

DESIGNING A FOLLOW-UP'S PERMANENT MODEL OF STUDENTS, GRADUATES (ALUMNI) AND CONTINUOUS EDUCATION, WITH APPLICATION TO THE SCHOOL OF TOURISM AT THE UNIVERSITY OF COLIMA

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Abstract

The research project has the main goal of designing a scholar follow-up's permanent model of students, graduates (alumni) and continuous education for the Tourism School of the University of Colima. This research will give a better perspective to the tourism school management staff about the several reasons for desertion and permanence (improve the scholar guardianship in the tourism school) of the students at the university programs level. The research also tries to create a strong bond between tourism enterprises (who hires graduates students from this field) and the scholar management staff of the universities with tourism educational programs. A better knowledge of the hiring reasons that tourism business managers have, will lead the transformation of the tourism educational programs as their contents. In other respects, the study of the student, alumni's behavior will provide the elements for designing a better continuous education program, which will allows the universities staffs; select the best development skills for the student's programs. In addition to the student support, the research project would identify the future researchers-professors prospects enroll in the tourism educational programs (undergraduate and graduate programs). The research results could be used to improve the institutional systems technologies as the SICEUC (University of Colima's Scholar Control System or "Sistema de Control Escolar de la Universidad de Colima" from his Spanish abbreviation), the Job Sites of the University of Colima, the on-line graduate's follow-up system, among others technologies systems of the University of Colima and the Tourism School. Beside the technologies systems in existence at the university and the school levels, the follow-up study will bring different ideas of new ICT systems for the students, graduates and continuous educational programs as the insertion of Web 2.0 applications (social networks, podcasts, messenger systems, wikis, etc.), mobile communication (platforms development for the smart phones) and collaborative software platforms.

Keywords: Model, design, student, graduate, technologies, scholar follow-up, educational programs, Web 2.0, Mobile platforms.

1 INTRODUCTION

1.1 TOURISM EDUCATIONAL PROGRAMMES BACKGROUND

The tourism educational programs are a few of many new educational programs that the University of Colima designed in the last two decades, since 1999 with the local reclaim of the social and labour sector about the necessity of tourism management specialized work force, the University of Colima embrace the challenge of create and offer undergraduate educational programs in tourist services as exemplify the Associate Degree in Tourist Services, and two years later (in 2001) the offer was complemented by the Bachelor's Degree in Tourist Services Management. In June, 2003, a delegation of the Inter-Institutional Committees for Higher Education Evaluation (CIEES) visited the Faculty of Foreign Languages of the University of Colima in order to evaluate the results yielded by the operation of its tourism programmes. One main recommendation made by the committees was aimed at modifying the curricula that were subject to evaluation. In response to the recommendations put forward by the committees, the Bachelor's Degree in Tourist Management was created. On 4 December, 2004, the Council of the University of Colima passed the University's Agreement No. 30, through which the School of Tourism was created. This was the result of increased demand from

applicants and the growing number of tourism curricula that have been reported. In addition, this Agreement responds to the need for independent academic and administrative management that is in accordance with the field of Social and Management Studies [1].

1.2 INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) UNIVERSITY OF COLIMA BACKGROUND

The Information and Communication Technologies have been a guideline in the educational model at the University of Colima and one of its greatest strengths, simply give a brief glance at the history of the highest seat of learning in the State of Colima, you easily could find that ICT in the University of Colima has played a leading role in its recognition as a quality educational institution in our country, while starting point for their internationalization. Since the eighties with the emergence of the first Compact Disc Editing Center, known at the University of Colima by the name of the National Center Editor of CD or simply CENEDIC. The university began this long journey in technological innovation, but not only in technology but also in models of educational innovation with a strong technical support.

This strength has led the university into its various units, the development of different technological systems that allow better management of various aspects of school administration that an educational institution of this size requires. To mention some of these technology-intensive information systems are:

EDUC is the platform for distance education at the University of Colima and is developed and improved over the day to day by the University Centre Learning Media Producer (CEUPROMED).

SIABUC or Integrated Automation System for Libraries of the University of Colima, is a software aid in the daily work of an information center or library, whether academic, public or private, no matter big or small, this software developed by the General Directorate of Library Services.

Tracking graduates (alumni) is one of the most important variables and indicators to be measured every year in a scholar system, and for the Federal Ministry of Education is vitally important to give accurate and continuous monitoring of this information. Beside of the main importance of the alumni monitoring program, the principal goal of every educational institution must be the satisfaction of productive sector, as in the case of the Tourism School the touristic business and enterprises. For the University of Colima this monitoring is part of an institutional program that provides an information system of relevant data, academic and employment of college graduates. This is done by two stages: the first is through the application of a sheet preegreso and the second with the implementation of the survey. The same procedure is performed at all levels and senior high school, and graduate level. As it is mention before in this document, the technology development it is one of the greatest strenght of the University of Colima, for this reason the schollar monitoring program was implemented through the line management of the Directorate General of Higher Education with the support of the General Directorate of Telematic Services of the university.

Even when you have already spoken of those great advances in school management of both, the University of Colima and the School of Tourism, such efforts have not been so strong to provide an excellent academic performance in their students, you can verify this information just reviewing the data about scholar retention of the last five years to state that this progress has not been significant [2].

2 METHODOLOGY

2.1 Student Monitoring

For practical purposes of this investigation, we applied the formula showed in Fig. 1:

$$n = \frac{Z^2 * N * p * q}{\left[E^2 (N - 1) + (Z^2 * N * p * q) \right]}$$

Fig. 1: Equation for calculating the sample.

Following the characterization of our object of study, it was determined the population that best fit the characteristics of the object. Then it was determined that our population consists of 263 students, of which only 156 make up the sample of this research, which will be carried out using the questionnaire.

The questionnaire developed consists of several parts: the first is about personal information, your name, address, telephone and other factors that help us to update your information if you have changed in relation to joining the faculty. Subsequently, search for information about your school and place of origin, this to rate the percentage of students who come from another state or even another country, which helps to verify the rate of local students, and foreign exchange established in the state or country.

Then it will begin a series of questions about their choice of study and the reasons for their choice, which will determine a rate of students who are studying in college as a second choice or first and why they chose this degree.

The following questions help to rate the degree of information about the faculty and its educational programs, this will help to know if the lack of information is a source of negative impact on students and the decisions made on that basis.

Therefore questions applied to the students and alumni will produce results on the factors of disapproval from student's point of view, and, if the student's will opt to study a graduate degree at the end of their undergraduate educational program, and knowing the areas in which the student wishes to labor.

Then, develop a series of specific questions for students who failed or dropped out of their studies, that in order to identify the main factors that influenced mostly in their disapproval and finally, the student is asked to rate its importance and empathy in relation the classification of subjects by area, so decided a part of student satisfaction which has an impact on the quality and competitiveness of the institution.

Once applied the questionnaires and performed the data recollection, the next step was the analysis of the obtained information. It will graph showing the current state of higher education institution, in this case the School of Tourism and demonstrate the degree of satisfaction that the student has for the faculty.

2.2 Monitoring Alumni

Having exposed the monitoring information of alumni, will continue to obtain the sample population to investigate, which is an appropriate percentage will allow us to obtain sufficient information needed for research.

Total population of graduates was taken into account in the period 2005-2010, with a total of 336 graduates so far, the representative quantity is obtained by applying the formula that rushes to the National Association of Universities and Institutions Higher Education (ANUIES) the results of this formula will be considered for research because it will be a representative of the population.

Within this scheme is a series of formulas to obtain the population for the purpose of this research the formula that was chosen was for a confidence interval of a proportion. The data needed to achieve the result of the population according to the statistical methodology for studies of graduates in an institution of higher education "The sample size depends on the value of p, the value of precision B, trust, the population size N (number of students graduated from the race), taking the value of Zconf table standard normal distribution for confidence established. "Besides presenting the values given to each exponents of the formula since they are standard quantities".

The result gives us the formula is 179 questionnaires to be sent to the graduates of which will be chosen at random and are those which take into account for the collection of data for the custom directory of graduates.

The exhibition will be in a probabilistic due to the total population that is, taking into account this will take the total population and take a sample according to the formula already raised above.

The chosen research instrument for data collection was a questionnaire which will allow specific information with which graduates can make a database and can be updated as often as necessary.

In the first part of the questionnaire consists of general information. The following questionnaire as part of the graduate's academic standing, if you are entitled, if I continue studying after they graduated the race.

Continuing monitoring of the questionnaire is a few questions on the part of his introduction to the labor market, if considered feasible for the higher education unit create a job for graduates.

And to conclude the research instrument applied is carried out a series of questions which concerned about the communication that should exist between the agency and graduate education as it believes it is of great importance to maintain constant communication through electronic means to them.

Subsequently held the catch to create the database and the development of graphics that allow us to analyze and suggest procedures for improving students' academic competitiveness and enhanced integration into the labor market for graduates [3-6].

3 RESULTS

The research results vary according to the profiles investigated in this case the student and graduate, because while the first is enrolled in school life force, the graduate lives a completely different dynamic in the workplace. Speaking specifically of the student, the school can go along to guide their academic life (while it is within our educational program), since we have constant contact with him, more however in the case of graduates, that contact is observed increasingly distant, many of the research results they find that assertion. To appreciate this more closely observe the following charts:

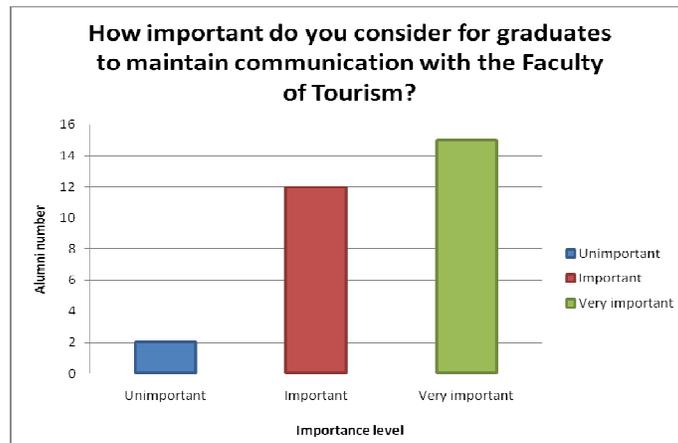


Chart. 1: Importance level from alumni point of view about the communication between them and the Tourism School.

Graduates have full certainty of the importance of communication between them and the school administration. The importance of the communication and information that the school must provide to the graduate (alumni) does not figure much in the fact that it is carried out or not. For them is vitally important because it is a way that they feel part of a place which took part in the past, as well as the fact that this bond will provide for continuous preparation for them. The importance level that alumni perceived has an important impact in their lives, as you can see in Chart. 1 and Chart. 2.

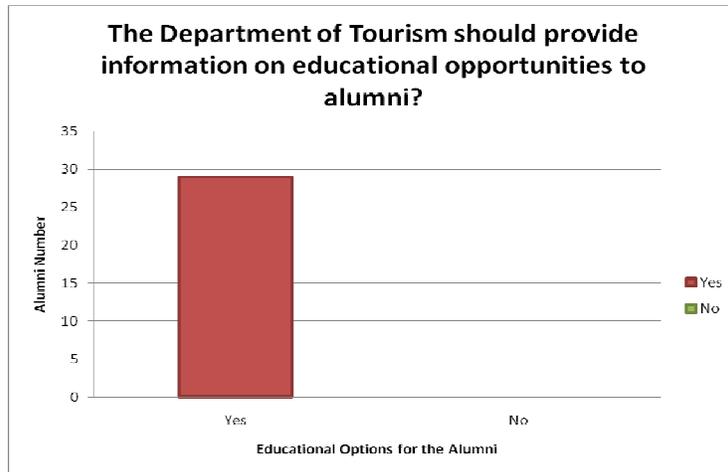


Chart. 2. Responsibility for communication to report on graduate education programs from the standpoint of a graduate (alumni) of the Faculty of Tourism.

Precisely for the reasons already mentioned, the graduate (alumni) believes that the school who trained them as professionals, has an ethical and moral obligation with them for their continuing education, more so, when it comes to issues such as studying a postgraduate course as a master's or Ph.D degree. The data showed in the Chart. 3. Exemplifies this statement.

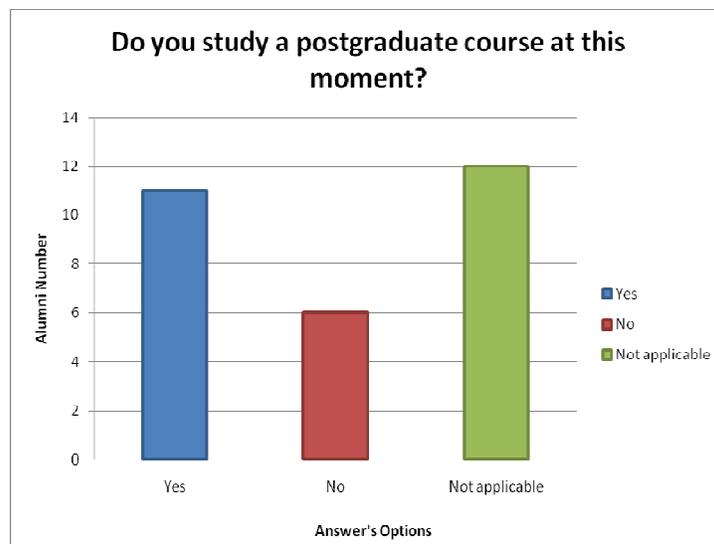


Chart. 3. Graduates currently studying a postgraduate degree.

All these data are fully aware of the importance of communication between alumni and the school at some point trained as a professional. But what about students who are still part of our educational programs?, Do they no longer require our attention?, Can say with this study that monitoring of individual pupils enrolled in schools of higher education is and should be always the guiding principle of higher education policy in all countries. As you can see in the Chart. 4., the student appreciates a better introduction to what in some point in their recent past was its near-term future.

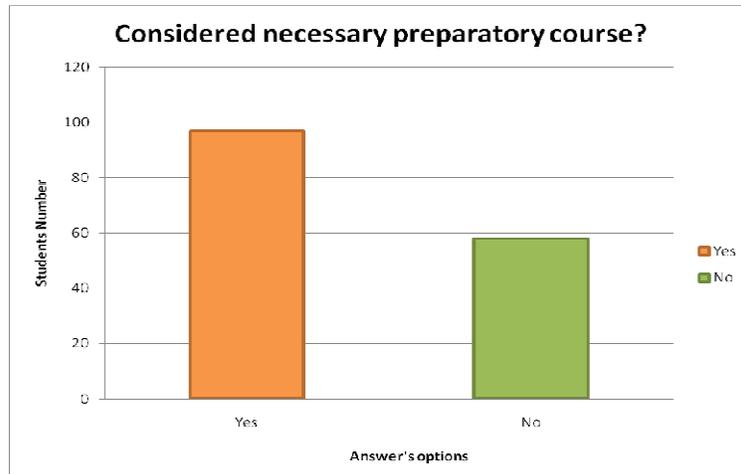


Chart. 4. The need for an introductory course.

The various procedures and technologies for scolar management processes are not enough today to provide the student with solid elements of instruction. In any educational institution can have a lot of school management tools and yet continue to drop in their school performance indicators such as dropout and retention of students entering in our educational programs. Many times the problem which requires students to drop out of a curriculum is one that has affected our society since ancient times, as are the bad study habits, poor education, family problems, poor health or impoverished economy. Those motifs are represented in the Chart. 5.

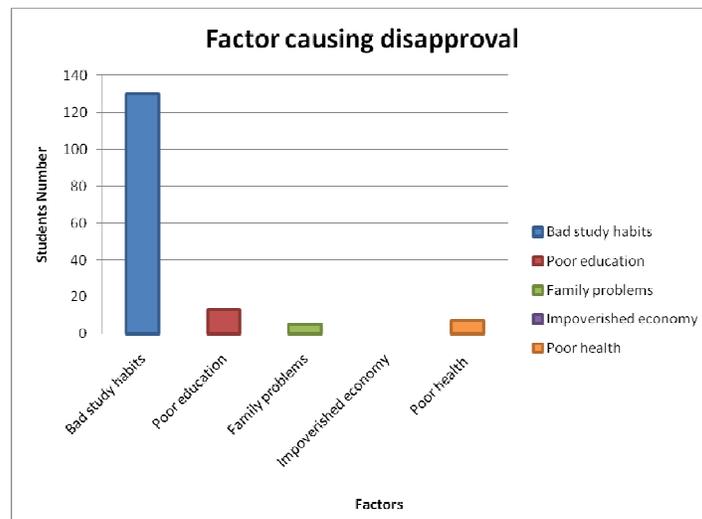


Chart. 5. Factor causing the student failor.

4 CONCLUSSIONS

One of many conclusions that can be made from the results of this research can be enumerated as follows:

As for the tracking of students who are enrolled in educational programs of the institution and more precisely within the Faculty of Tourism, is that you need to improve the school recruiting system, because since the elimination of such procedures as the introductory course, which had an introductory paper to university life for students, but their value was greater as it provided a brief look at what would be the educational program and the requirements that this imposes on the student.

The student and graduate educational programs and contemporary has a very different way of learning and behavior that we had ten, fifteen or more years ago, young people today grow and form

themselves with or in spite of technological and social environment that around them, forces the universities of today (and of course to the future) to change the paradigm of school monitoring, today is not sufficient to track a year after the graduation of our students, we need to monitor five years, which will allow us the opportunity to build a system of recapture of talent that is not endemic type.

Today, citizens who are in our classrooms have a different way of living from ours, dealing with similar systems to the public domain social networks, such as facebook, twitter, or myspace. They need to recognize that their concept of time is different from ours, that we develop those skills along a circuitous career, that they have developed almost from the day they were born. Precisely from this prerogative is that we need to change our model of education and school monitoring allows us to cross every day with those students and graduates that they need us as trainers and education professionals which we are.

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