



## Completion Report

### Project Supported by LTC/OBA Funding\*

(Period covered: 01/06/2011 – 31/12/2012 )

#### Part I: General Information

Funding Source (please tick ✓ as appropriate):

☐ LTC

☒ OBA Funding

Project Code: 3.24.XX.89D7

Host Department: SHTM

Project Title:

A Proposal for Developing a Web-Based Survey System at the School of Hotel & Tourism Management for Evaluating Programme Learning Outcomes

Project Leader (Name & Dept):

Project Team: Andrew Chan, SHTM

Team Member(s) (Name & Dept):

Cathy Hsu (SHTM), Mimi Li (SHTM) and Joey Wu (SHTM)

#### Part II: Project Details

##### 1. Financial Information

###### (a) Overview

Approved Funding:

Additional Funding Received (if any):

Total Funding Received:

                     +                      =                     

Source of

Additional Funding:

Nil

###### (b) Project Expenditure

Expenditure	Original Budget Approved	Revised Budget <sup>1</sup> (if applicable)	Actual Expenditure	Balance
Salary (Please indicate rank, number of staff members & salaries)				
Equipment				
General Expenses				
Others (Staff MPF)				
<b>Total</b>				

<sup>1</sup> Please give reasons for the revised budget and quote the relevant authority's approval reference where appropriate.

##### 2. Project Schedule

Start date (dd/mm/yyyy):

Completion date (dd/mm/yyyy):

Dates as Stated in Original Proposal:

01/06/2011

30/06/2012

Start date (dd/mm/yyyy):

Completion date (dd/mm/yyyy):

Actual Start and Completion Dates:

01/06/2011

31/12/2012

Total no. of extension(s) obtained :

Obtained during the project period:

Project Period Extension(s) (if any):

1

time(s)

For a total of

6

month(s)

### 3. Project Implementation

#### (a) Project objectives

The purpose of this project is to support the implementation of outcome-based education at SHTM. It aims to develop and implement an online survey system to collect feedback from major stakeholders. The project consists of three surveys: a graduate survey, an alumni survey and an employer survey. The graduate survey focuses on graduates' self-assessment of their learning outcomes. The alumni survey aims to ascertain how well SHTM's programmes contribute to alumni's personal and career development. Alumni who graduated in 2011 were included in the survey. The main objective of the employer survey is to obtain feedback from employers about their perceptions of SHTM graduates.

#### (b) Overview of specific work undertaken for achieving the project objectives (including any changes to original proposal)

Three questionnaires were developed based on literature review and interviews with students, alumni and employers. The initial questionnaires were piloted with 6 employers and 18 students, to assess the appropriateness and completeness of content and the clarity of the items. Each questionnaire contains 18 competency items, covering six knowledge and skill domains (listed below). Overall satisfaction was measured on a 7 point scale with higher scores representing higher satisfaction.

##### 1. Critical thinking & Creativity

- SHTM graduates are able to think and reason analytically
- SHTM graduates are able to think critically about different views
- SHTM graduates are able to think creativity (e.g. generating original ideas, alternatives or solutions)

##### 2. Information & Communication skills

- SHTM graduates are able to find information for work purposes
- SHTM graduates are able to evaluate information for work purposes
- SHTM graduates have adequate language skills for business communication
- SHTM graduates have adequate Putonghua language skills for business communication

##### 3. Interpersonal skills

- SHTM graduates are effective members of a group or team (i.e. teamwork skills)
- SHTM graduates are able to get along and work with different kinds of people
- SHTM graduates always take responsibility for their actions
- SHTM graduates always show initiative at work

##### 4. Decision-making skills

- SHTM graduates are able to use information technology effectively in the workplace
- SHTM graduates are able to make sound judgments about work-related matters
- SHTM graduates are able to consolidate and apply knowledge to solve work-related problems

##### 5. Professional knowledge & customer care

- SHTM graduates have knowledge and skills useful for employment
- SHTM graduates are adaptable to change (e.g. new ideas, technologies, procedures or job demands)

##### 6. Cultural & ethical awareness

- SHTM graduates are able to identify ethical issues in the workplace
- SHTM graduates are aware of the issues impacting on businesses /organizations

The graduate and alumni surveys were administered online through Qualtrics. Email invitations with a link to the survey were sent to 527 graduates and 681 alumni. The employer questionnaires were distributed at an event attended by 124 hospitality and tourism professionals. In total, 210 graduates, 124 alumni and 76 employers completed the surveys, which represented an overall response rate of 31.13%. The results are summarized below:

- Over 90% of the graduates and alumni who responded to the survey were satisfied with the knowledge and skills acquired at SHTM (choosing a 5, 6, or 7 on the 7-point scale).

- The majority of the employers who responded to the survey (93%) were satisfied with the overall quality of SHTM graduates (choosing a 5, 6, or 7 on the 7-point scale).
- When asked to weight the relative importance of various knowledge and skills, employers considered interpersonal and communication skills to be the most important in graduates.
- Results from the three surveys show that graduates' creative skills were less well developed than their interpersonal and communication skills.

(c) Difficulties encountered, if any, which have affected progress, and remedial actions taken

The initial response rate was less 20%. A number of efforts were made to increase the response rate. An SMS message was sent to remind graduates and alumni of the surveys and to ask them to complete the surveys if they had not already done so. Non-respondents were also followed up by an email one week before the close of the surveys.

(d) Deliverables/useful findings/good practices emerged

- A database and an online survey system have been set up which can be used to monitor the learning outcomes of our undergraduate programmes
- Two sets of questionnaires have been designed to assess graduates' knowledge and skills
- An employer survey tailored to the hospitality and tourism industry has been developed
- An administrator manual is in place which ensures new members of staff know how to carry out the surveys.

(e) Dissemination activities taken/planned to sustain impact

Results of the surveys were discussed at a programme management meeting. Validity and reliability of the results were also discussed. A paper titled "Competencies for Hospitality and Tourism Management: Employer and Graduate Perspectives" is being written for presentation at the 11th APac CHRIE Conference in May 2013. While the stakeholders were generally satisfied with our programmes, we will continue to review our curriculum to ensure it is up to date and relevant. Specifically, we plan to continue to do the following:

- Continue to obtain feedback from major stakeholders, such as graduates, alumni and employers
- Continue to update the questionnaires and use a variety of methods to collect feedback from stakeholders
- Continue to review our undergraduate curriculum and learning and teaching strategies

(f) Self-evaluation or additional information/remarks

It is always useful to have an external measure of how we are doing. The three surveys provide an important measure of our programmes and graduates. The results can form part of the evidence in curriculum review. In addition, some learning outcomes cannot be assessed in classroom or with written examinations. Feedback from graduates, alumni and employers, therefore, is extremely important to support learning and teaching. One of the key deliverables of the project was the online survey system which enabled SHTM to adopt a systematic approach to evaluate its programmes and graduates.

Name of Project Leader: Andrew Chan  
(in block letters)

Date: 11 January 2012

### Part III: Evaluation by D/SLTC (or by HoD/Dean of School<sup>^</sup>)

(a) Rating and comments/recommendations on the following areas of the project

(please put a ✓ in 1 of the following 2 ratings and provide comments)

Areas	Rating		Comments and Recommendations
	Satisfactory	Needing attention	
Overall financial management/ use of funding	✓		
Overall project progress	✓		
Outputs /deliverables / dissemination	✓		
Overall rating / comments on the project (Please suggest remedial actions if the rating is 'Needing attention')	✓		

(b) Issues requiring the attention of FLTC/Dean of School and/or the funding authority

(c) Outputs/deliverables/good practices of the project that can be shared with other subjects, programmes or departments within the Faculty, or with the wider PolyU community

(d) Additional comments/remarks

Name of D/SLTC Chair  
(or HoD/Dean of School):

(in block letters)

Date:

<sup>^</sup> To be prepared by HoD/Dean of School if the PL is also the D/SLTC Chair, or if the Centre/Unit/Office does not have a DLTC.

#### Part IV: Evaluation by FLTC/Dean of School#

(a) Overall rating on the project (please put a ✓ in 1 of the following 2 ratings):

- ☒ Satisfactory  
☐ Needing attention

(b) Overall comments and recommendations on the project:

Very useful work for  
future survey of graduates.

(c) Issues requiring the attention of the funding authority:

Name of FLTC Chair/  
Dean of School:

PROF KATE CHOW

(in block letters)

Date:

15/1/13

# The Dean of School or HoD of the Centre/Unit/Office needs not fill this part if he/she has already commented in Part III.

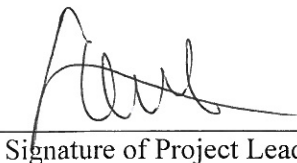
#### Part V: Response & Follow-up Plan by Project Leader

(Response and follow-up plan is required from the Project Leader if there is any area rated as 'needing attention' in Part III and/or IV.)

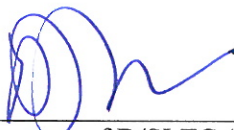
Name of Project Leader:

Date:

(in block letters)



Signature of Project Leader



Signature of D/SLTC (or HoD)@

Signature of FLTC/  
Dean of School

ANDREW CHAN

(Name in block letters)

KATE CHOW

(Name in block letters)

(Name in block letters)

@ To be signed by HoD if the PL is also the DLTC Chair, or if the Centre/Unit/Office does not have a DLTC; leave this blank if the PL is also the SLTC Chair.

The Project Leader and D/SLTC Secretary should each keep a copy of this *Completion Report* for records.  
A copy of this *Completion Report* will be submitted along with the *F/SLTC Annual Report (Form 20)*  
to LTC/WGOBE as a supporting document.