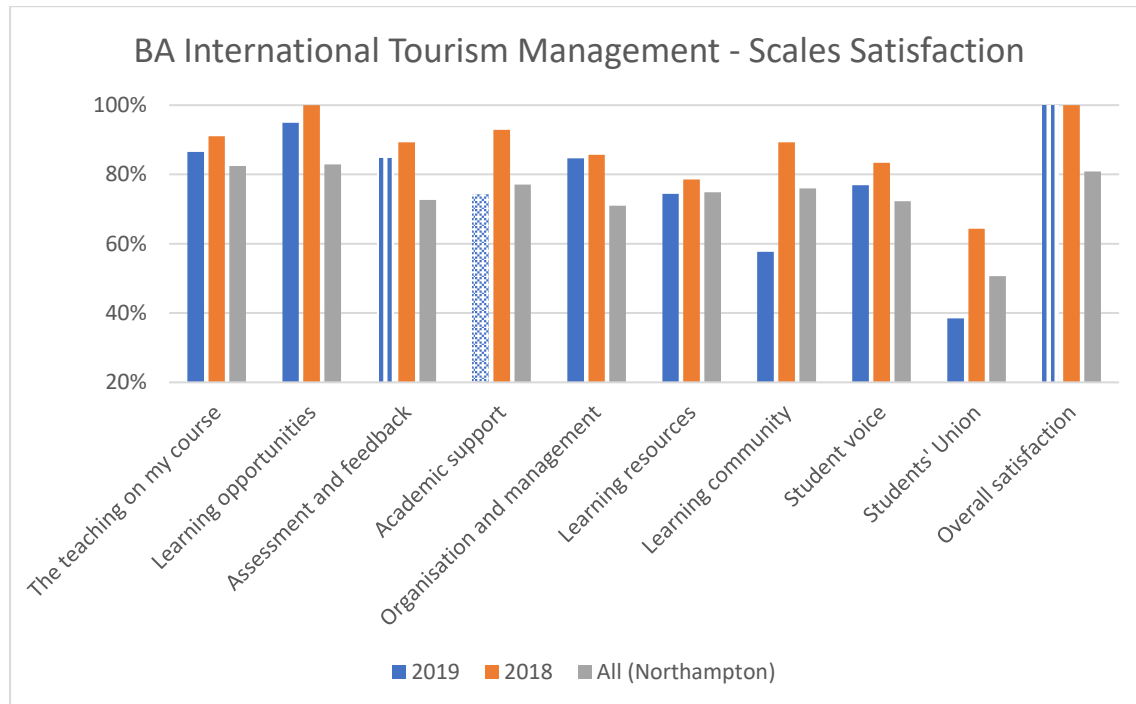


BA International Tourism Management

Akin to last year, BA International Tourism Management attained maximum overall satisfaction among NSS respondents. However, this score does seem rather incongruous, given approval fell on every other scale, with only learning opportunities above the 90% mark. Moreover, there was a 19-ppt decline for academic support, taking it below the University's threshold value; indeed, the principal cause was a score of 62% on good advice being available to make study choices (Q14), having suffered a 31-ppt plunge in support. Nevertheless, assessment and feedback continues to hit its University target.



Approval on the learning community scale collapsed rather dramatically, as illustrated by results from the individual questions:

- Feel part of a community (Q21): 46% (down by 32 ppts);
- Able to work with other students (Q22): 69% (down by 31 ppts).

Further potential issues were raised regarding communication of course changes (Q17, organisation and management scale) and how student feedback has been acted on (Q25, student voice scale), with satisfaction in each case at 69%.

In 2017-18, the withdrawal rate for the programme was 36% – a statistic which had increased by 12 ppts from the previous year and is now 28 ppts above the University's threshold. Understandably, this should be cause for concern.

RECOMMENDATIONS: Programme staff should strive to create a better community (e.g. group work, social gatherings, interaction between different years). They should also reflect on their availability to students in being able to give out advice. Course changes must be communicated to students at the first opportunity. The feedback loop also needs to be closed – if no action has been taken on the back of student opinions, the reasons for this must be communicated to students.