

THE-ICE

Alumni Survey Results 2022

This survey was conducted among all of the alumni from schools that are currently part of **THE-ICE - The International Centre of Excellence in Tourism and Hospitality Education** who have an active profile on Hosco.

The objective was to **gather insights on their experience as students**, and on the **transition from student to professionals** entering the workforce, more specifically the hospitality industry.

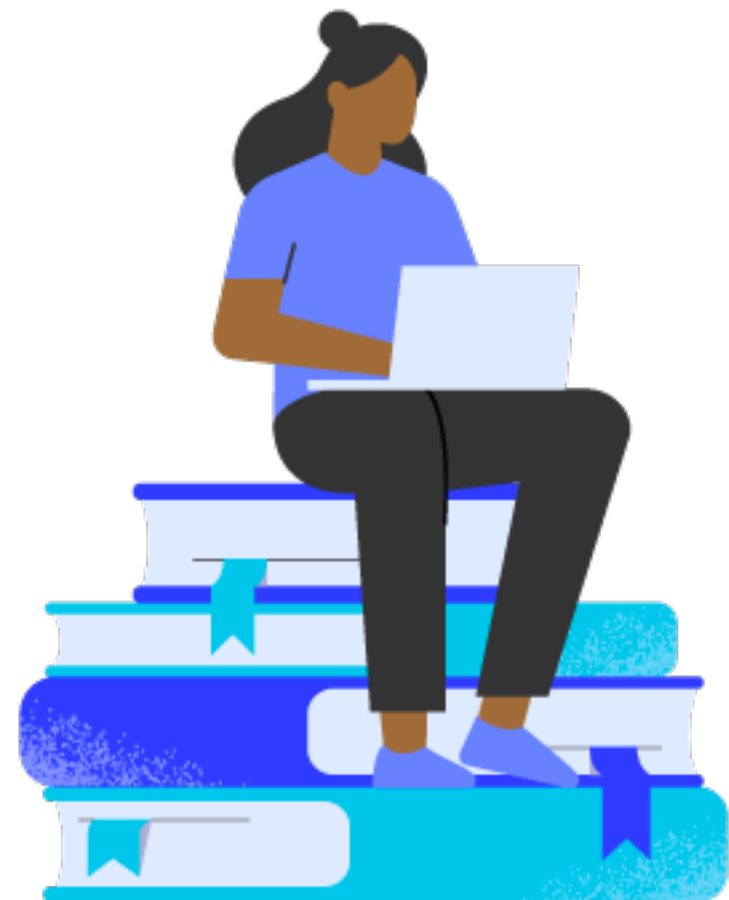
There were **288 respondents** who participated in the survey, the summary of the findings has been included in the following pages.



hosco.

 International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

What hospitality school did you study at?



Swiss Hotel Management School

42%

University of The South Pacific

36%

César Ritz Colleges Switzerland

27%

Hotel Institute Montreux

22%

Stenden University Qatar

14%

The Emirates Academy of Hospitality Management

14%

Hotelschool The Hague

13%

Dusit Thani College

12%

Haaga-Helia University of Applied Sciences

11%

Institut Paul Bocuse

10%

Lyceum of the Philippines University

10%

Far Eastern University

8%

University of Santo Tomas

8%

Breda University of Applied Sciences

7%

University of Derby

6%

IHTTI

6%

EHL Swiss School of Tourism and Hospitality

5%

Hotel Consult

5%

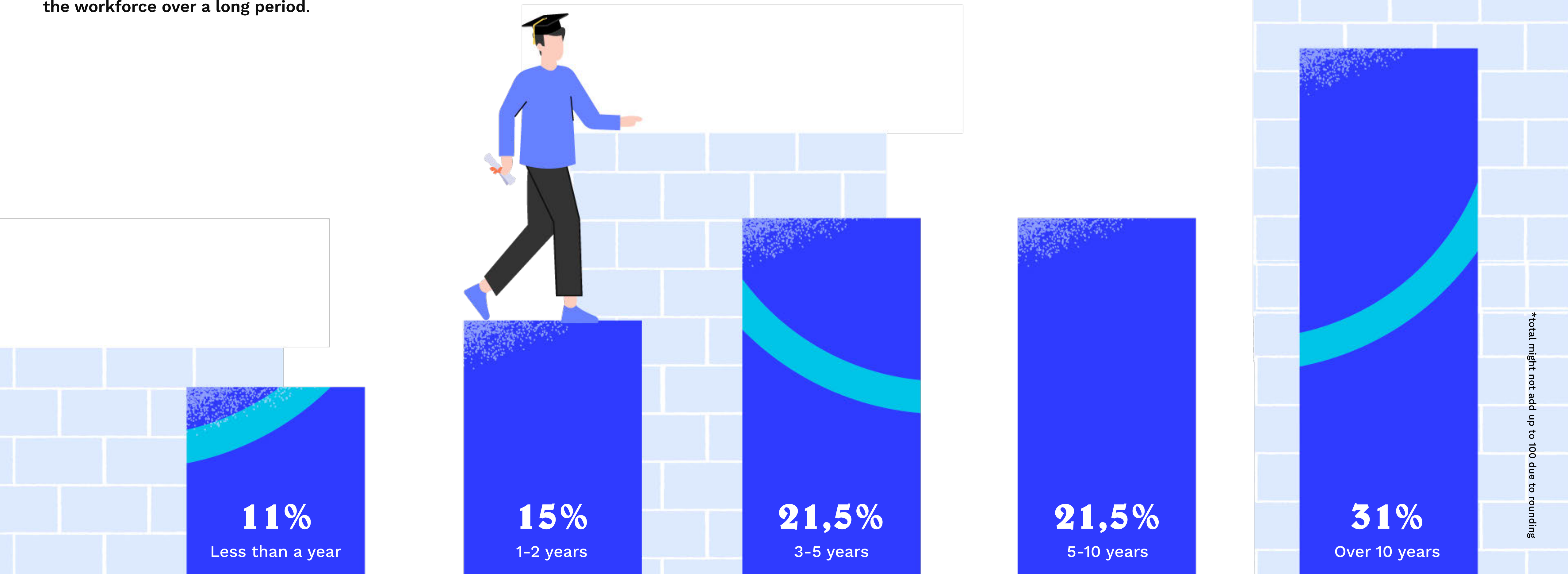
Others

31%

*total might not add up to 100 due to rounding

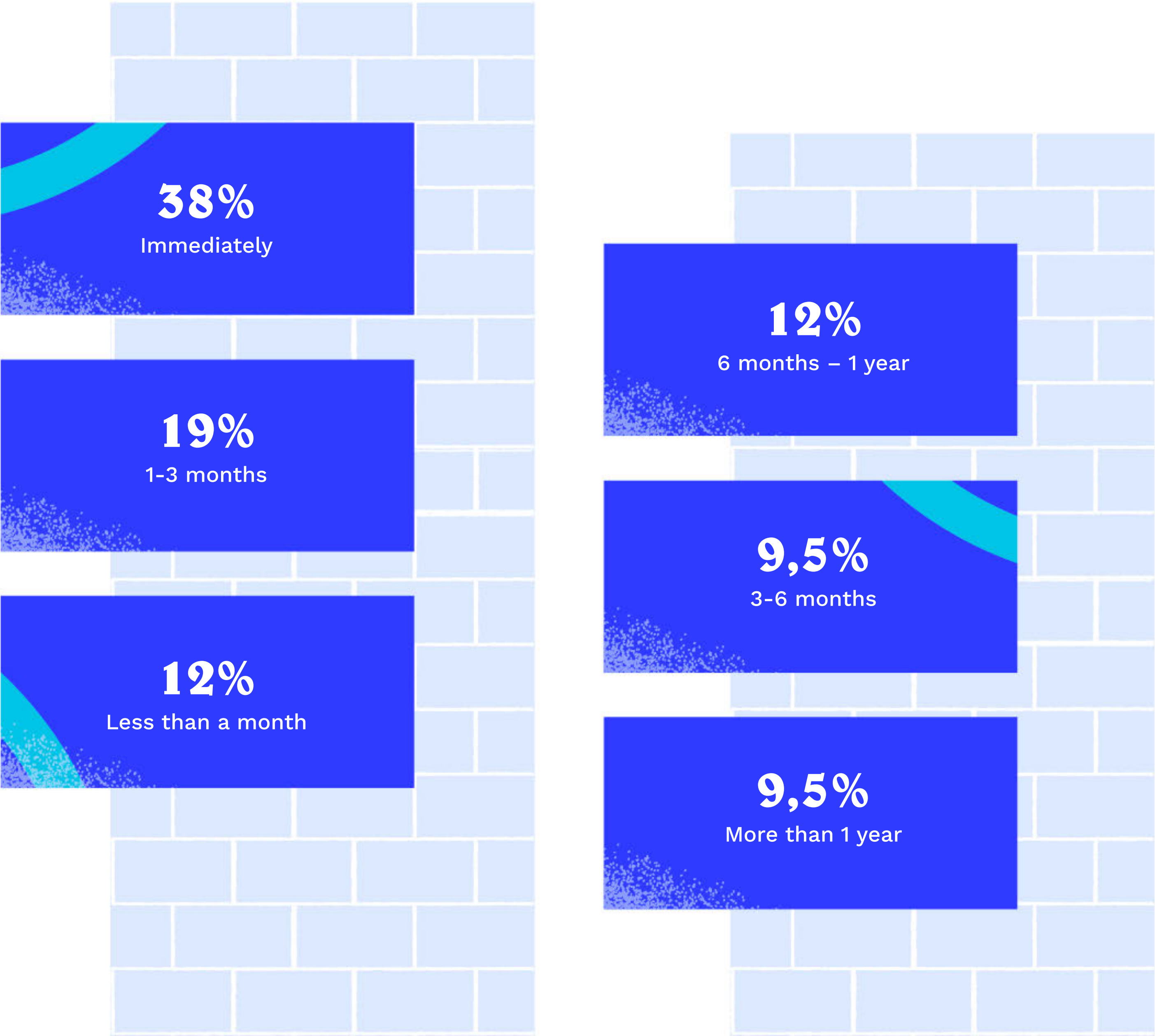
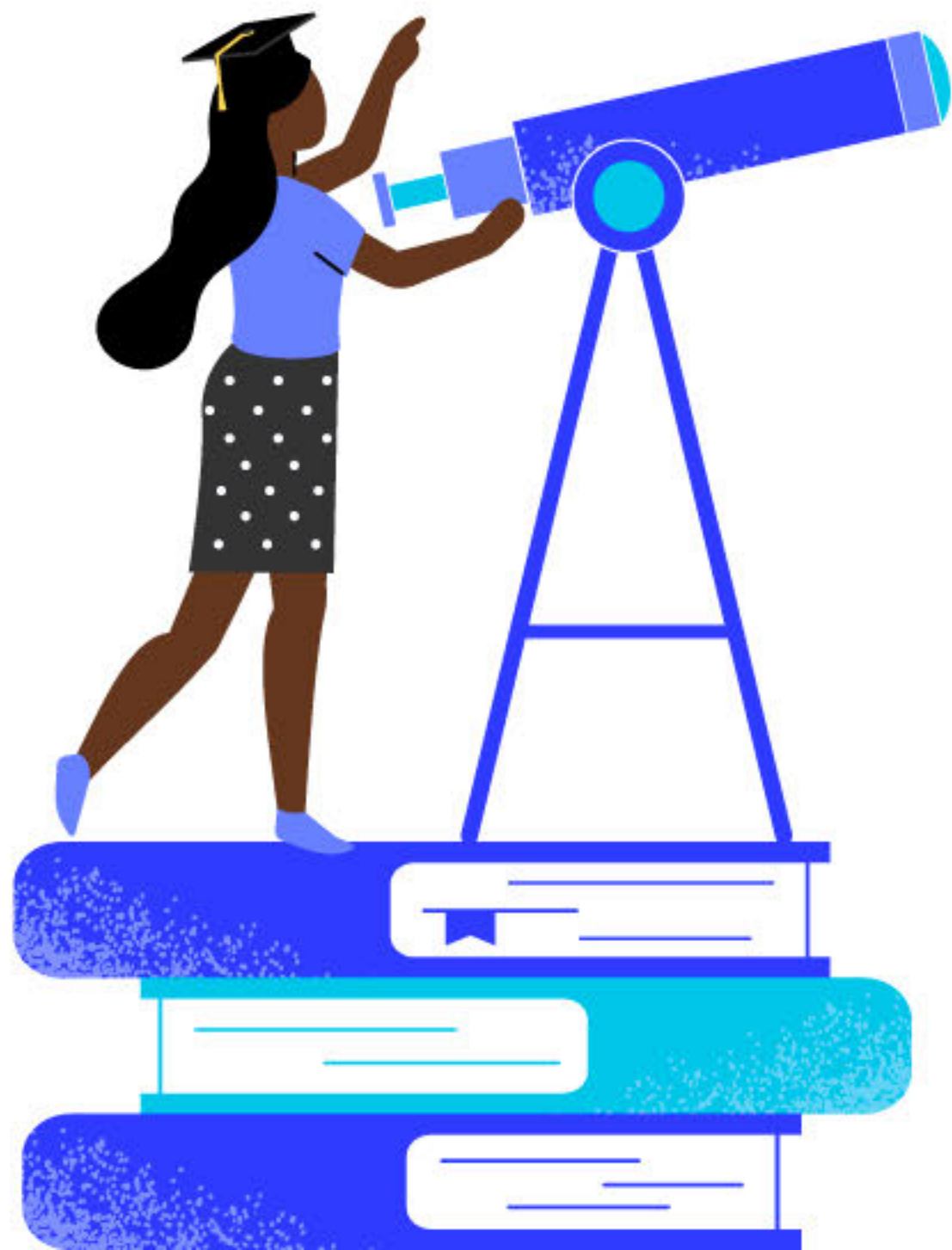
How long has it been since graduating?

The **majority of respondents (31%) graduated over 10 years ago**, whereas 53% graduated at least 5 years ago. This indicates that the alumni have been **in the workforce over a long period**.



How long following graduation did it take to find a first position?

57% of respondents **found their first job within the first 3 months** after graduating, with close to 38% of them having found it immediately after. Only 9.5% took longer than a year to find their first job.

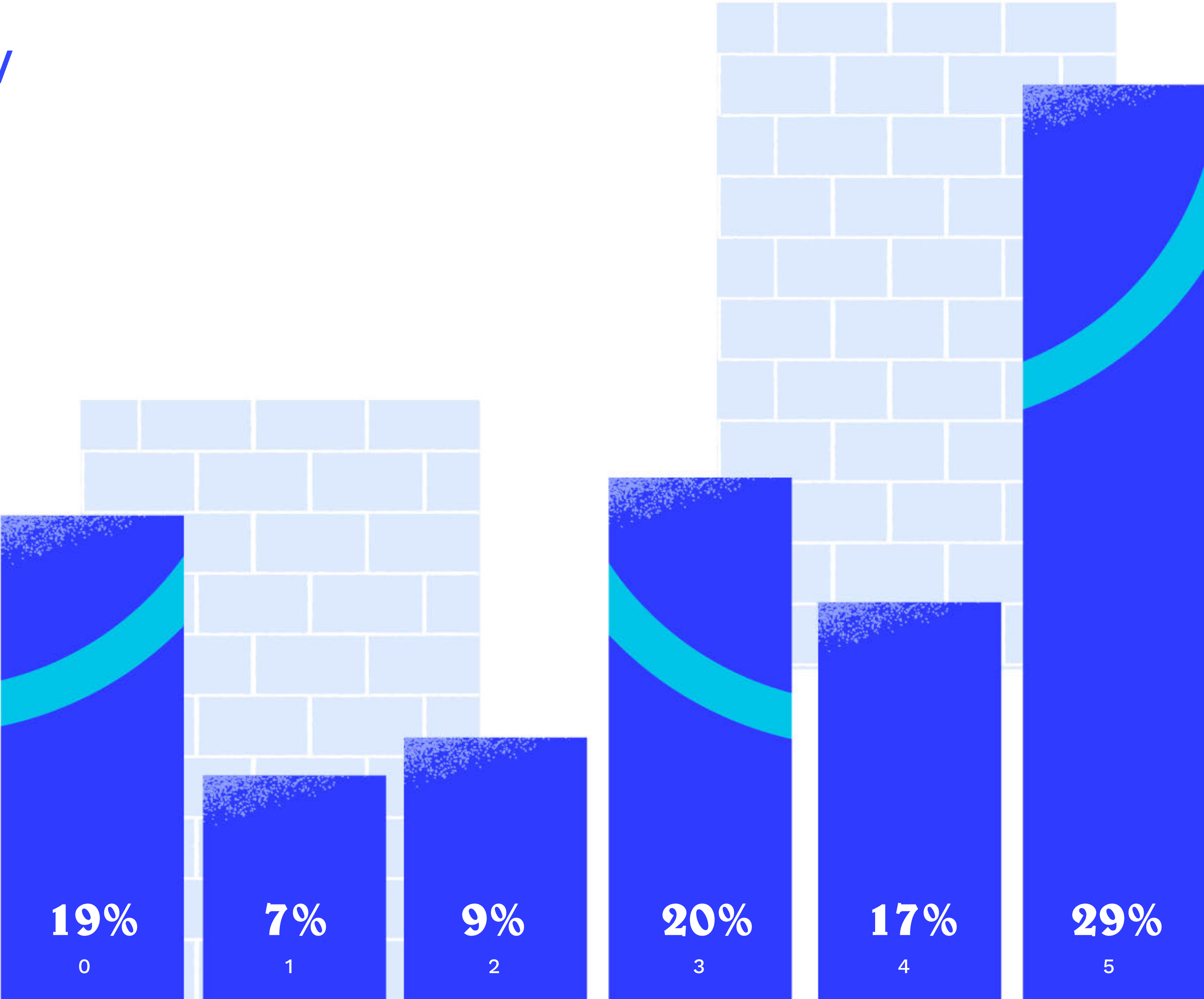
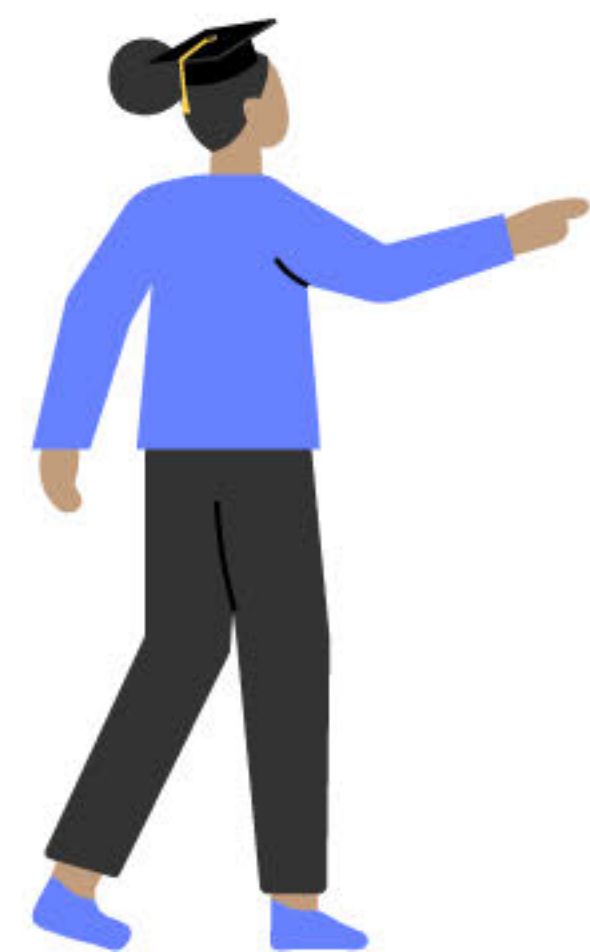


*total might not add up to 100 due to rounding

What part did the hotel school/ college play in helping alumni find their first position?

A score of *0 was equal to “Very poor, had to do everything myself” and a score of *5 meant “Fantastic, they got me my first position”

While 29% of respondents remained more neutral to the influence their school had in helping them find a job, **46% felt strongly positive about the support received from their school** in finding a first position in that they did a fantastic job.



*total might not add up to 100 due to rounding

What more could hotel schools/colleges have done to help their students find their first position?

Suggestions such as “**More contacts for networking and events**” were high on the list, mentioned by 27% and 23% of the respondents respectively. On the other hand, almost a quarter of respondents felt that everything was great!



*total might not add up to 100 due to rounding

What more they had to say:

“Looking back, we miss receiving more support and friendly advice, the focus was always on documentation and filling our cv...”

“Need a job portal”

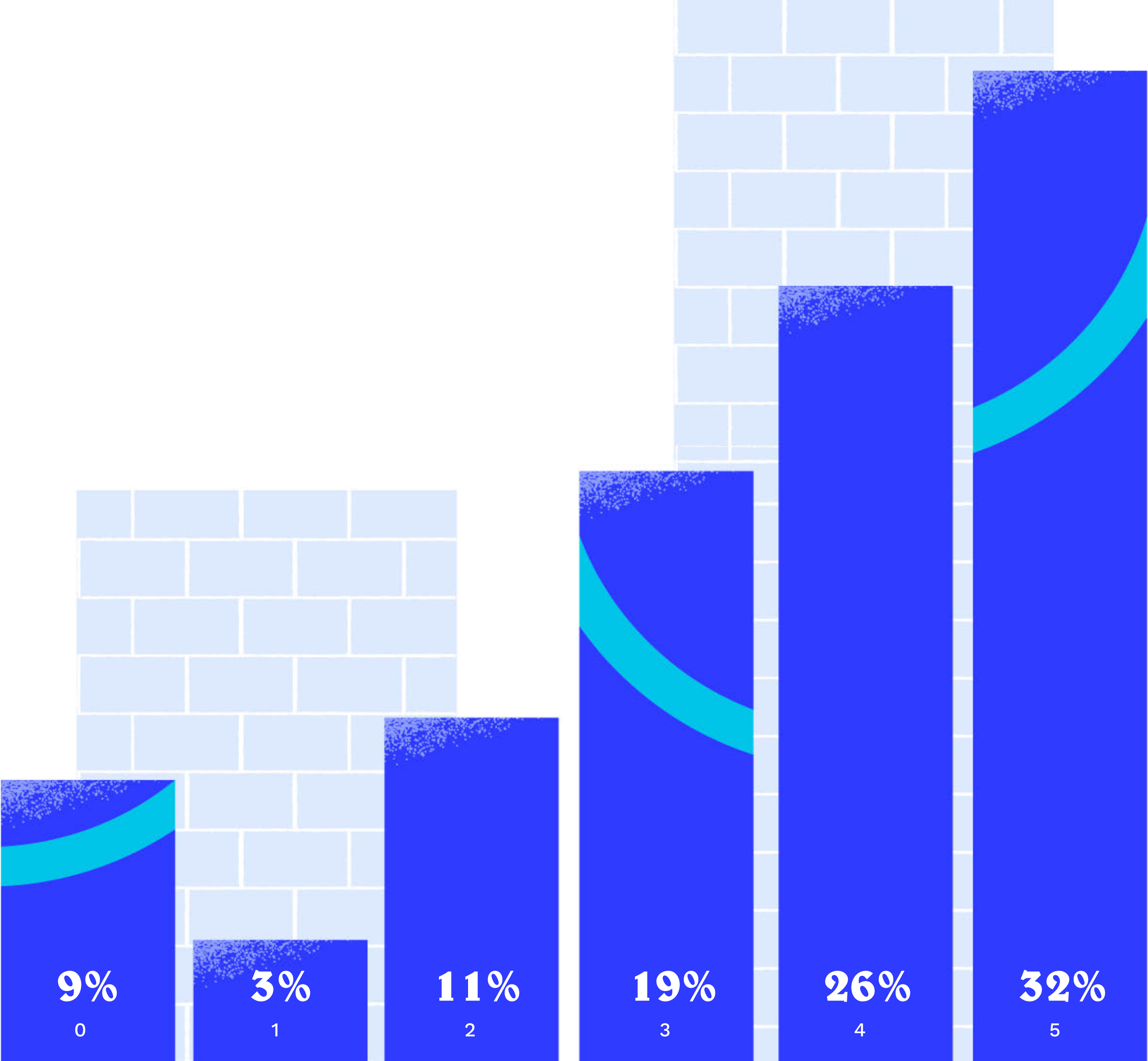
“More involvement in other alumni, more hotel tours, more 1:1 talks with industry professionals”

“More real-life experiences sharing”

How important was having a qualification to securing a first position?

**0 being “It made no difference at all” and *5 being “Crucial, I wouldn’t have got the position without it”.*

58% of respondents rated the **importance of having their qualification** very highly, considering it **crucial for securing their first position**.

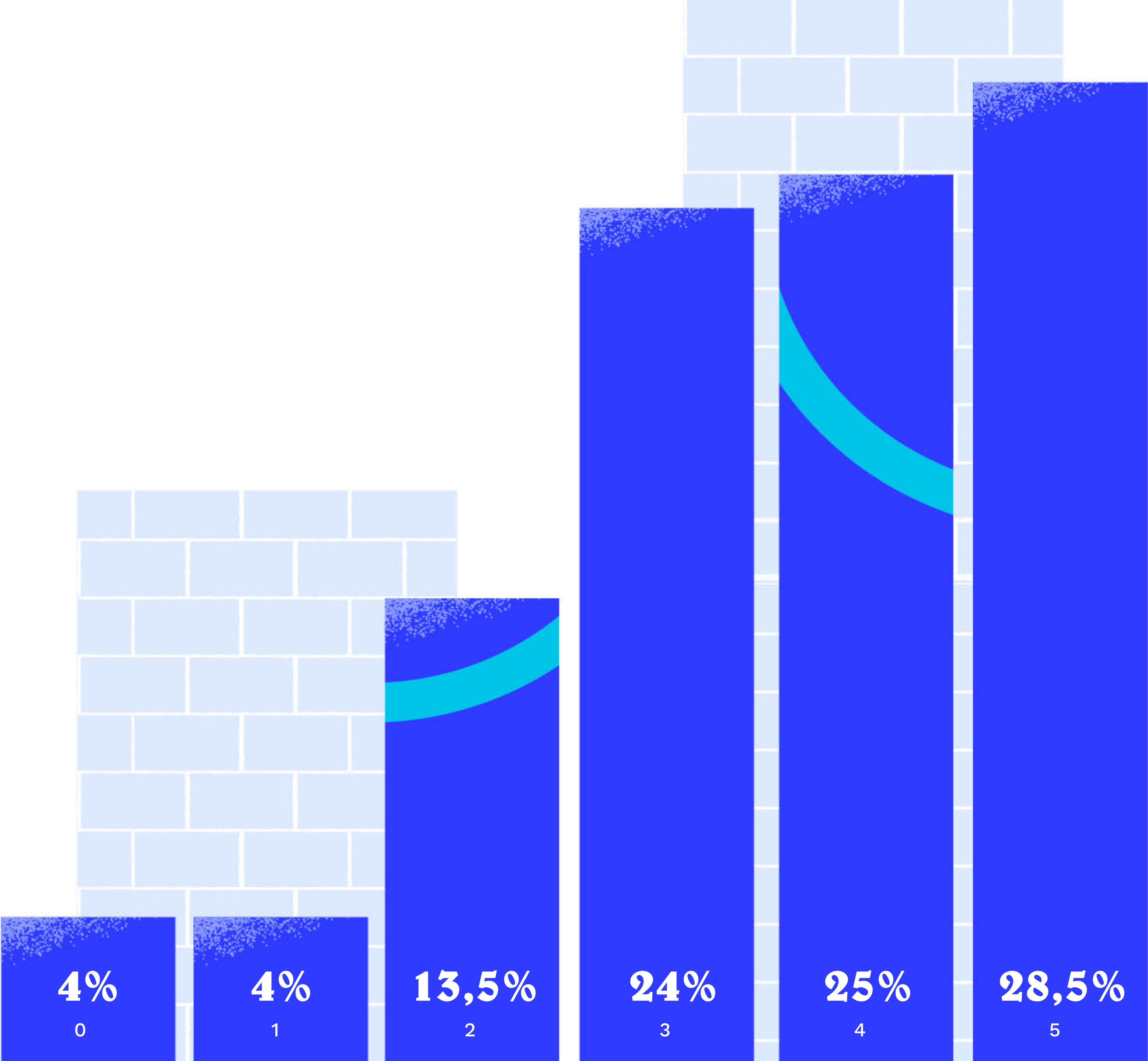
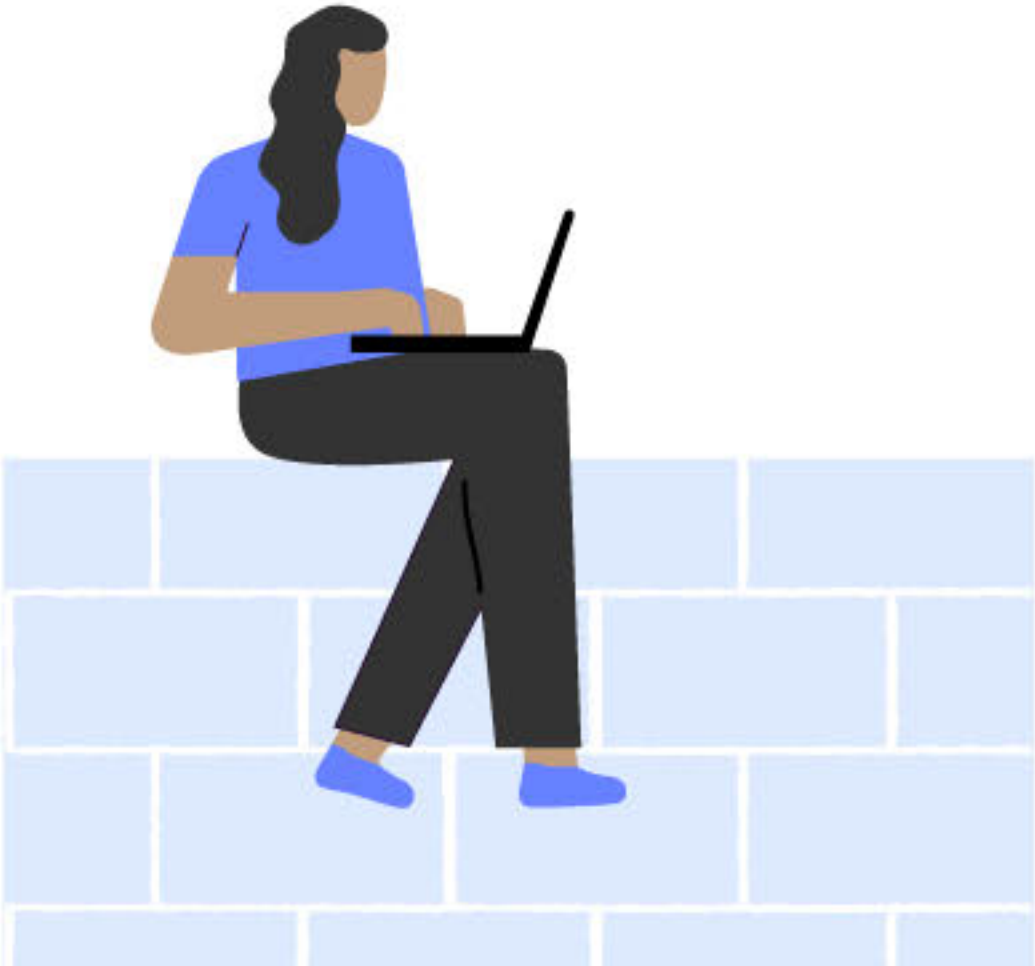


*total might not add up to 100 due to rounding

How well did the academic programme prepare students for their first position?

**0 being “Very poor, I had to learn everything from scratch” and *5 being “Perfectly, I knew everything I needed to know.”*

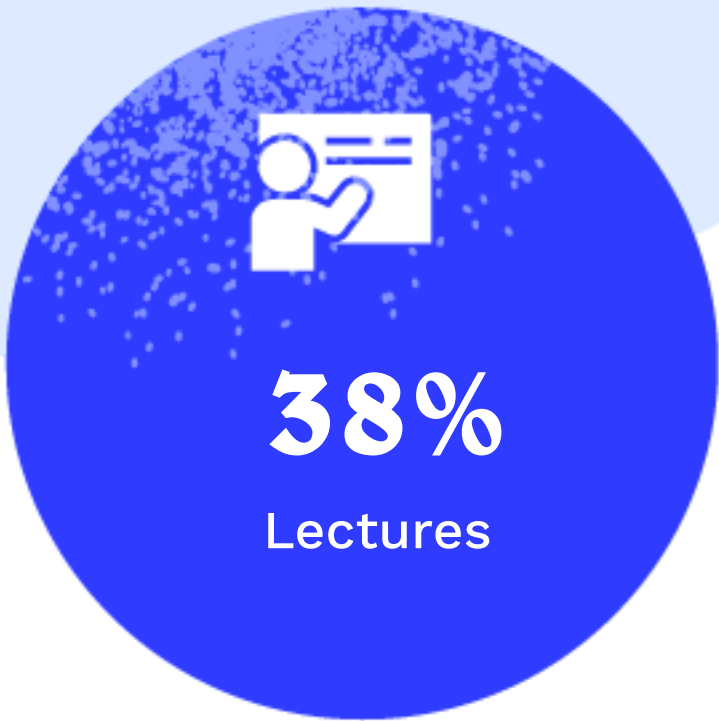
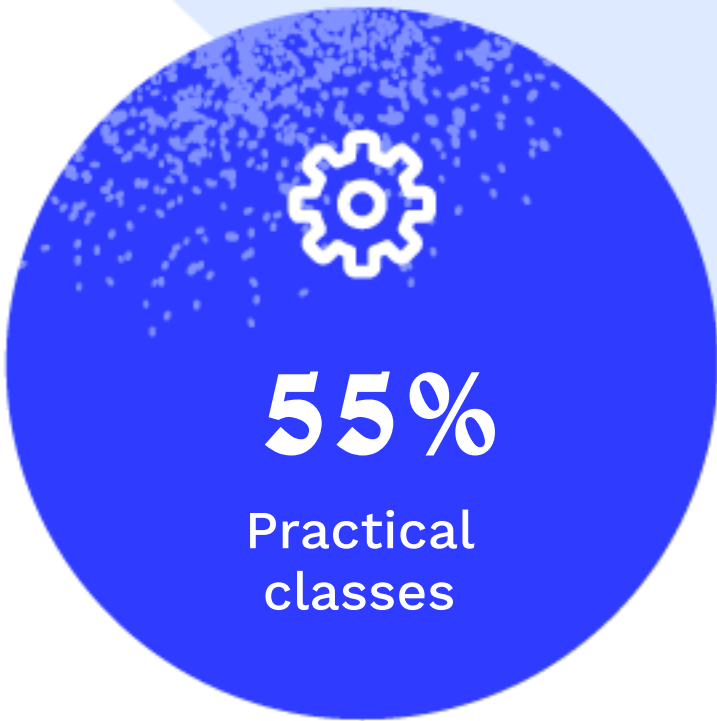
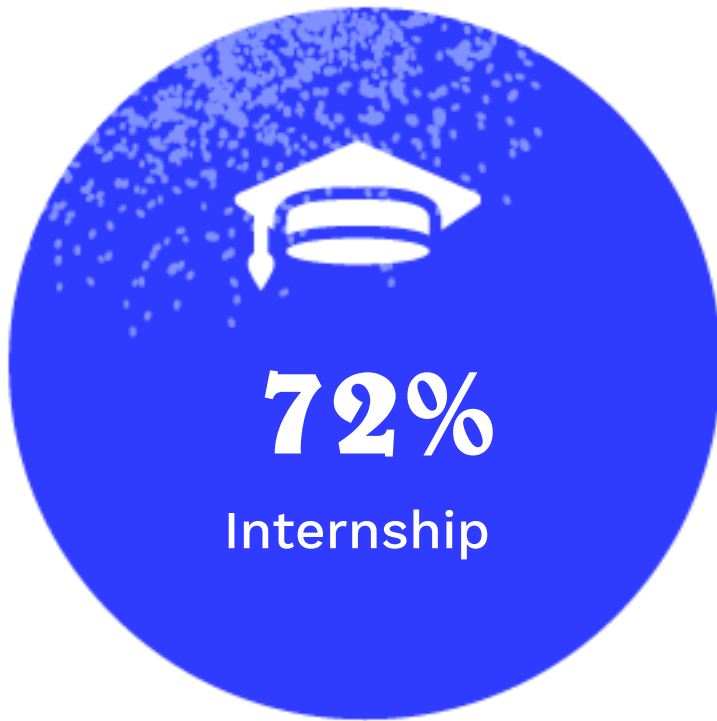
Over half of the respondents (53%) felt strongly about **being perfectly prepared after their academic programme**, while 38% remained neutral in rating.



*total might not add up to 100 due to rounding

Looking back on what you studied, the most useful part of the programme was...

Hands-on experiences like **internships** and **practical classes** were the most popular choices, followed by **lectures** in the third position. This demonstrates that **students value practical experience**.



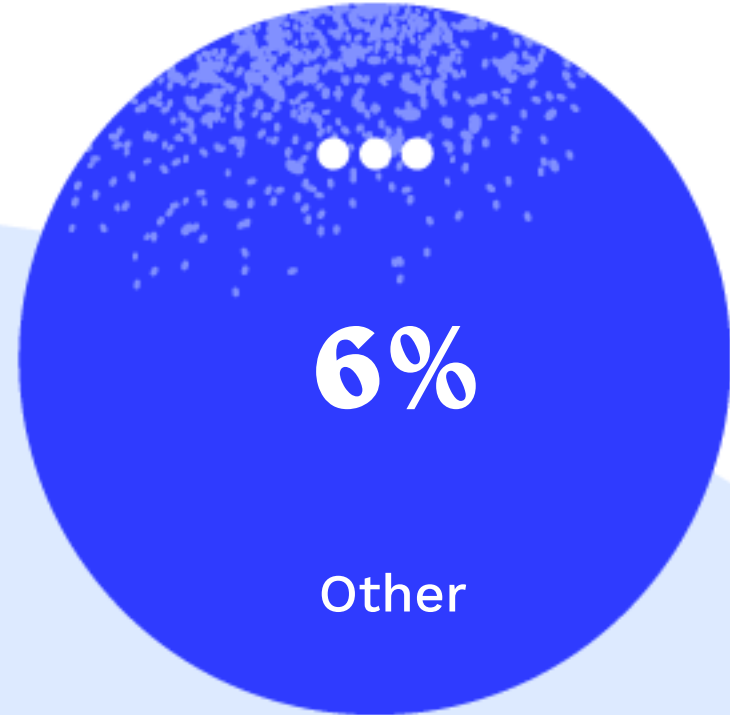
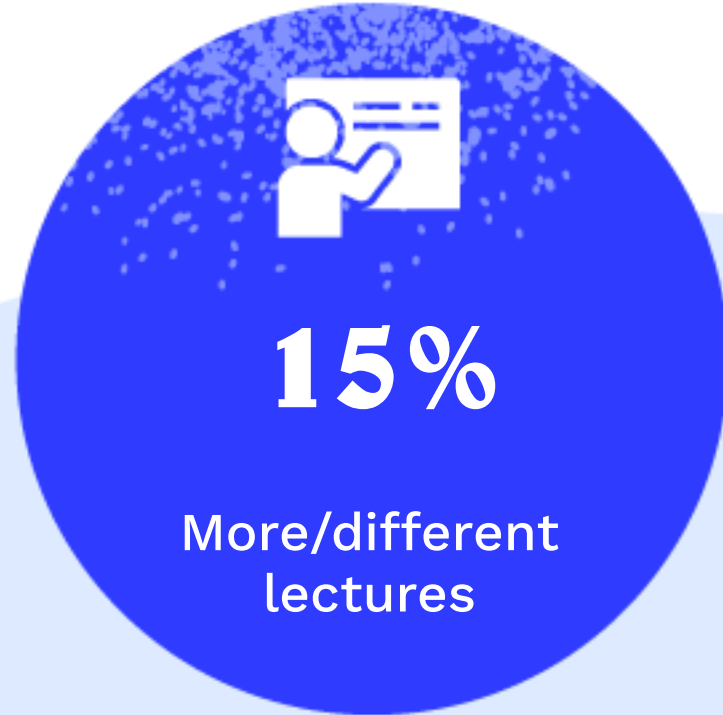
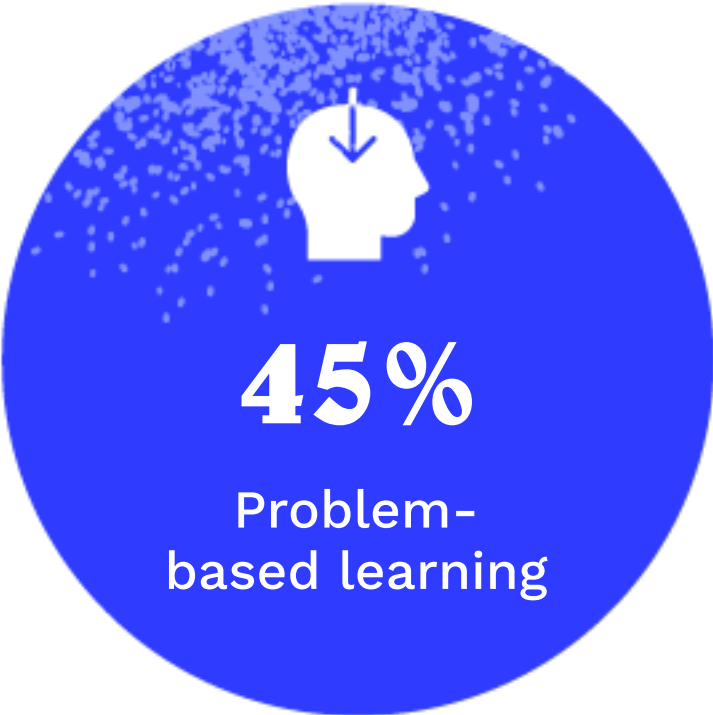
*total might not add up to 100 due to rounding

What more they had to say:

“The only thing I would like to suggest is including more practical classes starting from the basics of service, e.g. No recent graduate is able to hold a supervisory position right away, so this will definitely help us when entering the workforce. Talking from my own experience, I’m finding it difficult to work my way up due to a lack of practical experience.”

Based on your experience, what was missing from your programme (or what should there be more of)?

Problem-based learning, industry visits and internships/work experience were the most voted for by respondents, all pointing towards students having wanted **more out of the classroom experience**.

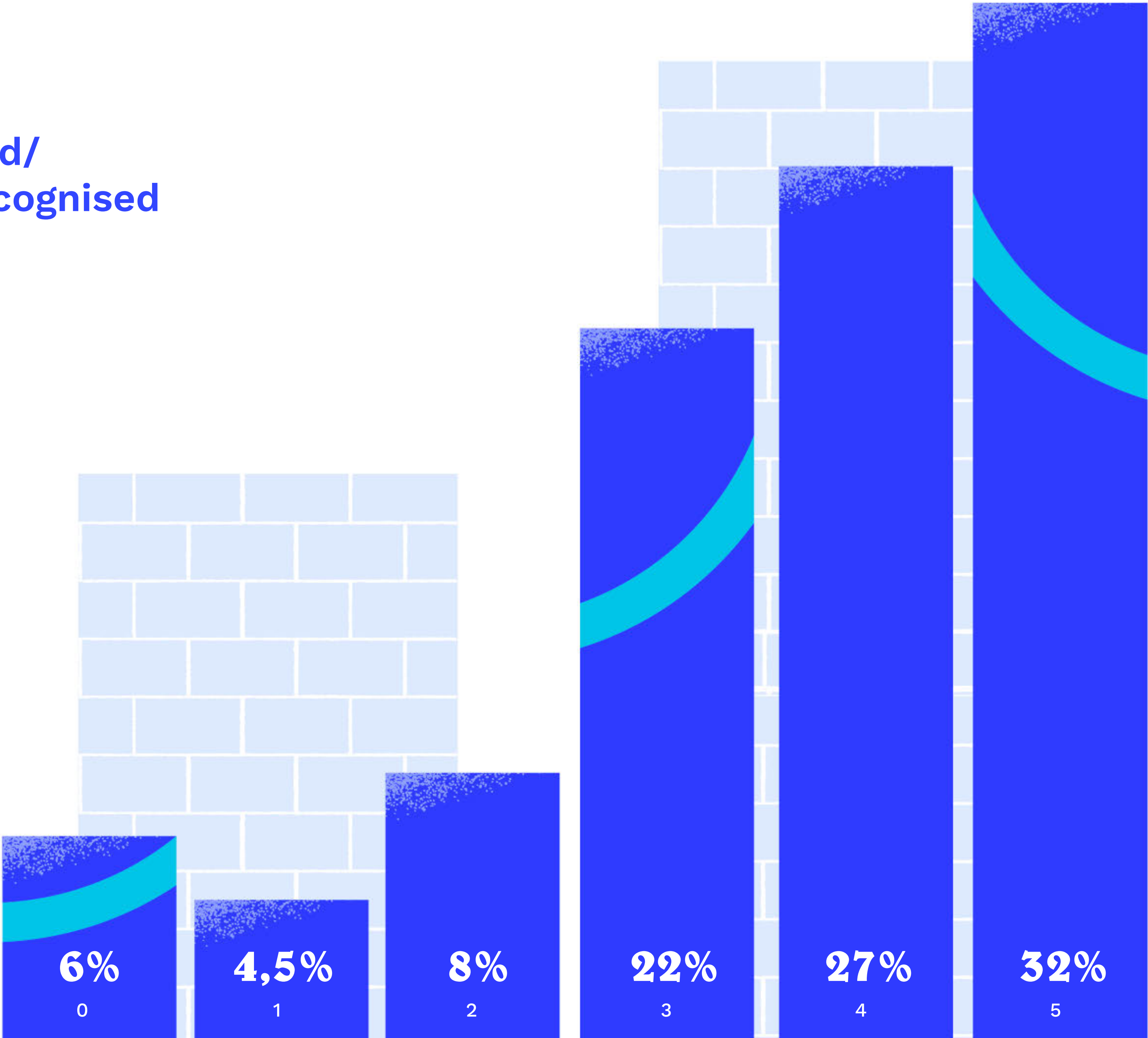


*total might not add up to 100 due to rounding

Has the programme you studied/ knowledge you gained been recognised and used by your employer?

**0 being “No, I could have done just as well without having studied” and *5 being “Yes, I’m valued and recognised because of my qualification”*

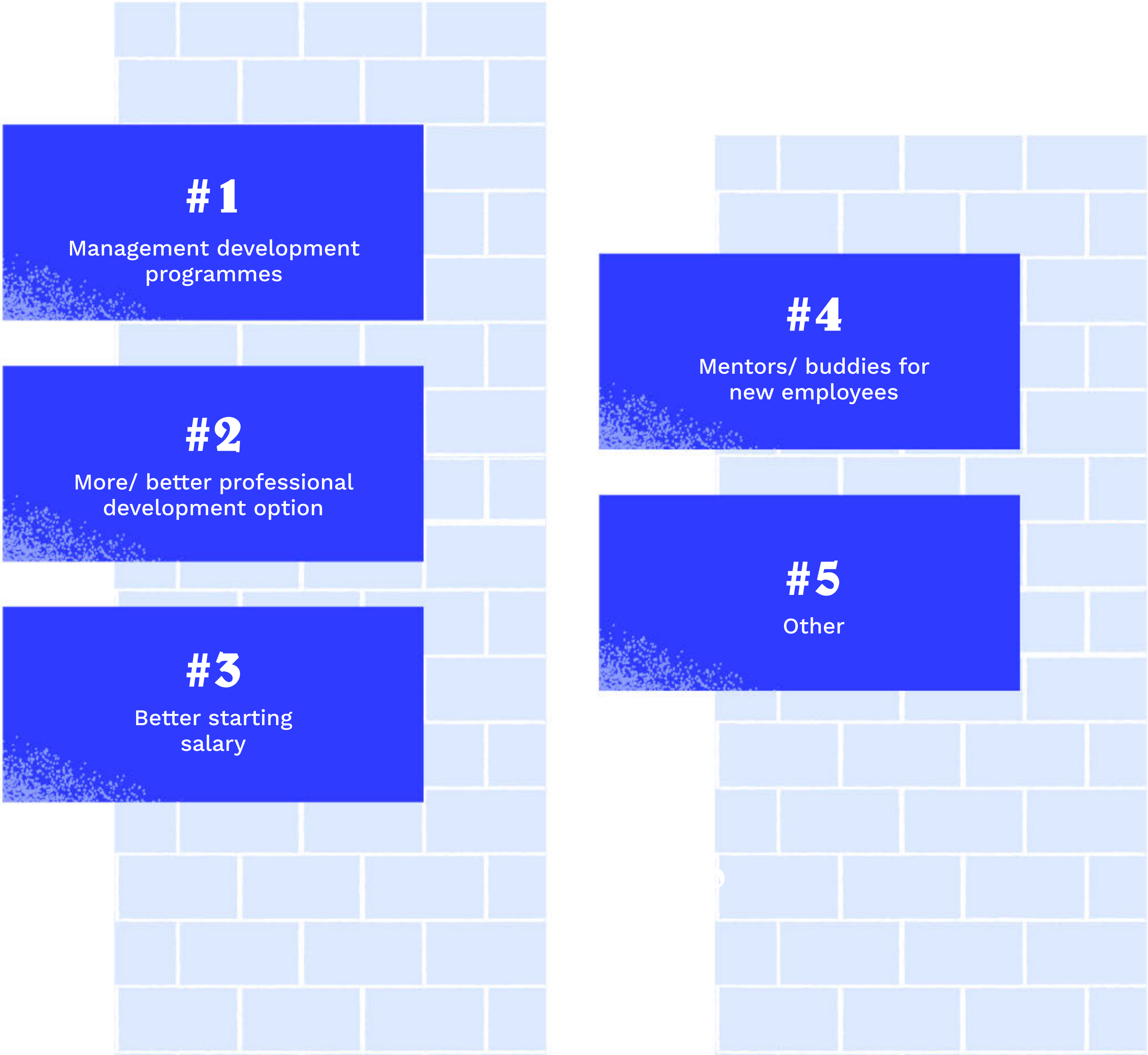
Close to 60% of the respondents feel that their studies and knowledge are **highly recognised and valued by their employers**. Only 5.9% of respondents felt that there is no recognition for their studies.



*total might not add up to 100 due to rounding

What more could/should employers and the industry do to help graduates?

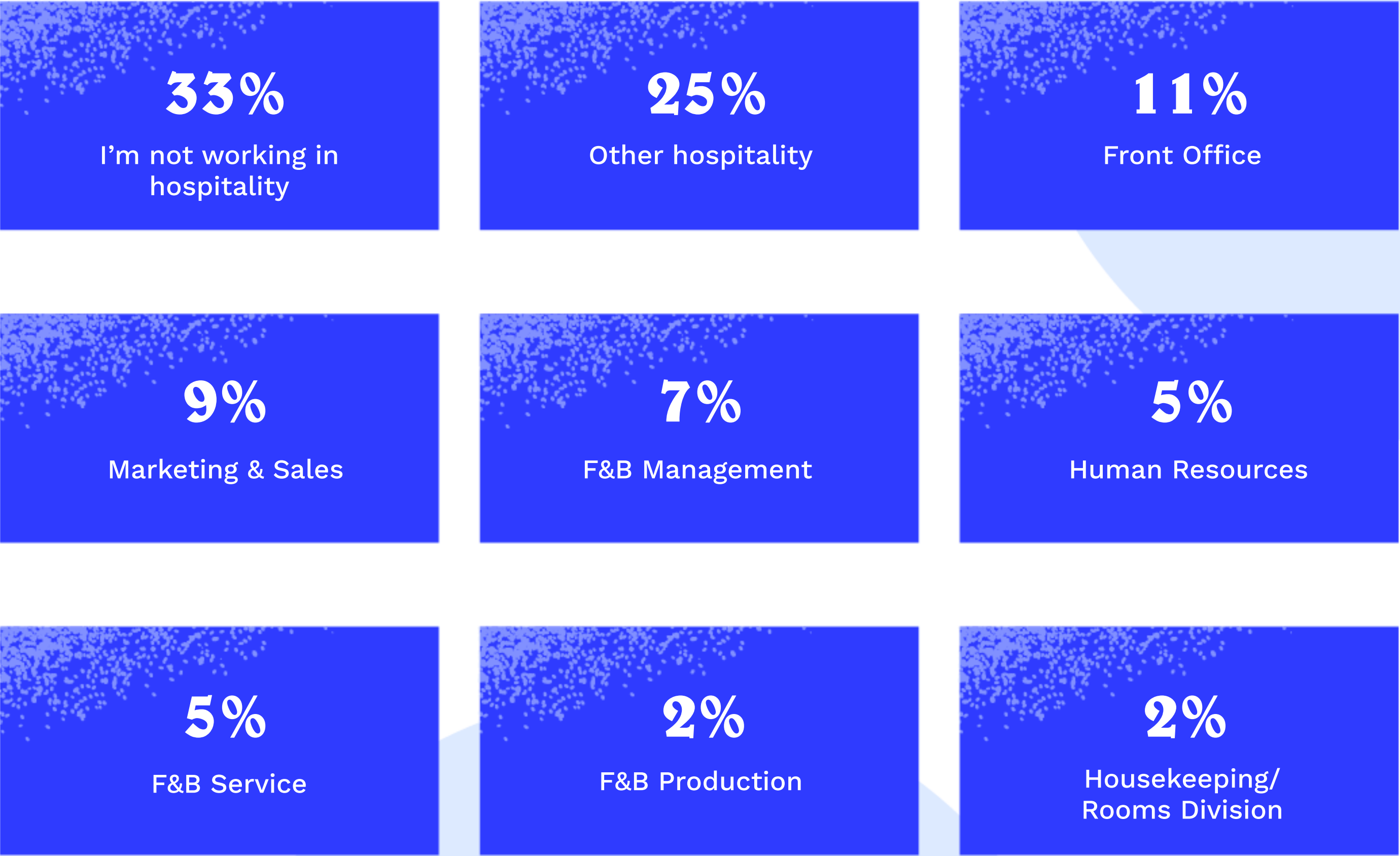
In terms of support from the industry, **professional and management development** were the most popular responses, followed by **higher salaries**. This result indicates that respondents are **eager to have opportunities for growth, and also value financial compensation**.



*total might not add up to 100 due to rounding

What department are you currently working in?

A third of the respondents are no longer working in hospitality. From the traditional hospitality departments, **front office, sales and marketing and F&B management** are the ones where most respondents are working in.

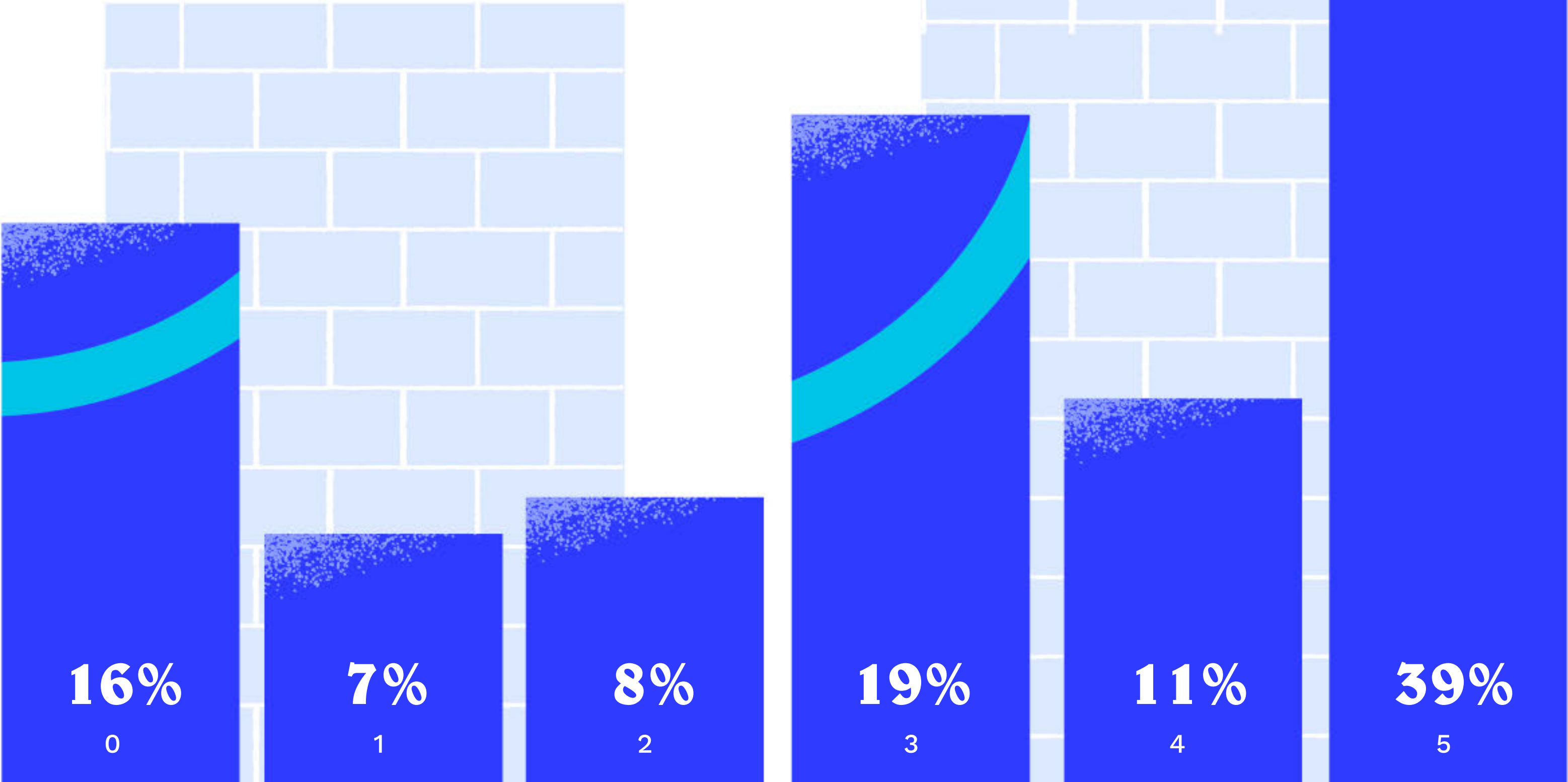


*total might not add up to 100 due to rounding

Are you still in/do you plan to stay in the industry?

*0 being “No, I’m out or plan to get out as fast as I can” and *5 being “Yes, this is my career now.”

About **39% of respondents show that they strongly agree with working in hospitality and intend to remain in it**, while 16% have indicated an intention to change careers.



*total might not add up to 100 due to rounding

hosco.



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

Thank you!