



TOUR_HOSP_MAN

UNWTO.TedQual Certification for Tourism and Hospitality Academic Programmes

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Congratulations to Yarmouk University

for obtaining UNWTO TedQual certification



Content

- **What is TedQual Certification?**
- **Self-assessment (TedQual five areas of analysis)**
- **Implementations of the Global Code of Ethics**
- **Practical Advice**

What is TedQual Certification?

- **The UNWTO.TedQual Certification is, as its name implies, a certification issued by the World Tourism Organization, a specialized agency of the United Nations, to support the quality improvement of tourism education and training programmes.**
- **Quality of education should be seen as an integral process that embodies extent to which the beneficiaries (students, employers, civil society) meets their prior expectations regarding the programme.**
- **The student learning outcomes as a core issue.**

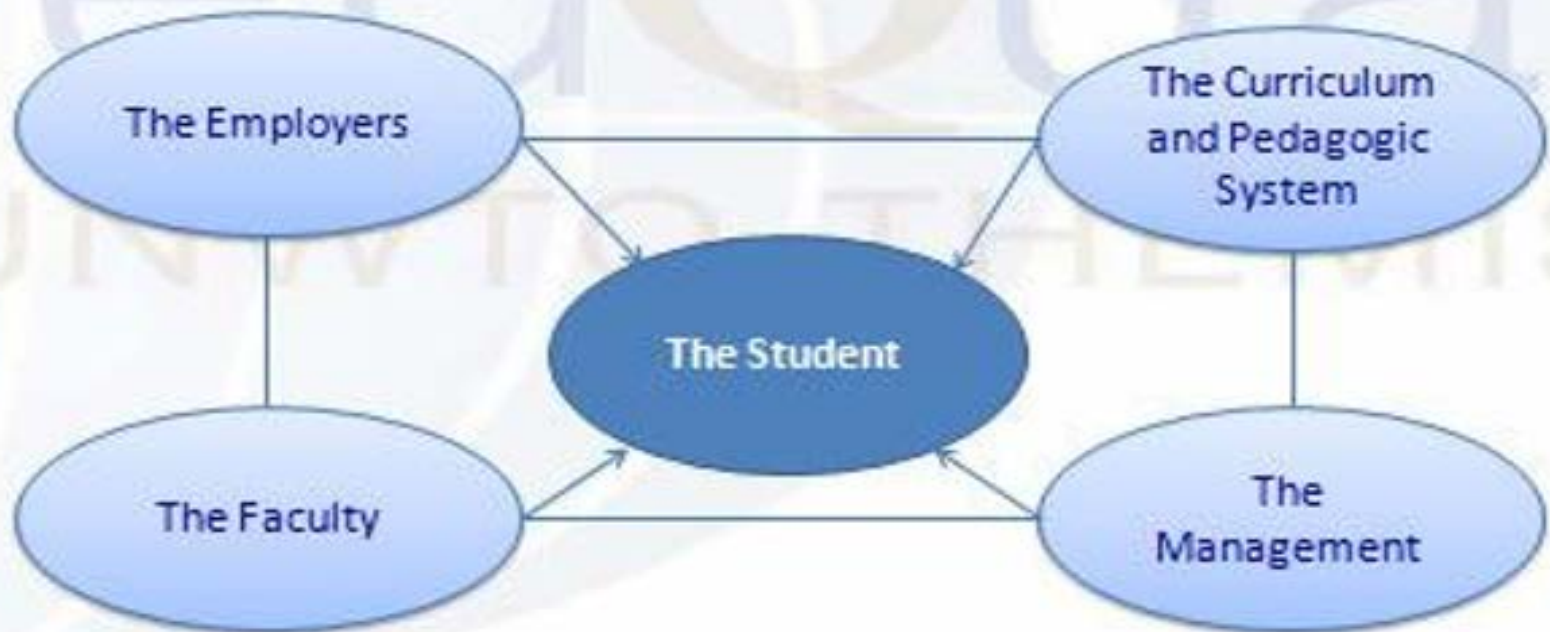
To be considered..

Analysis of internal and external aspects of the Programme:

- the coherence of the plan of studies;**
- infrastructure and pedagogical support;**
- tools and support mechanisms for administrative management;**
- the existence of transparent mechanisms for the selection of the faculty and favorable conditions for their professional development;**
- and the relevance of the content of the programme of studies with respect to the needs of the tourism sector.**

Self-assessment

UNWTO.TedQual – Key Actors/Areas of Analysis



The Employers

The objective of this evaluation procedure is to verify that the program has taken into account the opinions and needs of future employers in the public and private sectors:

- **Inclusion of employers' needs in defining the mission, work plan, and curriculum content.**
- **Continuous adaptation of the program to new trends and thus to the new requirements of employers in the tourism sector.**

[employers.docx](#)

The Curriculum and Pedagogical System

The objective of this section of the evaluation and introduction is the first step in the step to the next step:

- Reviewing the previous methodology in developing the curriculum.
- Reviewing the consistency of the curriculum content and the consistency between the different materials.
- The effectiveness of educational reinforcement (theoretical / practical) of the curriculum.
- Availability of education and training on its effectiveness. [curriculum.docx](#)

The Faculty

The objective of this evaluation procedure is to verify the existence of transparent mechanisms for the selection of faculty members, as well as adequate working conditions that enhance their professional development.

- Adopting and following the criteria for selecting faculty members.
- Academic coordination of the college.
- Evaluating the performance of faculty members.
- Programs to continuously update the knowledge of faculty members. [Faculty.docx](#)

The Global Code of Ethics Implementations

The UNWTO Code of Ethics for Tourism is a roadmap for responsible and sustainable tourism development, endorsed by the United Nations General Assembly in 2001. Its ten principles, covering the economic, social, cultural and environmental components of tourism, aim to help maximize the sector's benefits while minimizing any potential negative impacts. While the Code of Ethics is not legally binding, it does feature a voluntary implementation mechanism by recognizing the role of the Global Committee on Tourism Ethics. Established in 2004 as an independent and impartial body, stakeholders may refer any matters relating to the interpretation and application of the Rules to the Commission.

Example from the Employers' Area

Did your institution/programme consider the principles of the Global Code of Ethics for Tourism in formulating the mission and the action plan?

Yes. The mission statement: "To provide a student-centered quality education that is responsive to the current and future needs of the travel and tourism industry and to prepare graduates for professional careers in local, regional and international markets. This will be done through delivering stimulating educational and learning activities in an environment that embraces cultural diversity, promotes respect for equality of people, critical thinking, effective communication learning skills, freedom of expression and social responsibility".

Practical Advice

- **Collecting the evidences from the beginning.. Do not underestimate any evidence..**
- *Avoid making a self-assessment where you attempt to display only the positive aspects of the programme.*
- **The team members' number (not more than 5)**
- **Conducting the following files:**
 - **Internationalization**
 - **Marketing plan**
 - **Quality assurance manual**
 - **Internship manual**

Thank You for Your Attention