

Report on course and supervision evaluations: Tourism Aalborg, Spring Semester 2019

The evaluation form was distributed to 23 active students and 19 of these have completed at least some parts of the questionnaire, which gives a response rate of 83%.

All the respondents had attended the three tourism courses and nine had also attended the Applied Methods course.

Tourism Policy

Nineteen students answered questions about this course. All said that they had spent 4-6 hours or more per week on this course with seven saying they had spent 7-9 hours and four claiming to have spent 10 hours or more. All but one student thought that the level of the course was appropriate, and all but three thought that the extent was also appropriate. All but one student said that they agreed or completely agreed that the course gave a good learning outcome in relation to the learning objectives, the same number agreed or completely agreed that the course material supported their learning process and all agreed or completely agreed that the presentation of the material supported their learning.

The comments indicate that the course provided a critical insight into tourism policy and destination governance. The students particularly appreciated the use of guest lectures, visits by policymakers and the use of real-world case studies. A suggestion for improvement was to update the material on the collaborative economy, which is a rapidly changing policy area.

Market Communication in Tourism

Nineteen students answered the questions about this course. All said they knew the learning objectives of the course completely or more or less. The majority thought that the level and extent were appropriate, although four respondents thought that both were too small. The vast majority of respondents spend 4-6 hours or more on the course. All students agreed or completely agreed that the course gave a good learning outcome, and that that the course material supported their learning.

In the comments the respondents praised the clarity and structure of the course, visual material, and the use of real-world examples. One suggestion for improvement was to include more practical advice on how to communicate via different platforms.

Innovation in Tourism

Nineteen students responded to questions about this course. In general, the students said they spent less time on this course than the others: ten students said they spent 4-6 hours per week and five said they spent 1-3 hours per week. A majority thought that the level and extent of the course was appropriate. Responses were mixed on the clarity of the learning objectives and whether the course material and presentation supported learning. A majority agreed with the

statements, but a large minority were neutral or disagreed. Nevertheless, the majority agreed that the course gave a good learning outcome.

In the comments the respondents praised the discussion topics, creativity of activities and feedback on the portfolio assignment. Suggestions for improvement included using less material in lectures, making the structure clearer, plus including a wider variety of international examples.