

## **Report on course evaluations: Tourism Aalborg, Autumn Semester 2022**

The evaluation form was distributed to twenty-four students, and was completed or partially completed by nineteen students, which gives a response rate of 79%.

Eighteen respondents had attended the Problem Based Projects and Research Methodologies course, Tourism Destination Analysis and Market Communication in Tourism. With regard to electives, ten chose Tourism Encounters and 12 took Key Issues in Tourism Consumption

### **Market Communication in Tourism**

Overall, the respondents are satisfied with this course: all agree (53%) or completely agree (13%) that it gave a good learning outcome. However, 33% (5 students) said that they neither agreed nor disagreed.

Eleven respondents agreed or completely agreed that the course material supported their learning. The vast majority said that the learning objectives and exams were clearly formulated and communicated, and that the presentation of the course material supported their learning.

Of the sixteen respondents who answered questions about this course, eight said that they had spent 4-6 hours per week on it, four spent 7-9 hours and one spent 10 or more hours. One area of concern is that 25% (four students) said that they spend only 1-3 hours per week. A large minority of respondents (38%, six students) said that the level and extent of the course was far too large.

There are very few comments about this course but the clear and precise explanation of the course materials was appreciated. One area for suggestion is to have more group work.

### **Tourism Destination Analysis**

Fifteen students answered the questions about this course. Of these, eight respondents said they had spent 7-9 hours per week on the course, while eight had spent 4-6 hours and two said that they had spent 1-3 hours. Three students said they had spent 10 hours or more.

This course has received very positive evaluations. Five students (33%) completely agreed, and nine students (60%) agreed that the course gave them a good learning outcome in proportion to the learning objectives. Furthermore, all agreed (60%) or completely agreed (40%) that the course material supported their learning process, and that the presentation

of material supported their learning. As with the other courses, a large minority (40%) said that the level and the extent of the course was far too high/large.

The comments show that the respondents appreciated group work in class and the use of peer feedback exercises in connection with the portfolio exam.

### **Tourism Encounters**

Nine respondents answered questions about this course. Of these, two said they spent 7-9 hours per week on it, four said they spent 4-6 hours and two said they spent only 1-3 hours. One student said they spent 10 hours or more.

Again, there appears to be an issue regarding the students perception of the extent and level of the course. A majority (56%) said that the extent was far too large and 44% said that the level was far too high.

Overall, however, the students were very satisfied with the course. Six agreed, and three completely agreed, that the course gave a good learning outcome in proportion to the learning objectives, that the course material supported their learning process, and that the presentation of the material supported their learning.

There are no specific suggestions for improving the course.

### **Problem Based Methodology and Project Writing**

Fourteen respondents answered questions about this course. The evaluations are extremely positive, with 57% completely agreeing, and 29% agreeing, that the course gave a good learning outcome. Similarly 43% agreed and 43% completely agreed that the course material supported their learning and that the presentation of material supported their learning.

However, it is concerning that 36% of respondents (five students) claimed to spend only 1-3 hours per week on the course, with 29% (four students) spending 4-6 hours and 21% (three students) 7-9 hours.

Again, there appears to be a perception that the course covers too much material at too high a level. Five students (36%) thought that the level was far too high and six students (43%) thought that the extent was far too large.

The comments indicate that the respondents felt that they had learned a lot about writing projects but there were no specific suggestions for improvements.

## **Key Issues in Tourism Consumption**

Eight respondents answered questions about this course. Of these, six agreed or completely agreed that the course material supported their learning process. Four completely agreed and three agreed that the course gave a good learning outcome in relation to the learning objectives. The majority said that the learning objectives and standards of assignments and exams were clearly formulated and communicated.

Three respondents said that they spent 4-6 hours per week on this course, while three spent 10+ hours per week. Compared to the other courses, fewer students perceived the extent and level as too high. Two students thought that the extent and level were far too high, while the rest thought that it was appropriate and one thought that the level was far too low.

The comments indicated that the respondents appreciated the podcast assignment and class discussions. One suggestion for improvement is to include more materials to the course.

## **Project Supervision Evaluations**

Thirteen students complete project supervision evaluations regarding the 7<sup>th</sup> semester project. Overall, the evaluations are very positive. Two respondents said they neither agreed nor disagreed with their supervision being valuable in relation to methodology, theory and work process. All the others agreed or completely agreed with at least two of these statements. All students rated their supervisor as mostly, very or always very accessible. Only one student provided qualitative comments, which were very positive about the accessibility of their supervisor and the quality of feedback given.