

SURVEY OF HOTEL AND RESTAURANT BUSINESS ALUMNI

Execution time

The survey was conducted 12 months after studies.

Study programme

Hotel and Restaurant Business.

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, including 4 closed-ended questions (where the respondent chose one of the options or could write in his/her own answer), 2 questions asking the respondent to rate the statements made (rated on a five-point scale from 1 to 5, where 5 is strongly agree with the statement and 1 is strongly disagree with the statement, or the respondent could choose the answer "Don't know/can't answer", with the average of the scores calculated in order to analyse the results), and 3 questions of an open-ended nature. 8 graduates participated in the survey.

Presentation of survey results

During the survey period, 4 graduates indicated that they were working according to the study program, 3 were working but not according to the study program, and 1 indicated that they were not working. 2 graduates indicated that they were working in the public sector, 5 – in private sector organizations, 1 – had their own business, 1 – worked on odd jobs. 8 graduates indicated that they were working in Vilnius or Vilnius County. The survey results revealed that 7 respondents had already worked while studying.

Graduates evaluated completed studies in the following:

Statements	Average
The studies met my expectations	4,8
Knowledge and skills which I acquired during the studies are applicable in the job market	4,0
The practice activities during the studies were beneficial	3,9
It was easy to find a job after completing the studies	3,9

Graduates were asked whether they had to further improve their qualifications after completing their studies and it was found that 7 respondents did not have to further improve their qualifications. 1 graduate had to improve their sales skills, but this was not related to the study program.

Two graduates indicated that they needed to improve their language skills and service-related competencies.

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

Statements	Average
1. Subject knowledge and skills	4,3
2. Personal characteristics	4,0

It can be seen that the establishment of graduates in the labor market mostly depends on subject knowledge and skills.

Graduates were asked to suggest a topic or subject that they believe would be very useful when studying in their chosen study program. They emphasized that more attention should be paid to improving computer literacy and technological knowledge in the study process. Graduates also suggest including subjects related to active sales, entrepreneurship development, and project development focused on establishing a hotel or restaurant-type business, and not only on practical service skills, such as waiter work or serving guests in a restaurant. In their opinion, the studies should include more tasks based on real work and life situations, which would help to better prepare for practical challenges. In addition, graduates recommend including subjects on business management from scratch and business communication, negotiations, and sales, which would develop the ability to plan, negotiate, and successfully execute sales.

Students' comments

“More practice”

“Fewer irrelevant modules”

“There should be as few unnecessary tasks, things as possible, such as the already mentioned practice in simple jobs, such as carrying plates, serving people, such things should definitely not be taught in higher education. Times are changing and we need innovations, teaching subjects such as business marketing, doing better projects with programs like Adobe Photoshop, Google Ads, etc. These are useful things that really bring benefits, students who graduate from these studies often want to feel like they could start their own business, and not just work as a waiter or a cook.”

“It was a convenient time to study and it was easy. Only perhaps some lecture topics should be updated (e.g. restaurant catering)”

“In some places the theory is very outdated”

“About 65% of theoretical, and sometimes even practical, information does not meet the needs of today's market. Students should be encouraged more to look for problems themselves, develop problem-solving skills, creativity and logical thinking. Youth is the future of the country.”
(NOTE: student answers are provided uncorrected and unedited)

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.