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HUMAN MOBILITY, MIGRATION & TOURISM IN THE ANTHROPOCENE
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Stakeholder Involvement in Tourism Education Design

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Abstract

The identification and involvement of stakeholders in education design and development is often indicated as a means to ensure that educational programs truly fulfil the aims set for them. Tourism education is by no means exempt. This study explores stakeholder involvement in a Bachelor program (EQF Level 6) in Tourism. The main stakeholders identified were asked for their views about the degree of involvement of both their stakeholder group but also other identified stakeholder groups. Data was collected through a series of focus groups and followed up by in-depth interviews. The outcome indicates clearly that all the key stakeholders need to be involved in order to have a successful learning environment. It also highlights the need for the different stakeholders to interact and exchange views in this respect. On the other hand, there is a high element of mistrust when it comes to having one group working with another. This is in contrast to what is envisaged to ensure that the proposed is a successful one, namely that all stakeholders need to be able to work together.

To do so, one has to identify the stakeholders and identifying the attitudes held by each group. Subsequently one has to establish proper communication between the parties and diffuse any conflict situations that may arise. Only then would it be possible to move towards intercultural reflection and finally achieve constructive interaction between all the stakeholders involved.

Keywords: Stakeholders, Tourism Education, Intercultural Competence, Soft Skills

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