



Ministry of Education

Test Blueprint for National Exit Examination to be Held in 2015

Band: 5

Program: Bachelor of Arts degree in Tourism Management Program

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January, 2023
Ministry of Education
Wolayita Sodo, Ethiopia

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1. 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.

2. Objectives 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.

3. Background of the Program

Ethiopia is endowed with immense tourism potential; both cultural and natural. The country has been working to produce graduates that can better understand and operate the industry and facilitate service delivery. In response to the country's tourism resources potential and visitation demand, the labour market is injecting a large number of graduates into different public and private sectors. Similarly, there is an encouraging demand for tourism study in public higher education institutions as well as an increased awareness of the importance of the sector for socio-cultural, environmental, and economic

development for which the upcoming generations will need to be well equipped with the desired knowledge, attitude, and skills.

Considering Ethiopia's aspiration of obtaining well-capable graduates in the field of tourism with the desired knowledge, attitude, and skilled professionals in diversified fields, the majority of public higher education institutions are providing tourism management programs. These universities are doing their best to produce well-qualified manpower in both theoretical and practical aspects to maximize the contribution of tourism for the GDP & GNP, conservation of culture and environment, and improvement of the living standards of the society by creating job opportunities which resolve unemployment problems of the country as well as ensuring sustainable development.

Through different mechanisms including tracer study, it has been evidenced that the required knowledge, skills, and attitude of graduates in the field of tourism haven't been achieved yet. Employers are consistently issuing their concerns about the quality of our graduates, stating there is a huge gap in graduates' competency. In addition to the employer, various stakeholders including the graduate's family are questioning the graduate's competency, which puts teaching-learning of higher education in general and of tourism in particular in a question mark. The mismatch between the desired and actual competency has to end at some point and the proposed exit examination is believed to be a solution among many other efforts including policy measures. As part of enhancing and maintaining the quality of graduates, the initiation undertaken by the Ministry of Education (Ethiopia) to conduct exit examinations for selected undergraduate programs including tourism is just an iceberg from the long miles we need to travel. The proposed exit examination will necessitate graduates to read more which will eventually nurture them and make them the desired tourism graduates. Through this exit examination, students will understand they are required to go the extra mile to obtain the competency required in their respective fields of study.

It should be noted that the exit examination is not the only messiah of achieving competent graduates. The process, of making them get ready for the event, is the most important issue everyone should struggle with.

4. Expected Profile of the Graduates of the Program

Graduates with a Bachelor of Arts Degree in Tourism Management, who will take the exit examination, will get the required knowledge, skills, and attitudes in the area of basics of tourism management, destination development and management, tourism business operation, and tourism marketing and communication. Generally, a Tourism Management degree program provides students with the opportunity to pursue a career in the hospitality & tourism industry and upon taking the exit examination, graduates will be able to;

- Plan, develop, manage and market tourism sector services and products;
- Provide operational as well as managerial services in areas such as tourism marketing, destination development & management, travel facilitation, tour guiding & operation, and working in national, regional & local tourism authorities.
- Undertake Micro, Small, and Medium Enterprises (MSMEs) entrepreneurship activity on their own in the tourism sector.
- Effectively deal with financial aspects and personnel administration of institutions and facilities in the sector,
- Contribute to the development of appropriate national policies and regulations in the sector and implement policies,
- Undertake relevant operational and marketing research and implement the results of these studies for the advancement of the sector,
- Train and teach others in tourism studies,
- Provide consultation services in the tourism sector,
- Act within a legal and ethical framework in the sector and can participate in many other economic sectors as tourism is multidimensional,
- Generally, graduates can competently work 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 and hospitality industry.

5. Objective of the Exit Exam Blueprint for the Program

General objective

The exam blue print is supposed to measure the learning outputs of the tourism management program as a whole. Hence it assesses the graduates' educational achievement in the CORE courses (major areas) of the program. It measures the extent to which the knowledge, attitude, and skills needed for employment in the tourism industry have been achieved among fresh graduates. Put differently, it is intended to affirm quality and relevant tourism management education is offered at the universities where the program exists. Although very different, it complements academic achievements and employment exams.

Specific objectives

Specifically, the test blue print is expected to achieve the following objectives

- ✓ to ensure all graduates from higher education institutions have developed adequate mastery of the core competencies articulated in the tourism management curriculum
- ✓ to satisfy the requirements of the labour market and employability through the nationwide implementation of the curriculum-based external exit examination
- ✓ To ensure that graduates possess the minimum basic knowledge, skills, and attitude necessary to perform tasks on the job safely and competently, not to select the "top" candidates.
- ✓ To validate job-related skills, behaviour, and knowledge to provide an independent assessment and documentation of competency.
- ✓ To ensure common standard knowledge, attitude, and practical competencies,
- ✓ To improve public trust,
- ✓ To improve students' achievements based on the results of assessed graduates
- ✓ To enhance graduates' performance (learning outcomes)
- ✓ To improve the quality of education and improve graduates' competence in tourism management
- ✓ To encourage students to put effort into their learning: it motivates students to work harder and helps teachers identify and address students' weaknesses
- ✓ It serves as a point of reference for program enhancement
- ✓ To improve the monitoring of the behavior of teachers and universities by providing information on the outcome of the educational process

6. Competencies and Learning Outcomes of the Program

Required competency	Expected Competencies to be achieved
Knowledge	<p>Graduates with exit examination will be able to;</p> <ul style="list-style-type: none"> • Identify components of tourism along with historical perspectives • Explain the core concepts of marketing, marketing management philosophies, and management strategies for service businesses • Distinguish determinants of tourism demand and motivation for travel • Analyze the importance of inter-departmental communication in hotel operation • Recognize the meaning, potential, and values of tourism resources of Ethiopia (cultural, natural, and historical) • Demonstrate relevant theory of event management • Develop an awareness of the environmental, socio-cultural, and economic impacts of sustainable tourism development • Explain the different dimensions of sustainable tourism development • Identify strategies for eco-tourism development • Describe theories of tourism destination planning and development • Understanding elements of tourism strategic management along with the importance • Detect basic steps and activities involved in destination development and management • Evaluate the impacts of tourism development and tourism organizations at various levels; • Explain the various products and sections of hotels along with their main functions • Comparing ecotourism with other alternative forms of tourism • Criticize and praise the role of the main actors in sustainable tourism development • To analyze the tourism development of a destination • Explain strategic foundations of destination and managing tourism growth • Identify basic features of front office applications common to property management system • Explain the function and operation of the various systems forms, equipment, and computer applications found in the front office • Identify and evaluate all requirements and qualities of a good tour guide & provide training, guiding service etc. for their teenagers & tourists adequately
Skills	<ul style="list-style-type: none"> • Internalize basic principles of customer service quality • Demonstrate excellent customer service and proper customer handling principles and techniques • design package tours and prepare tour itineraries • Monitor, review and evaluate the processes and outcomes of new perspectives on event management • Develop new tourism products • Produce tourism plans • Make use of polite phrases & procedures commonly used in the travel and tourism sector

Required competency	Expected Competencies to be achieved
	<ul style="list-style-type: none"> • Manage tourism in the way the positive impact outweighs the negative one • Perform the cost and benefit analysis of tourism development in a given tourism destination • Demonstrate guest services and front office functions • Handle customer complaints • Handle the roles & responsibilities of a tour guide, including dealing with individual clients & groups • Assist tourists with camping, mountaineering, swimming & other relevant activities related to tour guiding.
Attitudes	<ul style="list-style-type: none"> • Appreciate customer complaints and solving through service recovery • Suggest various stakeholders of tourism on balanced roles to achieving sustainable tourism development • grasp the main pillars of sustainable tourism development in tourism destination • Acclaim establishments with ethical business practices • Appreciate cultural diversity among the community and tourists in delivering tourist services

7. Themes and List of Courses with Total Credit Hour

	Themes	Courses	Cr. Hr.
1	Basics of Tourism	1. Introduction to Travel And Tourism	3
		2. Introduction to Hotel Management	3
		3. Natural Tourism Resources of Ethiopia	3
		4. Cultural Tourism Resources of Ethiopia	3
Total			12
2	Tourism Development and Management	1. Sustainable Tourism Management	3
		2. Tourism Destination Development and Management	3
		3. Tourism Development Policy and Planning	3
Total			9
3	Tourism Business Operation	1. Travel Agency and Tour Operation Management	3
		2. Event Management	3
		3. Tourism Legislation	2
		4. Principles and Practices of Tour Guiding	3
Total			11
4	Tourism Marketing and Communication	1. Tourism Marketing	3
		2. Front Office Management	3
		3. Customer care and Services	2
Total			8

8. Share of the Themes/Courses/Items in Number

Share of themes	Course Name	Learning outcomes	Contents/chapters	Credit hour	Weight of course or proportion	Number of test items from each course	Learning outcomes									Total
							Cognitive						Affective	Psychomotor		
							Remembering	Understanding	Application	Analysis	Evaluation	Creation/Synthesis				
Theme One Share = 30 items from the total	Introduction to Travel and Tourism	<ul style="list-style-type: none">Be familiar components of tourism along with historical perspectivesDistinguish determinants of tourism demand and motivation for travelEvaluate the impacts of tourism development and tourism organizations at various levels	Chapter1: concepts of travel and tourism Chapter2: components of tourism industry Chapter3: Historical Background of travel & tourism Chapter4:Determinants & motivation to travel & tourism chapter 6: Impacts of tourism chapter7: International and national tourism organizations	3	3/12 = 0.25	0.25*30 = 7.5	2			3	3		-	-	8	
	Introduction to Hotel Management	<ul style="list-style-type: none">Analyze the importance of inter-departmental communication in hotel operationExplain the various products and sections of hotels along with their main functions	Chapter2: Classification & Categorization of hotels Chapter3: Hotel Organizations, Departments, and Communications	3	3/12 = 0.25	0.25*30 = 7.5		5		2			-	-	7	
	Natural Tourism Resources of Ethiopia	<ul style="list-style-type: none">Recognize the meaning, potential, and values of natural tourism resources of EthiopiaExplain natural tourism resources of Ethiopia in all corners of the country.	Chapter1: Introduction to natural tourism resources Chapter 2,3,4,5&6: Natural Tourism Resources of all regions in Ethiopia	3	3/12 = 0.25	0.25*30 = 7.5	2	6	-	-	-	-	-	-	8	

	Cultural Tourism Resources of Ethiopia	<ul style="list-style-type: none">Identify the meaning, potential, and values of cultural tourism resources of EthiopiaBe familiar with the history, ethnography and culture-based tourism in Ethiopia	Chapter1: Introduction to cultural tourism resources Chapter2: Historical tourism resource of Ethiopia Chapter 3,4,5,6&7: cultural Tourism Resources of all regions in Ethiopia	3	3/12 = 0.25	0.25*30 = 7.5	2	5	-	-	-	-	-	-	-	7
	Theme one total credit			12												
Theme Two Share = 23 items from the total	Sustainable Tourism Management	<ul style="list-style-type: none">Develop an awareness of the environmental, socio-cultural, and economic impacts of sustainable tourism developmentExplain the different dimensions of sustainable tourism developmentCriticize and praise the role of the main actors in sustainable tourism developmentManage tourism in the way the positive impact outweighs the negative oneSuggest various stakeholders of tourism on balanced roles to achieving sustainable tourism developmentGrasp the main pillars of sustainable tourism development in tourism destination	Chapter 1: Concept of sustainable tourism Chapter2: Dimensions of sustainable tourism Chapter 4: Key Actors in Sustainable Tourism Chapter6: Sustainable tourism and functional management	3	3/9 = 0.33	0.33*23 = 7.6		3			2		2	1	8	
	Tourism Destination Development and Management	<ul style="list-style-type: none">Describe theories of tourism destination planning and development	Chapter1: An Introduction to Destination Management Chapter2 The Strategic Foundations of Destinations	3	3/9 = 0.33	0.33*23 = 7.6	2			2			-	3	7	

		<ul style="list-style-type: none">• Detect basic steps and activities involved in destination development and management• Explain strategic foundations of destination and managing tourism growth• Develop new tourism products	Chapter4: Developing destination products														
	Tourism Development Policy and Planning	<ul style="list-style-type: none">• Understanding elements of tourism strategic management along with the importance• To analyze the tourism development of a destination• Produce tourism plans• Perform the cost and benefit analysis of tourism development	Chapter 2: Concept of Tourism Development Planning Chapter 3: Stages of Tourism Development Planning Chapter 4: Considerations in Tourism Development Policy and Planning	3	3/9 = 0.33	0.33*23 = 7.6		3		2				-	3	8	
	Theme two total credit				9												
Theme Three Share = 27 items from the total	Travel Agency and Tour Operation Management	<ul style="list-style-type: none">• Understand the travel business & intermediaries• Design package tour and prepare tour itinerary• Process reservations & guest files, pre-tour preparation	Chapter One: Overview of travel agency and tour operation Chapter2: Tour operation products Chapter3: Designing and developing travel circuit and itinerary Chapter4: Tour costing and pricing	3	3/11 = 0.27	0.27*27 = 7.3		3						-	4	7	
	Event Management	<ul style="list-style-type: none">• Demonstrate relevant theory of event management• Monitor, review and evaluate the processes and outcomes of new	Chapter1: Introduction to Event Management Chapter2: Event Planning Process	3	3/11 = 0.27	0.27*27 = 7.3		1			3			-	3	7	

		perspectives on event management															
	Tourism Legislation	<ul style="list-style-type: none">Acclaim establishments with ethical business practices	Chapter 1: Introduction to tourism Law Chapter 2: Internationals laws, and conventions in Tourism and hospitality industry Chapter 3 formalities and Ethics Chapter 4 Code of conducts in tourism and hospitality industry	2	2/11 = 0.18	0.18*27 = 5	-	-	-	-	-	-	-	5	-	5	
	Principles and Practices of Tour Guiding	<ul style="list-style-type: none">Make use of polite phrases and procedures commonly used in the travel and tourism sectorIdentify and evaluate all requirements and qualities of a good tour guide & provide training, guiding service etc. for their teenagers & tourists adequatelyHandle the roles & responsibilities of a tour guide, including dealing with individual clients & groupsAssist tourists with camping, mountaineering, swimming & other relevant activities	Chapter 1: Concepts of tour guiding Chapter2: Basic requirements and Roles of a tour guide Chapter3: Tour guiding management Chapter 4: Basic tour managing procedures	3	3/11 = 0.27	0.27*27 = 7.3	-	2	-	2	2	-	-	2	8		

		related to tour guiding															
	Theme three total credit			11													
Theme four Share = 20 items from the total	Tourism Marketing	<ul style="list-style-type: none"> Explain the core concepts of marketing Understand marketing management philosophies Analyze management strategies for service businesses Describe the marketing mix/strategies Be familiar with competition 	Chapter1: Introduction to Tourism Marketing Chapter3,4,5&6: marketing mix /strategies Chapter 8: Dealing with competition	3	$3/8 = 0.38$	$0.38 \times 20 = 7.6$	2	3		2					1		8
	Front Office Management	<ul style="list-style-type: none"> Identify basic features of front office applications common to property management system Explain the function and operation of the various systems forms, equipment, and computer applications found in the front office Demonstrate guest services and front office functions 	Chapter1: Introduction Chapter 2: Structure Chapter3: Main Departments and Responsibilities Chapter4: Reservation	3	$3/8 = 0.38$	$0.38 \times 20 = 7.6$		3		2						2	7

	Customer care and Services	<ul style="list-style-type: none">Internalize basic principles of customer service qualityDemonstrate excellent customer service and proper customer handling principles and techniquesAppreciate customer complaints and solving through service recoveryHandle customer complaintsAppreciate cultural diversity among the community and tourists in delivering tourist services	Chapter Two: Service quality in the tourism industry Chapter Four: Customer handling techniques Chapter Five: Complaint handling and service recovery	2	2/8 = 0.25	0.25*20 = 5		1						2	2	5
	Theme four total credit			8												
Total for the program				40			10	35		13	12		10	20	100	

- Share of themes (T) = $\frac{a}{b} \times 100$, Where “a” is the credit hour of a theme and “b” is the total credit hour of the program. Credit hour of a theme is the sum of credit hours of courses in the theme.
- Share of courses per theme (C) = $\frac{\text{Credit hour of the course}}{\text{Credit hour of the theme}} \times 100$
- Share of items per course = *Share of the course X Total number of items*

9. Learning outcomes in terms of the three domains (Cognitive, Affective and Psychomotor)

Share of Competencies (KSA) per Courses

Program Name: - Tourism Management

R.No.	Themes	Course Name	Cr Hours	Share of Courses (%)	Share of Competencies (in %)			Remark
					Cognitive	Psychomotor	Affective	
1	Basics of Tourism	Introduction To Travel And Tourism	3	8	8	-	-	
		Introduction to Hotel Management	3	7	7	-	-	
		Natural Tourism Resources of Ethiopia	3	8	8	-	-	
		Cultural Tourism Resources of Ethiopia	3	7	7	-	-	
2	Tourism Development and Management	Sustainable Tourism Management	3	8	5	1	2	
		Tourism Destination Development and Management	3	7	4	3	-	
		Tourism Development Policy and Planning	3	8	5	3	-	
3	Tourism Business Operation	Travel Agency and Tour Operation Management	3	7	3	4	-	
		Event Management	3	7	4	3	-	
		Tourism Legislation	2	5	-		5	
		Principles and Practices of Tour Guiding	3	8	6	2	-	
4	Tourism Marketing and Communication	Tourism Marketing	3	8	7		1	
		Front Office Management	3	7	5	2	-	
		Customer care and Services	2	5	1	2	2	
		Total (Aggregate)	40	100	70	20	10	

10. 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 tourism management 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.