Course: Hospitality & Experience — credits: 5

Course code	FMVB26HEX
Name	Hospitality & Experience
Study year	2026-2027
ECTS credits	5
Language	Dutch, with parts in English
Coordinator	C.R. Dijkema
Modes of delivery	Tutorial
Assessments	Hospitality & Experience - Computer, organised by STAD examinations

Learning outcomes

1. The student explains the factors that contribute to the inclusive perception (experience) of end-users.
2. The student shows how an innovative experience fits with the organisational strategy or contributes to the organisational objectives.
3. The student applies environmental psychology and theories of hospitality to improving the experience.
4. The student uses different methods to measure the quality of the experience.

Content

In this section, the student gains knowledge that can be applied in the project. The hospitality knowledge acquired earlier in the programme is deepened. The overarching theme is experience. Related topics covered through articles are strategy, hospitality, environmental and experiential psychology, inclusiveness/diversity and working environment.
Assessment consists of a written examination with open questions.

Included in programme(s)

Facility Management

School(s)

Arts, Design & Built Environment

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