



**PR4: Implementing the new syllabus and analysing the feedback from students**

## Jagiellonian University

Based on the results among employers in tourism businesses, the syllabi of selected courses were modified. Taking into account the results of the identified employers' requirements for soft, hard, and sustainable skills, knowledge, and competencies of graduates, the following courses have been selected for students' feedback:

- 1. Tourism marketing (1st year master programme, summer semester)**
- 2. Travel agency market (1st year master programme, summer semester)**

These courses were carried out in the same, summer semester, both for the same group of students, so the self-assessment results were indicated on one graph.

To determine the extent to which syllabus modifications successfully enhanced skills, knowledge, and competencies, a measurement using the self-assessment method was conducted. Questionnaires were administered to students to evaluate their skills, knowledge, and competencies before and after completing courses. Based on the results obtained, a positive shift in all specific soft, hard, and sustainability skills is observed (Figure 1, 2, 3).

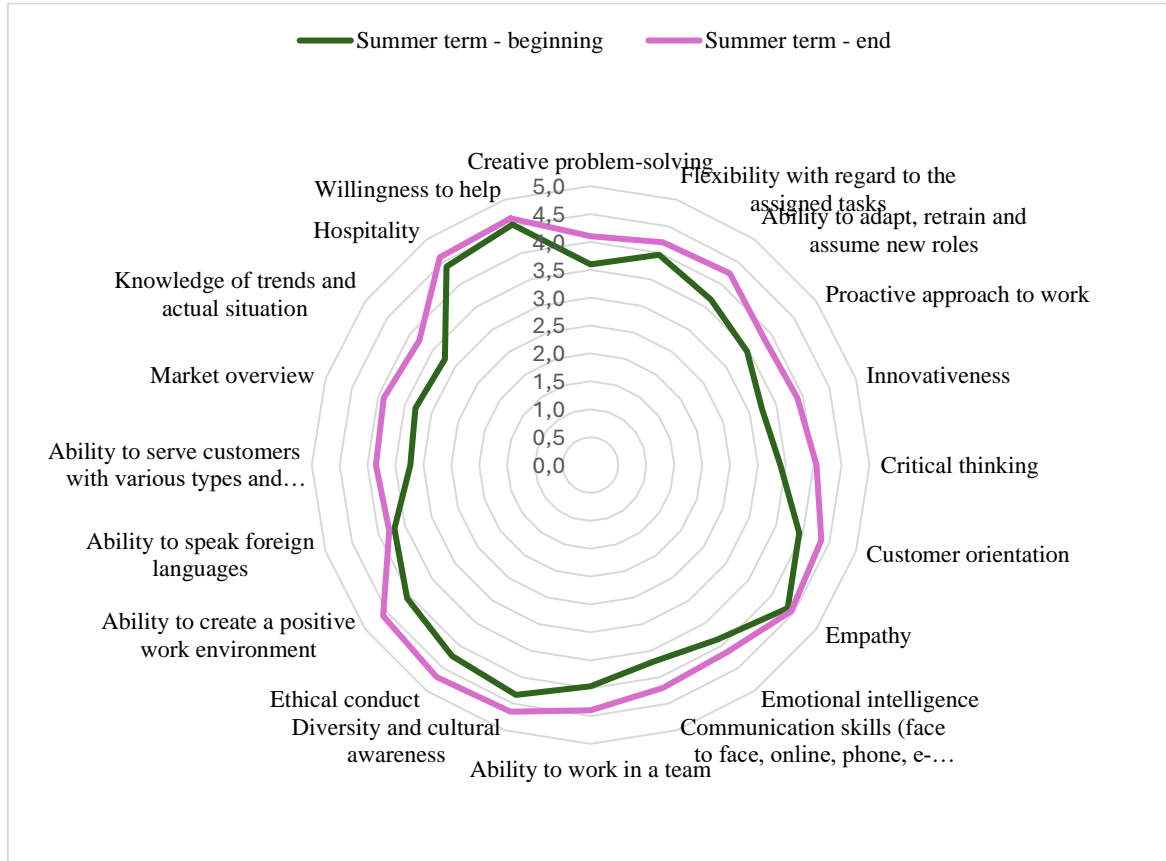


# Smart Business Skills of Tourism University Students Applicable on International Labour Market

Project number – 2021-1-SK01-KA220-HED-000023160



Figure1 **Soft skills, competences and knowledge**, 1<sup>st</sup> year students (courses Tourism marketing and Travel agency market)



The biggest shift:

- Ability to adapt, retrain and assume new roles (0,6)
- Innovativeness (0,7)
- Critical thinking (0,7)
- Ability to serve customers with various types and degrees of disability (0,6)
- Market overview (0,6)
- Knowledge of trends and actual situation (0,6)



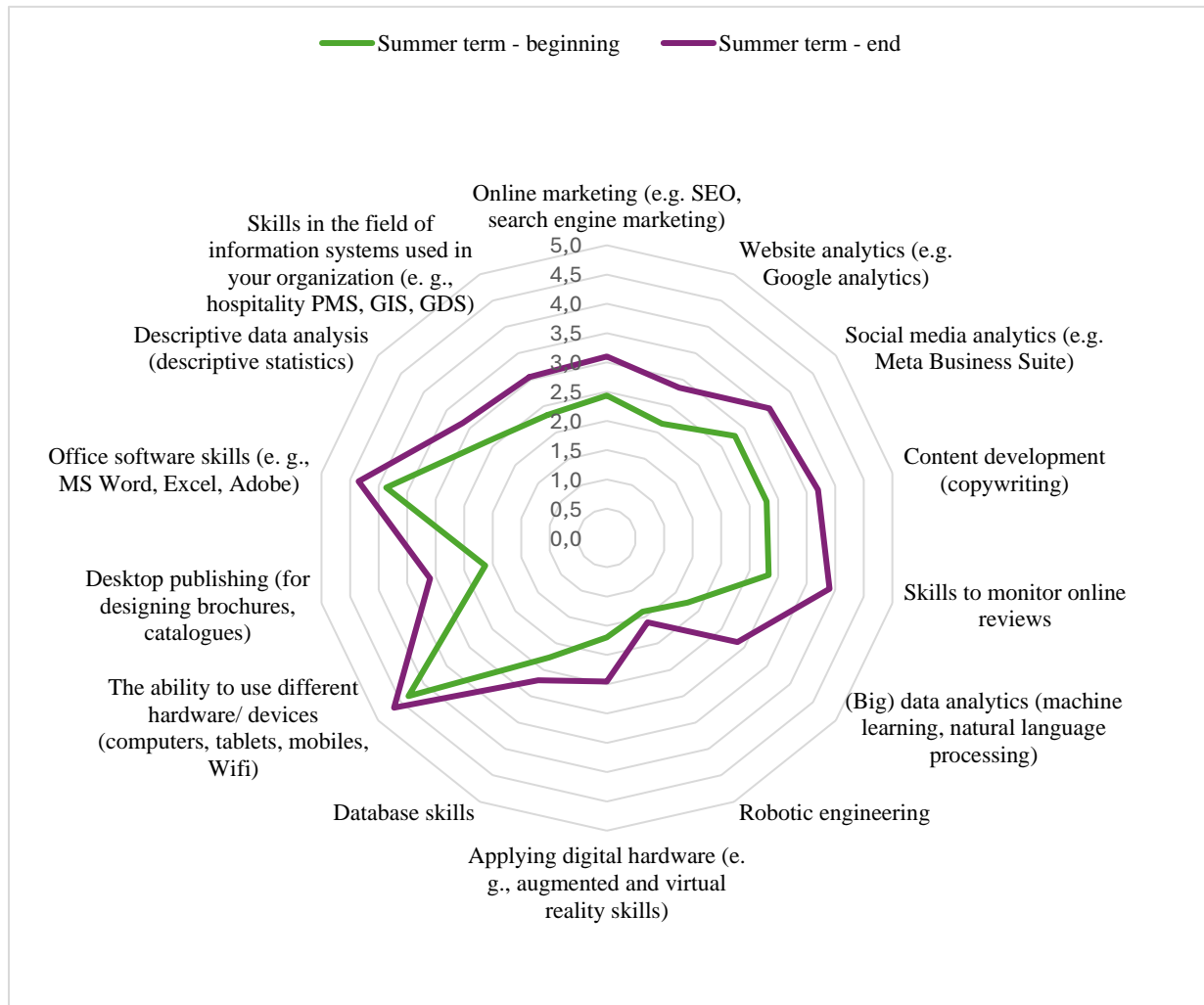
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Figure 2 **Hard skills, competences and knowledge**, 1<sup>st</sup> year students (courses Tourism marketing and Travel agency market)



The biggest shift:

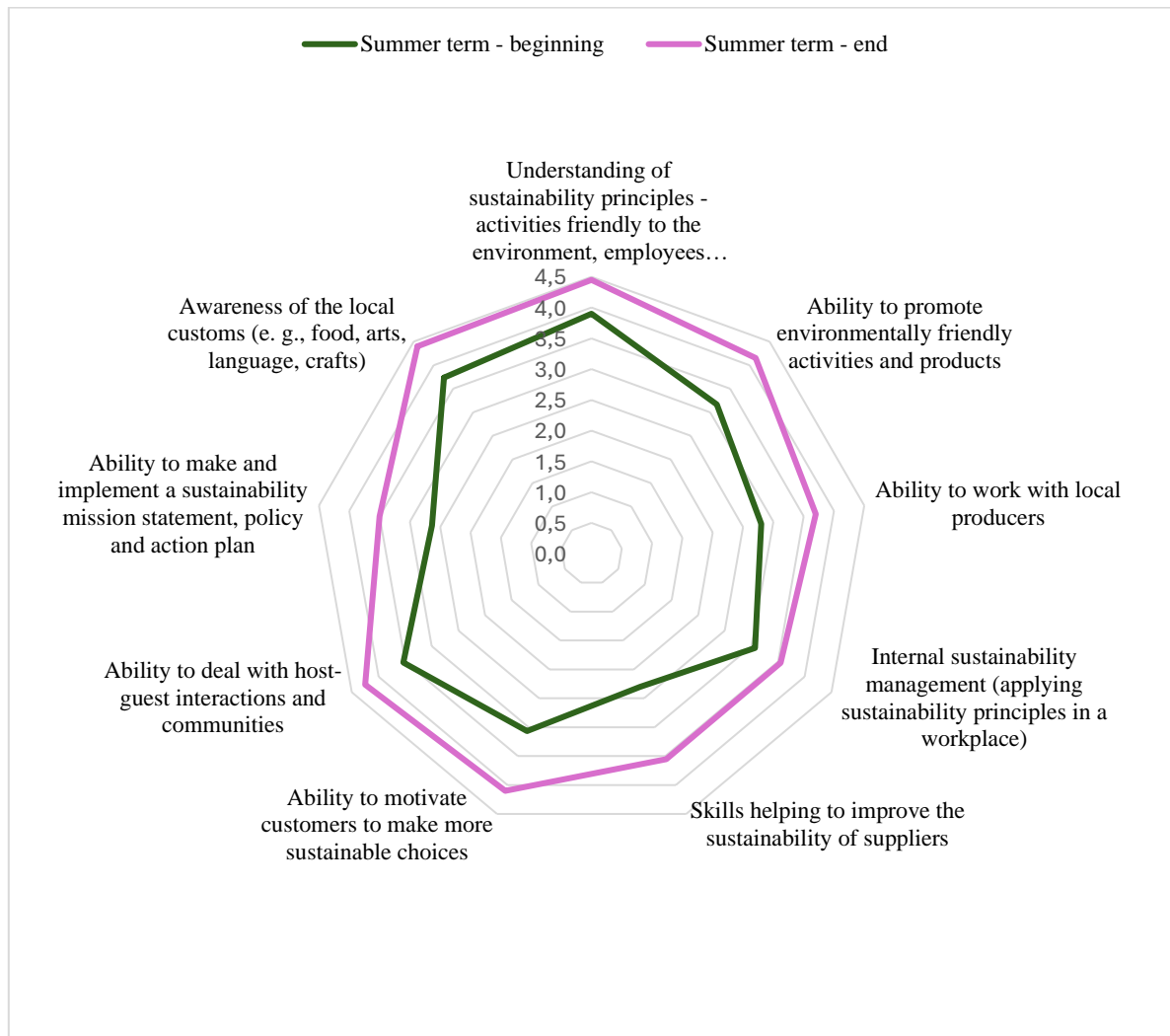
- Social media analytics (e.g. Meta Business Suite) (0,8)
- Content development (copywriting) (0,9)
- Skills to monitor online reviews (1,1)
- (Big) data analytics (machine learning, natural language processing) (1,1)
- Applying digital hardware (e.g., augmented and virtual reality skills) (0,8)
- Desktop publishing (for designing brochures, catalogues) (1,0)



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Figure 3 Sustainability skills, competences and knowledge, 1<sup>st</sup> year students (courses Tourism marketing and Travel agency market)



The biggest shift:

- Ability to promote environmentally friendly activities and products (1,0)
- Ability to work with local producers (0,9)
- Skills helping to improve the sustainability of suppliers (1,3)
- Ability to motivate customers to make more sustainable choices (1,0)
- Ability to make and implement a sustainability mission statement, policy and action plan (0,9)





## Conclusion

**The biggest shifts were identified in the following skills:**

**Soft Skills:** Ability to adapt, retrain, and assume new roles, innovativeness, critical thinking, ability to serve customers with various types and degrees of disability, market overview, as well as knowledge of trends and actual situation.

**Hard Skills:** Social media analytics (e.g. Meta Business Suite), content development (copywriting), skills to monitor online reviews, (Big) data analytics (machine learning, natural language processing), applying digital hardware (e. g., augmented and virtual reality skills) as well as desktop publishing (for designing brochures, catalogues).

**Sustainability Skills:** The ability to promote environmentally friendly activities and products, the ability to work with local producers, skills helping to improve the sustainability of suppliers, the ability to motivate customers to make more sustainable choices, as well as the ability to make and implement a sustainability mission statement, policy, and action plan.

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