

Subject Name	Design for Hospitality
Subject Code	HTM537
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

The purpose of this subject is to provide students with an opportunity to consider the role of design in creating the hospitality experience. The hospitality experience is comprised of many different aspects, from the physical space of a building through to the service encounter and features and products that are used to create atmosphere and mood. As such, hospitality environments are created through a complex interplay of different elements, each of which contain a design element.

The subject takes as its premise the standpoint that managers of hospitality products and services should be aware of the role of design in the creation, development and successful operation of hospitality experiences. This is particularly significant in the hotel context where many design features and different component parts of a hotel come together in single space. The subject will enable students to have a better understanding of the design influences on hospitality experiences and it will equip them to think across disciplines and with a practical application.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Identify the elements that comprise the hospitality experience.
2. Discuss the role that designers play in creating the hospitality experience.
3. Identify different consumer types and how these needs are reflected in the design of hotels.
4. Critically evaluate different elements of design in creating hospitality environments (exterior, interior, service, products and branding).
5. Describe the roles and needs of different stakeholders in a hotel development/refurbishment process.
6. Think critically across different disciplines.
7. Demonstrate an understanding of the practical elements involved in hotel design.

Assessment Weighting:

Continuous Assessment	100%
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Indicative Content:

- The hospitality experience
- An introduction to hospitality environments
(Type of hotel, rooms, restaurants, lobby etc)
- Consumer types and market segmentation
- The influence of design in hospitality environments
- Elements of design
(Webpage design, image, mood, atmosphere, products, signage, uniforms etc).
- Design elements of marketing and branding
- Design of service delivery
- Interior design
- Working with different stakeholders
- The Hotel ICON