# PUBLISHED COURSE ANALYSIS

A course analysis has been carried out and published by the course convener.

The Karlstad University evaluation tool is owned by the Professional Development Unit and is managed by the systems group for educational administration, Student Centre.

*Communication and digitalisation in tourism, 7.5 ETCS cr. (TVGT32)*
*Course convener: Lotta Braunerhielm*

Basic LADOK data
Course Code: TVGT32
Application Code: 31182
Semester: HT-18
Start Week: 201845
End Week: 201849
Pace of Study: 100%
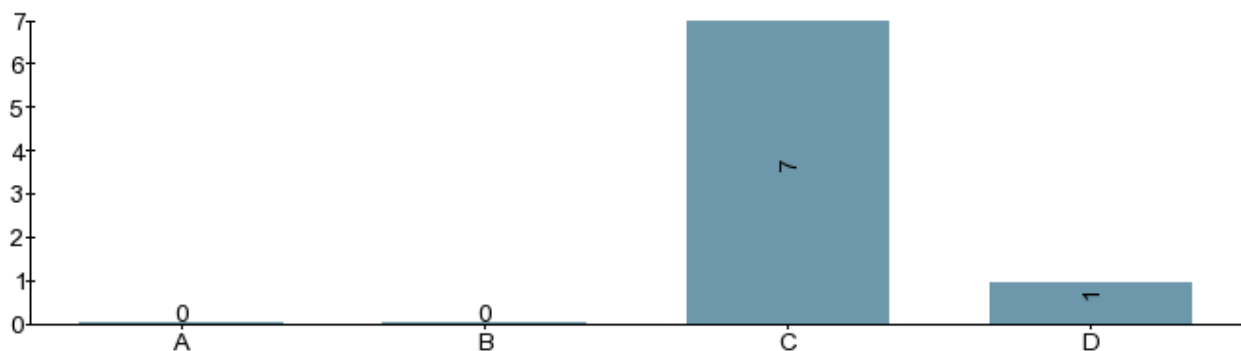Form of Study: Campus

Course Data
Number of questionnaires answered: 8
Number of first registrations[1]: 28

**Changes suggested in the course analysis of the previous course date:**
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1. During the course I developed the knowledge, skills and other competencies described in the learning outcomes.

A) To a very great extent
B) To a great extent
C) To a certain extent
D) To a very little extent/Not at all

2. In the examinations, I had the opportunity to demonstrate if I have acquired the knowledge, skills and other competencies described in the learning outcomes.
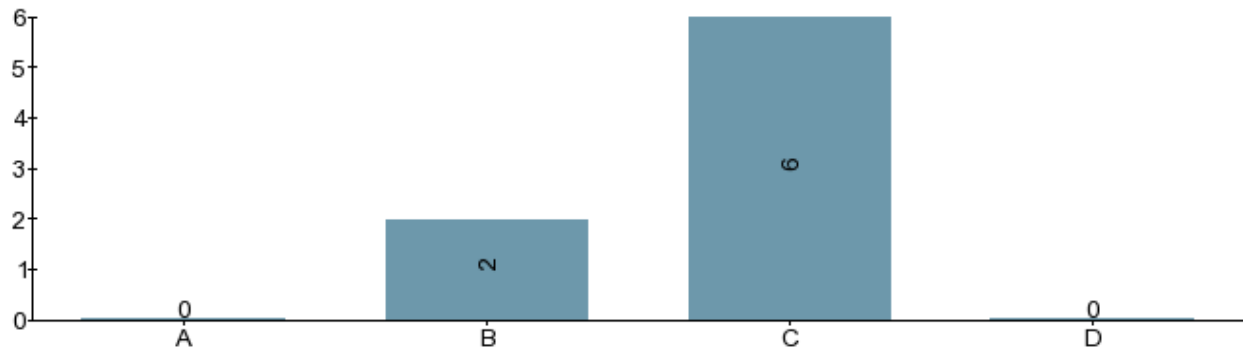


A) To a very great extent
B) To a great extent
C) To a certain extent
D) To a very little extent/Not at all

3. On average, I spent the following number of hours on coursework per week:
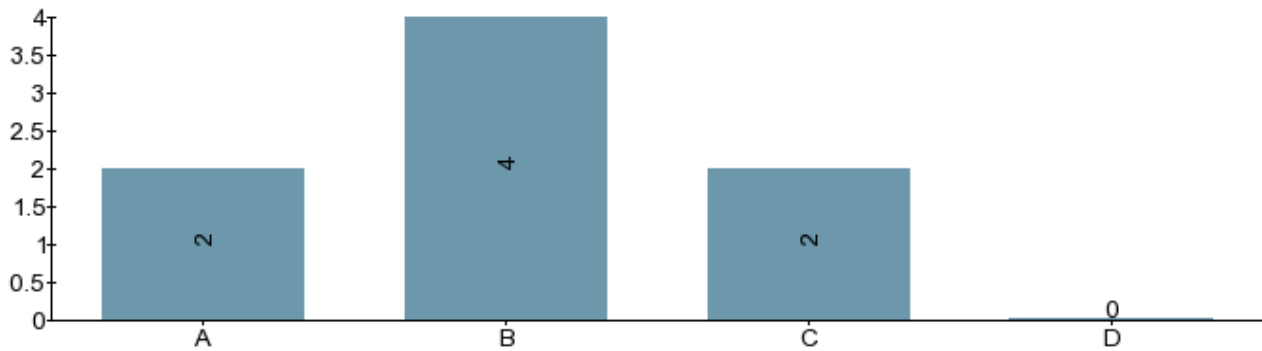


A) More than 40 hours (or more than 20 hrs at 50% study pace, more than 10 hrs at 25% study pace)
B) Between 30-39 hours (or between 15-19 at 50% study pace, between 8-10 at 25% study pace)
C) Between 20-29 hours (or between 10-14 at 50% study pace, between 5-7 at 25% study pace)
D) Less than 20 hours (or less than 10 at 50% study pace, less than 5 at 25% study pace)

4. During the course, I have found that teachers and other staff have been:
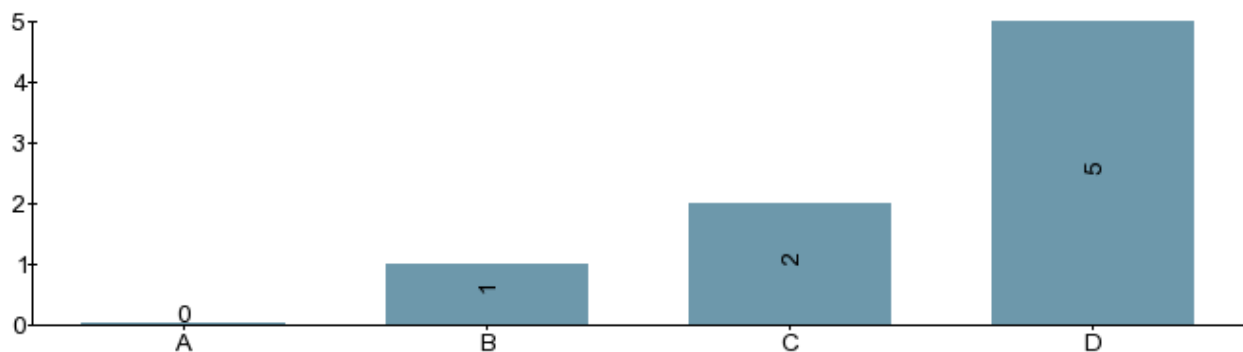


A) Professional and very accommodating
B) Professional and accommodating
C) Professional
D) Deficient

**Analysis based on course evaluation, including comments fields. If information has been collected in other ways, it**

**should also be analysed here. Any effect of joint courses should be commented on.**

Pros: Very current theme and fun to work wit exchange students.
The lectures worked well. Engaged students. Seminars a good complement to lectures.
Good to highlight the digital aspect that is now common in the tourism industry.
Enough time for home exam.
The practical work in the project assignment has been the strength of the course.Different way of working which gave a lot of reflection. Educational and good with blurry goals.
Good project assignment but difficult to understand the layout in the beginning. The steps through the process good. It is a challenge for the students to be part of a development and innovationprocess by them selves as well as clarifying the instructions for the project assignment without giving too much from the beginning so that the focus is on process and not just product.
Good with the mix of tourism and media teachers.


Cons: Few students at the lectures. A bit to wide course (digitalization, social media, and digital methods).
A bit unclear structure of the course from the beginning but became clearer afterwards.
Overlaps on some lessons.
Lots of literature to read to the seminars.
Difficult in the beginning to understand the motive for the process in the project assignment. Difficult with a new way of working with focus on a process of itself with different steps instead of starting with the digital product.Took a while before the students understood.


**Suggestions for changes to the next course date.**

Adapt the requirements for the literature seminars to the credits.

Focus less on social media and more on digitalization and digital methods.

Include individual group tutorial in the project assignment.

Make it clear to students that the process in the project assignment is about their participation in a development and innovation process. All the steps in the process are needed to be able to develop a place-based digital experience in the project assignment.

Change the literature on strategic communication.

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1. **Number of first registrations for a course:** First registration = the first time a student registers for a specific course.