

SURVEY OF TOURISM MANAGEMENT ALUMNI

Execution time

The survey was conducted 12 months after studies.

Study programme

Tourism Management.

Objective of the survey

The survey aims to find out graduates' opinion about the completed study programme, acquired competences and employability in the labour market.

Short presentation of the questionnaire

The questionnaire consists of 9 questions, of which 4 are closed-type questions (you chose one of the offered options or could record your answer), 2 questions asking you to rate the statements presented (rated on a five-point scale from 1 to 5, where 5 means I completely agree with the statement presented, and 1 - I completely disagree with the given statement or could have chosen the answer "I don't know / can't answer", when analysing the results, average ratings were calculated) and 3 open-ended questions. 9 graduates participated in the survey.

Presentation of survey results

During the survey period, 6 graduates indicated that they were working according to the study program, 3 were working but not according to the study program: 2 – in a public sector organization, 7 – working in a private sector organization. 7 survey respondents work in Vilnius, two – in other counties.

The survey results revealed that 6 respondents were already working while studying and 3 were not working, but after completing their studies, two respondents managed to find a job within 1 month. All respondents agreed that the nature of the work corresponds to the completed studies.

Graduates evaluated completed studies in the following:

Statements	Average
1. The studies met my expectations	4,0
2. The knowledge and skills I acquired during my studies are applicable in the labor market	3,9
3. It was not difficult for me to find the job I wanted	4,1
4. The internships during the studies were useful	4,2

Graduates were asked whether they had to further improve their qualifications after graduating and it was found that 7 respondents did not have to improve their qualifications. Two graduates answered that they had to improve their qualifications in the Amadeus Basic courses.

Graduates rated how important the following statements are in your work:

Statements	Average
1. Subject knowledge and skills	4,1
2. Personal qualities	4,9

It can be seen that the establishment of graduates in the labor market mostly depends on personal abilities.

Graduates suggested a topic or subject that, in their opinion, would be very necessary when studying the chosen study program. Graduates suggested including a physical activity subject in the study program. They also recommended paying more attention to practical work with specific programs used in travel agencies, such as Amadeus or other reservation systems. According to graduates, it would be useful to organize comprehensive training on reservation systems, such as Amadeus or Sabre, so that students would acquire practically applicable professional skills. It is proposed to include a human resource management subject, which would help to better understand the principles of personnel management in the tourism and service sector. Graduates emphasized the importance of searching for sources and analysing academic articles so that students would be able to conduct scientific research and critically evaluate information. They also suggested paying more attention to sales strategies and the art of negotiation. According to graduates, the study program should pay more attention to ecological topics in order to develop an understanding of sustainable tourism and responsible consumption. In addition, they recommended including subjects related to artificial intelligence, as this technology is rapidly changing the labor market and may replace many professions in the coming years.

Student's Comments:

"Introduction to the range of companies where a student can get a job after graduation."

"The studies were good, but since the study program was Tourism Management, there was a lack of deeper knowledge about tourism. I wanted more practical knowledge during the studies themselves (travel planning, calculations, etc.)."

"The studies were really useful, even when working in another field, I applied the acquired knowledge."

"Excellent studies."

"I really liked the studies. It would be great to encourage students to go abroad with Erasmus or other projects."

"Meet expectations."

What's next?

The results of the survey were discussed with the members of the Tourism Department. The curriculum will be adjusted in the light of feedback from alumni.