Report on the basis of evaluations tourism Copenhagen Spring 2016

Out of 69 students, 44 have replied, a 66% response rate.

Change Management
Surprisingly few complaints (although some) of the lack of ECTS. A small, but still substantial amount of students only sped btw 1-3 hours with the course, suggesting a lack of active participation (10%). As opposed to subsequent years the students point to any learning positive goals and are very satisfied with the (external) teacher. Critique of exam after the project (which we agree to, but could simply not fit in before).

Policy
Event more students (16%) spend 1-3 hours on this course. Not satisfactory. A few students express dissatisfaction with outcomes and materials. The qualitative feedback displays that policy divides students – some love the course and the very engaged teacher. Some got lost in the detail and the ambitious level. Students mention a lot of reading, a course which is too compressed.

Market Comm
The course is ‘on target’, students spend time with it, see level as appropriate, are well informed of objectives. 6% spend 1-3 hours. Besides many positive words, some point at the great width of the course (which is true).

Digital methods
The students who attended had a good learning experience but because there is no curriculum and no ECTS, this is reflected in the evaluation (on learning outcomes, goal etc., which clearly does not make sense in this context). Still, considering the evaluations and the very topic content, it is recommended to try out one more year where the course is offered on a voluntary basis. From next year, a full semester on digital methods will be offered on the 9th semester to tourism students and others at communication and digital media.

Innovation
It confuses the students that it is called ‘a course’, as they either think it is the innovation camp but which (still) does not have ects, learning goals or requirements or the project (on which case it should not be in this evaluation. As always, students love the practical, real life challenge and the social side of the camp (Herning this year), but they admittedly received information quite late due to issues on funding and planning with externals. Also, we had issues with teaching dates, rooms, exams and call moodle problems which really annoyed the students.

GTD course The GTD course was unfortunately missing from the evaluation. This has been mentioned and will be altered for next time.

The survey
A student commented on the form that ‘comments’, good comments’, ‘bad comments’ etc. is too tedious. It would be great to really rethink our surveys once the new curriculum is approved. It is recommended that this become an action point for next year.