

The Utilization of Graduate Tracer Study in Improving Tourism Programs in the College

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Abstract

Due to the increasing rate of unemployment, higher education institutions take the initiative to produce competent and highly qualified graduates to join the workforce and make differences in the local and global arena. By conducting a graduate tracer study, valuable information can be derived to help find out the whereabouts and performance of the graduates in the workplace. Oman Tourism College takes the initiative to conduct a descriptive research study to determine the extent of employability of its students who completed their studies from 2018 – 2020. The investigation also ascertained the graduates' evaluation of the tourism program areas and the relevance to the job requirements. A total of 110 respondents participated in the study through online survey employing referral sampling. The results revealed that majority of the respondents are fresh graduates and gainfully employed in the government sectors. They are generally satisfied in their current job for certain reasons. Their specialization, knowledge, and skills earned are very relevant in their current job which further indicated that tourism programs have adequately contributed to their personal and professional growth. However, they believe that certain areas need to be enhanced particularly in the curriculum, facilities and resources, teaching staff, extra-curricular activities, and research and development. They have also suggested for a strong partnership and linkage with the industry to help students get better employment in addition to the establishment of a career and alumni center that can be a focal point for job matching and job hunting.

Keywords: Graduate Tracer Study, Tourism Education, Tourism Program, Graduates Specialization, Employment Requirements