



## **A proposal entitled**

### **Evaluating Tourism and Hospitality Students' Skills to Work in Event Tourism**

Submitted for the master degree in tourism studies department

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## **Abstract**

This study examines the significance of event tourism as a key driver of tourism development and economic growth in Egypt, while enhancing the host country's standing at both local and international levels. It highlights the sector's potential to attract investment opportunities, alongside the growing need for advanced managerial competencies among event management professionals. The research emphasizes the importance of preparing tourism and hospitality graduates from the early years of study through practical training and active participation in event-related activities. Such preparation includes crisis and emergency management, task coordination, invitation design, and attention to organizational details to ensure professional event execution.

The study further stresses the necessity of technological proficiency as a vital skill in the digital era, particularly in planning hybrid events that integrate physical and virtual dimensions. This orientation expands career opportunities for students, moving beyond traditional pathways in this field.

Based on insights from a sample of 60 tourism industry experts in Cairo, the research assesses the employability of tourism and hospitality graduates compared to peers from other disciplines, while identifying the most in-demand specializations required in this dynamic and competitive sector.

**Keywords:** Event Tourism, Managerial Skills, Training and Qualification, Qualified Tourism and Hospitality Graduates.