

Tourism Academics and Industry: communication, collaboration and support

The Changing Role of Higher Education (Universities)

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- Purpose of Higher Education
- Possibilities of Higher Education
- Key Changes in Higher Education
- Changing Role of Higher Education



Purpose of Higher Education

- Creation of knowledge
- Dissemination of knowledge
(teaching, publication, other
- For the individual
- For society
- For the world of work

Possibilities of Higher Education

Limited by:

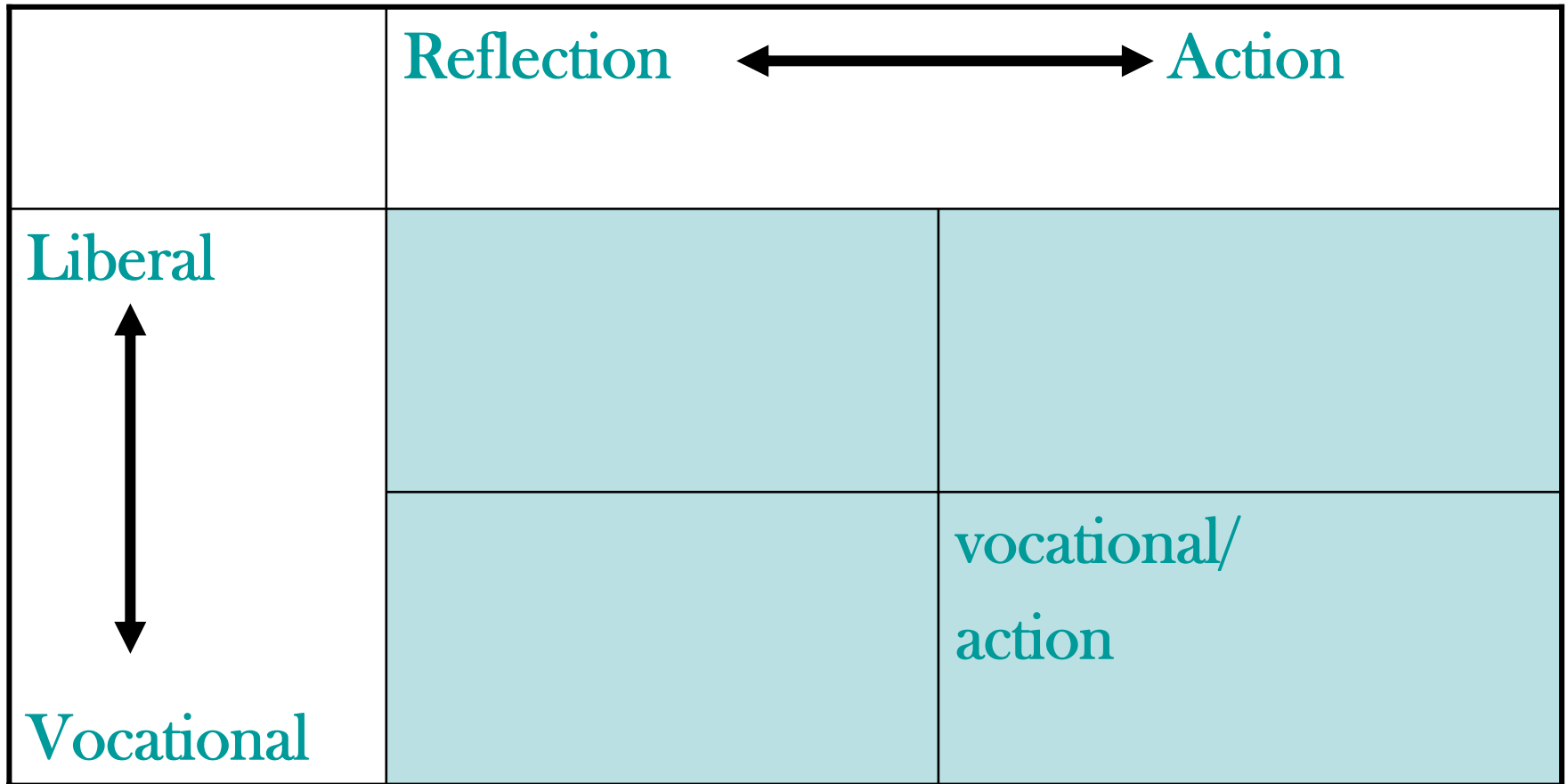
1. resources

2. curriculum - limits and contests

3. influences - government



Curriculum Space for Tourism



Source: Tribe (1997)

Key Changes in Higher Education - context

1. Growth

2. Competitive environment

3. External scrutiny

4. Growing demands

5. Government initiatives



Key Changes in Higher Education - internally

1. Growth

2. Change in knowledge

3. Change in curriculum

4. Change in learning and teaching



Changing Role of Higher Education

Scale and importance in a knowledge economy

Meeting employer needs

Responding to government initiatives

Immediate versus long-term

