

## **Report on course evaluations: Tourism Aalborg, Autumn Semester 2021**

The evaluation form was distributed to twenty-four students, and was completed or partially completed by seventeen students, which gives a response rate of 71%.

All respondents had attended the Problem Based Projects and Research Methodologies course, while sixteen said they had attended Tourism Destination Analysis and Market Communication in Tourism. With regard to electives, two chose Arctic Studies, while fifteen took Co-creating Tourism Encounters.

### **Market Communication in Tourism**

Overall, the respondents are very satisfied with this course: all agree (73%) or completely agree (27%) that it gave a good learning outcome. All the respondents also agreed or completely agreed that the presentation of the material supported their learning. The vast majority said that the learning objectives and exams were clearly formulated and communicated. 75% of the respondents, twelve students, said that the level and extent of the course was appropriate, although two said that the extent was too large and two said it was far too large.

Of the sixteen respondents who answered questions about this course, seven said that they had spent 4-6 hours per week on it, six spent 7-9 hours and two spent 10 or more hours. One student said that they spend only 1-3 hours per week.

The comments indicate that the students found this course engaging and enjoyed the practical approach and use of real-life case studies. There are no suggestions for improvements.

### **Tourism Destination Analysis**

Thirteen students answered the questions about this course. Of these, nine respondents said they had spent 7-9 or 10+ hours per week on the course, while three had spent 4-6 hours and one said that they had spent 1-3 hours.

This course has also received very positive evaluations. All of the respondents agreed (77%) or completely agreed (23%) that the course gave them a good learning outcome in proportion to the learning objectives. Furthermore, all agreed (85%) or completely agreed (15%) that the course material supported their learning process. Of the thirteen respondents who answered questions about the level of the course, eight said it was

appropriate, while two said it was far too high and two thought it was far too low. This probably reflects the varied backgrounds of the students admitted to the programme.

The comments show that the respondents appreciated the use of cases in group work, the clear presentations and balance between literature and other material, as well as the use of padlets. One suggestion for improvement is to include even more real-life examples.

### **Co-creating Tourism Encounters**

Of the twelve respondents who answered questions about this course, six said they spent 7-9 hours per week on it, and four said they spent 4-6 hours. One student said they spent 10+ hours and one said they spent only 1-3 hours.

Overall, the respondents were very satisfied with the course. Ten agreed that the course gave a good learning outcome, that the course material supported their learning process, and that the presentation of the material supported their learning. Eight students thought that the level of course was appropriate but four said it was either too high or far too high.

The comments on this course are very positive. The respondents highlighted the use of a 'case of the day' and interesting literature. Suggestions for improvement include going into more depth on the cases.

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

Thirteen respondents answered questions about this course and the evaluations are again very positive. All agree or completely agree that the course gave a good learning outcome, that the course material supported their learning process and that the presentation of material supported their learning.

Six respondents said they spent 7-9 hours per week on this course, while three spent 4-6 hours and three spent 1-3 hours. One student said they spent at least 10 hours per week on the course. There is again variation in evaluations of the level and extent of the course. While nine students thought that the level was appropriate, two said it was far too high, one said it was too high and one said it was too low. Eight thought that the extent was appropriate but four thought it was too large or far too large. This probably reflects the range of students, some of whom are exchange students in their 9<sup>th</sup> semester, while others have had relatively little methods training.

The comments indicate that the respondents liked clear presentations and use of examples to explain philosophy of science, and also appreciated having a specialist guest lecture on visual methods.