# Ministry of Education

# Test Blueprint for National Exit Examination to be held in 2015 E.C

## Band: 5

## Program: - Bachelor of Arts Degree in Hospitality and Tourism Management/Tourism and Hospitality Management

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# Introduction

The Ministry of Education of Ethiopia has announced the implementation of exit exam for all undergraduate program students (public and private), beginning with the 2022/2023 academic year, in order to improve the quality of graduates produced by higher learning institutions. The exit exam aimed at checking whether students have acquired the required knowledge, skills and attitudes or not. To implement this, it requires determining competency areas for a specific program, which is already completed. Based on the competency areas prepared, it needs to plan the construction of tests.

Planning of a test is a first and vital step in the construction of an achievement test. An achievement test demands very systematic and careful planning, as a fact that good planning is a symbol of success. Tests are the tools that provide scores that measure level of student learning and study program learning outcomes. In order to achieve the valid and reliable measurement of student learning and program learning outcomes, the development of valid and reliable test is the mandatory. Test should be able to measure student performance in all dimensions of knowledge, skill and attitude. The carefully planned test construction contributes to improve the overall quality of the test in terms of test content validity, difficulty level, discrimination power and test reliability. Test preparation is not an easy task; it requires a careful planning and guideline to make the task simple. Test construction needs the preparation of test blue print. Test blueprint is defined as a complete plan that explains how to develop a test. The term refers to a map or specification of assessment to ensure that all aspects of the curriculum and educational domains are covered by the assessment programs over a specified period of time. It helps curriculum developers/test constructors to match various competencies with the course content and the appropriate modality of assessment.

Generally, test blueprint will help to ensure tests: 1) Appropriately assess the achievement of instructional objectives of the course; 2) Appropriately reflect key course goals, objectives and the material learned or covered during the instruction period; and 3) Include the appropriate item formats along with the knowledge and skills being assessed.

Keeping this in mind, the team has prepared this test blueprint document in order to help the test developers or content specialists in their process of valid and reliable test construction. The major points considered in the process of preparing this test blue print guideline were the core competencies that have been already identified for the themes of courses, the course

contents, course credit hours, and the learning outcomes with their corresponding levels of achievement by learning domains. In line with these, the number of test items that should adequately assess the performance of students in all the content topics will be determined through discussion with the content specialists who construct the blueprint and test for their corresponding study program.

Therefore, the main purpose of this manual is to give direction on how to develop blueprint for content specialists so that they can develop a test blueprint for their respective program.

## 1. Objective of test blueprint

Test blueprint preparation is generally opted to assist the preparation of a test that is representative, broadly sampled, and consisting of complete knowledge domain expected of the Ethiopian higher education students on completion of their study program. The specific objectives of test blueprint are to:

- Facilitate the construction of a representative and balanced test items for the selected courses in accordance with the competencies identified.
- Guide test developers or writers to write or set appropriate test items.

## 2. Steps to develop test blueprint

i. Listing the identified core competencies corresponding to the respective course
ii. Listing the specific and minimum competencies to be assessed by the exam
iii. Listing out the major learned course contents corresponding to these listed minimum competencies.
iv. Listing the specific, measurable learning outcomes under these minimum competencies using action verbs (Note: the number and the importance of these learning outcomes proportionally contribute to the total test items. The weight of the categories of the list of learning outcomes under each competencies and contents should lead to the number of total test items to be constructed)
v. Determination of the test format
vi. Content weighting - Experts judge the weight to be given to the listed learning outcomes and their corresponding contents.
vii. Identifying the categories of learning domains to which each of these learning outcomes belongs using their action verbs.
viii. Construction of test blueprint table

ix. Allocating the number of test items for each learning outcomes by their corresponding types and levels of learning domains.
x. Determination of the sub-total and total test items by their categories of learning domains and learning outcomes.

## 3. Issues to consider in test blueprint preparation

i. Curriculum details
ii. Course outlines/guidebook details, lists of learning outcomes, lecture notes, textbooks, and other curricular materials
iii. Course contents pertinent to the respective learning outcomes
iv. Time devoted to cover the content with in a course (course credit hour)
v. Total test length (i.e., total number of test items)
vi. Number of questions allocated to each content area using the proportion calculated
vii. Weight for each item
viii. Relevance of the content to students future career

In addition to these, following the template mentioned below will help to prepare the blueprint.

## 4. Required documents to prepare the test blueprint

To prepare a test blueprint, we need to have the following documents in our hand.

1. Identified core competencies of the program
2. Curriculum of the program

## 5. Test Blueprint Template Contents

- **Cover Page (Contains Band, Name of the Program - See Sample cover Page)**
- **Introduction**
- **Objective/ Significance of Test Blueprint Preparation**

**Expected profile of the Graduates**

- Plan, develop, manage and market Hospitality and tourism sector services and products;
- Provide operational as well as managerial services in areas such as: hotel and tourism marketing, heritage conservation, heritage administration and utilization (ecotourism), hotel management, front office management, housekeeping

management, travel facilitation, tour guiding & operation at the national, regional & local tourism offices;

- Work in trade and industry sector as a Hospitality and tourism investment expert and perform public relation tasks in different tourism and hotel organizations;
- Deal with key issues in finance, marketing, management and other functions within the Hospitality and tourism hotel industry in innovative ways;
- Undertake Micro, Small and Medium Enterprises entrepreneurial activities in the Hospitality and tourism sector;
- Support in the development and implementation of an appropriate international, national and regional policies and regulations in the sector;
- Undertake relevant operational and marketing research and implement the results of these studies for the advancement of the sector as well as for the country development;
- Provide short and long term trainings in the areas related to tourism, travel, hotel, customer services, etc.
- Acquire knowledge in travel and tourism industries like Travel agencies, Tour operators, Event management organizations, Airlines, Cruise lines, Cargo operators, Shipping lines and other sectors of the tourism industry; and
- Acquire practical and theoretical knowledge, attitude and skills in community organization and empowerment.

**General objective**

- To produce high caliber and innovative manpower that can play a significant role in the development and operation of the hospitality and tourism industry in Ethiopia by making use of the vast potential of the country in the sector

**Specific objectives**

- ☞ To produce high caliber, competent and well qualified graduates to meet the growing demand of trained personnel in the sector,
- ☞ To produce graduates who can conduct research in the field and provide advisory services to improve the tourism and hotel sector.
- ☞ To provide appropriate training that helps graduates acquire the skills required to serve within the context of international standards of service industry.

- ☞ To help students develop and promote a coherent personal and public attitude that includes cultural and natural resource protection as an integrated and significant element;
- ☞ To produce entrepreneurs who can be able to create and manage small businesses of their own within the tourism and hotel industry.
- ☞ To instill an understanding of the legal and ethical responsibilities associated with the care and management of cultural and natural heritage on the part of the trainees;
- ☞ To prepare future professionals to strategically manage and make sustainable and effective decisions in placements of high responsibility in tourism institutions and;
- ☞ To provide future professionals with an integrated knowledge of the dynamics of tourism development, the principles of sustainable management, environmental issues, the role of cultural diversity and creativity for innovation and product development, the governance of tourism networks and the quality management of hotel and customer service

**Themes and list of courses**

| Thematic areas | Course to be included | ECTS | Cr. Hr. |
|---|---|---|---|
| Travel and Tourism | Introduction to Travel and Tourism | 5 | 3 |
| | Cultural Tourism Resources of Eth. | 5 | 3 |
| | Natural Tourism Resources of Ethiopia | 5 | 3 |
| **Total** | | **15/71** | **9/43** |
| Basic Hospitality Operations | Introduction to Hospitality Operations | 5 | 3 |
| **Total** | | **5/71** | **3/43** |
| Hospitality Operations | Front Office Management | 5 | 3 |
| | F & B Procurement & Control | 5 | 3 |
| | Food and beverage service | 5 | 3 |
| | Housekeeping Management | 5 | 3 |
| **Total** | | **20/71** | **12/43** |
| Hospitality & Tourism Marketing | Marketing for Hospitality & Tourism | 5 | 3 |
| | Customer Care, Service & Hospitality Ethics | 3 | 2 |
| **Total** | | **8/71** | **5/43** |
| Tourism Development and Management | Tourism Dev.t Policy & Planning | 5 | 3 |
| | Sustainable Tourism Management | 5 | 3 |
| | Tourism Destination Development & Mgmt. | 5 | 3 |
| **Total** | | **15/71** | **9/43** |
| Tourism Business Operations | Travel Agency & Tour Operation Management | 5 | 3 |
| | Principles & Practices of Tour Guiding | 3 | 2 |
| **Total** | | **8/71** | **5/43** |
| **Sub Total** | | **71/71%=100** | **43/43%=100** |

**Ministry of Education (Table 1)**
**Higher Education Sub-sector**
**Test Blueprint (Table Specification) for BA in Hospitality and Tourism Management**

| Themes | Name of Courses | Credit hour | Share of the themes in % | General objective | Content | Specific objectives | Learning outcomes | | | | | | | | No. of items |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Cognitive | | | | | | Affective | Psychomotor | |
| | | | | | | | Remembering | Understanding | Application | Analysis | Evaluation | Creation/Synthesis | | | |
| Travel and Tourism | Introduction to Travel & Tourism | 3 | $\frac{3}{43}$ $x100$=7 | Analyze the constraints of tourism development and Address the means of developing tourism in the system and the organization. | Concept of travel & tourism | To understand purpose, and nature of tourism,<br>To understand the tourism system, and its type. | | 1 | | | | | | | 1 |
| | | | | | Components of tourism | To understand attractions, accommodation, accessibility, & amenities | | 1 | | | | | | | 1 |
| | | | | | Determinants & motivation to travel & tourism | To analyze determinants of Tourism.<br>To assess the demand , and motivations for tourism | | | | 1 | | | | | 1 |
| | | | | | Measurement of tourism statistics | To identify the significance of measurement & statistics<br>To classify the categories of tourism statistics<br>To understand measurement methods<br>To aware international tourism and domestic tourism measurement<br>To know statistical data of international, continental and national tourism<br>To analyze problems and limitations of tourism statistics | | 1 | | | 1 | | | | 2 |
| | | | | | Impact of tourism | To examine the economic, socio-cultural & environmental impacts of tourism | | | | 1 | | | | | 1 |
| | | | | | International & regional travel and tourism organizations | To identify the categories of tourism organizations<br>To recognize need and importance of tourism | 1 | | | | | | | | 1 |

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| | | | | | | organizations | | | | | | | | | |
| | Cultural Tourism Resources of Eth. | 3 | | Identify categories of cultural tourism<br>Understand values and significance of cultural tourism resources.<br>Recognize cultural heritage sites in Ethiopia<br>Identify the world heritage sites of Ethiopia | Introduction to heritage and cultural tourism resources | To identify heritage and heritage sites<br>To realize categories of cultural tourism resources<br>To understand Values and Significances of Cultural Tourism | 1 | 1 | | | 1 | | | | 3 |
| | | | | | Cultural tourism resources of Ethiopia | To identify the cultural, historical, archeological and paleontological tourism resources of Ethiopia | 1 | 2 | | | | | | | 3 |
| | | | | | Tourism in Ethiopia (past, present and future) | To assess tourism in Ethiopia (Past, Present and Future) | | | | | 1 | | | | 1 |
| | Natural Tourism Resources of Ethiopia | 3 | | Identify categories of resources & natural tourism resources<br>Know value of natural tourism resources.<br>Distinguish the natural heritage sites in Ethiopia<br>Differentiate types of protected areas in Ethiopia | Introduction to natural tourism resources | To know values of natural tourism resource<br>To distinguish the natural heritage and world heritage sites in Ethiopia | | 1 | | | | 1 | | | 2 |
| | | | | | General facts about natural conditions of Ethiopia | Cognize the general facts about the natural condition of Ethiopia<br>Distinguish common and endemic mammals of Ethiopia<br>Identify criteria used to know the conservation status of wild animals<br>Understand the water bodies of Ethiopia | 1 | | | | | 1 | | | 2 |
| | | | | | Natural tourism resources & their conservations | Identify types of natural tourism resources<br>Identify the main objectives of conservations with their processes | 1 | 1 | | | | | | | 2 |
| | | | | | Nature based tourism and natural product dev.t | Identify types of nature based tourism | 1 | | | | | | | | 1 |
| Basic Hospitality Operations | Introduction to Hospitality Operations | 3 | $\frac{3}{43}\ x100$=7 | Appreciate how hotel operates<br>Identify factors for classifying hotels<br>Recognize the organizational structure of hotels | Introduction to the Hospitality Industry | To assess the relationship between hotel & tourism | | 1 | | | | | | | 1 |
| | | | | | Accommodation & catering | To identify types of accommodation & catering classification & standardization of | | 1 | | | | | | | 1 |

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| | | | | Analyse the importance of inter-departmental communication in hotel operation<br>Appreciate the cooperation among departments in hotel operation<br>Explain various hotel products | | accommodation | | | | | | | | | |
| | | | | | Hotel Organization and Departments | Explain organizational charts and management structure of a hotel<br>Describe major departments of a hotel and their responsibilities | | | | | | 1 | | | 1 |
| | | | | | Characteristics of Hospitality Industry | To distinguish the characteristics /features of hospitality business<br>To identify Hotel guests & their products<br>To evaluate the environment of hotel business/trends in hotel development | | | | | 1 | | | | 1 |
| | | | | | Issues that need managerial attention | To differentiate customer related issues | | | | | | | 1 | | 1 |
| | | | | | Distribution channels for hotels | To identify the distribution channels for hotels | | | | 1 | | | | | 1 |
| | | | | | Increasing hotel occupancy | To examine how to increase hotel occupancy | | | | | | | | 1 | 1 |
| Hospitality Operations | Front Office Management | 3 | $\frac{12}{43}\ x100$=28 | To describe the organization of the front office department,<br>to identify guest services and guest accounting tasks appropriate to stages of the traditional guest cycle,<br>To explain the function and operation of the various systems forms, equipment, & computer applications found in the front office | The front office department | Identify the front office department organization<br>Know the duties of front office personnel | | 1 | | | | | | | 1 |
| | | | | | Front office operations | Know the guest cycle<br>Be familiarize with front office system<br>Be acquainted with the front office process<br>Understand the front desk | | 1 | | | | 1 | | | 2 |
| | | | | | Accommodation products & hotel guest | Recognize the types of guest rooms<br>identify the different types of room rates | 1 | | | | | | | | 1 |
| | | | | | Four front office telecommunication | Know the front office telecommunication<br>Know the communication equipment's<br>Familiarize with the property management systems<br>Be acquainted with the reservation management system<br>Know the revenue management system | 1 | | | | | 1 | | | 2 |

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| | | | | | | Understand the guest account management system<br>Know the management system<br>Know the back office system | | | | | | | | | |
| | | | | | Front office safety & security | Understand the doors, locks, key control & access control be acquainted with the guest room security<br>Comprehend the emergency procedures<br>Be familiar with the hotel safety & security | | 1 | | | | | | | 1 |
| | Food & Beverage Cost Control | 3 | | Identify and understand systems and problems of food and beverage control, standards, controlling process, concepts used in food and beverage control department<br>Examine food and beverage costs and sales | Introduction to food and beverage control | To identify the objective of food and beverage Control<br>To analyse problems of food and beverage control<br>To understand the fundamentals of control | | 1 | | | | | | | 1 |
| | | | | | Financial aspects of food and beverage control | To identify the types of budget<br>To understand the welfare operations<br>To examine costs, profits and sales<br>To evaluate breakeven analysis<br>To understand menu pricing<br>To evaluate profit improvement | | | | 1 | 1 | | | | 2 |
| | | | | | Purchasing | To identify purchasing procedures<br>To understand the selection of supplies<br>To distinguish purchasing and purchase specifications for food and beverages | | 1 | | | 1 | | | | 2 |
| | | | | | Receiving, storing & issuing | To know receiving of food<br>To understand storing and issuing of food<br>To understand stocktaking of beverages | | | | | | | 1 | | 1 |
| | | | | | F & B production control | To analyse food and beverage production control | | | | | 1 | | | | 1 |
| | Food and beverage service | 3 | | State types of food and beverage service outlets<br>Understand the organization of food & | Introduction to food and beverage service industry | To identify types of food and beverage outlets/operation | | 1 | | | | | | | 1 |

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| | | | | beverage service personnel<br>Know basic service equipment's of food & beverage service<br>Recognize the attributes of food & beverage service personnel<br>Appreciate basic technical and interpersonal skills<br>Understand menu types and cover<br>Appreciate the classic menu sequence and classes of menu<br>Empathize food & beverage service sequence<br>Understand legal considerations of food & beverage service establishments<br>Recognize sales promotion and customer relations tips | Organization of food and beverage service establishments | To know hierarchical structure duties & responsibilities of service | 1 | | | | | | | | 1 |
| | | | | | Basic food & beverage service equipment | To understand table service | | 1 | | | | | | | 1 |
| | | | | | Service Methods and Procedure | To identify types of service<br>To recognize service procedure<br>To know basic technical skills<br>To develop interpersonal skills | | | | | | | 1 | | 1 |
| | | | | | Food & beverage service areas | To understand F& B service areas | | 1 | | | | | | | 1 |
| | | | | | Food & beverage service equipment's | To understand F & B service equipment's | 1 | | | | | | | | 1 |
| | | | | | Food and Beverage service sequence | To know the order of service<br>To understand service of food and non-alcoholic beverages | | | | | | | 1 | | 1 |
| | Housekeeping Management | 3 | | Describe the role of housekeeping department in hospitality operations<br>Understand the managerial skills necessary to efficiently operate housekeeping activities<br>Understand and distinguish the relationship between housekeeping and other departments in the hotel | Introduction to housekeeping | To identify organizational structure of the house keeping department<br>To identify staff duties and responsibilities<br>To know the role of housekeeping in hospitality operations & communication | 1 | 1 | | | | | | | 2 |
| | | | | | Linens and uniforms | To understand storage of linen<br>To understand stock-taking<br>To evaluate quality control of linen | | 1 | | | | | | | 1 |
| | | | | | Managing Inventories | To understand par levels<br>To identify cleaning supplies, guest supplies, machines and equipment's | 1 | | | | | | | | 1 |
| | | | | | Managing on premise laundry | To understand Planning the on premise laundry<br>To know valet service and laundry procedures | | | 1 | | | | | | 1 |
| | | | | | Interior design | To identify elements of | | | | | | | 1 | | 1 |

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| | | | | | | interior design<br>To understand soft furnishings, wall coverings<br>To understand flower arrangements | | | | | | | | | |
| | | | | | Security, safety and first aid | To identify security measures<br>To know health and safety, first aid activities | | | 1 | | | | | | 1 |
| Hospitality & Tourism Marketing | Marketing for Hospitality & Tourism | 3 | $\frac{3}{43}$ $x100$=7 | Recognize the basic principles of marketing mix in tourism industry and hotels<br>Understand the type of tourism products and services<br>Identify marketing strategies pertaining to tourism and hospitality management<br>Apply various marketing methods and skills, specifically in the field of tourism & hospitality. | Consumer markets and consumer buying behaviour | To analyse consumer markets and buying behaviour<br>To identify the factors influencing consumer behaviour<br>To understand types of buying behaviour | | | | 1 | | | | | 1 |
| | | | | | Market segmentation, targeting and positioning | Understand market segmentation, targeting and positioning<br>Identify bases for and criteria of market segmentation<br>Evaluate market positioning strategies | | | | | 1 | | | | 1 |
| | | | | | Pricing Products | To identify factors affecting pricing decisions<br>To clarify general pricing approaches<br>To apply different pricing strategies to set price for tourism products | | | | 1 | | | | | 1 |
| | | | | | Distribution Channels | To understand the nature and importance of distribution channels<br>To identify number of channel levels<br>To explain the functions of distribution channels<br>To identify marketing intermediaries working in the tourism industry | | 1 | | | | | | | 1 |
| | | | | | Tourism promotion | To understand the communication process<br>To understand the nature of each promotional tool<br>To know how to manage | | | | | | | 1 | | 1 |

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| | | | | | | integrated marketing communications<br>To identify factors in setting the promotional mix | | | | | | | | | |
| | | | | | Destination Marketing | To understand marketing research related to destination marketing<br>To understand how to segment and select target markets for destinations<br>To understand country and destination image<br>To explain destination branding and positioning<br>To identify promotional tools for destinations | | | | | | | 1 | | 1 |
| | | | | | Dealing with competition | To explain competitive forces<br>To understand competitors<br>To understand the competitive intelligence system<br>To understand how to balance customer and competitor orientations | | | | | | | 1 | | 1 |
| | Customer care and Service | 2 | $\frac{2}{43}\ x100$=4 | Understand customers in order to provide appropriate customer service<br>Perform service provision activities with appropriate personal qualities<br>Provide proper service in order to satisfy customers and establish good customer relationship<br>Perform customer services in accordance with proper customers handling principles and techniques | Introduction to customer care and service | To identify the types of customer services | | 1 | | | | | | | 1 |
| | | | | | Service quality in tourism and hospitality | To examine how to design quality service<br>To understand the personal qualities of service providers<br>To know the customer contact employees responsibilities<br>To understand the tourism and Hospitality service delivery system | | | 1 | | | | | | 1 |
| | | | | | Effects of customer services | To recognize the general requirement of customers<br>To examine the positive and negative effects of good customer service | | | | | 1 | | | | 1 |
| | | | | | Customers handling techniques | To identify the customers' background, expectation and needs<br>To understand provision of appropriate services | | 1 | | | | | | | 1 |

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| | | | | | | To know how to deal with awkward customers | | | | | | | | | |
| | Tourism Dev.t Policy & Planning | 3 | $\frac{9}{43}$ $x100$=21 | To describe theories of tourism planning and development<br>To discuss the importance of tourism planning & development<br>To outline different approaches to tourism planning<br>To describe the elements of a tourism policy model and how these elements are used to form a tourism policy for a destination<br>To outline the tourism planning process and different phases of that process<br>To analyze the tourism development of a destination<br>To explain different strategies of managing tourism growth | Concept of tourism planning | To understand tourism planning (objective, types, characteristics etc) | | 1 | | | | | | | 1 |
| | | | | | Survey of tourism markets, facilities, infrastructure and others | To examine the survey of tourism markets, facilities, infrastructure and others | | 1 | | | 1 | | | | 2 |
| | | | | | Tourism planning analysis & synthesis | To evaluate the tourism planning analysis & synthesis | | | | | 1 | | | | 1 |
| | | | | | Environmental and socio economic considerations | To evaluate the environmental and socio economic considerations | | | | | 1 | | | | 1 |
| | | | | | Planning the institutional elements of tourism | To identify on how to plan the institutional elements of tourism | | 1 | | | | | | | 1 |
| | | | | | Tourist facility development standard | To identify tourist facility development standard | | 1 | | | | | | | 1 |
| | Sustainable Tourism Mgmt. | 3 | | Develop an awareness of the environmental, socio-cultural and economic impacts of sustainable tourism.<br>Acquire knowledge of the possible measures to readdress the negative impacts of tourism and optimize the positive impacts of tourism.<br>Understanding and appreciation of sustainability in tourism and incorporate the principles of sustainable tourism into developing and managing tourism destinations and products. | Concept of sustainable tourism | To understand the concepts of sustainable tourism<br>To evaluate the d/t issues about sustainable tourism | | 1 | | | 1 | | | | 2 |
| | | | | | Sustainable Tourism in d/t geographical milieus | To understand sustainability issues of tourism in different geographical areas | | 1 | | | | | | | 1 |
| | | | | | Tools of sustainable tourism | To identify the tools for sustainable tourism | 1 | | | | | | | | 1 |
| | | | | | Sustainable tourism & functional management | To identify the main functional management areas of sustainable tourism<br>To evaluate how functional management influence sustainable tourism | | 1 | | | | 1 | | | 2 |
| | | | | | Sustainable tourism in different sectors | To understand the issues of sustainable tourism in different sectors | 1 | | | | | | | | 1 |

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| | Tourism Destination Dev.t & Mgmt. | 3 | | Analyze the basic steps and activities involved in destination development and management and the strategic foundations of destinations focusing on Situation analysis. To know about destination life cycle; destination product development and how to properly manage a destination so as to increase its sustainability through ensuring quality of visitors' experience by applying appropriate managerial decisions at every stage of the life cycle | An introduction to destination management | To understand the need to manage destination | | 1 | | | | | | 1 |
| | | | | | The strategic foundations of destinations | To design the strategies to be followed when developing destination<br>To understand the techniques of identifying competitors and getting the competitive environment | | | | | | | 1 | | 1 |
| | | | | | Positioning and branding the destination | To identify the techniques of positioning and branding destinations | | 1 | | | | | | | 1 |
| | | | | | Developing destination product | To know the nature of tourism products<br>To assess how tourism products are developed and managed<br>To identify the lifecycle of tourism product<br>To acquire knowledge of how to promote and develop SMME in a given destination<br>To know the techniques of using events as a stimulators for tourism | | | | | | | 1 | | 2 |
| | | | | | Ensuring the quality of the visitors' experience | To comprehend how the quality and standards of destination improved<br>To know the role of work force development for the improvement of quality and standards<br>To understand the need to work with the community to improve the quality and standard of the destination<br>To know the role of destination quality and standards for the quality of visitor experiences<br>To know the techniques to get to and around the destination<br>To understand the role of accessibility for destination development | | | | | 1 | | | | 1 |

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| | | | | | | To comprehend how destination be accessible for all and its significance | | | | | | | | | |
| | | | | | Destination E-business and information management | To know the role of marketing and technology for destination development<br>To understand the significance of E-Business for destination development<br>To understand the significance of E-Marketing and CRM for destination development<br>To identify the methods of assessing information about the destination and the customers | | 1 | | | | | | | 1 |
| | | | | | Organizing for destination management | To identify the techniques of managing destination<br>to identify the roles and responsibilities of destination management and marketing<br>To understand the systems of managing destinations<br>To identify the significances of corporate governance for destination management<br>To identify the destination management planning and strategies<br>To understand the standards of destination governance<br>To examine monitoring and evaluation techniques | | | | | | 1 | | | 1 |
| Tourism Business Operations | Travel Agency & Tour Operation Management | 3 | $\frac{3}{43}$ $x100$=7 | Understand travel agency and tour operation business and international travel formalities<br>Know the role and function of travel agency<br>Design tour itinerary and know basics of calculating airline fares<br>Understand tour operators and tour | Overview of tourism industry | To identify travel and tourism intermediaries | | 1 | | | | | | | 1 |
| | | | | | Travel agency role & functions | To identify the roles functions | | | | | 1 | | | | 1 |
| | | | | | Tour operating company roles & functions | To identify the types roles Function | | | | | 1 | | | | 1 |
| | | | | | Handling package & tailor made tours | To understand the development of travel circuit<br>To identify the major attractions<br>To identify main service coordination of attraction & | | 1 | | | | 1 | | | 2 |

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| | | | | packages<br>Know how to contract, cost and reserve travel and tourism products and be familiar with tour operation practices. | | service | | | | | | | | | |
| | | | | | Establishing contracts & negotiation techniques | To identify the negotiation & negotiation types<br>To identify the tactics of negotiation | | | | | | | 1 | | 1 |
| | | | | | Organizing tours and travel | To understand the pre tour preparation & execution of tour program<br>To identify the roles & responsibilities of tour guides | 1 | | | | | | | | 1 |
| | Principles & Practices of Tour Guiding | 2 | $\frac{2}{43}\ x100$=5 | Identify and evaluate all requirements and qualities of a good tour guide and provide training, guiding service. | Concepts of tour guiding | To understand the types of Tours & Tour guides<br>To assess the advantage of a tour accompanied with tour guide | | 1 | | | | | | | 1 |
| | | | | | Basic requirements of a tour guide | To understand the basic requirement of tour guide<br>To know the Personal qualities & professional ethics<br>To identify the roles & responsibilities of tour guides | | | | | | | 1 | | 1 |
| | | | | | Roles & responsibilities of tour guides | To understand an advantage of a tour accompanied with guide general duties | | 1 | | | | | | | 1 |
| | | | | | Pre tour preparations | To understand on how to deal with individual clients & with groups | | | | | | | 1 | | 1 |
| | | | | | Basic tour managing procedures | To understand the basic tour managing procedures | | 1 | | | | | | | 1 |
| **Total** | | | | | | | **15** | **40** | **3** | **8** | **14** | **7** | **12** | **1** | **100** |

Key: In the cells/boxes there are numbers that indicate the number of items that correspond to the levels of domain

## Conclusion

Exit examination can have a vital role in producing knowledgeable, skillful and attitudinally matured graduates. It contributes to prepare competent graduates as it can serve as a quality check for effectiveness. It also helps in improving academic programs quality and effectiveness. Furthermore, it can create the platform for cooperation among academic programs at different universities to work jointly to improve the programs quality.

In view of this, this document is produced to assist the setting of the exit examinations for all programs, which is being delivered by Ministry of Education. To meet the graduation profile, competency and learning outcome, exit exam competency selection and identifying core course was done for 2015 EC graduating students. As a result, preparing test blueprint is necessary to prepare fairly distributed items based on the above criteria.

# Appendix

**Table 2: Example for the calculation of share of themes, courses and items from a course from a total of 120 test items for one program**

| Themes | Course Name | Learning outcomes | Credit hour | Weight of course or proportion | Number of test items from each course | Cognitive | Affective | Psychomotor | **Total** |
|---|---|---|---|---|---|---|---|---|---|
| Travel and Tourism Share = 21 items from the total | Introduction to Travel and Tourism | Understand the types of tourism & tourists,<br>Analyze the constraints of tourism dev.t, | 3 | 3/9=0.33*100=33 | 33% of 21=7 | 7 | - | - | 7 |
| | Cultural Tourism Resources of Eth. | To understand meaning, category, values & significances of cultural tourism | 3 | 3/9=0.33*100=33 | 33% of 21=7 | 7 | - | - | 7 |
| | Natural Tourism Resources of Ethiopia | To understand meaning, types, and significances of natural tourism resource | 3 | 3/9=0.33*100=33 | 33% of 21=7 | 7 | - | - | 7 |
| | Theme one total credit | | 9 | 1 | 21 | 21 | - | - | **21** |
| **Basic hospitality operations share = 7 items from the total** | Introduction to Hospitality Operations | To identify types of accommodation & catering classification<br>To understand organizational charts and management structure of a hotel<br>To know the major departments of a hotel and their responsibilities | 3 | 3/3=1*100=100 | 100% of 7=7 | 5 | 1 | 1 | 7 |
| | Theme two total credit | | 3 | | 7 | 5 | 1 | 1 | **7** |
| Hospitality operation share = 28 items from the total | Front Office Management | Identify the front office department<br>understand the duties of front office personnel<br>Be familiar with front office system, and understand the front desk | 3 | 3/12=0.25*100=25 | 25% of 28=7 | 7 | - | - | 7 |
| | F & B Procurement & Control | Identifying the objective of F& B control<br>Analyzing problems of F&B control<br>Identifying the types of budget<br>Examining costs, profits and sales<br>Analyzing food and beverage production control | 3 | 3/12=0.25*100=25 | 25% of 28=7 | 6 | 1 | - | 7 |
| | Food and beverage service | Identifying types of F&B outlets<br>Knowing hierarchical structure duties & responsibilities of service<br>Identifying types of service and service | 3 | 3/12=0.25*100=25 | 25% of 28=7 | 5 | 2 | - | 7 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | procedure | | | | | | | |
| | Housekeeping Management | Identifying the organizational structure of the house keeping department, staff duties and responsibilities<br>Knowing the role of housekeeping in hospitality operations | 3 | 3/12=0.25*100=25 | 25% of 28=7 | 6 | 1 | - | 7 |
| | **Theme three total credit** | | 12 | 100% of 28=28 | 28 | 24 | 4 | - | **28** |
| Hospitality & Tourism Marketing<br>Share = 12 items from the total | Marketing for Hospitality & Tourism | Understanding basic principles of marketing mix in Hospitality and tourism industry<br>Analyzing consumer markets and buying behaviour<br>Identifying factors influencing consumer behaviour<br>Understanding market segmentation, targeting and positioning | 3 | 3/5 = 0.60*100=60 | 60% of 12 =**7** | 5 | 2 | - | 7 |
| | Customer Care, Service & Hospitality Ethics | To identify the types of customer services<br>To examine how to design quality service<br>To understand the personal qualities of service providers<br>To know how to deal with awkward customers | 2 | 2/5 = 0.40*100=40 | 40% of 12=5 | 3 | 1 | - | 4 |
| | **Theme four total credit** | | **5** | | 12 | 8 | 3 | - | **11** |
| **Tourism Development and Management**<br><br>Share = 21 items from the total | Tourism Dev.t Policy & Planning | To understand the concepts of tourism planning<br>To evaluate the tourism planning analysis & synthesis<br>To identify on how to plan the institutional elements of tourism | 3 | 3/9 =0.33*100=33 | 33% of 21 =7 | 7 | - | - | 7 |
| | Sustainable Tourism Management | To understand the concepts of sustainable tourism<br>To understand sustainability issues of tourism in different geographical areas<br>To identify the tools and the main functional management areas of sustainable tourism<br>To understand the issues of sustainable tourism in different sectors | 3 | 3/9 = 0.33*100=33 | 33% of 21 =7 | 7 | - | | 7 |
| | Tourism Destination Dev.t & Mgmt. | Understanding the need to manage destination and the strategies to be followed when developing destination<br>To assess how tourism products are developed and managed<br>Understanding how the quality and standards of destination improved<br>Identifying the roles and responsibilities | 3 | 3/9 = 0.33*100=33 | 33% of 21 =7 | 4 | 3 | - | 7 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | of destination management and marketing | | | | | | | |
| | **Theme five total credit** | | **9** | 100% of 21=21 | 21 | 18 | 3 | - | **21** |
| **Tourism Business Operations** Share = 12 items from the total | Travel Agency & Tour Operation Mgm.t | Identifying Travel and tourism intermediaries<br>Identifying the roles functions of travel agents and tour operators<br>Identifying the major attractions<br>Identifying the roles & responsibilities of tour guides | 3 | 3/5 = 0.6*100=60 | 60% of 12=7 | 7 | - | - | 7 |
| | Principles & Practices of Tour Guiding | Understanding the types of Tours & Tour guides<br>Understanding the advantage of a tour accompanied with tour guide<br>Understanding the basic requirement of tour guide<br>Knowing the Personal qualities & professional ethics<br>Identifying the roles & responsibilities of tour guides | 2 | 2/5 = 0.40*100=40 | 40% of 12=5 | 3 | 2 | - | 5 |
| | **Theme six total credit** | | **5** | **100% of 12=12** | **12** | **10** | **2** | | **12** |
| Total for the program | | | **43** | | **100** | **87** | **12** | **1** | **100** |

**Note**: The number of items assigned in the levels of domains is based on the nature of learning outcomes/objectives.