

Report on course and supervision evaluations: Tourism Aalborg, Spring Semester 2018

The evaluation form was distributed to 23 active students and 14 students have completed at least some parts of the questionnaire, which gives a response rate of 61%. However, only 11 completed all of the sections.

All the respondents had followed the three tourism courses and half had also followed the Applied Methods course.

Tourism Policy

Fourteen students answered some (but not all) questions about this course. Of these, 13 said they knew the learning objectives of the course completely or more or less. Half of the respondents spent 7-9 hours each week on the course and a further two respondents claimed to have spent 10 hours or more. The vast majority thought that the level and extent of the course was appropriate and that the learning objectives and standards of the assignments were clearly formulated and communicated. The majority of respondents thought that the course material and presentation supported their learning, although one respondent disagreed completely.

The comments indicate that the course gave a good understanding of tourism policy and the students particularly appreciated the use of guest lectures and visits by policymakers. There are suggestions to make the course more international in focus and to use more time for discussion and questions.

Market Communication in Tourism

Eleven students answered the questions about this course. All answered that they completely or more or less knew the learning objectives of the course and the vast majority thought that the level and extent were appropriate. However, only five respondents said that they spent at least 7-9 hours per week working on the course. Large majorities agreed that the course gave a good learning outcome, that the course material and presentation supported their learning. In the comments the respondents praised the combination of group work and lectures, guest speaker and use of good examples in class. One student was less positive about group work but this is related to lack of preparation by other students.

Innovation in Tourism

Eleven students responded to all questions about this course. The vast majority knew the learning objectives and thought that the level of the course was appropriate. Responses were mixed on the clarity of the learning objectives and standards of the assignments. This is probably due to the fact that this was the first time this course has been run and it used a portfolio exam. Next year the

students will have an example of a completed assignment to look at. Nevertheless the majority agreed that the course gave a good learning outcome. In the comments the respondents praised the knowledge and engagement of the teacher, use of case examples and international outlook. Suggestions for improvement included going deeper into fewer topics and working more with the portfolio in class so that expectations were clearer.

Applied Methods

Of the six students who said they followed this course, all thought that the level was appropriate and the vast majority thought that they had a good learning outcome. The comments praise the atmosphere in class and concrete examples which made the theory easier to understand.

Semester projects

Only six evaluations were received, so it is difficult to draw strong conclusions. The respondents were generally satisfied and agreed that their supervisors had provided valuable support. Two students were dissatisfied with the amount of supervision received.