

QUALITY ASSURANCE PROCEDURES IN THE FUNCTION OF CONTINUOUS DEVELOPMENT OF TOURISM STUDY PROGRAMMES

Milan D. Antonijević and Milutin R. Đuričić

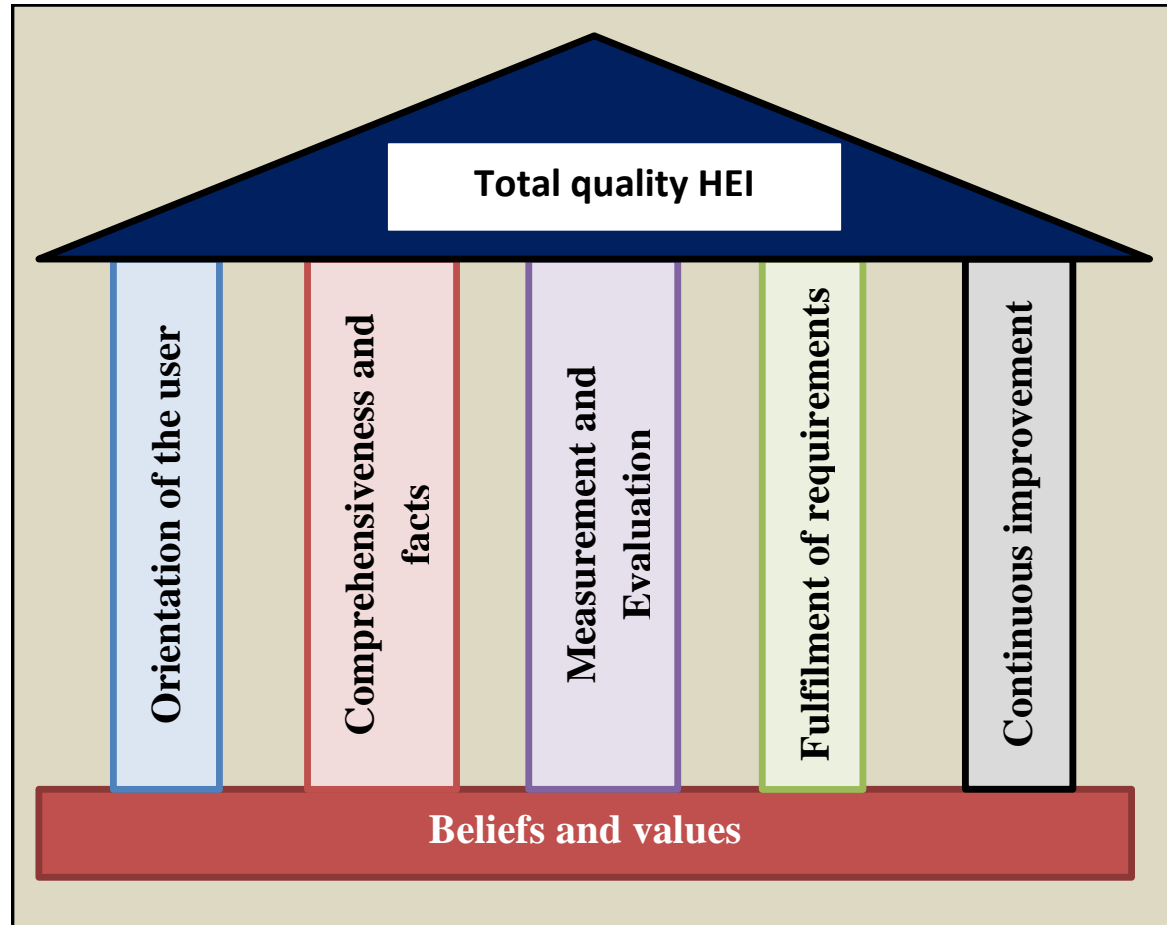


Quality of higher education represents a powerful tool of every society; therefore societies often willingly invest in educational development. Such investments will lead to enhanced quality of life of every member of our society. Higher education, as a crown of the education, is extremely important therefore its quality is aspiration of modern society!

It is important to remember that modern higher education must rely on constant Quality Control (QC), Quality Assurance (QA) and Quality Enhancement (QE).

introduction of Quality Management System (QMS)





European Union is committed to develop European society of knowledge based on European Research Area (ERA) and European Higher Education Area

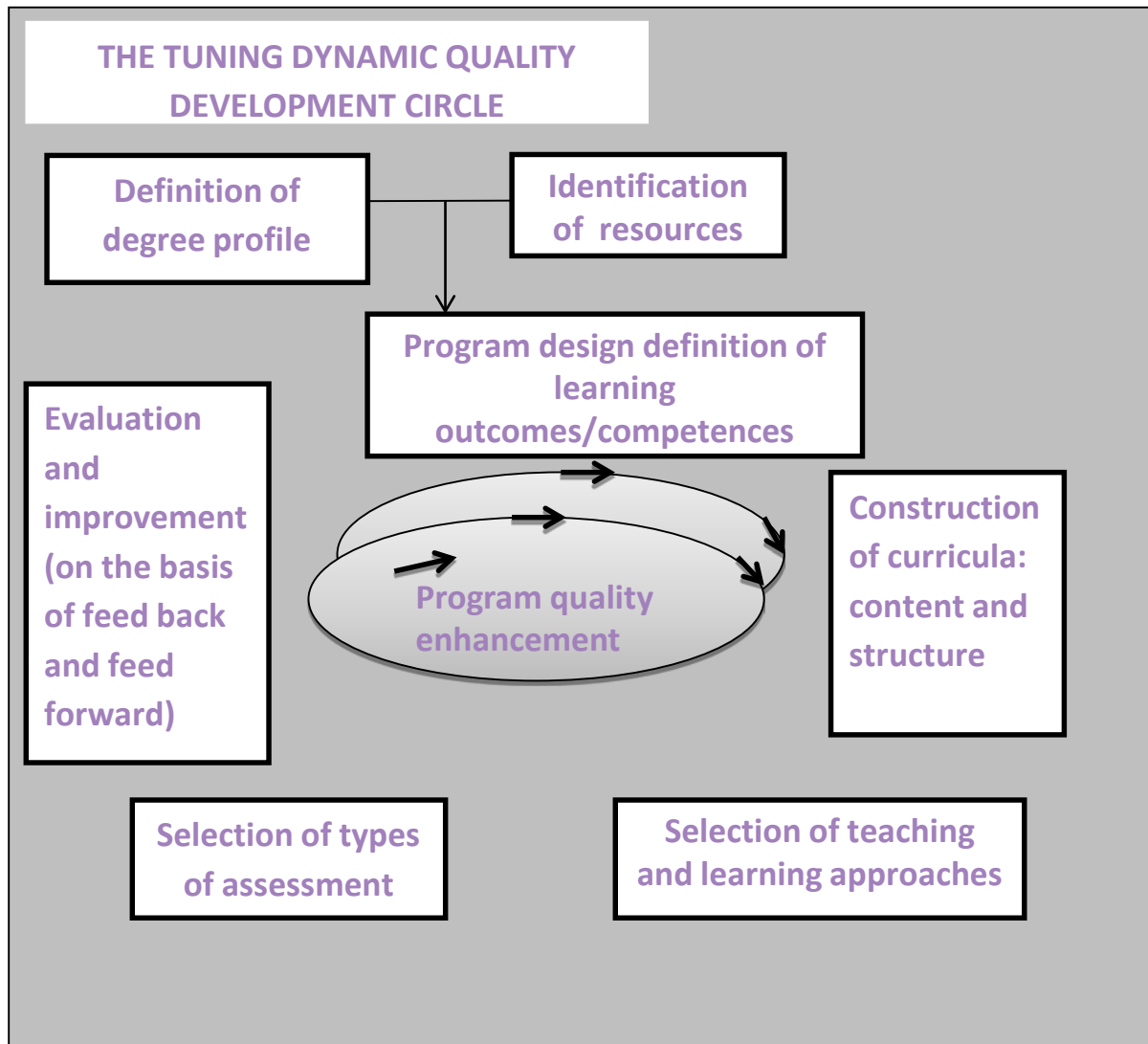


- shifting the focus from “professor being in the focus” to education with focus on “outcomes”.
- Modern approach in higher education in EU offers methodology for harmonization which in focus of educational process places student and is interested in what will student learn and not what will lecturer teach.

- 86% - communication skills (they also comment that graduates do not use communication skills effectively)
- 85% - team work
- 83% - integrity of individual
- 81% - intellectual abilities
- 80% - reliability
- 75% - personality
- 74% - planning and organization
- 71% - good writing skills
- 68% - numeracy
- 67% - analytical thinking and decision making skills



GENERAL COMPETENCES		
Instrumental	Interpersonal	Systemic
<ol style="list-style-type: none"> 1. capacity for analysis and synthesis, 2. ability to plan and organize, 3. basic general knowledge, 4. grounding in basic professional knowledge, 5. oral and written communication in the native language, 6. knowledge of foreign languages, 7. basic knowledge of computers, 8. information management skills (ability to obtain and analyze information from various sources) 9. troubleshooting, 10. decision-making. 	<ol style="list-style-type: none"> 1. critical thinking skills and self-criticism, 2. teamwork, 3. interpersonal skills, 4. ability to work in interdisciplinary teams, 5. ability to communicate with non-experts in other fields, 6. understanding of diversity and multiculturalism, 7. ability to work in an international environment, 8. ethical commitment. 	<ol style="list-style-type: none"> 1. ability to apply knowledge to practice, 2. research skills, 3. ability to learn, 4. ability to adapt to new situations, 5. ability to generate new ideas (creativity) 6. leadership, 7. understanding the culture and customs of other countries, 8. ability to work independently, 9. project design and management, 10. start-up and entrepreneurial spirit, 11. concerns about quality 12. desire to succeed.

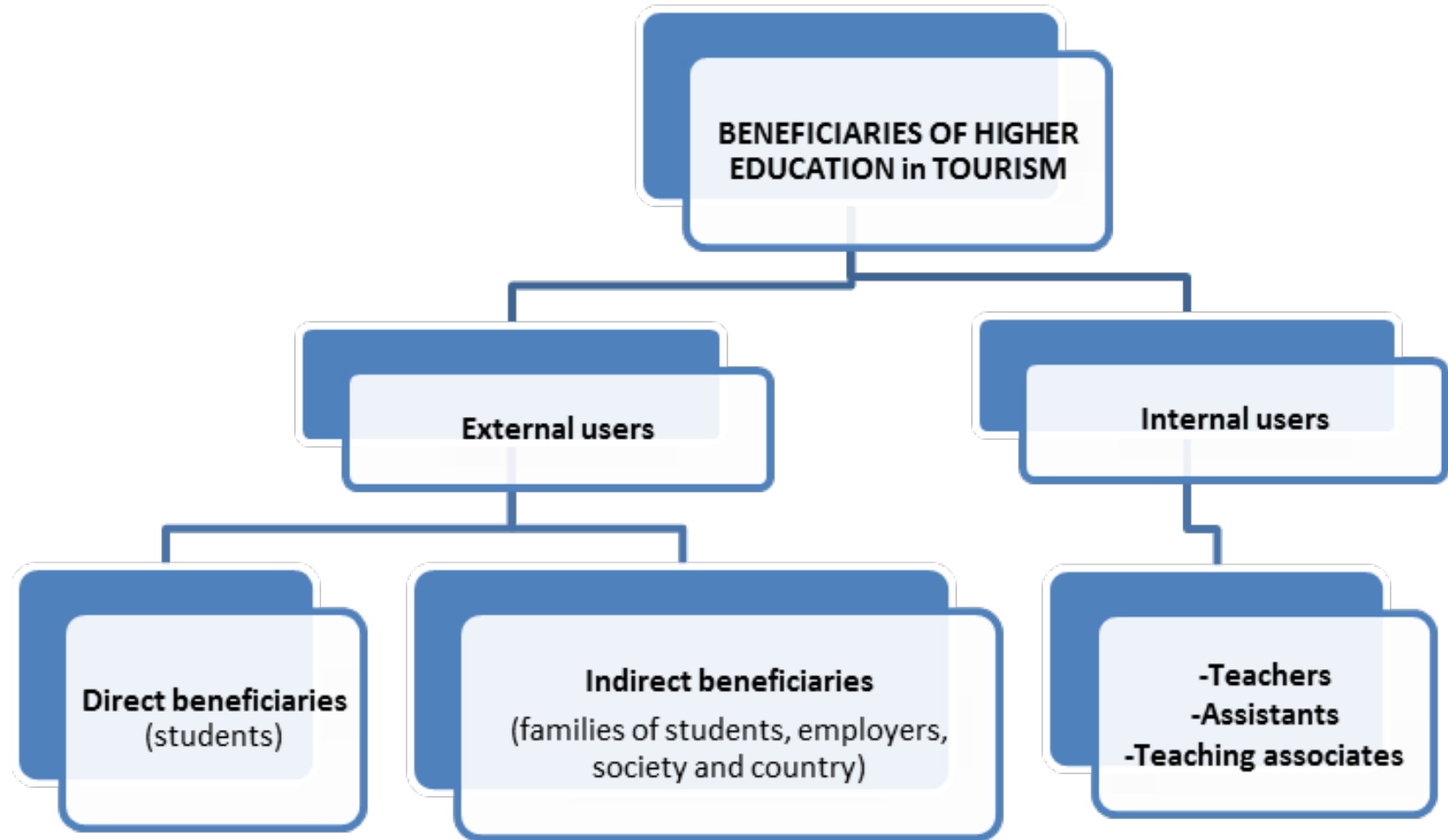


European Network for Quality Assurance in Higher Education (ENQA) established standards and recommendations for internal and external QA and they are:

- Higher education institutions have primary responsibility for QC and QA,
- Interest of society are secured through implementation of standards and QC/QA in higher education,
- Quality of study programmes must be developed and enhanced for students and other users of higher education in European higher education area,
- Effective organizational mechanism for QA of study programmes,
- Transparent, external and experts evaluations,
- Establishment of educational quality culture in higher education institutions,
- Initiation of processes which should demonstrate institutional responsibility which includes responsibility for investment of public and private funds,
- Higher education institution should present its quality nationally and internationally,
- Development process should not impact diversity and innovations (Ristić, 2007)

Quality assurance of higher education in tourism depends on several requirements, from which the most important are:

- Stakeholders needs and interested parties,
- Bologna process,
- international standards and international organizations,
- national standards for accreditation,
- Quality Management System,
- Institutional standards
- Technological and pedagogical standards



Quality of higher education in tourism is determined by quality of study programme (curriculum), quality of educational-scientific process, quality of achieved learning outcomes or competencies of graduates (Gajić, 2009). Satisfaction of educational users and other interested parties is important parameter when reviewing the quality of higher education in tourism.

Modern business strategy in higher education requires well developed marketing strategy and implementation of quality management system that is aligned to series of international standards which represents base for constant improvement (enhancement).



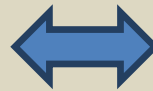
THE QUALITY OF THE HIGHER EDUCATION IN TOURISM

- The quality of academic programs in the field of tourism,
- The quality of previous education,
- The quality of the IT support to the higher education in tourism,
- The quality of the financial support to the higher education,
- The quality of the teaching staff in the field of tourism,
- The quality of education and training,
- The quality of students,
- The quality of graduates in the field of tourism.



The quality of the participants in the educational process:

- Faculty, High School,
- Study program, Department,
- Educator,
- Students.



The rating of HEI:

- University,
- Faculty, High School,
- Study program,
Department,
- Educator,
- Students.

The quality management system in higher education institutions

1. Quality Planning

- Determining the desired goals regarding quality
- Identifying the processes to achieve the desired goals in accordance with the resources.

2. Quality Management

- QMS activities aimed at meeting the requirements of quality and ensuring customer satisfaction.

3. Quality Assurance

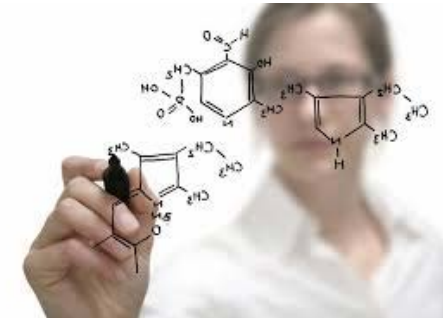
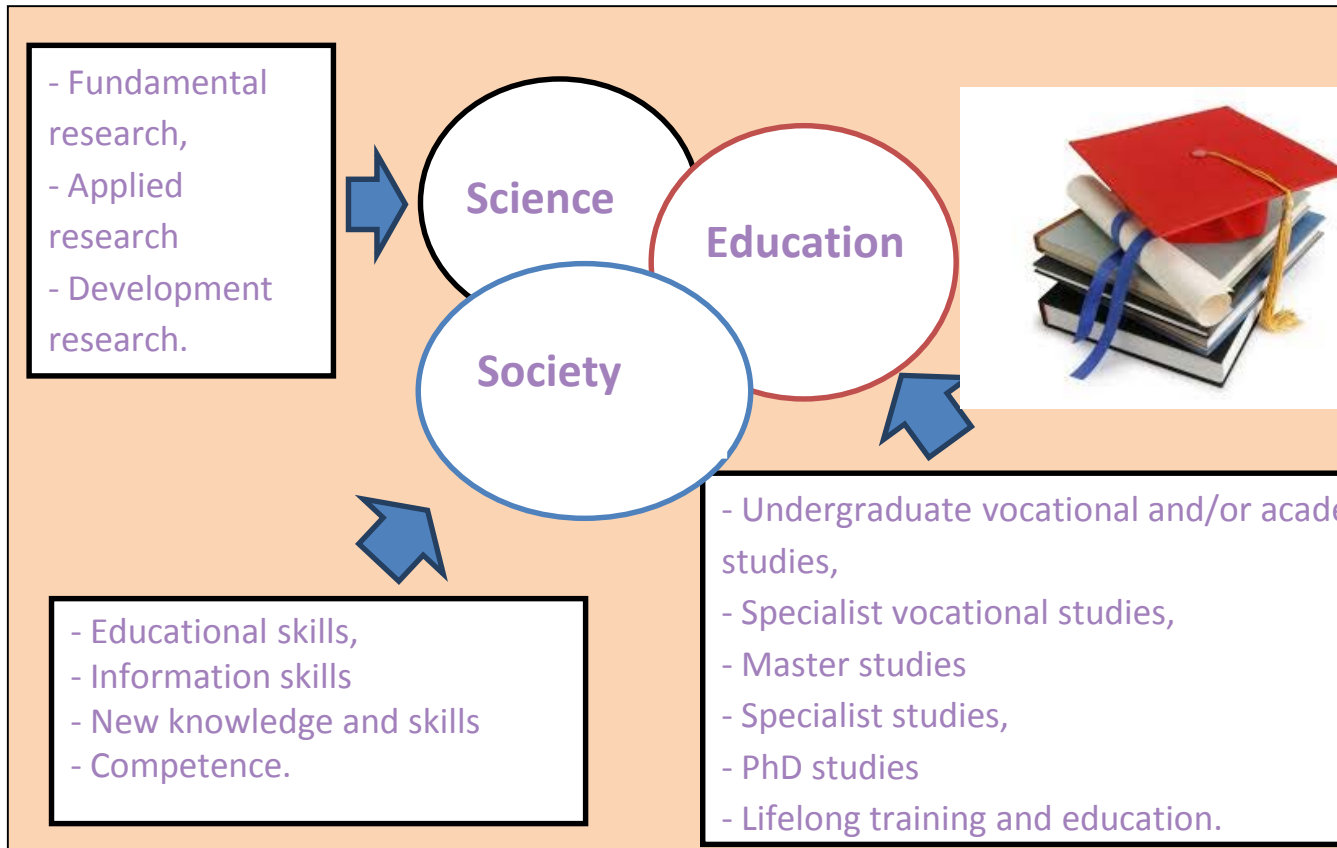
- QMS activities focused on the verification of the compliance with the requirements of quality and customer expectations.

4. Quality Enhancement

- QMS activities focused on raising the level of skills in order to meet the demands of quality and customer expectations.



Fundamental processes in higher education institutions in the field of tourism





Term quality management system, as per ISO9000 standards involves quality planning, management, assurance and enhancement. By implementing QMS higher education institutions in the field of tourism may achieve not only greater attraction and expectation assurance of interested parties but also:

- Improvement of all management parameters of higher educational institution to a higher level,
- Leading role of HE Institution management,
- Constant observation – monitoring, control and enhancement and
- Timely and flexible response to market changes in higher education.

QUALITY SYSTEM PROCEDURES AS DOCUMENTATION AND QUALITY ENHANCEMENT

For the needs of TEMPUS project, missing procedures are developed using standardized methodologies. These internal standards and procedures which are in accordance with current regulations on standards for self-evaluation and quality assessment in higher education institutions were developed and they are:

1. Procedure for quality of study programme,
2. Procedure for quality of educational process,
3. Procedure for quality of research and expert work,
4. Procedure for quality of teaching and support staff,
5. Procedure for quality of students,
6. Procedure for quality of books, literature, library and IT resources,
7. Procedure for quality of institutional management and non-educational support,
8. Procedure for quality of infrastructure and equipment,
9. Procedure for quality of financing.



Higher education institutions involved in delivering educational programmes in the field of tourism are obligated to educate graduates according to actual needs of tourism economy, users of educational process and to meet their wishes, expectations and hopes with respect to the quality of education.

Management and all employees of HE institution must determine reported and default needs and user's requests in current moment and completely fulfil them in the future.

In times of total globalization and tendency towards union of all European countries it is necessary to harmonize higher education in Serbia with education in developed EU countries by accepting their adopted approaches related to EHEA.

Higher education institutions from Serbia working in the field of tourism need to implement good practices from EU and developed countries in an organized manner and in accordance with current standards for quality of higher education.

Development, introduction and enhancement of QMS in higher education in the field of tourism, that is based on processes approach and facts, is important presumption towards quality assurance and enhancement in education of tourism experts in 21st century.

Thank you for
listening



Tempus

mhtsps
MODERNIZATION AND
HARMONIZATION OF TOURISM
STUDY PROGRAMS IN SERBIA



SED
2014

BUSINESS TECHNICAL COLLEGE, UZICE