



**Sultan Qaboos University
College of Arts & Social Sciences
Tourism Department**

**ACTION PLAN FOR THE IMPLEMENTATION OF THE GLOBAL
CODE OF ETHICS FOR TOURISM IN
SQU UNDERGRADUATE TOURISM EDUCATIONAL PROGRAM**

Prepared By:

The Tourism Department Accreditation Committee

2015

Action Plan for the Implementation of the Global Code of Ethics for Tourism

Since 2012, several preliminary meetings were held at the department level to introduce and discuss the global code of ethics for tourism ten principles. To inform the students and professors about the principles of the global code of ethics for tourism, the program has invited a UNWTO representative to conduct a workshop about the principles for everybody. Five faculty members were directly involved with the goal of designing an action plan for the implementation of the global code of ethics in five major areas of concerns; the management, the curriculum, the employers, the students, and the faculty. Each faculty member was in charge of accomplishing the task in one of the five areas mentioned earlier. These same faculties were the members of the TedQual Committee in the department. The main goal was to design clear set of actions that could be implemented, controlled, and evaluated by the program administration. One major challenge was the transformation of some of the articles into applicable actions in the tourism and hospitality higher education setting.

To conclude; the pre-set action plan for the implementation of the global code of ethics has been conducted and the results are highly encouraging (See Table 1), The following are some of the activities conducted by the Tourism Department as part of the endeavour to apply the global code of ethics:

Employers

- University cooperation day
- First Training forum
- Conclusive and follow up report
- Second training forum
- ITC study for the Ministry of Tourism
- Agreements with private sector (Saber-Tatweer-IHG-AlBustan Ritz Carlton)
- Sponsorship of the ITC 15 by governmental and private sector institutions

Students

- Students participation in UNWTO event at Bournemouth University
- Language courses conducted by students
- Internal and External training
- Tourism Group community service activities
- Students participation in events organized by Ministry of tourism and other stakeholders

Curriculum

- Reformulation of the department Mission Vision Objectives
- Development of program matrices
- Inclusion of the global code of ethics in Introductory courses (Introduction to Tourism-Introduction to Hospitality-Introduction to Tourism Guidance-Tourism Authorities and Organizations-Sustainable Tourism)

- The offering of new elective courses to cover the needs of employers (Sports Tourism - Inflight Catering – Entrepreneurship - Business Etiquette - Sustainable Tourism)
- Involvement of professionals in teaching as teachers and as guest speakers

Faculty

- Organizing the ITC 15 in collaboration with IPL
- Participation in local and international tourism events
- Conducting seminars and workshops on tourism, hospitality, sustainability, and quality in education
- Participating in UNWTO capacity building programs (Saudi Arabia Courses)
- Participating in workshops organized by the Ministry of Tourism and other stakeholders (UNWTO Sustainability Workshop)
- Development of tourism and hospitality curricula for the Ministry of Manpower
- Presenting a paper on the global code of ethics in an international conference (prepared by 5 faculty members)
- Key note speakers in major tourism related conferences nationally and internationally
- The department was able through two of its members to achieve the following awards:
 - Distinguished Academic award (2014)
 - Distinguished Researcher Award (2015)

Management

- Organizing the ITC 15 in collaboration with IPL
- Facilitating the participation of students and faculty in tourism and hospitality events nationally and internationally
- Monitoring the industry trends and incorporating the market needs in curriculum and staff research and community service activities
- Monitoring and assuring quality by means of the pre-set department Quality Assurance Plan
- Conducting a recruitment plan that assures best qualified candidates join the program
- Coordinating and harmonizing the efforts of multi-cultural team

Table 1 Implementation Action Plan Achievement Overview

THE EMPLOYERS	THE STUDENT	THE CURRICULUM	THE FACULTY	THE MANAGEMENT
<p>1. Increasing department students' exposure to diverse communities and cultures through internal and external summer internship placements. [1]</p> <p>DONE</p>	<p>1. Increasing department students' exposure to diverse communities and cultures through internal and external summer internship placements. [1]</p> <p>DONE</p>	<p>1. The principles of the global code of ethics for tourism will be covered within the context of the first and second lectures of the introduction to tourism course (TOUR1001). As both a transversal issue and a specific subject. [1-10] DONE</p> <p>2. Professors will be guided and instructed to use the principles as a transversal issues in all the courses they teach within the curriculum, where appropriate, in courses such as; tourism planning and development, human resources management, etc.. [1-10] DONE</p>	<p>1. Organizing a seminar in collaboration with employers and Stakeholders about:</p> <ul style="list-style-type: none"> • Current Tourism and Hospitality Issues. [1] • Community and Tourism Issues. [1] • The applications of Tourism Code of Ethics in Oman. [6] [10] • Tourism and risk management. [6] • The applications of Tourists' Rights in Oman within the Omani traditions and law. [6] [7] [8] • The facilities available for senior tourism and tourism for people with special needs In Oman. [7] • The procedures of establishing tourism projects. [9] <p>DONE</p>	<p>1. Prepare Self-evaluation report (Every Five Years). [1-10]</p> <p>DONE</p>
<p>2. Hosting presentations by key tourism industry professionals illustrating their efforts for promoting the Omani local values and encouraging mutual understanding between tourists and local citizens. [1]</p> <p>DONE</p>	<p>2. Conducting awareness campaigns:</p> <ul style="list-style-type: none"> • In events and exhibitions such as Muscat Festival and Salalah Festival. [1] • On-campus campaigns for SQU students. [2] • For local communities within major tourism attractions. [5] <p>DONE</p>	<p>3. To inform the students and professors about the principles of the global code of ethics for tourism, the program has invited a UN-WTO representative to conduct a workshop about the principles for everybody. [1-10] DONE</p>	<p>2. Conducting awareness campaigns:</p> <ul style="list-style-type: none"> • In events and exhibitions such as Muscat Festival and Salalah Festival. [1] • On-campus campaigns for SQU students. [2] • For local communities within major tourism attractions. [5] <p>DONE</p>	<p>2. Prepare Annual Department Report. [1-10]</p> <p>DONE</p>
<p>3. Surveying the department female graduates' share and duties in the tourism employment aiming to highlight their efforts leading to encouraging tourism entities to hire more female graduates. [2]</p> <p>DONE</p>	<p>3. Female Student Day (with Omani Woman's Day). [2]</p>	<p>4. Students and Professors were directed to explore the website for the UN-WTO and download the e-brochures and read all related materials. [1-10] DONE</p>	<p>3. Cooperating with the SQU Centre for Community Service and Continuing Education (CCSCE) in providing short courses to increase Community Tourism Awareness. [1]</p> <p>DONE</p>	<p>3. Produce a Student Handbook (to be Updated Yearly). [2]</p> <p>DONE</p>
<p>4. Providing short courses and consultancies regarding:</p> <ul style="list-style-type: none"> • Tourism sustainability and tourism impacts on the environment. [3] • Tourism and heritage. [4] <p>DONE</p>	<p>4. Continue to offer Sustainable Tourism course as college elective for the College of Arts and Social Sciences. [3]</p> <p>DONE</p>	<p>5. A traditional lecture format, case studies, research papers, oral presentations, and discussions of best practices will be used to teach the principles. Students will also be tested on the principles through quizzes and examinations for positive reinforcement. [1-10] DONE</p>	<p>DONE</p>	<p>4. Preparation of a Student Newsletter (Once a Semester). [2]</p>
<p>5. Participating in related activities organized by the tourism employers and other entities. [3] [4]</p>	<p>5. Field visits for Department Students to major projects in Muscat area such as the Wave, Asifah,</p>	<p>6. An idea of designing a</p>		<p>5. Advisory Committee Meeting to be held</p>

THE EMPLOYERS	THE STUDENT	THE CURRICULUM	THE FACULTY	THE MANAGEMENT
DONE	Bandar al-Khiran. [3] DONE	CERTIFICATE OF AWARENESS or a PROFESSIONAL PLEDGE of the principles to be given to all students before graduation and a promise to adhere to those principles in all actions taken throughout their career will be implemented. These certificates might carry both seals of Sultan Qaboos University and the UN-WTO. Students will be proud to include these certificates in their employment packages to be submitted to their potential hospitality and tourism employers. [1-10] 7. An elective course titled "Ethics of Tourism" could be designed and offered in the future to cover the subject of ethics. [1-10]:		annually (To discuss current industry trends and the implications on local community). [5] DONE
6. Conducting studies aimed at maximizing tourism benefits for local hosting communities. [5] DONE	6. Guest speakers from the Ministry of Heritage, Ministry of Tourism, Directorate of Nature Reserves and the Private Sector to conduct lectures on: <ul style="list-style-type: none"> Sustainable tourism. [3] How to interpret cultural heritage sites. [4] Eco-tourism. [5] Obligations of stakeholders in tourism development. [6] Special Needs Tourists. [7] DONE			
7. Organizing a seminar in collaboration with employers and Stakeholders about: <ul style="list-style-type: none"> Current Tourism and Hospitality Issues. [1] Community and Tourism Issues. [1] The applications of Tourism Code of Ethics in Oman. [6] [10] Tourism and risk management. [6] The applications of Tourists' Rights in Oman within the Omani traditions and law. [6] [7] [8] The facilities available for senior tourism and tourism for people with special needs In Oman. [7] The procedures of establishing tourism projects. [9] DONE	7. Organizing a seminar in collaboration with employers and Stakeholders about: <ul style="list-style-type: none"> Current Tourism and Hospitality Issues. [1] Community and Tourism Issues. [1] The applications of Tourism Code of Ethics in Oman. [6] [10] Tourism and risk management. [6] The applications of Tourists' Rights in Oman within the Omani traditions and law. [6] [7] [8] The facilities available for senior tourism and tourism for people with special needs In Oman. [7] The procedures of establishing tourism projects. [9] DONE			

The department has recognized the need to stress on some actions and the need to modify some highly ambitious actions to adapt to the nature of the community and the dynamic nature of the tourism industry, the department members offer the following modified plan for the implementation of the global code of ethics, See Table 2:

Table 2 Implementation Action Plan Achievement Overview

THE EMPLOYERS	THE STUDENT	THE CURRICULUM	THE FACULTY	THE MANAGEMENT
1. Increasing department students' exposure to diverse communities and cultures through internal and external summer internship placements. [1]	1. Increasing department students' exposure to diverse communities and cultures through internal and external summer internship placements. [1]	1. The principles of the global code of ethics for tourism to be covered within some of the study plan courses. [1-10]	1. Conducting workshops, lectures and seminars on current and critical tourism issues. [1-10]	1. Prepare Self-evaluation report (Every Five Years). [1-10]
2. Hosting presentations by key tourism industry professionals illustrating their efforts for promoting the Omani local values and encouraging mutual understanding between tourists and local citizens. [1]	2. Conducting awareness campaigns: • Off-Campus. [1] [5] On-campus campaigns for SQU students. [2]	2. A traditional lecture format, case studies, research papers, oral presentations, and discussions of best practices will be used to teach the principles. Students will also be tested on the principles through quizzes and examinations for positive reinforcement. [1-10]	2. Conducting awareness campaigns: • Off-Campus. [1] [5] • On-campus campaigns for SQU students. [2]	2. Prepare Annual Department Report. [1-10]
3. Conducting a graduates' employment survey. [2]	3. Tourism Festival to be annually organized by the tourism group [2]	3. Providing the library with books that deal with the global code of ethics and on current and critical tourism issues. [1-10]	3. Cooperating with the SQU Centre for Community Service and Continuing Education (CCSCE) in providing short courses to increase Community Awareness of Tourism. [1] [5]	3. Participating in tourism related committees on national and international levels. [1-10]
4. Providing short courses and consultancies to the governmental and the private sectors. [3] [4]	4. Continue to offer Sustainable Tourism course as college elective for the College of Arts and Social Sciences. [3]	4. Invite guest speakers from the governmental sector and the private sector to conduct lectures and help in teaching [1-10]	4. Conducting studies aimed at maximizing tourism benefits for local hosting communities. [5]	4. Advisory Committee Meeting to be held annually. [5]
5. Participating in activities organized by the tourism employers and other entities. [3] [4]	5. Field visits for Department Students to major tourism projects. [3]	5. Offer elective courses that fulfill prompt industry needs [1-10]	5. Carrying out studies about tourism at regional and international levels. [1-10]	