Institution

Response

to EEC Feedback

Comments

Programme of study:

Hospitality & Tourism Management (4 academic years, Bachelor of Arts, 240 ECTS)

1. Study programme and study programme's design and development
   (*ESG 1.1, 1.2, 1.7, 1.8, 1.9*)

EEC's final recommendations and comments on the HEI's response

Areas of improvement and recommendations by EEC	Actions Taken by the Institution	Feedback comments	Institutions response to Feedback comments
- revise programme learning outcomes to reflect degree level outcomes and also contemporary topics	Programme learning outcomes have been revised as per EEC suggestion See appendix 1	The EEC believes that the action taken by the College is in the right direction. Nonetheless, the reference to MBA progression on page 2 of Appendix 1 should be amended to MA/MSc, as the former usually requires some years in industry experience in addition to a BA Degree	**MBA has been removed and replaced with MA/MSc as per the suggestion of the EEC. See appendix 1**
- devise generic grade descriptorsfor each level ofstudy to improve marking consistency and guide students in expectations	Generic Grade descriptors have been devised and included to improve marking consistency and guide student expectations see appendix 2	The EEC believes that the action taken by the College is in the right direction. Nonetheless, further differentiation is needed between Level 5 and Level 6 grade grids.	**Grade Descriptors for level 5 and 6 have been amended with further differentiation as per the EEC Suggestion see appendix 2**
. - devise appropriate KPIs for the programme	Key Performance Indicators have been devised for the programme. See appendix 4	The EEC believes that the devised Key Performance Indicators (KPIs) are not appropriately expressed as there is no target figure for any of the indicators. There are no KPIs related to research.	**Appropriately expressed KPI's with target figures and KPI's added related to research See appendix 3**
- involve local industry contacts in further revisions to the programme to ensure it is fit for purpose	Industry contacts have been involved in all revisions made to the programme to ensure it is fit for purpose	The EEC believes that the action taken by the College is sufficient and in line with the EEC's recommendations. Nonetheless, the College could have also provided evidence of such involvement (e.g. minutes of related meetings)	**Minutes attached See appendix 4**

2. Student – centred learning, teaching and assessment (ESG 1.3)

Areas of improvement and recommendations by EEC	Actions Taken by the Institution	Feedback comments	Institutions response to Feedback comments
- introduce an introductory module on events management	An Introductory module on Events Management has been introduced see appendix 5	The EEC welcomes the addition of an Events management module. Nonetheless, the module descriptor is a bit ambiguous on whether students are expected to run an event.	**LO 3 states plan, organise and deliver an event. Students are expected to organise and deliver an event. Also Amended the Assessment criteria to assess this. See appendix 5**

3. Teaching staff (ESG 1.5)

Areas of improvement and recommendations by EEC	Actions Taken by the Institution	Feedback comments	Institutions response to Feedback comments
to undertake every possible effort to help existing members of staff to upgrade their educational level, including enrolling into PhD programmes as well as to employ new academics who hold a doctoral degree. In this context, the EEC would welcome an increased visibility of advertised positionsin academic platforms such as the Trinet tourism and hospitality community https://tim.hawaii.edu/about-values-vision-mission-accreditation/trinet/, or internationally or academic job fora such as www.jobs.ac.uk,	All faculty are encouraged to upgrade their educational level and the college policy allows for subsidization of the aforementioned. Every attempt is made to recruit new academics who hold doctoral degrees. We have already contacted Jobs UK to advertise for Faculty and this will hopefully yield new hires of academics with doctoral degrees	The EEC believes that the action taken by the College is sufficient and in line with the EEC's recommendations. Nonetheless, the College could have also provided evidence of such involvement (e.g., email correspondence with jobs.ac.uk)	**Information provided to jobs.ac.uk attached See Appendix 6A & 6B**

www.timeshighereducation.com, www.akadeus.com.			
to support and coordinate research activities based on solid KPIs and to encourage publication in peer-reviewed academic journals of high calibre (at least Scopus-indexed)	Solid KPI's for the programme including Faculty & staff and their workload allows the possibility of research time release thereby supporting the faculty in their research endeavours both in terms of time release and subsidization and funding	As previous discussed, the EEC believes that the devised Key Performance Indicators (KPIs) in Appendix 4 are not appropriately expressed as there is no target figure for any of the indicators. Most importantly in the present context, there are no KPIs explicitly related to research	**Appropriately expressed KPI's with target figures and KPI's added related to research See appendix 3**

C. Conclusions and final remarks

Areas of improvement and recommendations by EEC	Actions Taken by the Institution	Feedback comments	Institutions response to Feedback comments
The role of (active, practice- focused) research (academic output-oriented) activities and experiential (practical) learning based on solid KPIs;	The College encourages and promotes this based on solid KPI's	As previous discussed, the EEC believes that the devised Key Performance Indicators (KPIs) in Appendix 4 are not appropriately expressed as there is no target figure for any of the indicators. There are no KPIs explicitly related to research.	**Appropriately expressed KPI's with target figures and KPI's added related to research See appendix 3**