VILNIAUS KOLEGIJA | HIGHER EDUCATION INSTITUTION
FACULTY OF BUSINESS MANAGEMENT

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, 5 graduates indicated that they were employed in positions related to their study programme, while 4 graduates were employed in positions not related to their field of study. Regarding the type of employer, 1 graduate worked in a public sector organization and 6 graduates worked in private sector organizations. In addition, 2 graduates reported being self-employed and running their own businesses.

The survey also revealed that 8 respondents were employed in Vilnius or the Vilnius region, while 1 graduate indicated that they were working elsewhere.

The results showed that 7 respondents were already employed while studying, whereas 2 respondents were not employed during their studies. After graduation, one of these graduates found a job within one month, while the other secured employment within four months.

Overall, the survey results demonstrate that graduates evaluate the study programme positively. More than half of the respondents (55.6%) stated that the programme met their expectations, and the same proportion indicated that the knowledge and skills acquired during their studies are applicable in the labour market. Furthermore, 66.7% of respondents reported that finding their desired job was not difficult. The benefits of practical training were evaluated particularly highly: 88.9% of graduates stated that internships completed during their studies were useful and contributed significantly to their professional preparedness.

Graduates evaluated completed studies in the following:

Statements	Average
1. The studies met my expectations	**4,3**
2. The knowledge and skills I acquired during my studies are applicable in the labor market	**3,8**
3. It was not difficult for me to find the job I wanted	**3,7**
4. The internships during the studies were useful	**4,4**

All statements received positive evaluations, with average scores of 3.7 or higher, indicating that graduates view the competencies acquired during the study programme and their applicability in professional practice favorably.
Graduates were also asked whether they had needed to further develop their qualifications after completing their studies. The survey results showed that, for the majority of respondents, additional professional development was not necessary, suggesting that the knowledge and skills acquired during the programme were generally sufficient for their professional activities. Nevertheless, two graduates indicated that they had needed to further enhance certain competencies after graduation. One respondent noted that additional qualification development was required due to the specific nature of working as a tour guide, while another stated that further training was related to the particular requirements of their job.

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

Statements	Average
1. Subject knowledge and skills	**4,4**
2. Personal qualities	**4,6**

These results indicate that successful integration of graduates into the labour market depends not only on the professional competencies acquired during their studies but also on their personal skills and characteristics.

Graduates were asked whether they had needed to further develop any professional competencies after completing their studies. Among the responses, the most frequently mentioned areas were reservation system management skills, including work with the Amadeus system and obtaining the corresponding certification. Graduates also identified a need to deepen their knowledge of sales, marketing, and the application of artificial intelligence in professional practice. In addition to professional competencies, respondents emphasized the importance of transferable skills. The areas most frequently mentioned for further development included communication and public speaking skills.

Graduates also suggested topics or subjects that, in their opinion, would be highly beneficial to include in the study programme:

Aviation and reservation systems;
IATA regulations and introduction to their application;
Customer communication;

Sales, marketing, and the use of artificial intelligence;
Tax calculation and reporting;
Document management;
More in-depth study of tourism-related computer programs and systems.

Student's Comments:

"The programme provided opportunities to find employment, travel, and connect with professionals in the field."

"I would not remove anything from the programme; however, I would place greater emphasis on practical situations from the travel agent's perspective, including the problems most commonly encountered by clients and travellers and the best ways to resolve them."

"It was possible to combine work and studies flexibly."

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.