

Report on course and supervision evaluations: Tourism Aalborg, Spring Semester 2020

The evaluation form was distributed to 23 active students and 13 of these have completed at least some parts of the questionnaire, which gives a response rate of 57%. Only ten students responded to the questions in relation to one course. It is very hard to provide a sensible quantitative analysis on the basis of so few respondents.

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

Tourism Policy

Thirteen 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 10 hours or more. Eleven students thought that the level of the course was appropriate, and all but one thought that the extent was also appropriate. Ten out of thirteen students 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 that the presentation of the material supported their learning.

The comments indicate that students have learned about the governance practices, policy instruments and strategies related to tourism and destination development. The students particularly appreciated the use of contemporary examples, the guest lecture, and the Airbnb exercise. This is pleasing since sessions were updated on the basis of feedback from last year's evaluations to update the material on the collaborative economy. Some students would have liked to spend more time on case studies and go more in-depth.

Market Communication in Tourism

Ten students answered the questions about this course. All said they knew the learning objectives of the course completely or more or less. All the respondents said that the level and extent of the course were appropriate. Two students said they spent 4-6 hours on the course each week while three said they spent 7-9 hours and five said they spent more than 10 hours. Eight students said they agreed or completely agreed that the course gave a good learning outcome, and nine agreed that both the course material and its presentation supported their learning.

In the comments the respondents said that they appreciated the good examples used in class, the guest lecture, and course book. One suggestion for improvement was to include more hands-on work and real-life examples from tourism companies.

Innovation in Tourism

Eleven students responded to questions about this course. All spent at least 4-6 hours per week on the course and five spent more than ten. This is an improvement on last year when hours spent on

this course were relatively low. All agreed that the level and extent of the course were appropriate. All the respondents agreed or completely agreed that the course gave a good learning outcome in relation to the learning outcomes. The vast majority also agreed or completely agreed that the course material and its presentation supported their learning.

In the comments the respondents were particularly pleased with the use of the Solution Camp in this course and the Sustainability Challenge which ran across all three courses this semester. Several comments praise the combination of theory and practice. One area for improvement is to be more critical about design thinking processes.

None of the respondents have made any comment on the digitalisation of teaching material in any of the courses after the university shut down due to the COVID-19 pandemic.

Project Evaluations

Eight students filled in the project supervision evaluation. All of them very positive about the supervision they had received, almost all agreeing or completely agreeing that their supervisor was helpful in relation to the academic work and theory, methodology and work process. All supervisors were considered to be very accessible or always very accessible.