

Summary of the Self-Evaluation Report for the 2022/2023 Academic Year of the College of Management Bled

1. Introduction

The Self-Evaluation Report of the College of Management Bled for the academic year 2022/2023 provides an overview of the implementation of study activities, the operation of the institution, the satisfaction of different stakeholders, and the activities carried out in the field of quality assurance. The report is based on collected data on students, the implementation of study programmes, the results of surveys conducted among students, lecturers, professional staff, and practical training mentors, as well as on the analysis of the implementation of the action plan for quality improvement. In the academic year 2022/2023, the College of Management Bled implemented the first-cycle higher education study programmes Hospitality and Tourism and Health Tourism. The studies were carried out in a part-time format and were adapted to students who often combine their studies with employment and other obligations. The self-evaluation process was led by the Quality Assurance Committee, which prepared an analysis of the current situation, an overview of implemented activities, and proposals for measures for the further development of the institution's quality based on the collected data.

2. Students and Enrolment

In the academic year 2022/2023, a total of 40 students were enrolled at the College of Management Bled. Enrolment was carried out for the higher education study programmes Hospitality and Tourism and Health Tourism. In the academic year 2022/2023, 8 students enrolled in the first year. All first-year students were enrolled in the Hospitality and Tourism study programme, as the Health Tourism study programme was not implemented due to an insufficient number of applicants. Three students enrolled in the second year based on transfer criteria, all of whom were students of the Hospitality and Tourism study programme. There was also an insufficient number of applicants for the implementation of the second year of the Health Tourism study programme. Seven students enrolled in the second year of study, all in the Hospitality and Tourism study programme. Seventeen students enrolled in the third year. Compared to previous academic years, the number of enrolled students decreased. In the academic year 2020/2021, a total of 52 students were enrolled, in 2021/2022 a total of 55 students, and in 2022/2023 a total of 40 students. The structure of first-year students according to their previously completed secondary education shows that enrolment mainly included candidates from the fields of hospitality, tourism, economics, and general secondary education. Students who had completed secondary education abroad were also among the enrolled students. Among students enrolling in the second year based on transfer criteria, students with completed higher vocational education in the field of hospitality and tourism predominated. The largest number of students had completed the Vocational College for Hospitality and Tourism Bled. The gender structure of students in the academic year 2022/2023 consisted of 56% female students and 44% male students.

3. Student Progression, Graduation and Graduate Employability

The analysis of student progression presents the transition rates between individual years of study. In the academic year 2022/2023, the progression rate from the first to the second year of the Hospitality and Tourism study programme was 70%. The progression rate from the

second to the third year of the Hospitality and Tourism study programme was 92%, while for the Health Tourism study programme it was 85%. In the academic year 2022/2023, 13 students graduated. The average grade of diploma theses was 9.1. The employability of graduates is monitored through the Alumni Club of the College of Management Bled. The Alumni Club is intended to connect graduates, monitor their further professional development, exchange experiences, and strengthen cooperation with the institution. The data for 2022/2023 show that 13 graduates became new members of the Alumni Club, of whom all 13 were employed. The employment rate among the monitored Alumni Club members was therefore 100%.

4. Results of Student Surveys

As part of the quality assurance system of the College of Management Bled, regular monitoring of student satisfaction with the operation of the institution, the teaching process, practical training, and study programmes is carried out. Students evaluate individual areas on a scale from 1 to 5, where a score of 5 represents the highest rating. In the academic year 2022/2023, the average student satisfaction rating regarding the operation of the College was 4.85. Students of the Hospitality and Tourism study programme rated the operation of the College with an average score of 4.9, while students of the Health Tourism study programme gave an average score of 4.8. Students evaluated the following areas:

- timeliness of information regarding the study process;
- notification of changes;
- the institution's website;
- fulfilment of expectations regarding studies;
- acquired knowledge;
- timetable flexibility;
- adequacy of premises;
- internet access;
- organisation of examination periods;
- operation of the library and student administration office.

The results indicate that individual items were assessed with high ratings.

5. Student Satisfaction with Lecturers' Work

The analysis of student satisfaction with the work of individual lecturers was carried out separately for each study programme.

In the academic year 2022/2023, the average student satisfaction rating regarding lecturers' work was 4.8.

When evaluating lecturers, students highlighted:

- the interest and practical usefulness of lectures;
- lecturers' professional expertise;
- linking theoretical content with practical examples;
- clear presentation of study materials;
- opportunities for participation in exercises and discussions.

Based on the survey results, individual evaluations of course leaders were monitored and activities for further monitoring and improvement of the quality of the teaching process were planned.

6. Analysis of Practical Training (PRU)

In the academic year 2022/2023, practical training (PRU) was completed by 5 students, while practical training was recognised for the remaining students. Two students completed practical training within the Erasmus+ programme.

Student satisfaction with practical training was monitored through a questionnaire. Twelve students completed the survey. Students evaluated the content of practical training, the connection between theoretical knowledge and practical work, the work of mentors, and the competencies acquired.

The survey results show that during practical training students:

- applied theoretical knowledge acquired during their studies;
- performed specific tasks and responsibilities;
- participated in teamwork;
- developed work discipline and responsibility in performing tasks;
- became familiar with the culture of the working environment and organisational rules;
- gained insight into the management system of the organisation.

All surveyed students stated that they had not experienced any difficulties at the practical training provider. They also positively evaluated cooperation with company mentors and their availability when addressing questions and resolving issues.

As an activity for the future period, continued monitoring of student satisfaction with practical training through surveys and personal discussions was planned.

7. Satisfaction of Practical Training Mentors and Employers

In the academic year 2022/2023, 8 practical training mentors completed a survey on satisfaction and expectations regarding the implementation of practical training. Mentors evaluated students' readiness for work in the company, acquired competencies, cooperation with the College, and the benefits of practical training for the organisation. The survey results show that mentors assessed that, upon commencing practical training, students:

- had appropriate competencies for carrying out assigned tasks;
- were familiar with basic work procedures in their field of training;
- were able to use modern professional equipment.

When assessing students' competencies, mentors stated that students:

- participate in teamwork;
- develop interpersonal relationships;
- manage time and their own work;
- use oral and written communication skills;
- comply with regulations;
- carry out agreed work procedures;
- analyse completed tasks and identify opportunities for improvement.

All mentors assessed that students became more independent and better prepared for work after completing practical training. Mentors also provided opinions regarding cooperation with the College. Most mentors assessed that information provided by the College was timely and appropriate. They also expressed interest in more frequent cooperation and meetings between the College and employers.

Future activities included organising more frequent meetings with practical training mentors and continuing to monitor their satisfaction.

8. Satisfaction of Mentors with the Hospitality and Tourism Study Programme

Practical training mentors also evaluated the content of the **Hospitality and Tourism** study programme.

Eleven mentors participated in the survey. They evaluated the content of the study programme with the highest ratings. Mentors assessed that the content was:

- interesting;
- of high quality;
- useful;
- beneficial;
- consistent with expectations.

All surveyed mentors stated that, in their opinion, updating the study programme was not required. As an advantage of the study programme, they highlighted the learning of the German language. They suggested further strengthening content related to communication with guests.

9. Student Satisfaction with Study Programmes

Within the survey process, students evaluated the content of the Hospitality and Tourism and Health Tourism study programmes.

For the Hospitality and Tourism study programme, 7 students completed the questionnaire.

The average ratings of individual areas were:

- interest of content: 4.6;
- quality of content: 4.6;
- usefulness of content: 4.4;
- benefit of content: 4.6;
- fulfilment of expectations: 4.6.

Students stated that the study programme was adapted to the part-time mode of study and the needs of the working environment. They highlighted study flexibility, usefulness, and the suitability of the content as advantages.

For the Health Tourism study programme, 5 students completed the questionnaire. The average ratings were:

- interest of content: 4.2;
- quality of content: 4.8;
- usefulness of content: 5.0;
- benefit of content: 5.0;
- fulfilment of expectations: 4.8.

Students highlighted the adaptation of the study programme to part-time study and the practical usefulness of the content. They suggested increasing the number of foreign language classes.

10. Satisfaction of Lecturers and Professional Staff

As part of the self-evaluation process, a survey was also conducted among lecturers and professional staff regarding their satisfaction with the operation of the institution and working conditions. The average satisfaction rating of lecturers and professional staff in the academic year 2022/2023 was 4.4 on a scale from 1 to 5.

The respondents evaluated:

- relationships between colleagues;
- relationship with management;
- workplace equipment;
- occupational safety;
- working hours;
- organisation of work;
- availability of information;

- opportunities for independent work;
- opportunities for professional development.

The highest ratings were given to parking facilities, access to the institution's online information, workplace equipment, and relationships among colleagues. A lower rating was given in the area of remuneration for work, where the average score was 3.0.

Based on the survey results, further dialogue between the management of the institution and employees was planned, together with the implementation of regular annual performance and development discussions.

11. SWOT Analysis

The SWOT analysis of the College of Management Bled was prepared based on the findings of the self-evaluation report for the academic year 2021/2022, expected conditions on the market, and the opinions of experts from the Slovenian Quality Assurance Agency for Higher Education.

The following were identified as strengths of the institution:

- innovative study programmes;
- an individual approach to students and consideration of student diversity;
- appropriate material conditions and the use of information and communication technology;
- implementation of studies according to students' needs and expectations;
- student satisfaction;
- high employability of graduates;
- support for new staff members;
- participation in the Erasmus+ programme;
- use of the e-classroom;
- organisation of free seminars for students, employees, employers, and graduates;
- constructive and active participation of student representatives in preparing the self-evaluation report;
- appropriately defined prohibition of discrimination in the Statute of the College of Management Bled.

The following were identified as weaknesses or areas requiring further attention:

- lower recognition of the Health Tourism and Management in Food Industry and Nutrition study programmes;
- limited resources for promoting the institution and study programmes;
- a lower number of enrolled students;
- implementation of studies exclusively in a part-time format;
- reduced financial resources due to lower enrolment;
- differences in the level of prior knowledge among first-year students;
- limited cooperation with the founder, the Municipality of Bled;
- limited sources of funding;
- the location of the institution in a smaller town;
- costs related to renting premises.

The following were identified as opportunities for further development:

- the possibility of implementing a hybrid form of the study process;
- cooperation with the tourism industry and the local environment;
- pedagogical and professional development of higher education teachers and associates;
- additional training and education of non-teaching staff;

- updating study programmes according to the needs of the tourism industry;
- targeted training of mentors and employer representatives;
- cooperation with foreign higher education institutions;
- applications for projects;
- attracting international students.

The following were identified as threats:

- the introduction of new study programmes at other higher education institutions;
- changes in the needs and interests of potential students;
- labour market conditions that are not always favourable towards adult education;
- the absence of public calls for concession funding;
- unstable employment opportunities in tourism;
- differences in salaries between persons without tourism education and persons with completed tourism education;
- demographic changes.

12. Implementation of the Action Plan for the Academic Year 2022/2023

An integral part of the self-evaluation report is the review of the implementation of the action plan for the academic year 2022/2023.

The action plan included activities in the following areas:

- quality assurance;
- improvement of study programmes;
- staff development;
- scientific research activity;
- cooperation with the environment.

In the area of quality assurance, the following activities were implemented:

- analysis of surveys from the previous academic year;
- implementation of student satisfaction surveys;
- implementation of surveys on student satisfaction with lecturers' work;
- implementation of surveys among lecturers and professional staff;
- implementation of student satisfaction surveys regarding practical training;
- implementation of satisfaction surveys among practical training mentors;
- preparation of the self-evaluation report;
- preparation of the action plan;
- informing stakeholders about the findings of the self-evaluation process.

Data on graduate employability were collected through the Alumni Club. Regular meetings of the Academic Assembly were also held.

In the area of study programmes, activities were carried out to encourage student and staff mobility within the Erasmus+ programme. Students and employees were informed about opportunities for mobility, training, and participation in various programmes.

The College of Management Bled continued purchasing professional literature and increasing access to study materials through the e-classroom.

Guest lecturers were also included in the teaching process. The workshop "Optimisation of Hotel Operations", delivered by a foreign expert, was organised.

A meeting of practical training mentors was not organised due to insufficient response from mentors.

Students were offered additional free training courses and educational activities. Activities were carried out to ensure timely provision of study materials, improve the responsiveness of the student administration office, and monitor the level of difficulty of study content.

In the area of human resources, the institution implemented activities aimed at the development of teaching and non-teaching staff. Various training activities and Erasmus+ mobility activities were carried out.

In the field of scientific research activity, the institution encouraged participation in development projects, cooperation with other educational institutions, and preparation of project applications.

Professional meetings involving students, graduates, representatives of industry, and other stakeholders were organised.

Within internal research activities, the project “Research on the Impact of the COVID-19 Pandemic on Beverage Consumption among Young Adults (20–30 years)” was carried out and concluded on 31 December 2022.

According to the self-evaluation report, 96.8% of planned activities included in the action plan were implemented in the academic year 2022/2023.

13. Action Plan for the Academic Year 2023/2024

Based on survey data, the findings of the self-evaluation process, and recommendations of the Slovenian Quality Assurance Agency for Higher Education, an action plan for the academic year 2023/2024 was prepared.

In the area of quality assurance, the following ongoing activities were planned:

- promotion of the College of Management Bled;
- analysis of survey results;
- implementation of student satisfaction surveys;
- implementation of satisfaction surveys among lecturers and professional staff;
- monitoring satisfaction of practical training mentors;
- preparation of the self-evaluation report;
- preparation of further action plans;
- informing all stakeholders.

In the area of study programmes, the following activities were planned:

- encouraging mobility of students and employees;
- purchasing additional professional literature;
- including guest lecturers in the teaching process;
- organising meetings with practical training mentors;
- providing additional education and training for students;
- evaluating and updating course syllabi;
- preparing criteria for the credit evaluation of study programmes according to the ECTS system.

In the area of staff development, the following activities were planned:

- continued support for the development of young associates and researchers;
- encouraging professional development of employees;
- organising training for higher education teachers and associates;
- continued informing employees about mobility opportunities.

In the area of scientific research activity, the following activities were planned:

- development of the institution's research activity;
- participation in development projects;
- cooperation with European higher education institutions;
- applications for national and international projects;
- organisation of professional meetings;
- preparation of internal research projects.

In the area of promotion, further development of activities for attracting students was planned, including attracting international students and translating the institution's website into English.