

A background network diagram consisting of interconnected nodes and lines. The nodes are represented by circles of varying sizes and colors, including dark grey, light grey, and gold. The lines are thin and dark grey, creating a complex web of connections across the entire page.

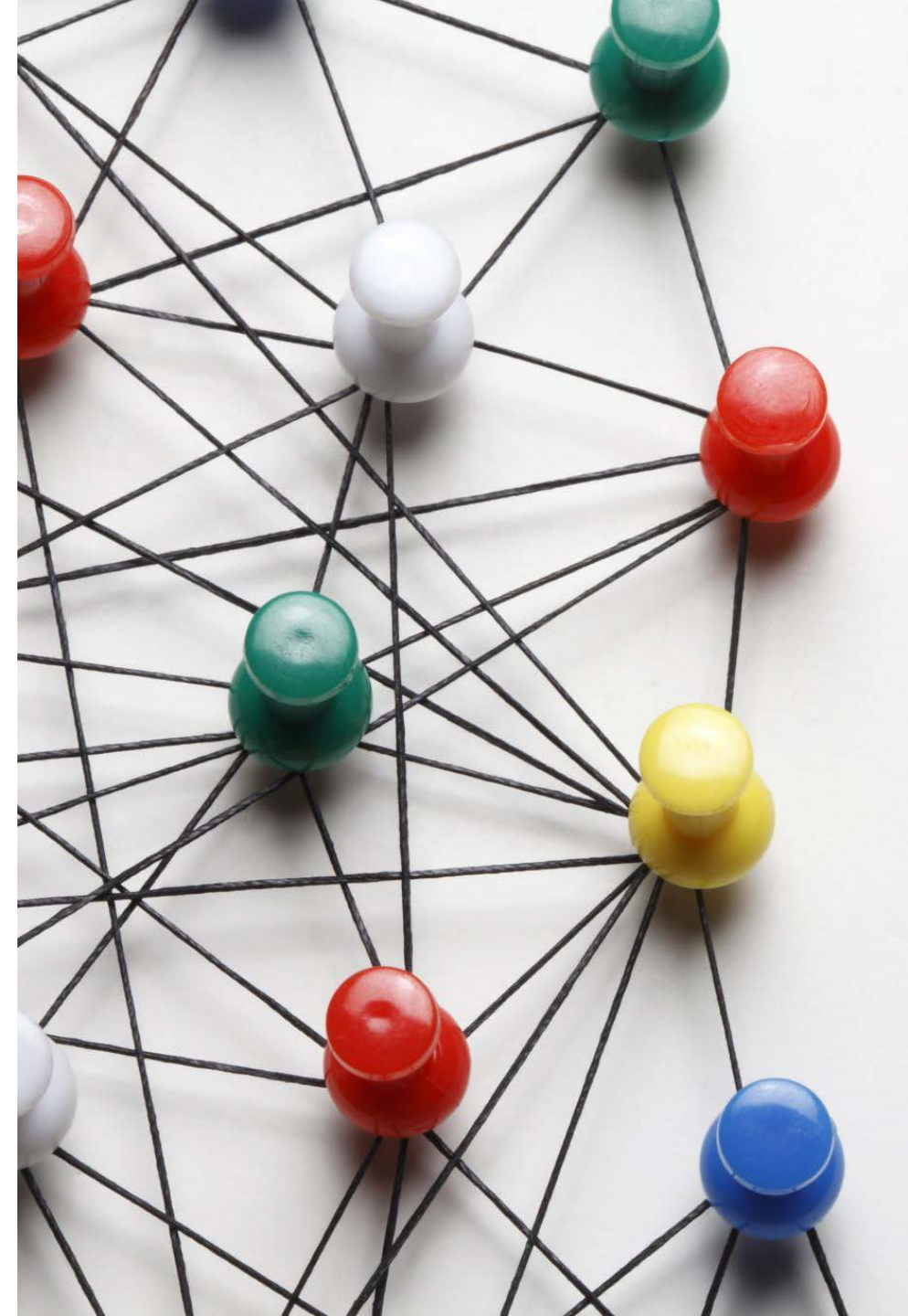
TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT (TOUR_HOSP_MAN)

Need Analysis - Pasquale
Massimo Picone

AIM

To compare the Needs Analysis that each University conduct

Need analysis is a formal and systematic process of detecting, recognizing and appraising specific needs of stakeholders



METHOD

We arrange a survey to compare the different practices among our universities, recognize some **best practices**, and assess the possibility of implementing some practices in all our universities

The survey is divided in 3 chapters:

- Assessment of social partners' needs
- Links between university and stakeholders
- Links between university and students

LINKS BETWEEN UNIVERSITY AND STAKEHOLDERS



DO YOU ORGANIZE ANNUAL MEETINGS WITH THE SOCIAL PARTNERS WHERE WE PRESENT THE MASTER DEGREE PROGRAM?

ALL THE UNIVERSITIES ORGANIZE MEETING WITH SOCIAL PARTNERS;
HOWEVER THEY HAVE DIFFERENT PRACTICES:

- UNIPA: 1 annual formal meeting (“comitato di indirizzo”)
- UNIDU: 10 annual meetings
- UMA: There are not specific meetings to present the master degree program to social partners, but we invite social partners every year to these two activities:
 - the **inaugural conference presentation** (one employer/firm presents the company and discuss the professional profile)
 - the **‘tourism week’** includes several seminars with companies and public institutions (two to four)
- FIU: we have meetings three times a year with our executive advisory board which has about 25 members

DO YOU INVOLVE SOCIAL PARTNERS IN SELECTING THE SUBJECT OF YOUR MASTER DEGREE PROGRAM?

UNIPA and UNIDU: it is part of **national legislative requirements**

UMA: the **external agency** that evaluates the master degree program every 4 years **interviews social partners** about the adequacy of the courses contents, so we are always trying to update the courses and their contents to the general requirements of social partners

FIU: NO

DO YOU ORGANIZE THE MEETINGS WITH THE SOCIAL PARTNERS AS A “SOCIAL EVENT” OR AS A “BUSINESS MEETING”?

UNIPA and FIU: business meetings

UNIDU: both **social** and business meetings

UMA: The meetings are more in the style of conferences and seminars in the ‘tourism week’

DO YOU HAVE A PARTICULAR LEGAL OBLIGATION ABOUT THE MEETING WITH SOCIAL PARTNERS?

UNIPA , UNIDU: YES

FIU: NO

UMU: There is no particular legal obligation of annual meetings, but it is recommended. In addition, every 4 years there is an external evaluation of every Master degree, and the external agency includes in the process interviews with a significant group of social partners (employers, public agencies, etc.)

DO YOU ADMINISTER THE QUESTIONNAIRE TO YOUR SOCIAL PARTNERS, OR DO YOU DEVELOP A STRAIGHTFORWARD DISCUSSION? IF YOU ADMINISTER A QUESTIONNAIRE, CAN YOU SEND THE LISTS OF QUESTIONS?

UNIPA and FIU: open discussion

UNIDU: questionnaire

UMA: n.a.

CAN YOU DESCRIBE YOUR STAKEHOLDER CONSULTATION STRATEGY AT DIFFERENT LEVELS: LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL?

All the Universities attempts to stay connected with stakeholders with meetings

- UNIDU: We consult them through our cooperative committees (e.g., economic advisory board) and through their involvement in our work in line with legal framework
- UMA: Due to the importance of the tourism sector of our region, some of the stakeholders we invite have national responsibilities

A row of approximately 15 sharpened pencils of various colors (brown, red, orange, yellow, green, blue, teal) standing upright against a dark blue background. The pencils are arranged in a slightly staggered line, with some taller than others. The text 'ASSESSMENT OF SOCIAL PARTNERS' NEEDS' is overlaid in white, bold, sans-serif font across the middle of the image.

ASSESSMENT OF SOCIAL PARTNERS' NEEDS

DO YOU ARRANGE SEMINARIES AND CASE STUDY DISCUSSIONS WITH PRACTITIONERS TO LINK OUR STUDENTS WITH THE BUSINESS WORLD?

- UNIPA and UNIDU: All the courses **may have** sessions reserved for activities with practitioners
- UMA: All the courses **have** two sessions reserved for activities with practitioners. Also, there are some courses that regularly invite practitioners to seminars
- FIU: No

HOW LONG TIME YOUR STUDENTS SPEND FOR THE INTERNSHIP? ARE STUDENTS PAID DURING THE INTERNSHIP?

UNIPA : From next year, students will get reimbursed for expenses. The internships last the full semester, for 300 hours over 10-12 weeks

UNIDU: Depends on the degree program, but up to one semester

FIU: Students are paid. The internships last the full semester, for a minimum of 300 hours over 10-12 weeks

UMA: The compulsory internship in the Master degree program has a duration of 135 hours (with a maximum of 7.7 hours per day), which are the “prácticas externas curriculares”. The internship is equivalent to a course of 6 ECTS and it is organized by the Master degree program with companies associated with our study program.

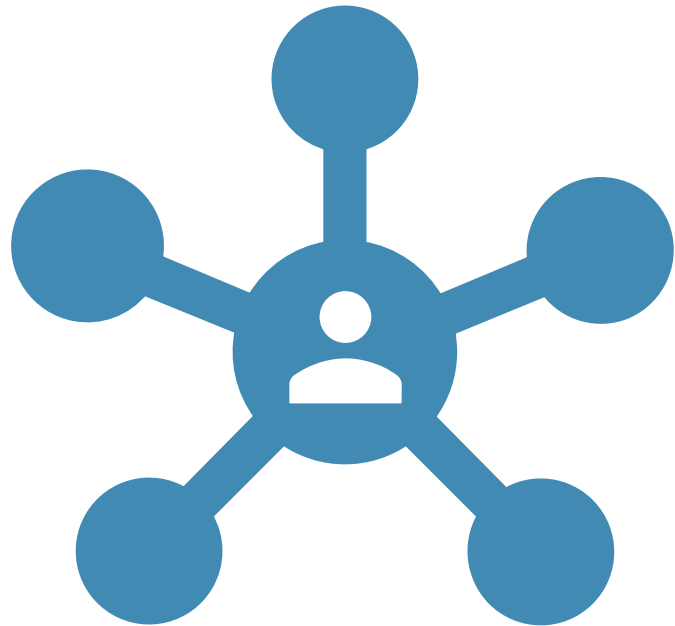
HOW DO YOU MEASURE THE COMPANY'S SATISFACTION ABOUT THE INTERNSHIP?

All the universities conduct a feedback surveys

HOW DO YOU MEASURE THE STUDENT'S SATISFACTION ABOUT THE INTERNSHIP?

All the Universities have feedback surveys

The most complete survey includes questions related to collaborative working, interpersonal relationships and adapting to new circumstances of the internship



LINK BETWEEN UNIVERSITY AND STUDENTS

STUDENTS' REPRESENTATION IN GOVERNANCE MEETINGS IS COMPULSORILY AND REQUIRED BY ITALIAN LAW. DO YOU HAVE SIMILAR COMPULSORY RULES?

Students' representation in the main governance bodies is compulsory Italian, Spain and Croatia legislations, it is not compulsory for the FIU

HOW DO PROFESSORS RAPIDLY IDENTIFY AND SOLVE STUDENTS' DIFFICULTIES? DO YOU HAVE A FORMAL PROCEDURES TO ASSESS STUDENTS' SATISFACTION?

UNIPA and UNIDU: There are **formal** but also informal procedures. As formal procedure, students can complain officially or write anonymous complains or seek advice from different bodies.

UMA: There are formal but also informal procedures. Formal procedure may involve the governing body of the Master Program ('Comisión Académica'), of the School of Turism ('Comisión Académica y de Calidad'), or finally to the University ('Secretaría General').

FIU: Professors handle the student problems and if they need assistance, they contact the Vice Dean.

IN THE ITALIAN DEPARTMENT, THERE EXISTS “COMMISSIONE PARITETICA” – A COMMISSION WITH THE SAME NUMBER OF PROFESSORS AND STUDENTS – TO DISCUSS EMERGING PROBLEMS. DO YOU HAVE SIMILAR COMPULSORY RULES? OR AS ALTERNATIVE, DO YOU HAVE OTHER SIMILAR PRACTICES?

UNIDU: All our committess (Faculty council, ethics committee, quality assurance committee etc. involve certain number of students)

UMA: There are alternative practices to discuss emerging problems. Problems and challenges that are particularly relevant for students of a study program are discussed in a focal group in each study program, especially designed for this purpose, with a yearly periodicity.

FIU: NO

DO YOU DISTRIBUTE A SATISFACTION QUESTIONNAIRE TO YOUR STUDENTS AT THE END OF EACH COURSE? DO YOU FIND CONTRADICTIONS IN STUDENTS' EVALUATIONS? HOW DOES YOUR UNIVERSITY TAKE INTO CONSIDERATION STUDENTS' EVALUATIONS?

UNIPA and UNIDU: Questionnaire are administered. UNIDU has defined procedures for processing student evaluations.

FIU: Students complete SPOTS evaluations at the end of each course.

UMA: Every year, the Quality Service of the University delivers several questionnaires to the students, mainly: (i) a satisfaction survey about each lecturer and course, (ii) a satisfaction survey about the whole study program and the services. The main indicators of (ii), as well as others, are publicly available at the UMA's web.

DO YOU ADMINISTER QUESTIONNAIRES FOR GRADUATES? CAN YOU SEND THE LISTS OF QUESTIONS?

All Universities administer questionnaires for graduates. (UNIPA's questionnaires are administered through an external agency, AlmaLaurea)