

Antalya Bilim University
School of Tourism
Department of Tourism Management

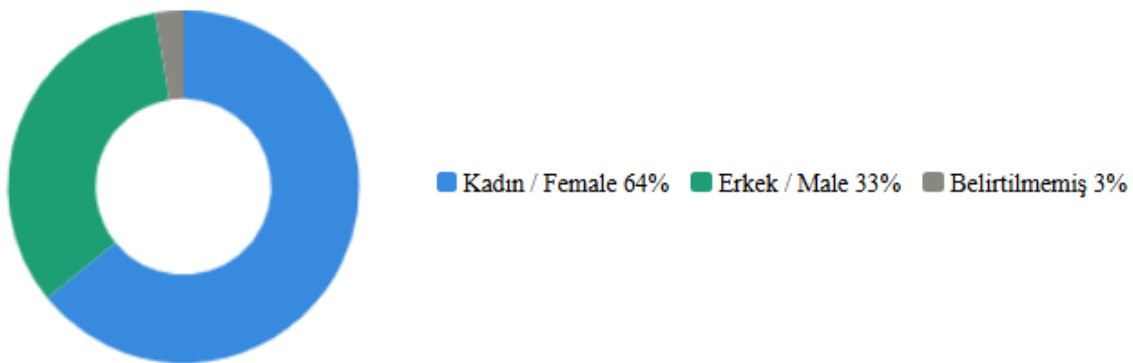
2026 Graduate Follow-Up and Feedback Survey Evaluation Report

In May and June 2026, an Alumni Tracking and Feedback [Survey](#) was administered to graduates of the Department of Tourism Management at the School of Tourism, Antalya Bilim University. The purpose of the survey was to determine the extent to which the program's six defined learning objectives had been achieved. The survey also aimed to identify the program's strengths and areas for improvement.

The survey consists of three sections. The first section consists of 10 statements designed to measure the program's educational objectives (0 = "I have no idea, 1 = "I disagree," 2 = "I'm not sure," and 3 = "I agree"). The second section consists of two open-ended questions. These questions allow graduates to provide suggestions for the department's development. The final section consists of questions that ask graduates to provide demographic information, their graduation year, and their current employment status.

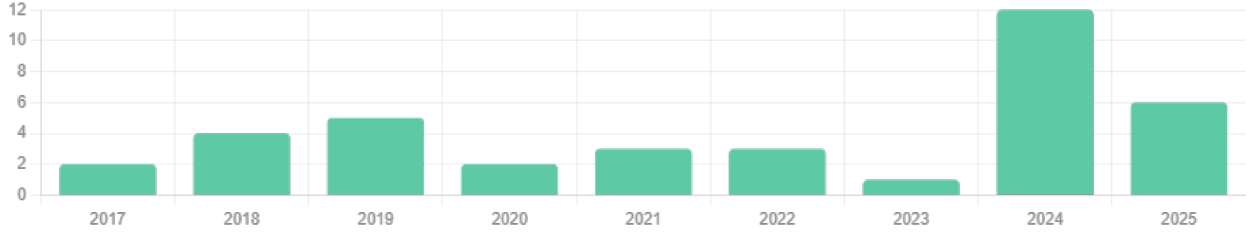
A total of 39 students participated in the survey. Data on the demographics and graduation years of the participating students are presented in Table 1. As shown in the table, 65.8% of the graduates are women.

Figure 1. Gender Distribution of Graduates



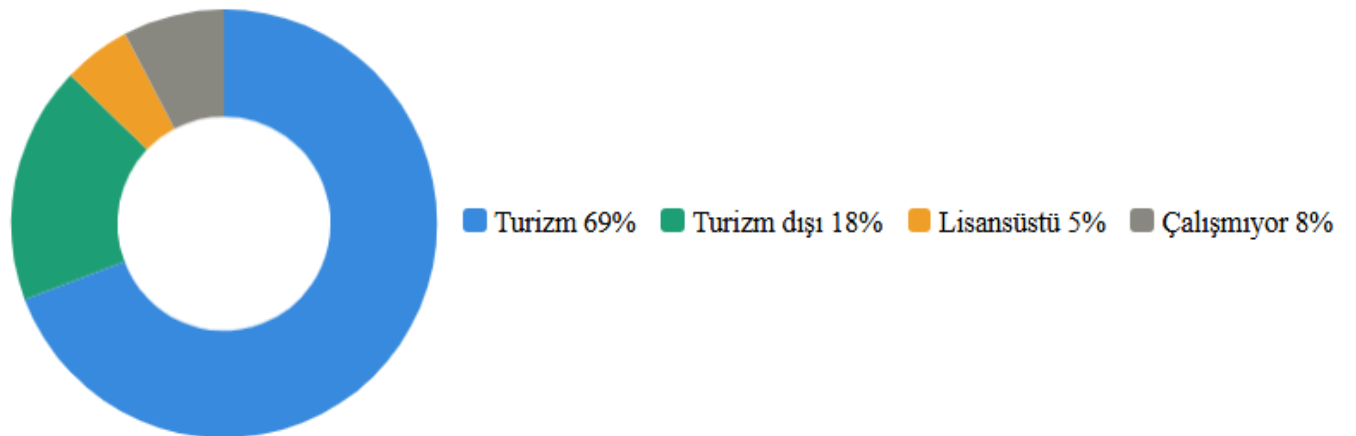
It appears that a significant portion of the graduates who participated in the survey (31%) graduated in 2024. Next were graduates from 2025 and 2019, in that order.

Figure 2. Years of graduation



Looking at the employment status of graduates, it is seen that 34 of the 39 graduates who responded to the survey are employed. Of those who are employed, 69.2% work in the tourism sector. It is also seen that 2 (5.1%) of the graduates who responded to the survey are not currently employed (and are looking for work).

Figure 3. Employment Status of Graduates



When we look at the fields in which graduates work, a significant portion of them are employed in the hospitality industry. The remaining graduates are employed in their own businesses, at travel agencies/tour operators, and at airlines.

Figure 4. Type of Business

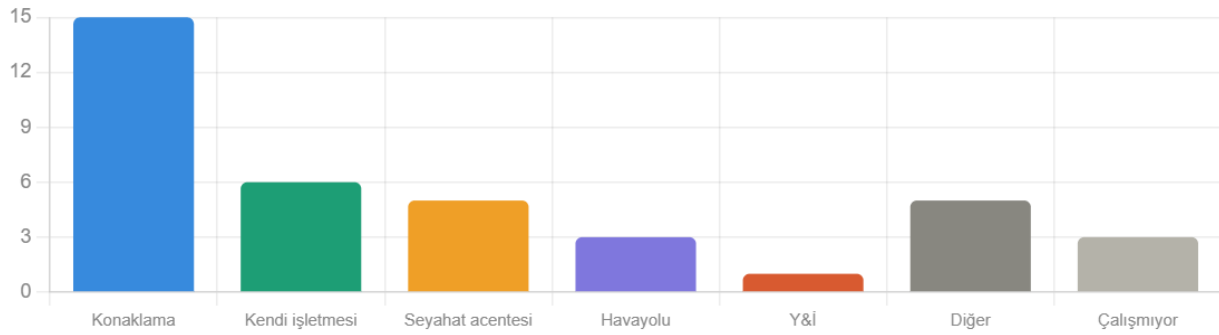


Table 1 presents the overall averages for the statements included in the survey. It is evident that a significant portion of the graduates selected the “agree” option regarding professional development, foreign language proficiency, research skills, ethical awareness, and strategic thinking. The fact that the average scores for other statements are well above the mean indicates that the Tourism Management program has largely achieved its educational objectives. On the other hand, the statement regarding “digitalization and software” has the lowest average score. The curriculum, updated in 2025, was designed to address this shortcoming. It is expected that the average score for this statement will increase in future graduate surveys.

Table 1. Mean scores

Statements	Average
My education provided sufficient foreign language proficiency for professional communication in tourism.	2,85
I gained the ability to conduct research, analyze data, and think critically in tourism sector.	2,90
I gained the ability to use current management tools and technologies in tourism businesses.	2,62
It gave me a solid understanding of digital systems and software.	2,41
I gained awareness of professional ethics, sustainability, and social responsibility.	2,90
My strategic thinking and problem-solving skills improved.	2,87
I developed an innovative and entrepreneurial mindset.	2,85
My education prepared me to work completely in both national and international tourism sectors.	2,85
My education contributed to my professional development and career.	2,95
Overall, I am satisfied with my education and would recommend it to others.	2,87

An analysis of the responses to open-ended questions revealed that graduates placed the greatest emphasis on increasing hands-on training activities, extending internship periods, and strengthening engagement with the industry. Additionally, suggestions were made to improve foreign language education, add courses on artificial intelligence and digital technologies to the curriculum, and increase content focused on health tourism and alternative forms of tourism.

However, some graduates expressed that they were generally satisfied with the program and did not see a significant need for improvement. The feedback received indicates that while the program's strengths should be maintained, there are opportunities for improvement, particularly in the areas of hands-on training and digital competencies.