



The Role of Educational Institutions in Greening Education and Ensuring Sustainability

"The Case Study of Faculty of Tourism and Hotels-Fayoum University"



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Global Code of Ethics for Responsible Tourism



- **Adopted at the thirteenth UNWTO General Assembly (Santiago, Chile, 27 September- 1 October 1999).**
- **Ten main global principles to conduct the world tourism in permanently a changeable environment.**
- **Guiding Principles for Economic Responsibility**
- **Guiding Principles for Social Responsibility**
- **Guiding Principles for Environmental Responsibility**



Themes of the 4th International Conference on Responsible Tourism in Destinations



- **Tourism, Livelihoods, Local Economic Development and Human Resources.**
- **Responsible Tourism in a World of Finite Resources.**
- **The Responsible Tourist, Tangible and Intangible Heritage.**
- **Responsible Destinations and Marketing.**
- **The main goal is to explore the application of the principles of Responsible Tourism, which originated in the UNWTO's Global Code of Ethics and the 2002 Cape Town Declaration, on Responsible Tourism in Destinations.**



The Global Debate



- In all over the world, while education deserves notice from political candidates and the general public, not one issue within this topic touches on the environment or "green" education, and there is no answer or guidelines for how to create this "green" state of mind, where the student becomes more aware and proactive with his or her surroundings.



The Main Goal of Current Study



- The main goal of the study pertains to demonstrating the outstanding features of experience of the Faculty of Tourism and Hotels – Fayoum University in greening education and serving the community as a pioneer symbol in higher education.



Methodology



Methodology includes:

- (1) The Descriptive Analytical Method,**
- (2) Questionnaire forms to collect data,**
- (3) Deductive Method, and**
- (4) Analysis of the primary data related to the field of study using the statistical program SPSS - V - 16.**



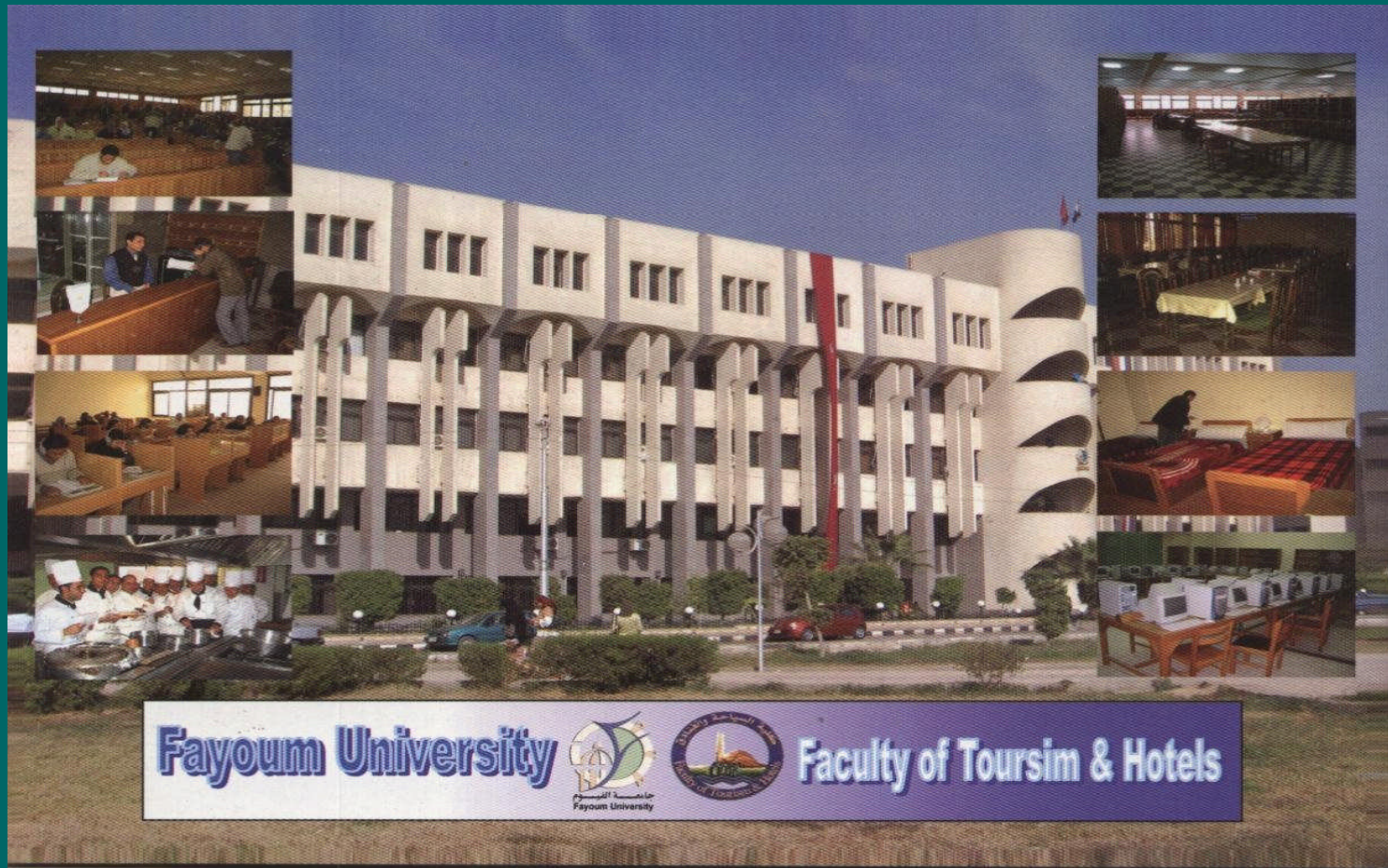
Addressing External practical examples in Higher Education



- To incorporate issues of sustainability into tourism management and related courses.
- To consult with relevant practitioners and policy makers in tourism and related fields on the potential content of management education in sustainable tourism.
- To adopt issues, approaches, and techniques of sustainable tourism management education.
- To provide guidelines for educators on revising their own courses suited to sustainability needs and circumstances.
- To introduce compulsory courses relevant to sustainable development.
- To conduct environmentally oriented projects within and outside their campuses.



THE FACULTY OF TOURISM AND HOTELS FAYOUM UNIVERSITY





The Faculty's Mission & Announced Objectives



- **Helping students to gain required knowledge and skills through distinguished courses and programs.**
- **Supporting students academically to grant a high quality education and to provide the tourism sector and other productive sectors with efficient and qualified graduates.**
- **Raising the society's conviction of the outputs of the faculty.**
- **Encouraging academic research and different academic activities.**
- **Having an effective role in local community.**
- **Providing proper human resources.**



The Center for Community Service, Training, and Free Studies



- Organizing conferences and conventions inside and outside the Fayoum University.
- Organizing specialized training courses.
- Running foreign language courses: English – French – German – Italian – Spanish – Russian – Japanese – Chinese.
- Computer Courses.
- Specialized courses in hotel management conferences and banquets.
- Running different courses in tourism and hospitality industries in collaboration with distinguish tourist companies and hotels.
- Organizing ecotourism programs for foreigners and Egyptians in Fayoum.
- Organizing honorary parties and graduation parties.
- Preparing feasibility studies for tourist and hotel projects.
- Cooperation's with the Fayoum Governorate, non-governmental societies and agencies and directorates of youth and sport to organize and run seminars related to their work and activities.
- Internet, telephone and fax services.



The Project of Eco-Tourism



- The governorate of Fayoum enjoys outstanding tourist landmarks and attractions including coastal, agricultural, and desert ones (**examples are presented in next slides**). However, this variety of attractions is not properly promoted.



The Project of Eco-Tourism Continued



Coastal Attractions

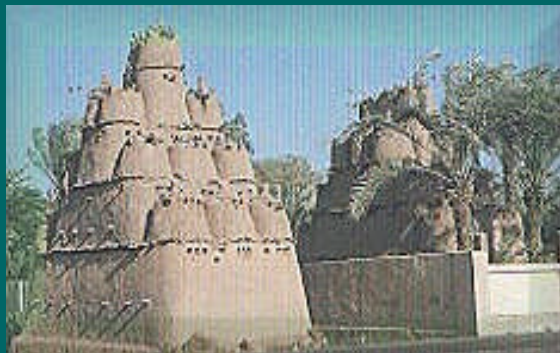
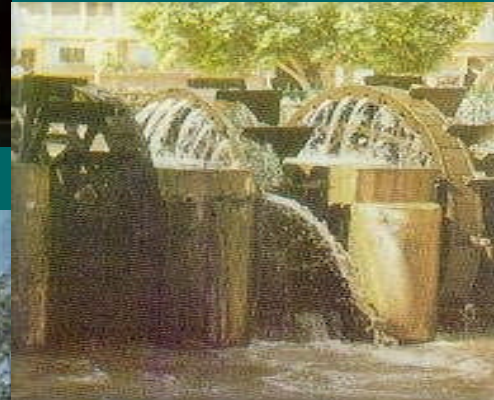




The Project of Eco-Tourism Continued



Agricultural Attractions





The Project of Eco-Tourism Continued



Desert Attractions





The Project of Eco-Tourism Continued



- The initiative idea of the project was proposed by our faculty and was funded with the offer presented by the USAID Organization and that of the Egyptian Ministry of Information and Communication.
- 80 excursions were made to the famous places in Fayoum with a report of each of the excursions both in Arabic and in English.
- More than 4000 photos of the visited places were taken of which 500 were selected to be displayed on the project web site.
- Examples of the project outputs are: A web site was created exhibiting the environmental tourist attractions and the other tourist facilities in Fayoum; and the required equipments such as server, firewall, routers, laptops, switches, and a network of 24 points have been installed



The Special Education Program "Tourist Guide and Archeology"



- Rehabilitation specialists in the field of tourist guide to keep the relics in the light of environmental protection.
- Training personnel for the exercise of tourist guide professionally to verify the continued development in the fields of tourism and monuments and other types of tourism based mainly on environmental and natural resources, industrial and archaeological sites.
- Set up a cadre of graduates with a bachelor's degree specializing in the field of "tourist guide and archeology" in accordance with the rules and regulations of sustainability. In addition to the preparation of training programs that emphasize the continuing revitalization of these graduates, which confirms their ability to facing the challenges and variables of the profession.



The Special Education Program "Tourist Guide and Archeology" Continued



Pilot Ecotour 1: Qasr Qarun and the Valley of Whales

06:30	Departure from Cairo to The Fayoum.
09:00	Arrival Qasr Qarun and visit the temple.
10:00	Arrival at the outpost of Wadi Rayan, pick up desert ranger and driving on the road of wadi Rayan to the track leading to the Valley of Whales.
10:30	Arrival the track leading to the whales and getting into the Desert.
12:30	Arrival the Valley of Whales and walking through the main Features of the area.
14:00	Rest, lunch, preparing local tea on fire.
15:00	Departure to Cairo.
20:30	Arrival in Cairo.



The Special Education Program "Tourist Guide and Archeology" Continued:



Percent	Equivalent Grade	Points	Final Grade
95 % and Over	Excellent	4.00	A
90 % < 95 %		3.70	A-
85 % < 90 %	Very Good	3.30	B+
80 % < 85 %		3.00	B
75 % < 80 %	Good	2.70	B-
70 % < 75 %		2.30	C+
65 % < 70 %	Acceptable	2.00	C
60 % < 65 %		1.70	C-
55 % < 60 %	Conditional Acceptance	1.30	D+
50 % < 55 %		1.00	D
Less than 50 %	Failed	0.00	F



The Project named: Tourism Development in Fayoum- 2008



- Based on the academic experience and field visits to the official organs of tourism in Fayoum; and foremost Tourism and Antiquities Police, Officials of Archeology in Fayoum, and the Officials of Regional Authority to promote tourism in Fayoum, there were an estimation of the current situation with a poll visions for future tourism development in Fayoum.



Examples of Academic Miscellaneous



- **Lecture's Topics Presented under Title: Tourism and Environment: the Mutual Relationship.**
- **Aims of a Study on Tourism Services Quality in Fayoum as an Egyptian Tourist Destination.**
- **The study titled: "Development of Eco-Tourism Markets to Attract New Tourist Segments: Application to the Fayoum Governorate".**
- **Theses & Dissertations.**
- **Compulsory Courses**



CONCLUSION



- From the display of information (Theoretical & Case Studies) throughout the study, it may be said that the presented principles of responsible tourism-economic, social, and environmental- are adopted and applied at a reasonable level at the Faculty of Tourism & Hotels; Fayoum University. But, in other faculties of tourism in Egypt the level of adoption and achievement policies of greening education and ensuring sustainability is limited. In addition, this conclusion can be gained from the comparison of our experience with the academic case studies presented in this current study.



General Future Vision of the Study's Teamwork



- Protected area management.
- Green marketing policies.
- Innovation of environmental management in hotel management.
- Risk management in hotels and resorts.
- Safety in tourism and hospitality.
- Ethics in tourism and hospitality.
- Sustainable Tourism Programs.
- Financing sustainable tourism programs
- Eco-lodges.
- Sustainable museums
- Measuring social value in tourism.
- Valuating externalities of tourism.



Proposed Pioneer Project



- Enhancement the Environmental Awareness in Tourism Sector in Egypt.
- Environmental education at the educational institutions level (courses and field visits).
- Business Level (courses and field visits).
- The Project Period.
- The Perspective Teamwork.
- Limitation of Place (teaching courses) .
- Suggested Teaching Methods.
- Suggested Teaching Technology.
- Project budget.
- Supposed Sponsors.



Thank You