



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

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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:

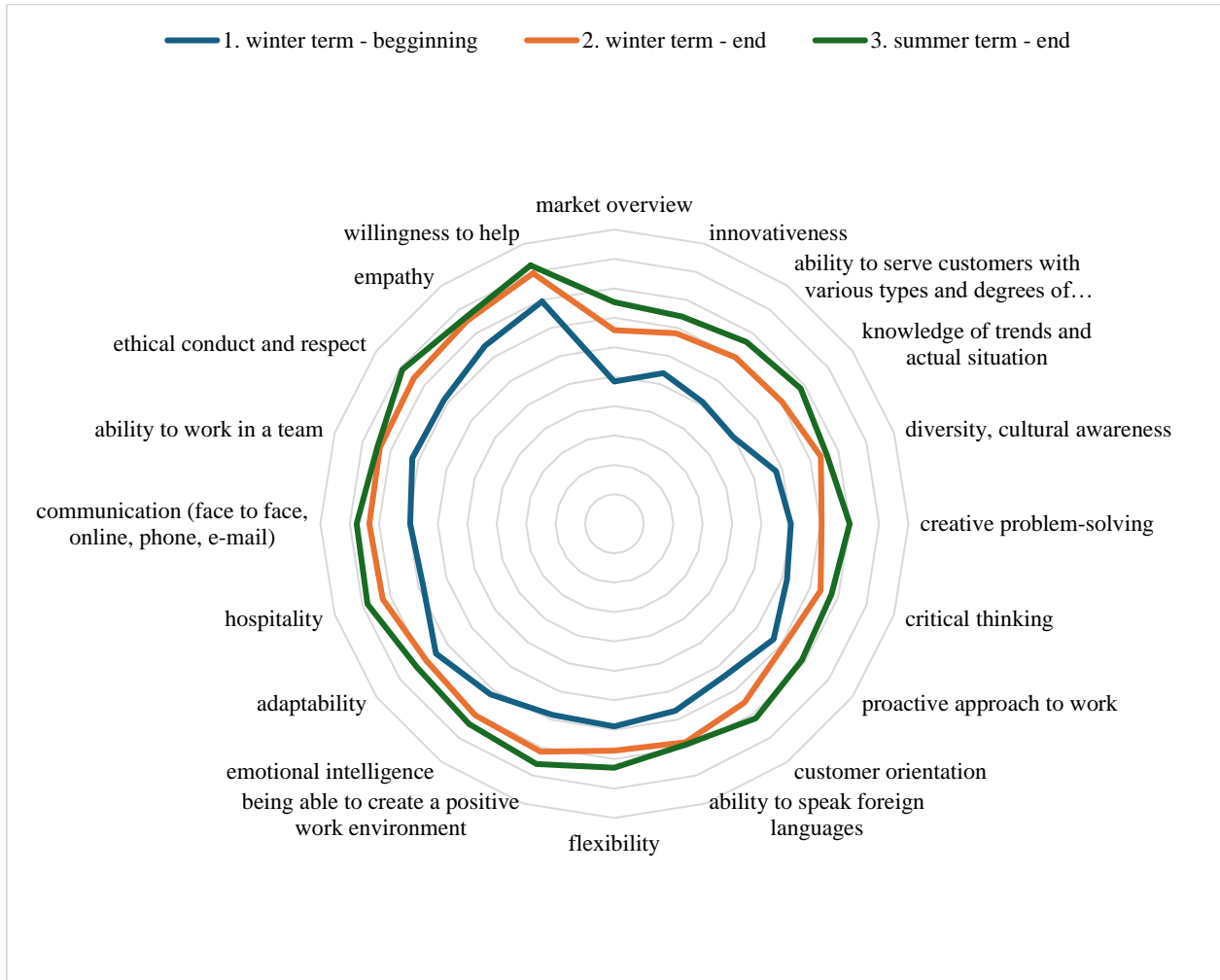
- 1. Information Systems in Tourism 2** (1st year master programme, winter semester)
- 2. Tourism Management and Marketing** (1st year master programme, summer semester)
- 3. Innovations in Tourism** (2nd year master programme, winter semester)

With the aim of determining the extent to which syllabus modifications were successful in enhancing 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 each course. Based on the results obtained, a positive shift in all specific soft, hard and sustainability skills is observed (figures 1-6).





Figure1 **Soft skills, competences and knowledge**, 1st year students (courses Information Systems in Tourism 1 and Tourism Management and Marketing)



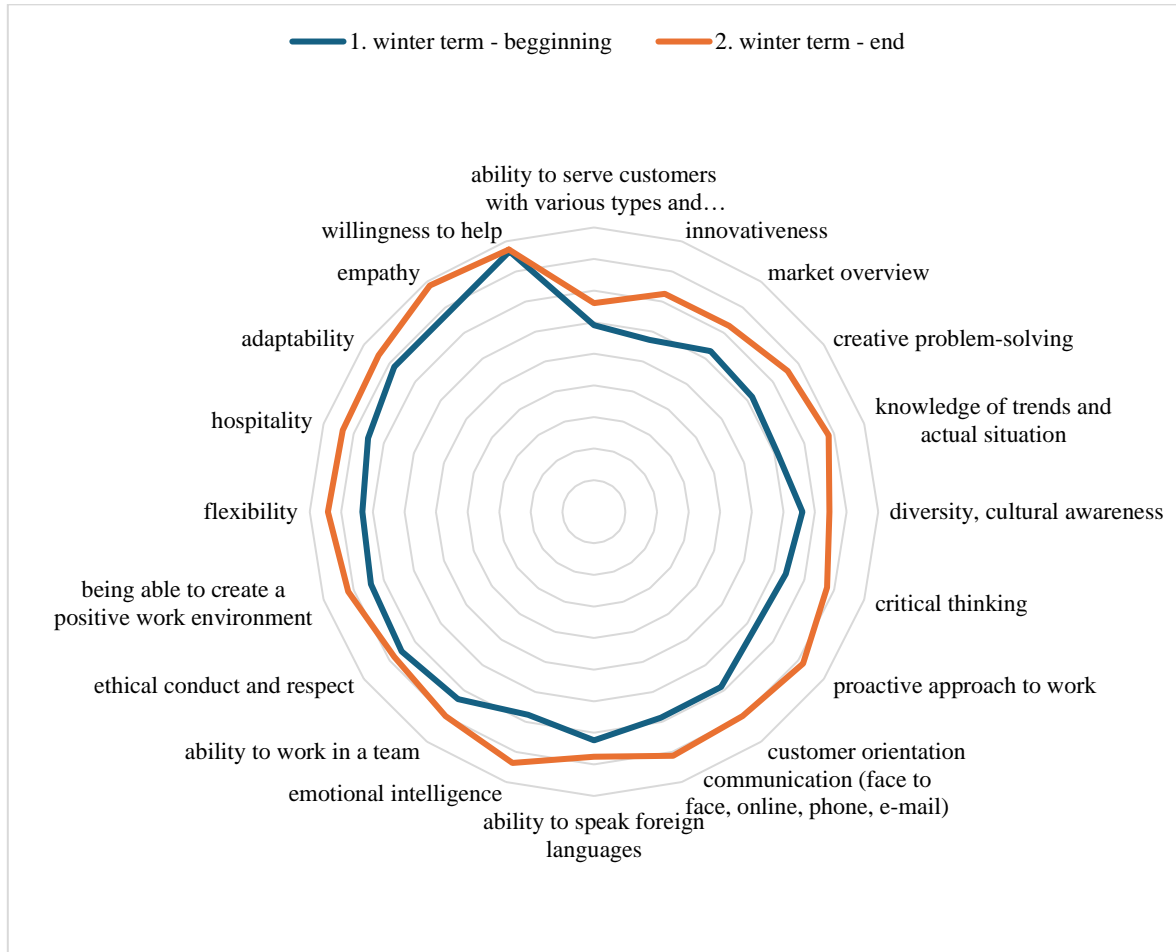
The biggest shift:

- market overview
- innovativeness
- ability to serve customers with various types and degrees of disability
- knowledge of trends and actual situation





Figure 2 Soft skills, competences and knowledge, 2nd year students (course Innovations in Tourism)



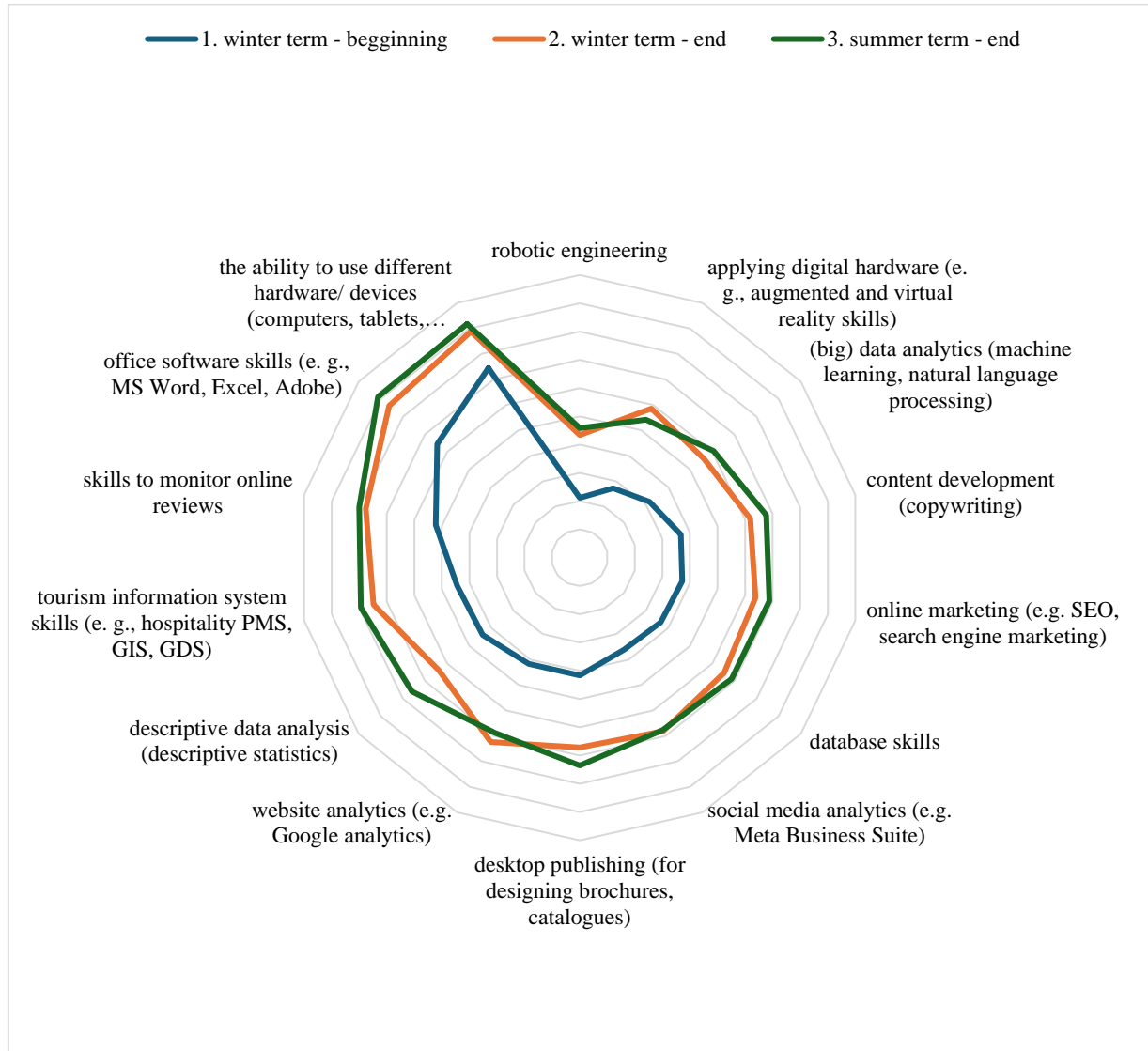
The biggest shift:

- innovativeness
- knowledge of trends and actual situation
- proactive approach to work
- emotional intelligence





Figure 3 **Hard skills, competences and knowledge**, 1st year students (courses Information Systems in Tourism 1 and Tourism Management and Marketing)



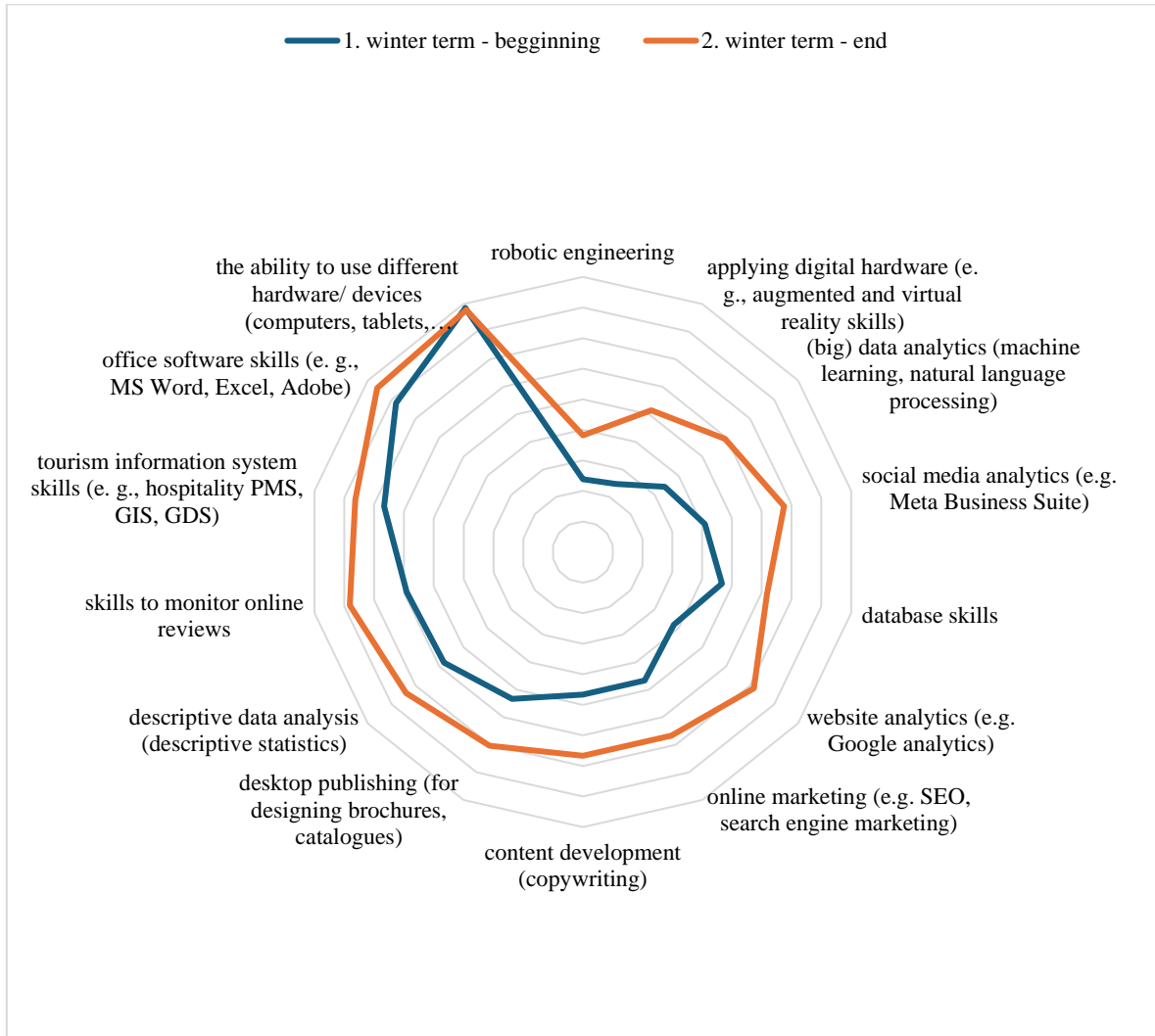
The biggest shift:

- online marketing (e.g. SEO, search engine marketing)
- database skills
- social media analytics (e.g. Meta Business Suite)
- desktop publishing (for designing brochures, catalogues)
- website analytics (e.g. Google analytics)
- tourism information system skills (e.g., hospitality PMS, GIS, GDS)





Figure 4 Hard skills, competences and knowledge, 2nd year students (course Innovations in Tourism)



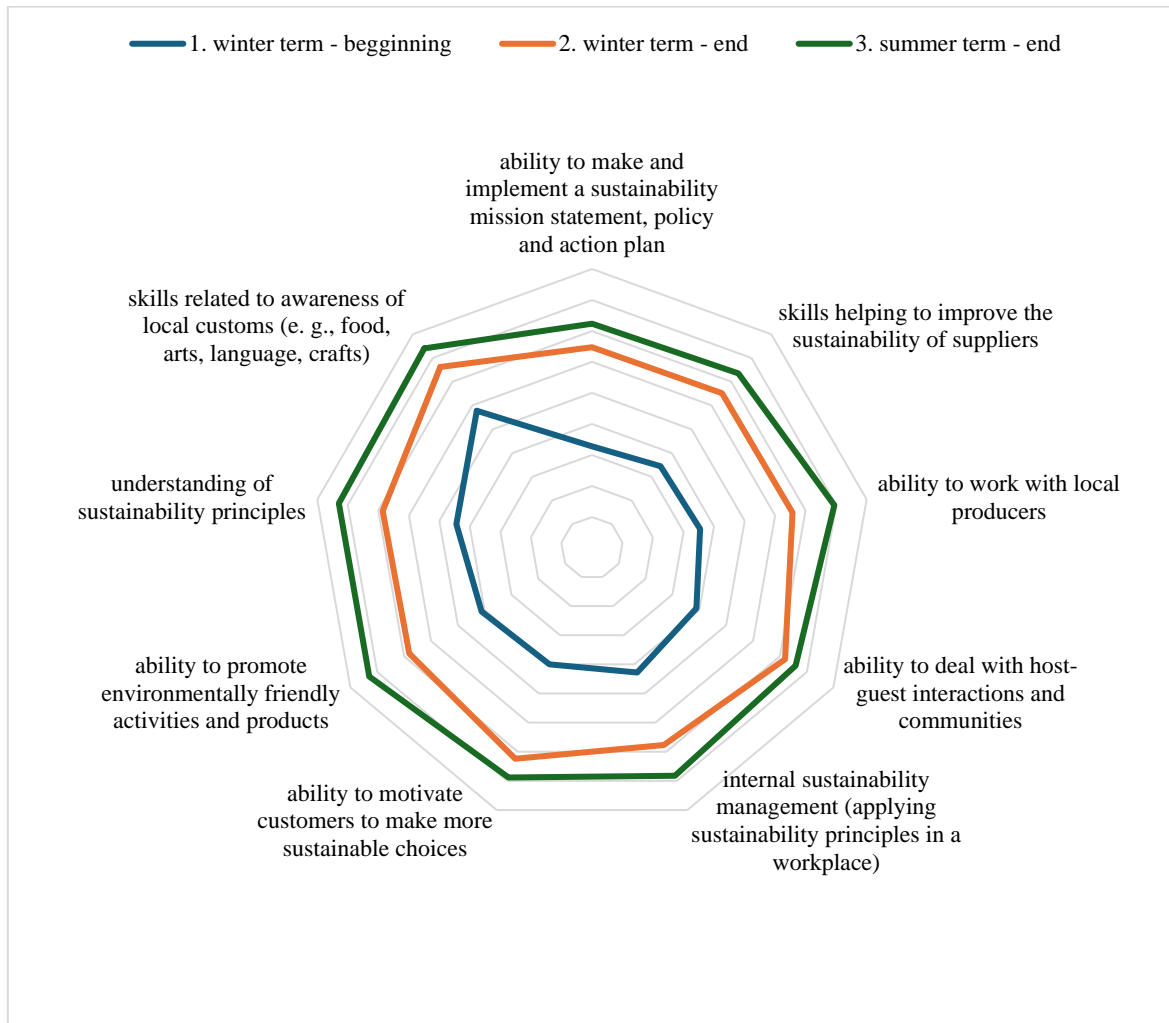
The biggest shift:

- applying digital hardware (e.g., augmented and virtual reality skills)
- social media analytics (e.g. Meta Business Suite)
- website analytics (e.g. Google analytics)





Figure 5 Sustainability skills, competences and knowledge, 1st year students (courses Information Systems in Tourism 1 and Tourism Management and Marketing)



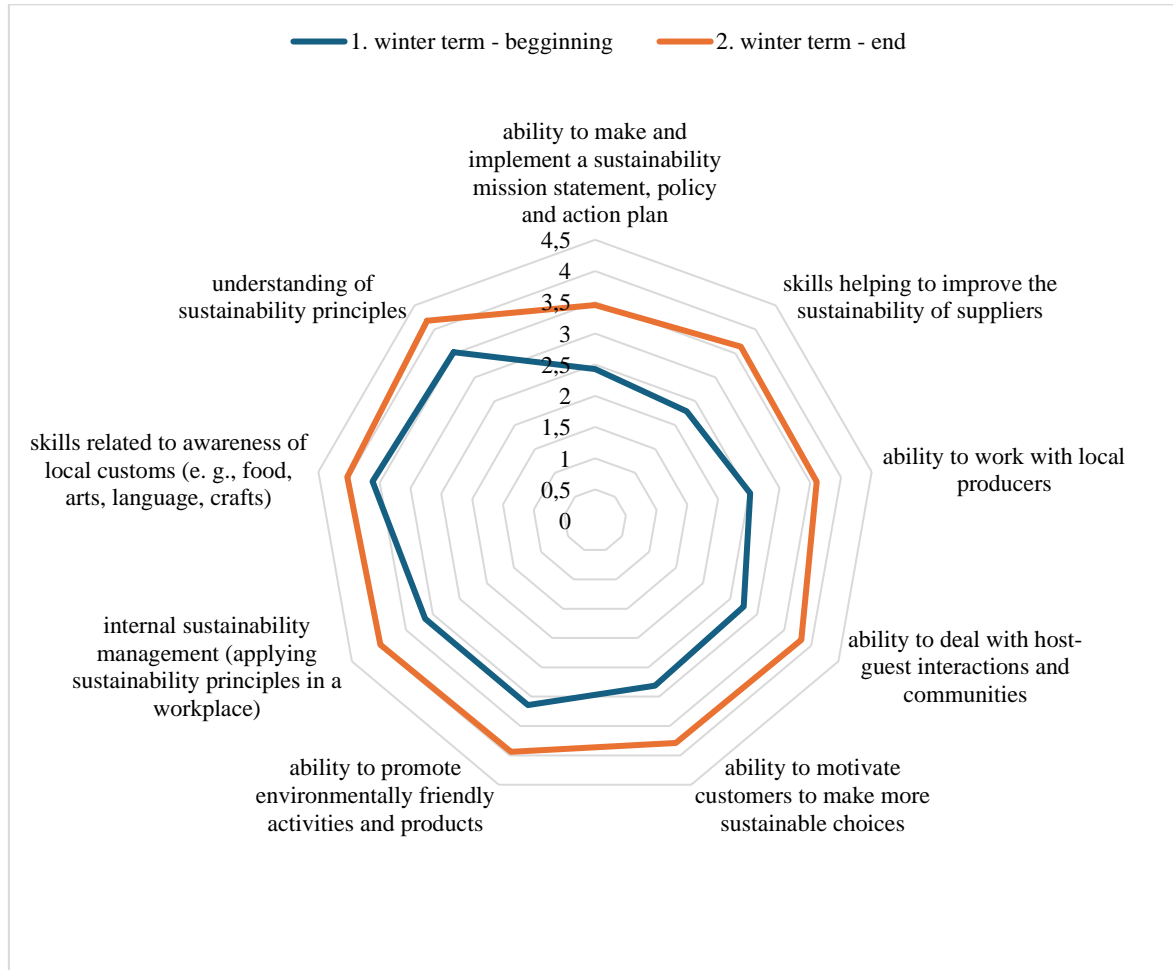
The biggest shift:

- ability to make and implement a sustainability mission statement, policy and action plan
- ability to work with local producers
- ability to promote environmentally friendly activities and products
- understanding of sustainability principles





Figure 6 Sustainability skills, competences and knowledge 2nd year students (course Innovations in Tourism)



The biggest shift:

- ability to make and implement a sustainability mission statement, policy and action plan
- skills helping to improve the sustainability of suppliers
- ability to work with local producers
- ability to deal with host-guest interactions and communities





Conclusion

The biggest shifts were identified in following skills:

Soft Skills: awareness of market changes, innovativeness, understanding of current market conditions, awareness of trends, a proactive approach to work, and strong critical thinking abilities.

Hard Skills: proficiency in working with tourism information systems, expertise in online marketing, capability in social media analytics, knowledge of digital hardware applications, and proficiency in website analytics are essential.

Sustainability Skills: the ability to develop and implement a sustainable vision, policy, and action plans. It also involves working effectively with local producers, supporting sustainable practices among suppliers, and enhancing relationships between hosts and guests.

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