Are We Marketing ourselves: Higher Education Globalization and Student Mobility a Case Study of Comparison of Tourism and Hotel Management Schools

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Abstract
Recent researches from international statistics show there is a big flow of student mobility all over the world, which makes it inevitable to provide necessary information on educational institutions. This study examines and compares tourism/hotel management programs in different levels including nature of programs, their curriculum and industrial training components by analysing the information given on the official web pages of the schools. Results show there are similarities as much as differences all around the world within the frame of the institutions compared. It is hoped that the findings could help the stakeholders of the education systems, students, educators, professionals, decision maker and more.

Keywords: Tourism and Hotel Management Education, Student Mobility in Education, Globalization in Education.

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