

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM4360
Subject Title	Experience Mapping in Hospitality, Tourism and Events
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>This subject allows students to utilize the knowledge from other courses in order to map and diagram the customer experience in hospitality, tourism, and events. It aims to teach students how to think from customer's perspective and understand the experience ecosystem to create and cater personalized service experiences. Students gain a holistic understanding about the importance of mapping personalized service experiences in hospitality, tourism, and events, and recognize where organization's goals and customer's perspectives intersect.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> - Understand the importance of experience mapping from industry and customer perspectives. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> - Mapping and identify touchpoints in an experience journey from customer's perspective. - Identify emotional and psychological concern in customer's experience journey. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> - Catering services according to customer's experience journey map. <p>D. Effective Communicators</p> <ul style="list-style-type: none"> - Be able to convey the message effectively within organization in order to come up with the best experience mapping. - Be recognized when deliver the sensitive message to customers. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> - Be resilience and adapt to the difficulties and unforeseen circumstance which may affect customer experience mapping. <p>F. Ethical Leader</p> <ul style="list-style-type: none"> - Be able to communicate with colleagues or employees from

	<p>different backgrounds, gender, culture.</p> <ul style="list-style-type: none"> - Create a harmony Innovation and Entrepreneurship in a workplace among diversity and respond appropriately to ethical issues in different organization / company settings. (IE outcome e) <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> - Understand and appropriately accommodate diverse group of customer.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> a. Concept of customer-centric and personalized service experiences b. Understanding the experience ecosystem c. Mapping customer journeys d. Developing experience diagrams in hospitality, tourism, and events e. Connecting brand identity and brand experiences with experience mapping f. Facilitating and mapping personalized services in hospitality, tourism, and events g. Developing the action plan for experience map