Human Resource Development Plan for Tourism in Jordan 2011 - 2014

Prof. Joseph Ruddy, Component Leader, USAID Jordan Tourism Development Project

Tourism is extremely important in Jordan as it is a significant contributor to the kingdom's gross domestic product and a leading employer. The hospitality sector is also expected to show dramatic growth, with several thousand rooms projected to be added in the coming four years. The delivery of world-class tourism services in Jordan is entirely reliant upon the professionalism of people who work in tourism-related jobs. With expansion in the tourism sector the demand for human resources in the industry is projected to grow exponentially. The tourism sector faces the challenges of a shortage of qualified and professional workers, which is further exasperated by a high rate of pre-employment attrition from the education and training institutions. The Human Resource Development Plan for Tourism in Jordan 2011 – 2014 focuses on seven core elements designed to close the demand and supply gap for a qualified workforce; these elements are promotion, recruitment, employment, motivation, instruction, education and training, and retention.

Practical Aspects of Education & Training

Mr. Michael Nazzal, President, Jordan Hotel Association

The presentation discusses the need for the integration of practical education in hospitality education and the applications of those principles in teaching. It reviews and analyzes different conceptual models for curriculum design and focuses on knowledge, concepts, strategies, and resources needed to integrate information about tourism and hospitality management into academic program curriculum development. This presentation sheds light on the needs of the industry and the quality of education needed to supply the market with qualified job seekers.

Developing Professional Image, Commitment and Accountability - Reflecting on the Nursing Profession

Prof. Muntaha Gharaibeh RN, Associate Professor and Dean of Nursing, Jordan University of Science and Technology, Irbid, Jordan

The case presentation reflects on the history of developing the nursing profession in Jordan and the lessons learned from that history. It will examine in greater detail how leaders and policy makers at all levels managed to alter perceptions of the nursing profession from the perceived social and professional status to the desired professional image. In addition, this presentation will take you on a journey of creating professional commitment and accountability through building regulatory mechanisms for education and training. Finally, the presentation will discuss the lessons learned and the way forward to echo this experience for tourism professions in Jordan.

Value Chain Assessment Approach of Higher Education for Jordan's Hospitality and Tourism Sector

Dr. Suzy Hatough Bouran, Director of Dar Al Diafa for Hospitality and Tourism Education Consultancy, UNWTO TedQual Auditor

The presentation outlines the findings of a research study that assessed and evaluated the current situation of hospitality and tourism education programs and curriculum in higher education in Jordan, based on the value chain assessment approach. The approach included eleven value elements, from student profiling, courses and awards through to benchmarks and industry links. The qualitative and quantitative assessment study was conducted at public and private universities and community colleges offering tourism and hospitality management education programs in Jordan. The findings of this study informed the preparation of the report on Reforming Higher Education in Jordan's Hospitality and Tourism Sector, and were the basis for the reform agenda.

The Challenge of Change; Towards a Reform Strategy for Higher Education in Jordan's Tourism and Hospitality Sector

Dr. Tony Lenehan - Tourism Expert, Academic and Author

In a rapidly changing global environment, a clear and dynamic strategy is required to ensure that higher education for tourism and hospitality in Jordan can play its part in meeting the challenges of planning and managing change. The Strategy for Reforming Higher Education in Jordan's Hospitality and Tourism Sector seeks to address the need for consolidation, cohesion and reconfiguration of roles across the process in order to enhance the effectiveness and quality of teaching, learning and research in hospitality and tourism. The challenge to the tourism and hospitality faculties at both public and private universities and colleges offering tourism and hospitality programs, is to create new possibilities through new alliances with industry and new academic and administration processes that can advance the intellectual capital of the universities and colleges. The presentation will conclude with specific recommendations outlining the way ahead for universities and colleges in Jordan and the need to assume an active partnership role with the tourism and hospitality sector as it faces increasing competition, sophisticated and varied consumer expectations, rapidly developing technology, and a climate of continual change.

Accreditation and Quality Assurance in Higher Education Institutions in Jordan - Challenges and Ambitions

H.E. Prof. Dr. Munib Saket, President, Higher Education Accreditation Commission

The presentation will present the accreditation and quality assurance standards applied at Jordanian higher education institutions, the obstacles facing HEAC, which is the legal representative body authorized to oversee quality assurance in Jordan, and the series of steps that must be taken to successfully develop and change standards at education institutions in general, and for tourism and hospitality programs at Jordanian universities and community colleges in specific.

UNWTO TedQual Certification

Loreto Ibañez, UNWTO TedQual Programme Manager, UNWTO Themis Foundation

This presentation presents the UNWTO TedQual Certification, which is a certification issued by the World Tourism Organization to encourage the quality improvement of tourism education programs worldwide. The paper also highlights the objectives in granting the certification to gradually incorporate the purpose and principles of the United Nations, reflected in the Millennium Development Goals, ILO policy papers on decent work, and the UNWTO Global Code of Ethics for Tourism into the programs. The associated benefits which UNWTO TedQual Certification brings to institutions and tourism education programs will be elaborated. Furthermore, the paper identifies and illustrates the following aspects: to examine the relationship with its external and internal environment, identifying the possible gaps between the mission and objectives of programs and the links with the key actors to ensure a natural coherence while developing and implementing the curriculum. The presentation will link contributions of the UNWTO TedQual Program to tourism education at the national level.

International Trends in Hospitality and Tourism Education and Program Management

Prof. Donald E. Hawkins, Eisenhower Professor of Tourism Policy, School of Business, George Washington University, Washington

This presentation addresses how the key challenges in tourism and hospitality education can be addressed today, citing innovation benchmarks and success stories from global sources as well as experience in the United States. For example, workforce demand and supply assessments, educate the educator programs, assessment of prior learning, institutional articulation and transfer systems, accreditation and quality assurance systems, higher education and industry collaboration, research and scholarship models, among others. The paper will conclude with specific recommendations for tourism and hospitality higher education in Jordan. The presentation will outline how universities and colleges can assume an active partnership role with Jordan's tourism and hospitality sector as it faces increasing competition, sophisticated and varied consumer expectations, rapidly developing technology, and a climate of continual change.

Regional Tourism Qualifications in the Mediterranean

Ms. Epke Vogel, Country Manager for Jordan, European Training Foundation, European Training Foundation.

The presentation outlines the rapid economic changes in which workers and students are becoming increasingly mobile and how the establishment of geographical areas with high levels of trade is spreading and becoming more important. A national approach to qualifications may be insufficient as education, training and labor experiences acquired by people in different countries will increasingly to be combined with alternative ways of acquiring qualifications. In this context, a regional Mediterranean – European initiative and how the results of the initiative will contribute to the objectives of qualifications. The presentation will include a summary of results from a recent study titled "Women and Work in Jordan", a case study of the tourism sector.

SPEAKER BIOGRAPHIES

Joseph Ruddy, PhD



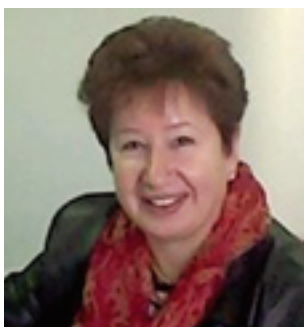
A human resources development, education development and tourism management specialist with more than 30 years experience in international hotel management, tourism training, and tourism marketing. Joseph graduated with a PhD in Management Development, Master of Arts (Education) and B.Sc. (Hons) in Marketing and Management. He also holds numerous other qualifications in hotel and tourism management. He currently serves as the Developing Human Resource & Sector Development Component Leader for the USAID Jordan Tourism Development Project, to enhance research, data management and quality assurance capacities and leads several initiatives that focus on implementing human resources development, education reform, vocational training and public awareness. He has written and/or presented approximately 130 research studies on human resource development and the tourism industry and has implemented tourism management projects in the Middle East, Europe, Asia and Africa for donors including USAID, World Bank and European Union.

Michael Nazzal



A leader in Jordan's hospitality industry, Mr. Nazzal Michael graduated from the world famous Ecole Hoteliere de Lausanne and has been chairing the Jordan Hotel Association (JHA) since 1988 and the Federation of Tourism Associations since 2005. He has been actively involved in hospitality development and education since he joined JHA and has played a major role in privatizing the Ammon Complex in Jordan thus establishing the country's first quality hospitality education center offering programs at all levels, from high school (Tawjihi) to Diploma and Bachelor degrees. He was also a key player in establishing training centers for hospitality education in Saudi Arabia. He continues to push for the reform of the hospitality education process in Jordan and is working hard on reforming the VTC programs to address the needs of the growing market.

Muntaha Gharaibeh, PhD



Dr. Muntaha is Dean of the Faculty of Nursing at Jordan University of Science and Technology (JUST). She worked as Director of WHO Collaborating Center for Human Resource Development in Nursing at JUST. She is responsible for developing human resources in nursing at both education and training levels; that is in addition to participating in policy development, and implementing and evaluating human resource development in nursing at the national and regional levels. Dr. Gharaibeh is a member of the Higher Accreditation Commission of Academic Institutions in Jordan, consultant for the Jordanian Nursing Council, consultant for the Arab Women Organization in Cairo and a member of the Board of Trustee at Jordan University. Dr. Gharaibeh has over 25 publications in international journals.



Suzy Hatough Bouran, PhD

Dr. Hatough's main interest is in higher education organizational development with emphasis on tourism education and training programs. She holds a BSc in Human Nutrition, a Higher Diploma in Psychology and an MSc degree in Education Administration for Higher Education and a Doctorate in Tourism Education. In 1998 she developed and managed a nutritional educational pilot project for children in schools, which became the National School Feeding Project in Jordan. Dr. Hatough was Dean of Ammon College for Hospitality and Tourism Education (presently Jordan Applied University). She was a member of the board of the Vocational Training Corporation and member of the Jordan National Tourism Strategy Steering Committee/Tourism Human Resources Development Strategy Committee. She has worked as a freelance consultant with several local, regional and international organizations including UNWTO and UNESCO. Dr. Hatough is currently the Director of Dar Al Diafa for Hospitality and Tourism Education Consultancy, Auditor for UNWTO Themis Foundation TedQual Program, and the regional coordinator for the UNWTO TedQual Certificate Program.

Dr Tony Lenehan, PhD, MSc, MA, BA

Dr Tony Lenehan is a renowned expert in international tourism education and training. He has managed EU and UNDP sector human resource development projects in South Asia, Eastern and Southern Europe and the Caribbean. Tony holds a PhD from the University of Surrey England, an MSc in Management from Trinity College Dublin, and a MA in Management Learning from Lancaster University, England. His research interests include education policy, educator competences and learning methodologies in higher education at technological, vocational and university levels. He is also a member of the Council of Hotel, Restaurant & Institutional Education (CHRIE), European Association of Hotel and Tourism Schools (AEHT) and International Hotel and Restaurant Association (IHRA). He is a qualified European Assessor for the European Foundation for Quality Management (EFQM) and is an examiner at post-graduate and doctoral levels. He has made several presentations at international conferences and seminars and has published academic and applied research reports and papers. He is also the co-author of the book 'Managing Quality in Tourism'.



Munib Musa Saket, PhD

Dr. Saket obtained his PhD in Pharmaceutical Sciences from the University of Wales in the United Kingdom in 1986. Between 1989 and 2010 he held various prestigious positions at universities in Jordan. First he was Deputy Dean of the Faculty of Pharmacy and Chairman of the Department of Pharmaceutics at the University of Jordan. He then served as Dean of Scientific Research and Dean of the Faculty of Pharmacy at both the University of Applied Sciences and Philadelphia University. Later, he became Vice President of Al-Balqa Applied University for Administrative Affairs and Academic Affairs, and Vice President of the German Jordanian University. In October 2010 Dr. Saket was appointed President of the Higher Education Accreditation Commission (HEAC).

Loreto Ibañez



Loreto Ibañez has a Bachelor Degree in Tourism Planning and a Diploma in International Law and International Relations. Before joining the World Tourism Organization, she worked for the public sector in Chile and Spain (Ministry of Tourism and Ministry of Agriculture in Chile, and regional Government in Spain). She also worked in academia as a teacher and as a project manager in Chile and Spain and in the private sector (travel agency, restaurant and hotel sector in Chile and the United Kingdom). Loreto joined UNWTO in 2004 and worked for five years in the Quality and Trade Department, then was later transferred to UNWTO Themis Foundation where she was appointed as UNWTO TedQual Programme Manager.

Don Hawkins, PhD



At the George Washington University School of Business in Washington, D.C., U.S.A., Dr. Hawkins is engaged in tourism and hospitality management education and conducts policy-related research. He was appointed as the Dwight D. Eisenhower Professor of Tourism Policy (an endowed chair) in 1994. He serves as Chairman of Solimar International, an international tourism development firm with offices in North America, Europe, Asia Pacific, Africa and Latin America. In 2003 he received the first United Nations World Tourism Organization (UNWTO) Ulysses Prize for individual accomplishments in the creation and dissemination of knowledge in the area of tourism policy and strategic management. He coordinated the UNWTO Tourism Policy Forum and received the UNWTO Themis Foundation Science Fellow Award in 2005. He is chairman of the SAVE Travel Alliance and the National Geographic Society, Counterpart International and Institute for Honduras Tourism. He serves as Board Chairman for Sustainable Travel International and a member of the board of directors of the Volunteers for Economic Growth Alliance (VEGA) and Tourism Cares. He has recently been engaged in sustainable tourism activities, including policy analysis, workforce development, higher education reform, strategic planning and technical assistance in the Dominican Republic, Jordan, Sri Lanka, Portugal, Spain, Tanzania, Mozambique, Canada and the United States.

Epke Vogel



Ms Vogel is Country Manager for Jordan, European Training Foundation (ETF). She also a specialist in qualifications systems and the coordinator of a thematic ETF expert group on qualifications and quality. Ms Vogel has long experience in international cooperation in the field of technical and vocational education and training (TVET), and socio-economic development. Her main fields of expertise are sector qualifications, social partner involvement in TVET, work based learning, international student and workers mobility and international diploma comparison. Before joining the ETF she has worked as manager international affairs in a Dutch national tripartite institute for sector qualifications and as consultant for international development programs.

NATIONAL CONFERENCE INNOVATION AND REFORM OF HOSPITALITY AND TOURISM EDUCATION IN JORDAN

CONFERENCE PROGRAM

08.00 – 09.00	REGISTRATION
09.00 – 10.00	Welcome & Opening Remarks
	H.E. Dr. Haifa Abu Ghazaleh, Minister of Tourism and Antiquities H.E. Mr. Nadim Muasher, Senator, Upper Parliament of Jordan Ms. Dana Mansuri, Acting Mission Director, USAID H.E. Prof. Dr. Wajih Oweis, Minister of Higher Education and Scientific Research
10.00 – 11.45	Tourism Industry and Education Cooperation - Need for a Quality Workforce
	Chairperson: Professor Rowaida Maaitah - President, Hashemite University Rapporteur: Professor Sultan Maani, Queen Rania Institute for Tourism and Heritage
10.00 – 10.20	Human Resources Development Plan for Tourism in Jordan 2011 – 2014 - Dr. Joseph Ruddy, USAID Jordan Tourism Development Project
10.20 – 10.40	Practical Aspects of Education & Training – Mr. Michael Nazzal, President, Jordan Hotel Association
10.40 – 11:00	Case Study - Developing Professional Image, Commitment and Accountability: Reflecting on the nursing profession - Dr. Muntaha Gharaibeh, Associate Professor and Dean of Nursing, Science and Technology University Irbid
11:00 – 11:15	Questions & Answers
11.15 – 11:30	COFFEE BREAK
11:30 – 12:30	Reforming Hospitality and Tourism Education - Value Chain Approach
	Chairperson: Professor Ekheif Tarawneh, President, Al Balqa Applied University Rapporteur: Dr. Muntaha Gharaibeh, Dean, Science and Technology University, Irbid
11:30 – 11:50	Value Chain Approach to Program Development - Dr. Suzy Hatough Bouran, Dar Al-Diafa for Hospitality and Tourism Education Consultancy, UNWTO.TedQual Auditor
11:50 – 12:15	The Challenge of Change; Towards a Reform Strategy for Higher Education in Jordan's Tourism and Hospitality Sector - Dr. Tony Lenehan, Tourism Expert, Academic and Author
12:15 – 12:30	Questions & Answers
12:30 – 12:40	BREAK
12:40 – 14:00	Partners for Change - Accreditation, Partnerships and Quality Standards in Hospitality and Tourism Education
	Chairperson: Professor Dr. Taha M. Alkhamis, President Assistant, Higher Education Accreditation Commission Rapporteur: Dr. Hani Dmour, University of Jordan
12:40 – 13:00	Accreditation and Quality Assurance in Higher Education Institutions in Jordan - Challenges and Ambitions – Dr. Munib Saket, President, Higher Education Accreditation Commission
13:00 – 13:20	TedQual UNWTO Certification – Ms. Loreto Ibañez, UNWTO.TedQual Program Manager, UNWTO.Themis Foundation
13:20 – 13:40	International Trends in Hospitality & Tourism Education and Program Management - Dr. Don Hawkins, Eisenhower Professor of Tourism Policy, School of Business, George Washington University
13:40 – 14:00	Questions & Answers
14.00 – 15.00	LUNCH BREAK
15:00 – 17:00	Creating a Road Map for Educational Innovation - Working Group
	Chairperson: Professor Taleb Sarie - President, Middle East University Facilitators: Dr. Hani Dmour, Dr. Tony Lenehan & Dr. Larry Yu Rapporteurs: Dr. Taha M. Alkhamis, Dr. Sultan Maani & Dr. Muntaha Gharaibeh
	• Tourism and Hospitality Education Policies
15:00 – 16:15	• Increasing Access to Quality Programs
	• Curriculum Development and Teaching Strategies
16:15 – 16:30	Awarding Certificates - 25 lecturers who attended the Capacity Building Program in Curriculum Development, presented by H.E. Dr. Mustafa Al Adwan, Secretary General, Ministry of Higher Education and Scientific Research
16:30 – 17:00	Closing Remarks