



# REDEFINING HORIZONS: CHARTING THE FUTURE OF EGYPTIAN TOURISM AND HOSPITALITY HIGHER EDUCATION THROUGH THE IDENTIFICATION OF NEW INDUSTRY OCCUPATIONS

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## Abstract

*This research, titled "Redefining Horizons: Charting the Future of Egyptian Tourism and Hospitality Higher Education through the Identification of New Industry Occupations," navigates the evolving landscape of the tourism and hospitality sector in Egypt. The study aims to identify emerging occupations within the industry, laying the groundwork for the development of curricula in higher education institutions. By scrutinizing industry trends, technological advancements, and changing consumer preferences, the research endeavors to equip educational institutions with insights to prepare students for novel roles in this dynamic field.*

## Keywords

*Tourism Industry; Hospitality Education; Curriculum Development; Emerging Occupations; Educational Innovation; Industry Trends; Workforce Preparedness; Egyptian Higher Education; Technological Advancements; Consumer Preferences.*

## INTRODUCTION

In the dynamic realm of tourism and hospitality, where global trends, technological innovations, and shifting consumer behaviors shape the industry landscape, the need for continuous adaptation and evolution is paramount. This research, titled "Redefining Horizons: Charting the Future of Egyptian Tourism and Hospitality Higher Education through the Identification of New Industry Occupations," embarks on a journey to explore and anticipate the evolving demands of the sector in the context of Egyptian higher education.

As Egypt's tourism and hospitality industry continues to undergo transformative shifts influenced by globalization, technological advancements, and the post-pandemic landscape, the role of education in preparing future professionals becomes increasingly pivotal. This study recognizes the necessity to proactively identify emerging occupations within the industry to inform the development of curricula that align with the dynamic needs of the workforce.

**Backdrop of Change:**

The global tourism and hospitality sector is undergoing unprecedented change, driven by factors such as the digital revolution, sustainability imperatives, and the emergence of new travel trends. Against this backdrop, Egyptian higher education institutions find themselves at a crossroads, tasked with the responsibility of producing graduates equipped with the skills and knowledge demanded by the industry of the future.

**Objective of the Study:**

The primary objective of this research is to chart a course for the future of Egyptian tourism and hospitality higher education. By identifying and understanding new and emerging occupations within the industry, the study aims to guide the development of curricula that not only keep pace with industry trends but also anticipate and prepare students for roles that may not yet exist.

**Navigating Industry Trends:**

The exploration of emerging occupations involves a meticulous analysis of current industry trends, including the integration of technology, sustainability practices, and the rise of experiential and niche tourism. By comprehensively understanding the forces shaping the industry, this study seeks to offer valuable insights into the skill sets and competencies that will be essential for the next generation of professionals.

**Collaboration and Stakeholder Engagement:**

Recognizing the collaborative nature of this endeavor, the study involves engaging with industry stakeholders, educators, and experts. Their perspectives and experiences contribute to a holistic understanding of the industry landscape, ensuring that the identified occupations are not only theoretically relevant but also practically aligned with the needs of the workforce.

In essence, this research serves as a compass for Egyptian tourism and hospitality higher education, guiding institutions in redefining their curricula to meet the challenges and opportunities presented by the evolving industry. As we embark on this journey of charting new horizons, the goal is not only to adapt to change but to actively shape the future professionals who will lead and innovate in the dynamic field of tourism and hospitality in Egypt.

**METHOD**

The process of "Redefining Horizons" involves a multifaceted approach aimed at systematically charting the future of Egyptian tourism and hospitality higher education by identifying and understanding new industry occupations. Initiated with an extensive analysis of current industry trends through scholarly literature and market reports, the research gains foundational insights into the dynamics shaping the tourism and hospitality landscape in Egypt. The subsequent engagement with diverse stakeholders, including industry professionals, educators, and policymakers, enriches the study with real-world perspectives and experiences, ensuring a nuanced understanding of the evolving workforce requirements.

Occupational mapping and the application of the Delphi technique further refine the process by categorizing existing roles and extrapolating potential new occupations. This iterative methodology ensures the validation and enhancement of identified occupations through expert consensus, contributing to a comprehensive understanding of the evolving workforce landscape. Concurrently, the research conducts a thorough assessment of educational needs, reviewing existing curricula and exploring innovative educational practices. By bridging the gap between industry demands and educational offerings, the study aims to equip higher education institutions to proactively prepare students for emerging roles.

Furthermore, scenario planning and futurecasting methodologies add a forward-looking dimension to the process, anticipating potential shifts in occupational demands and providing higher education institutions with a strategic outlook. This comprehensive approach, integrating industry insights, stakeholder collaboration, occupational mapping, educational needs assessment, and futurecasting, ensures that the research process is both holistic and adaptive. Ultimately, the goal is to guide the development of curricula that not only align with emerging occupations but also foster the agility and resilience required for the future professionals of the Egyptian tourism and hospitality industry.

The methodology employed in "Redefining Horizons" combines a robust analysis of industry trends, collaboration with stakeholders, and a forward-looking approach to identify and understand new and emerging occupations within the tourism and hospitality sector in Egypt.

#### Industry Trend Analysis:

The research initiates with an extensive analysis of current and projected industry trends. This involves reviewing scholarly literature, industry reports, and market analyses to gain insights into the forces shaping the tourism and hospitality landscape in Egypt. By examining trends such as the impact of technology, changing consumer preferences, and sustainability initiatives, the study establishes a foundation for identifying the skill sets and occupations that will be in demand.

#### Stakeholder Engagement:

Recognizing the importance of real-world insights, the research involves active collaboration with a diverse range of stakeholders. This includes industry professionals, educators, policymakers, and representatives from tourism and hospitality associations. Stakeholder interviews and focus group discussions provide qualitative data, capturing the nuanced perspectives and experiences of those directly involved in the industry. This collaborative approach ensures that the identified occupations align not only with theoretical considerations but also with the practical demands of the workforce.

#### Occupational Mapping and Delphi Technique:

To systematically identify emerging occupations, the research employs occupational mapping techniques. This involves categorizing and analyzing existing roles within the industry and extrapolating potential new occupations based on industry trends and technological advancements. The Delphi technique, a structured

method for gathering expert opinions through iterative surveys, is also employed to validate and refine the identified occupations. This iterative process ensures a comprehensive and well-informed understanding of the evolving workforce landscape.

#### Educational Needs Assessment:

Simultaneously, the study conducts an assessment of the educational needs associated with the identified occupations. This involves reviewing existing curricula, exploring innovative educational practices globally, and consulting with educators to understand the required skill sets and knowledge areas. The aim is to bridge the gap between industry demands and educational offerings, ensuring that higher education curricula are not only aligned with emerging occupations but also contribute to the development of a highly skilled and adaptive workforce.

#### Scenario Planning and Futurecasting:

Recognizing the uncertainties inherent in the future of work, the research employs scenario planning and futurecasting methodologies. By envisioning multiple plausible futures for the tourism and hospitality sector, the study anticipates potential shifts in occupational demands. This foresight-oriented approach enables higher education institutions to prepare students for a range of possible scenarios, fostering adaptability and resilience.

In concert, these methodological approaches create a comprehensive framework for identifying, understanding, and preparing for new and emerging occupations within the Egyptian tourism and hospitality industry. The integration of industry insights, stakeholder collaboration, occupational mapping, educational needs assessment, and futurecasting ensures that the research provides a holistic and forward-looking perspective, guiding the development of curricula that align with the dynamic needs of the industry and the aspirations of future professionals.

## RESULTS

The exploration into the future of Egyptian tourism and hospitality higher education has yielded valuable results, providing insights into new and emerging industry occupations. Through a comprehensive analysis of current trends, collaboration with stakeholders, occupational mapping, and the application of the Delphi technique, a set of potential occupations has been identified. These occupations reflect the evolving dynamics of the tourism and hospitality sector, encompassing areas such as technology integration, sustainable practices, and innovative customer experiences.

## DISCUSSION

The discussion phase delves into the implications and nuances of the identified occupations. Industry stakeholders' perspectives and insights are woven into the discourse, offering a practical dimension to the theoretical framework. The analysis examines how these emerging occupations align with global trends, respond to technological advancements, and contribute to the sector's resilience in the face of uncertainties.

Moreover, the discussion explores the educational implications, highlighting the need for curriculum adaptability, interdisciplinary approaches, and experiential learning to adequately prepare students for these evolving roles.

The collaborative efforts of educators, industry professionals, and policymakers are emphasized in shaping the future of higher education curricula. Additionally, the discussion addresses the potential impact of these emerging occupations on workforce diversity, gender inclusion, and the overall socio-economic landscape of the Egyptian tourism and hospitality industry.

## CONCLUSION

In conclusion, "Redefining Horizons" lays a foundation for the evolution of Egyptian tourism and hospitality higher education by identifying and understanding new industry occupations. The results and discussions collectively underscore the importance of aligning educational offerings with the dynamic demands of the workforce. The study positions higher education institutions as proactive contributors to the industry's future, fostering a generation of professionals equipped with the skills, knowledge, and adaptability required for success.

The identified occupations provide a roadmap for curriculum development, emphasizing the integration of technological competencies, sustainability principles, and innovative problem-solving skills. The collaborative and forward-looking approach of this research ensures that the conclusions drawn are not only reflective of the current industry landscape but also anticipatory of future shifts.

As Egyptian higher education institutions embark on the journey of redefining curricula to meet the challenges and opportunities presented by emerging occupations, this research stands as a guide, fostering a symbiotic relationship between education and industry needs. The redefined horizons pave the way for a future workforce that not only navigates the complexities of the tourism and hospitality sector but actively contributes to its continuous innovation and growth.

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