

Hotelschool The Hague

Executive Report

National Student Survey (NSE) 2025 Results



**HOTELSCHOOL
THE HAGUE**
Hospitality Business School

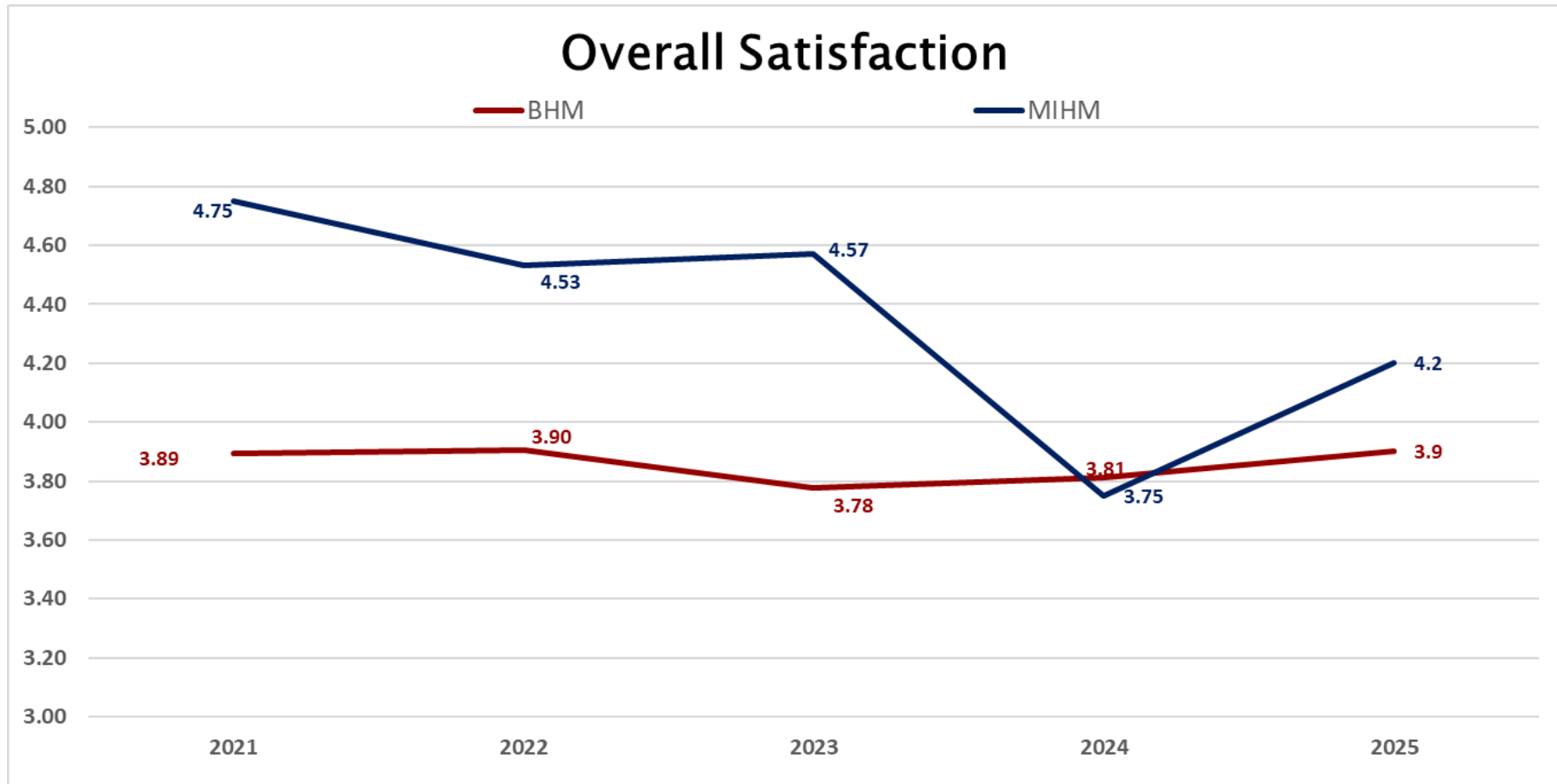
Key questions for analysis – National Student Survey

- How satisfied are you with your course programme in general?
- The atmosphere in your course programme
- Based on my experiences so far, I would choose this course programme again
- *Theme score:* Content & organisation
- *Theme score:* Connection to professional practice
- *Theme score:* Teachers
- *Theme score:* Guidance & counseling
- *Theme score:* Examination & assessment
- *Theme score:* Engagement & contact

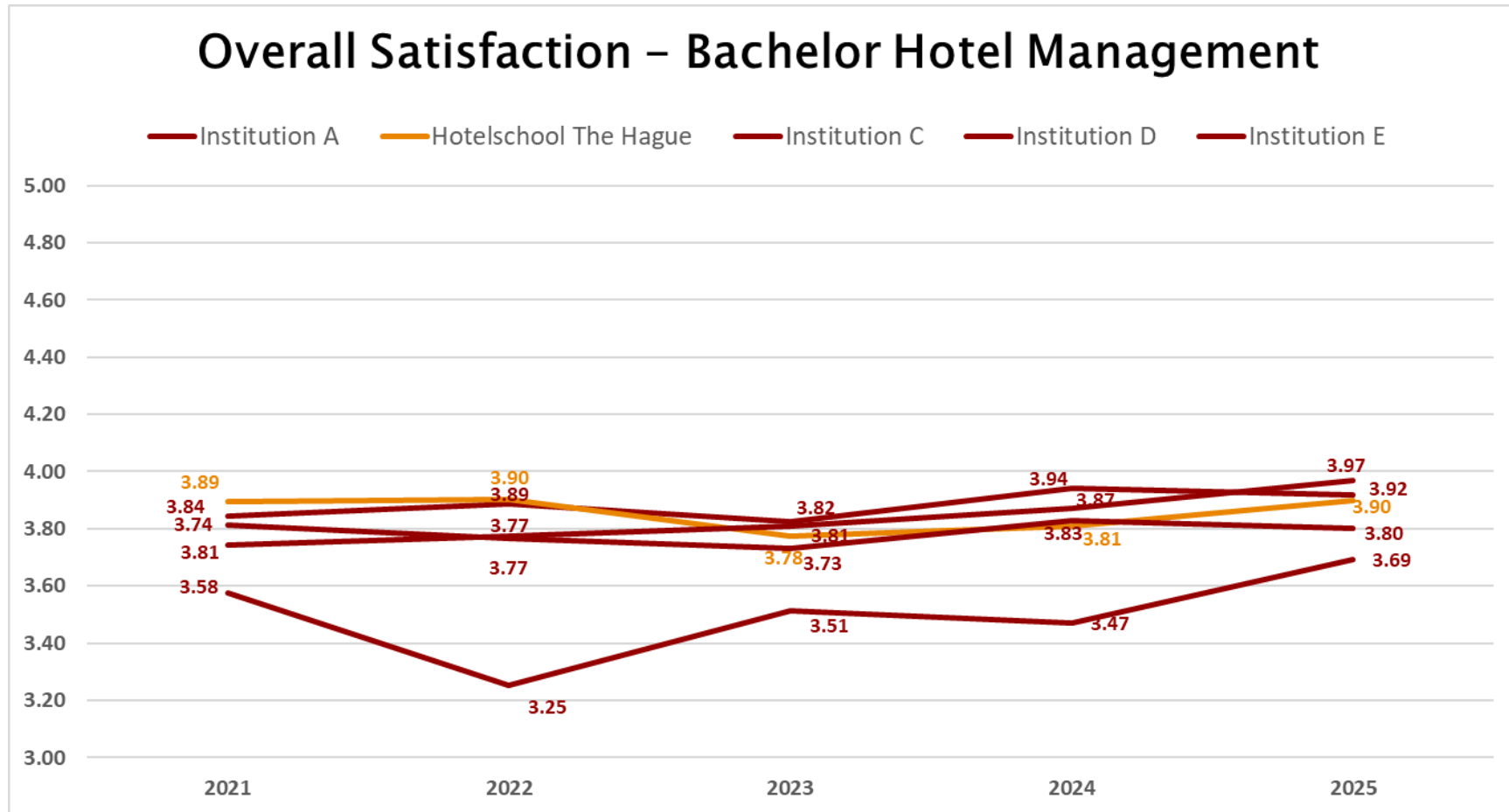
Presentation Programme Codes

Hotelschool The Hague	
BHM	Bachelor Hotel Management (full-time)
MIHM	Master International Hospitality Management (full-time)

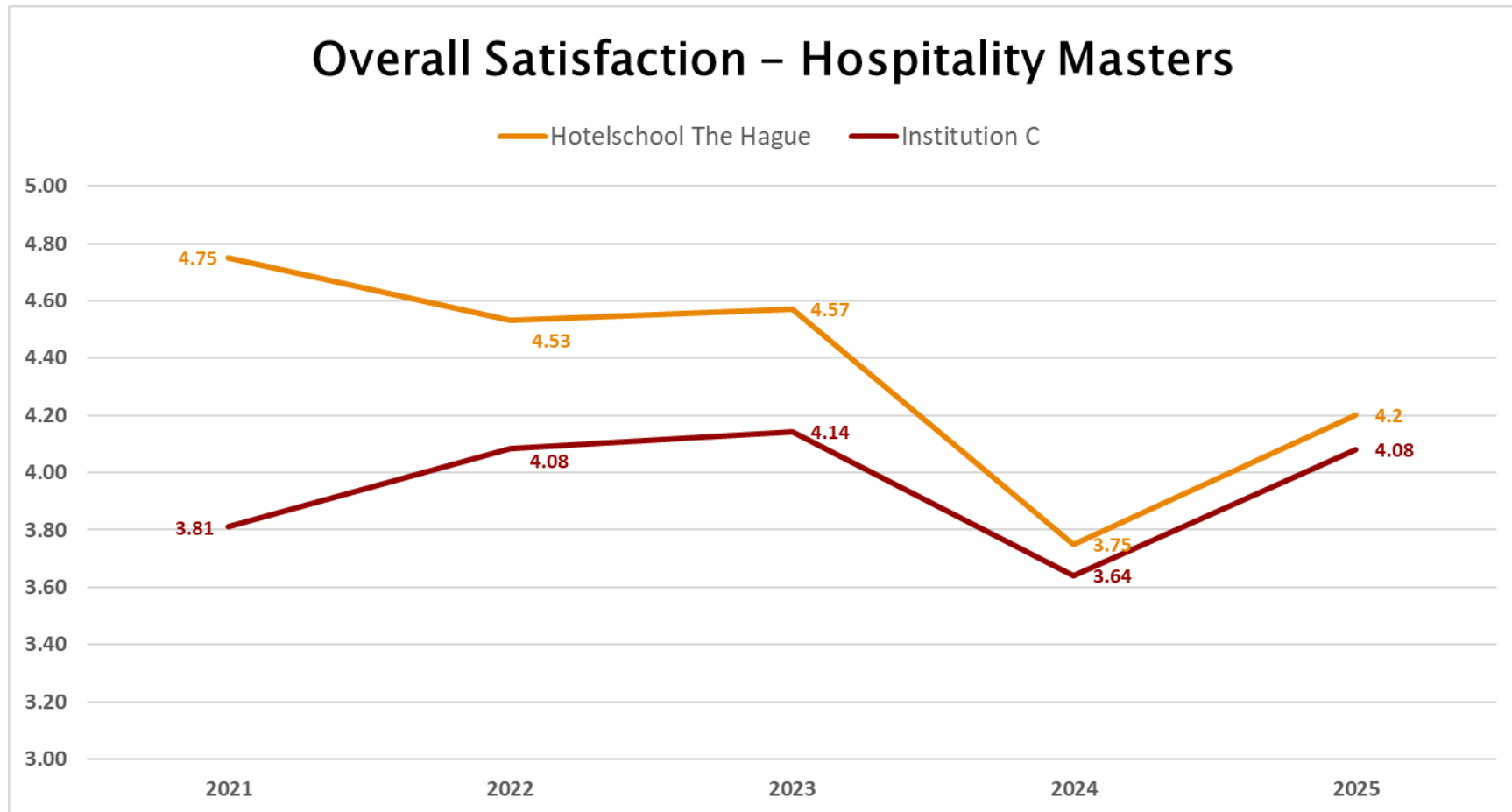
Overall Satisfaction, Hotelschool The Hague programmes



Overall Satisfaction – DHMSA Institution Comparison



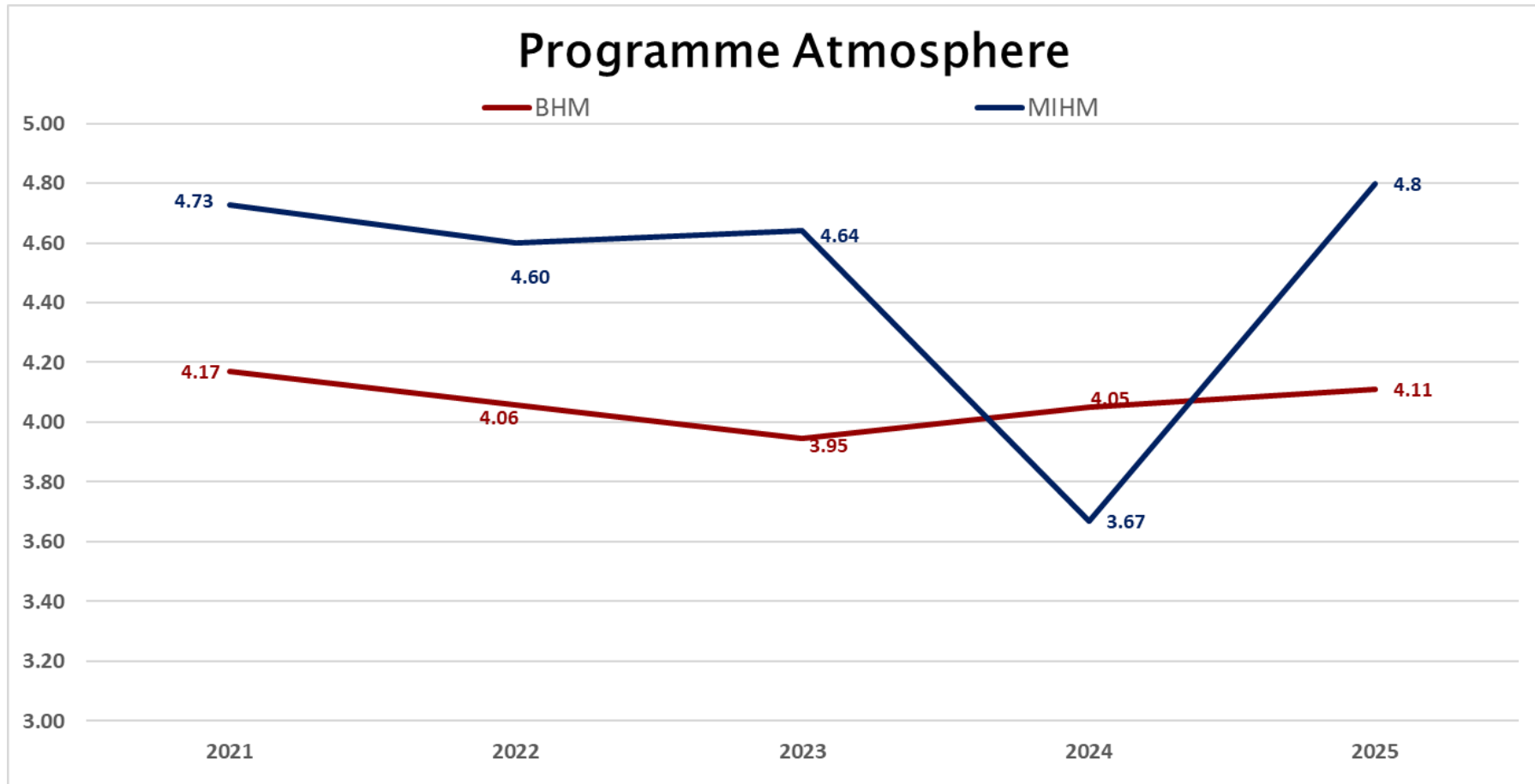
Overall Satisfaction – DHMSA Institution Comparison



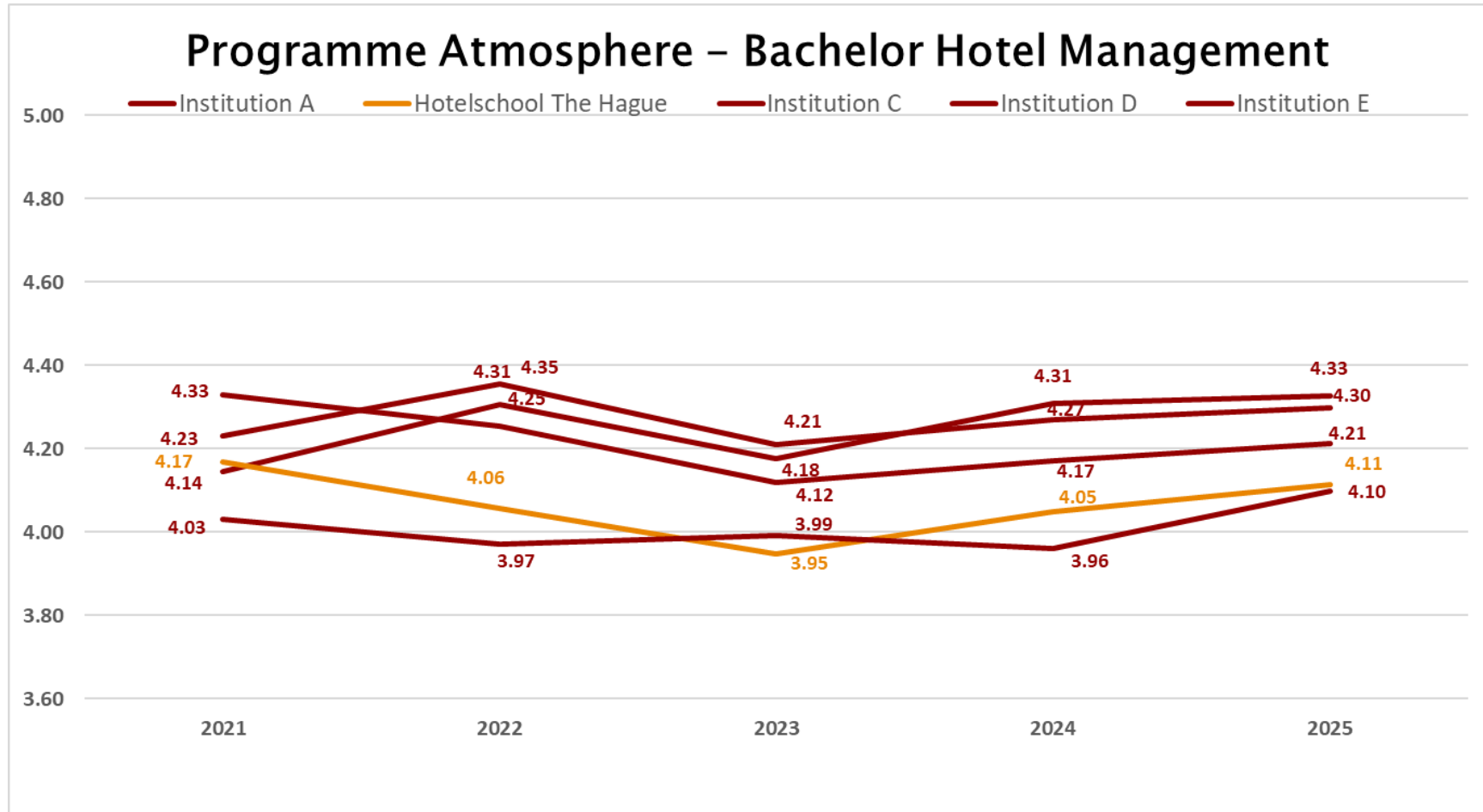
Key Results – Overall Satisfaction

- Overall student satisfaction with the Bachelor Hotel Management (full time) has continued to increase since 2023 and remains above the required minimum satisfaction average of 3.75.
- Overall student satisfaction with the Master International Hospitality Management (full time) has increased since 2024 and is once again above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction overall in the Bachelor Hotel Management (full time) at Hotelschool The Hague remains in the middle of the pack.
- Compared across all applicable DHMSA institutions, student satisfaction overall in the hospitality Masters programme (full time) at Hotelschool The Hague remains the highest of the DHMSA institutions.

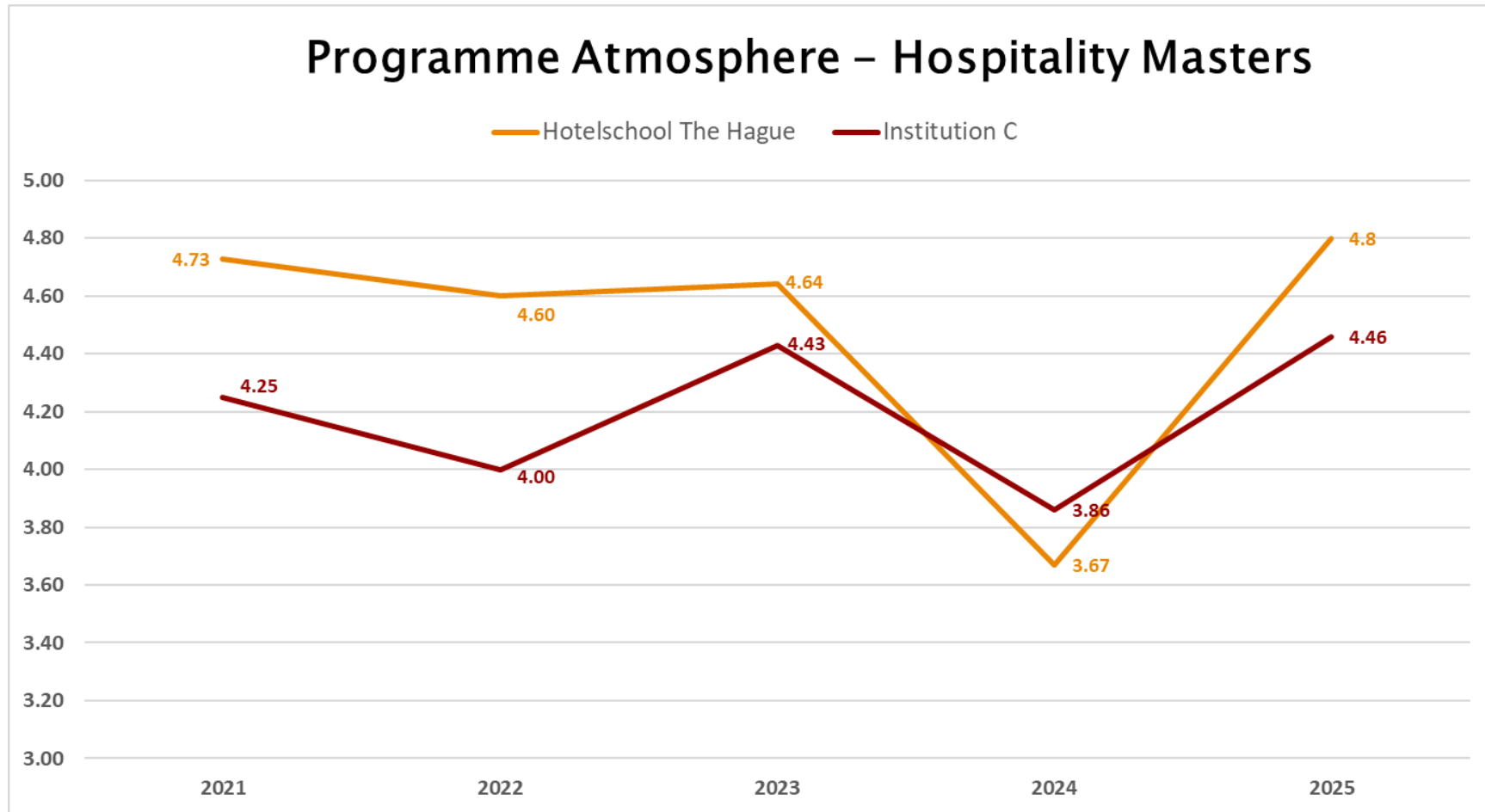
Programme Atmosphere – Hotelschool The Hague programmes



Programme Atmosphere – DHMSA Institution Comparison



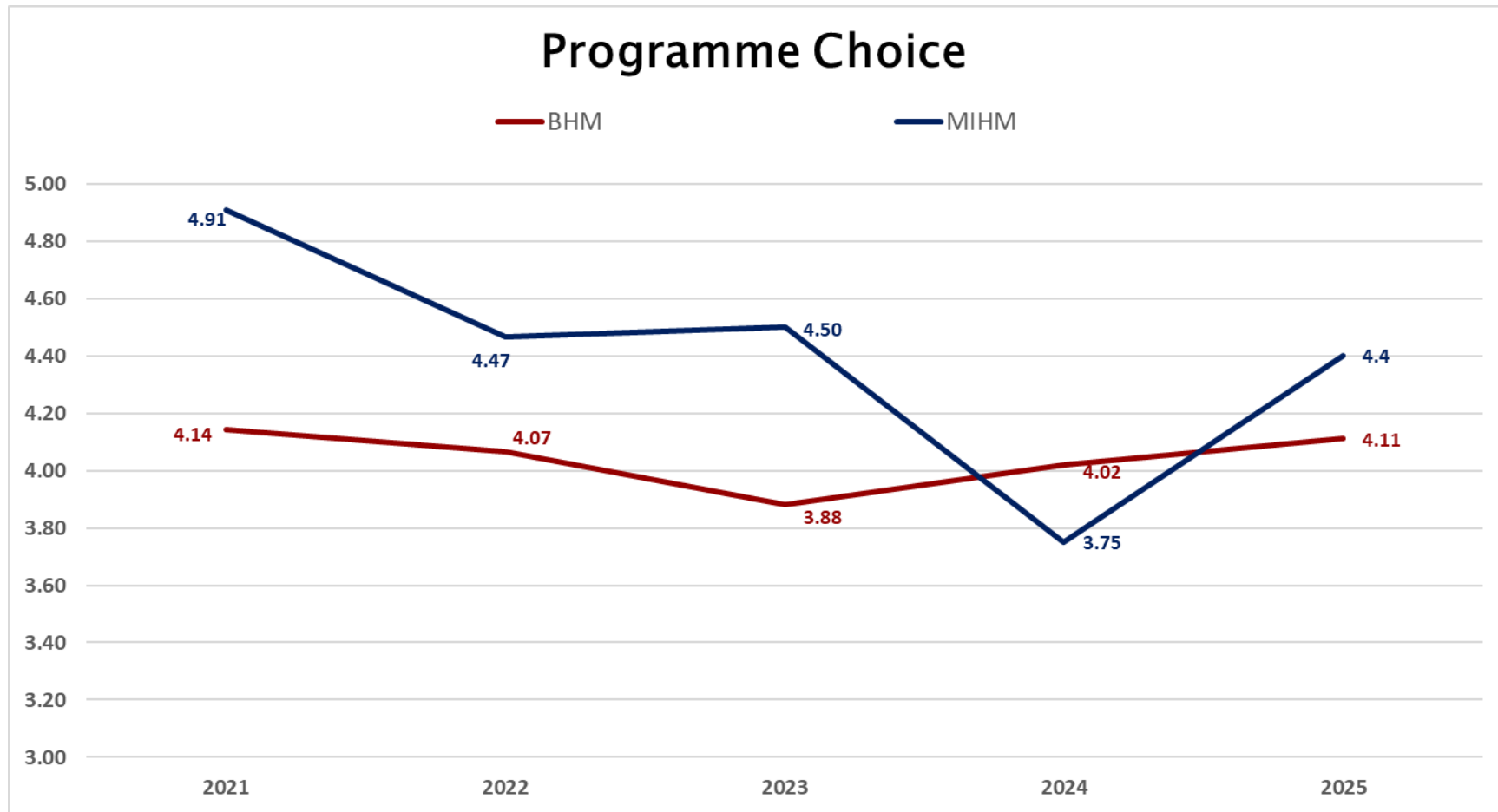
Programme Atmosphere – DHMSA Institution Comparison



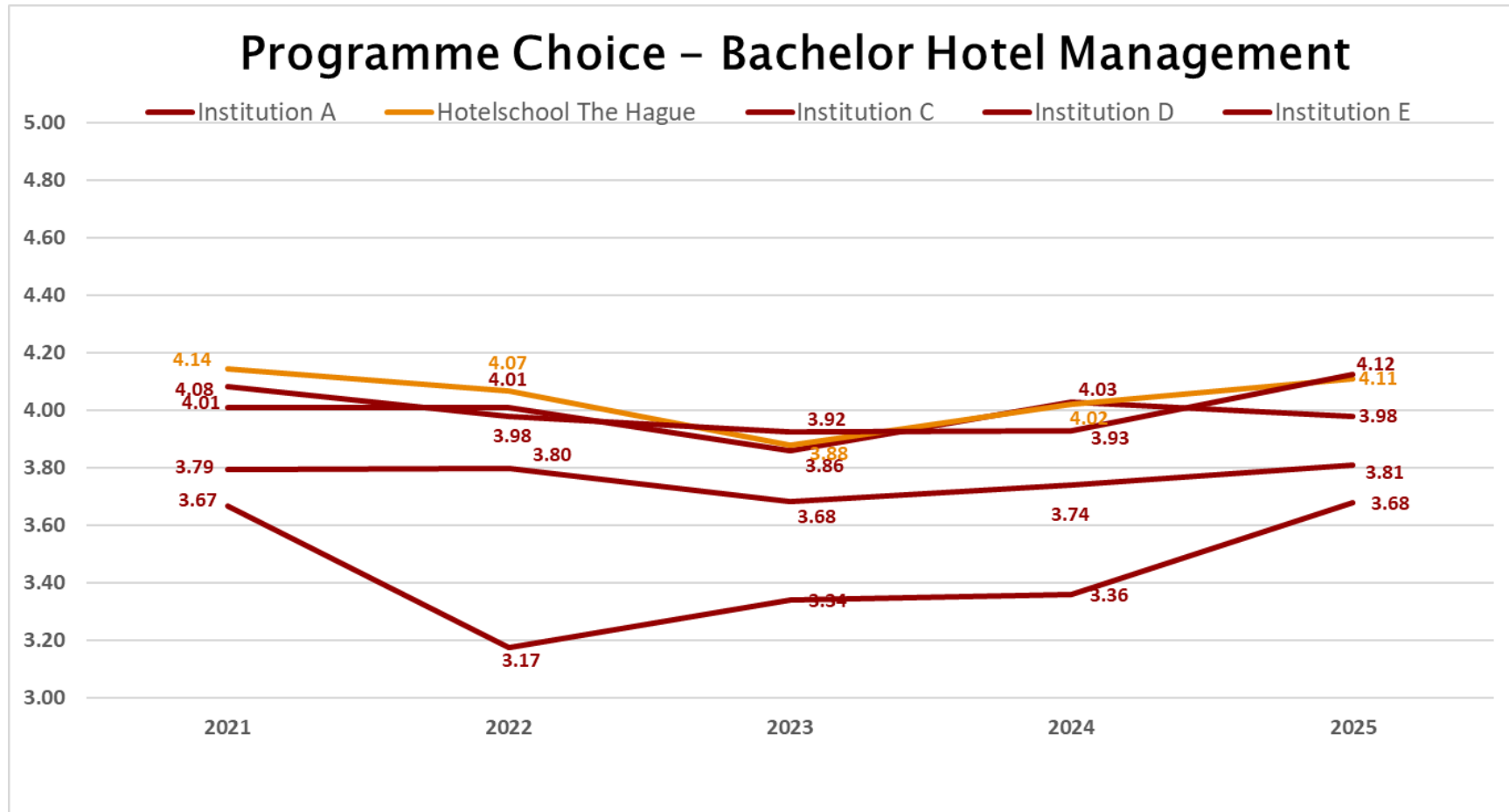
Key Results – Programme Atmosphere

- Student satisfaction with the programme atmosphere in Bachelor Hotel Management (full time) has continued to increase since 2023 and remains above the required minimum satisfaction average of 3.75.
- Student satisfaction with the programme atmosphere in Master International Hospitality Management (full time) has increased sharply since 2024 and is once again above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with the programme atmosphere in the Bachelor Hotel Management (full time) at Hotelschool The Hague remains on the lower end of the scale.
- Compared across all applicable DHMSA institutions, student satisfaction with the programme atmosphere in the hospitality Masters programme (full time) at Hotelschool The Hague is once again the highest of the DHMSA institutions.

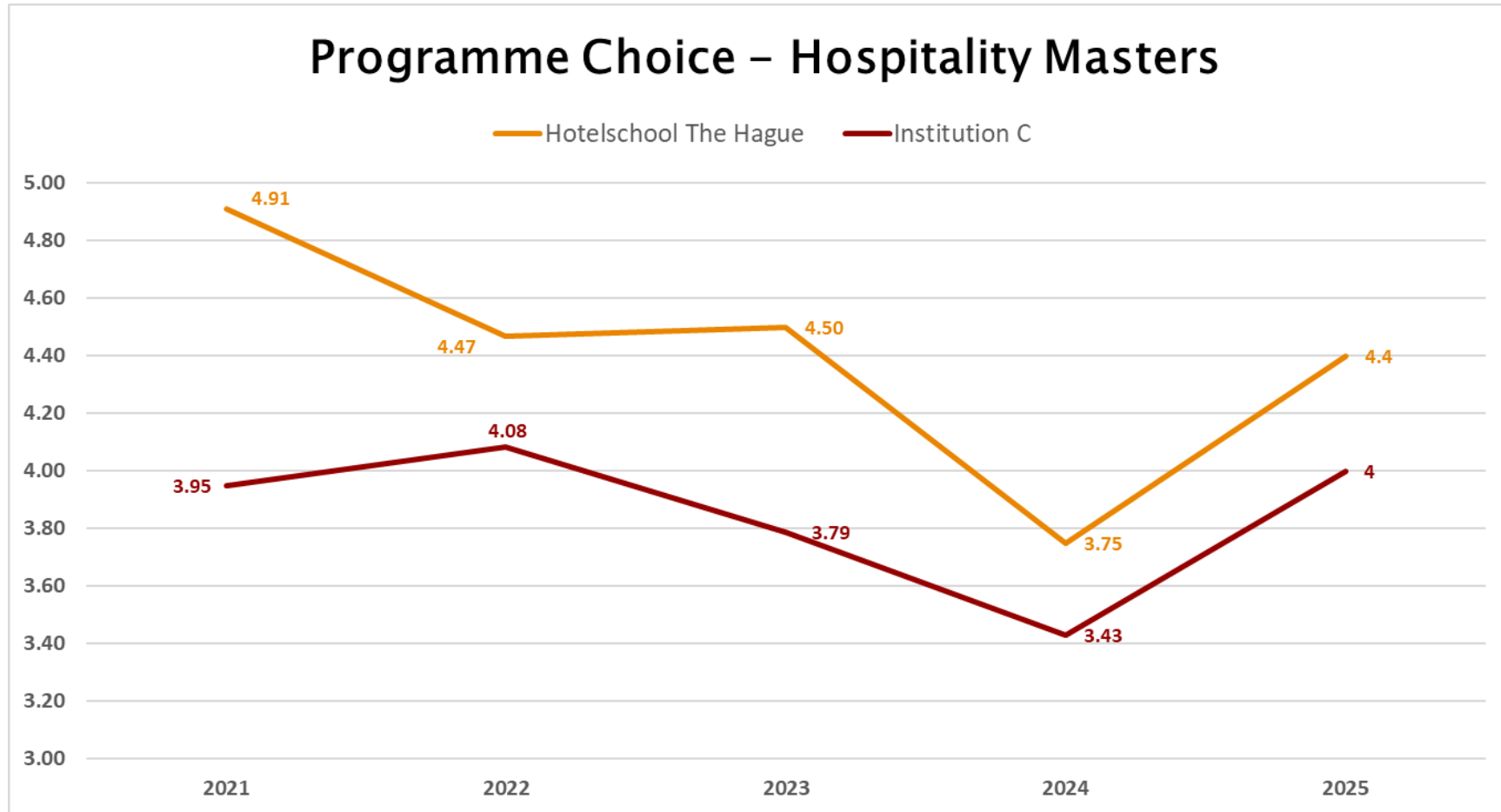
Programme Choice – Hotelschool The Hague programmes



Programme Choice – DHMSA Institution Comparison



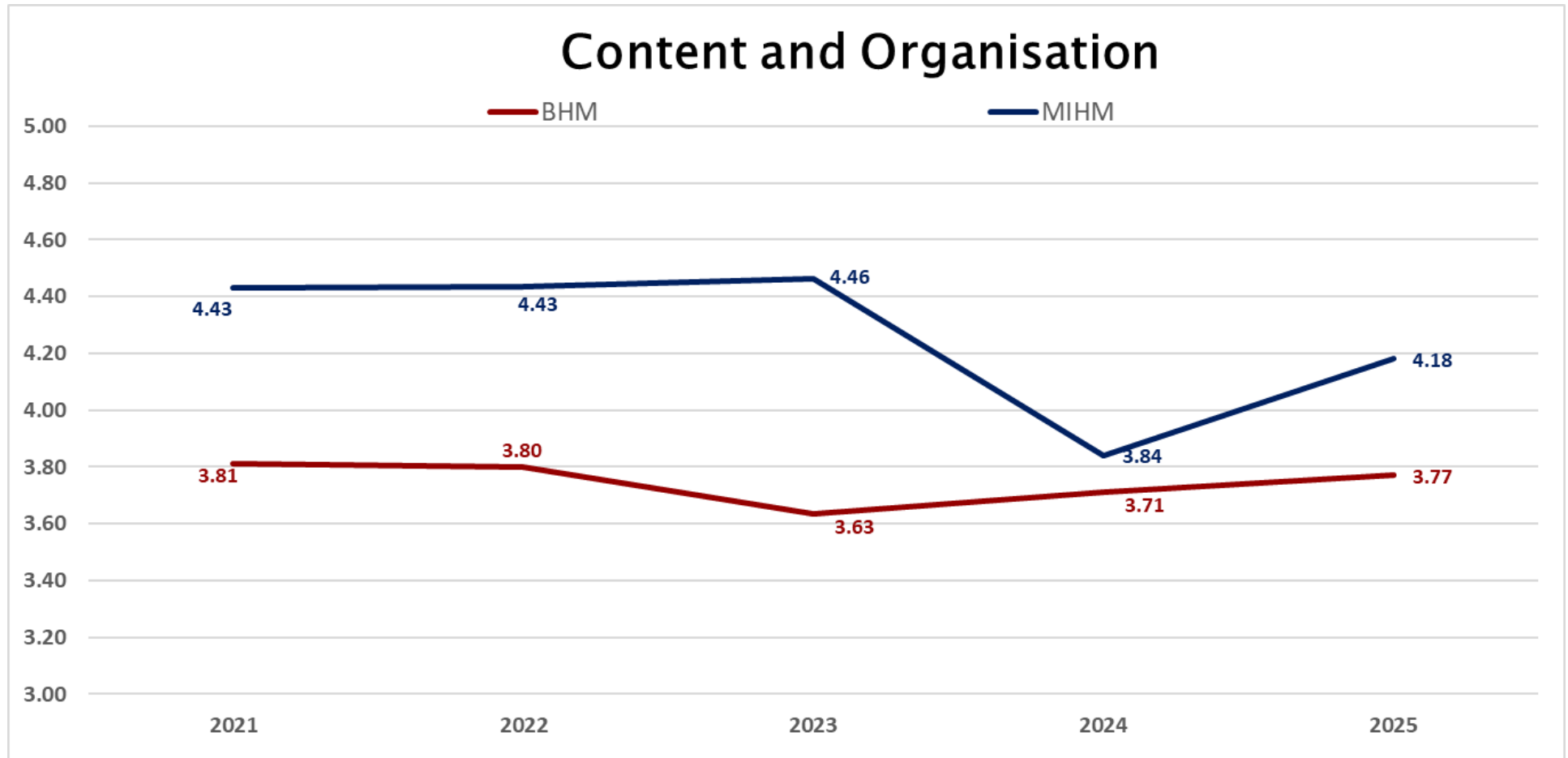
Programme Choice – DHMSA Institution Comparison



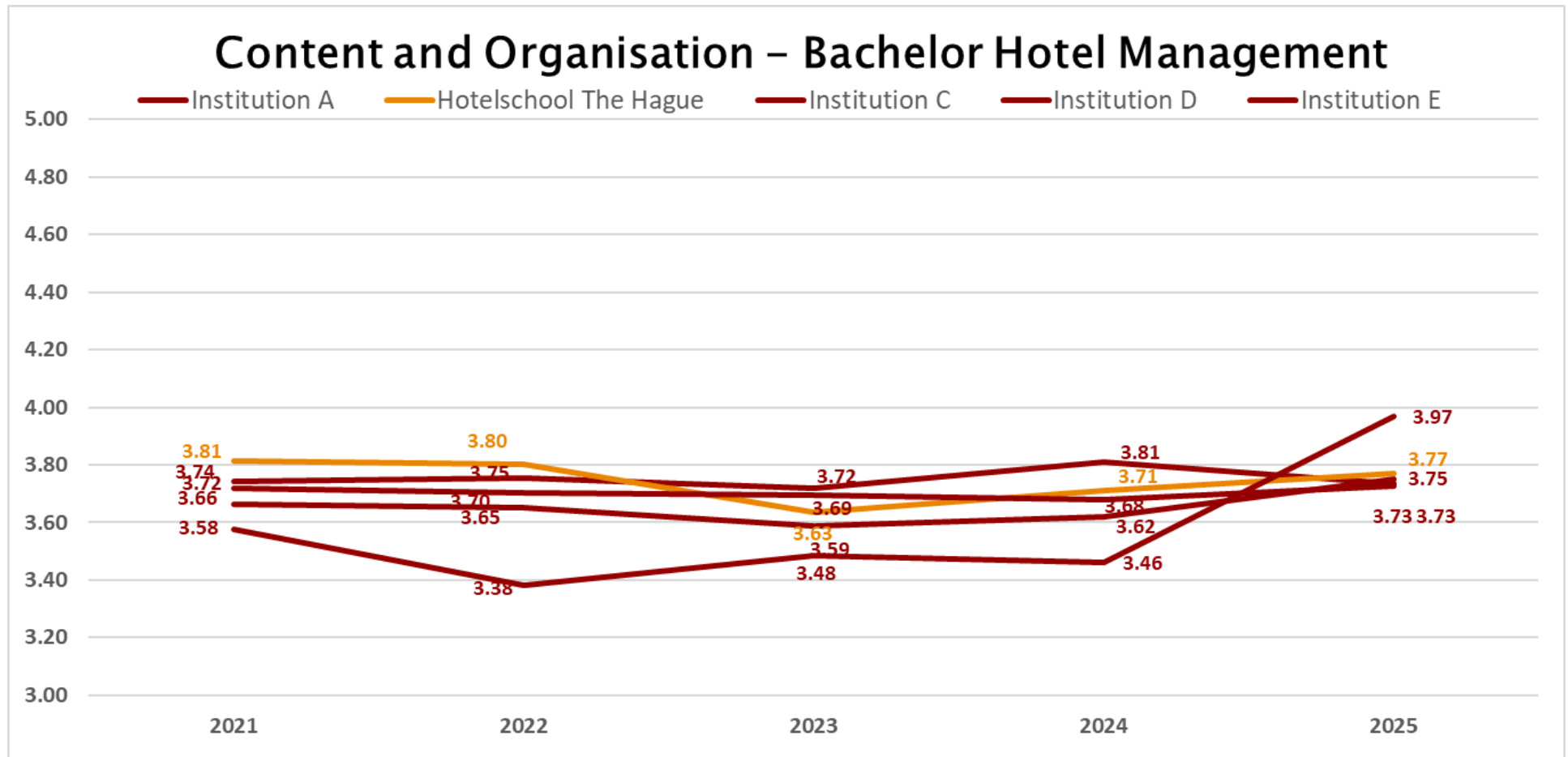
Key Results – Programme Choice

- Student satisfaction with their programme choice in the Bachelor Hotel Management (full time) has continued to increase since 2023 and remains above the required minimum satisfaction average of 3.75.
- Student satisfaction with their programme choice in Master International Hospitality Management (full time) has increased sharply since 2024 and is once again above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme choice in the Bachelor Hotel Management (full time) at Hotelschool The Hague remains on the higher end of the scale.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme choice in the hospitality Masters programme (full time) at Hotelschool The Hague remains the highest of the DHMSA institutions.

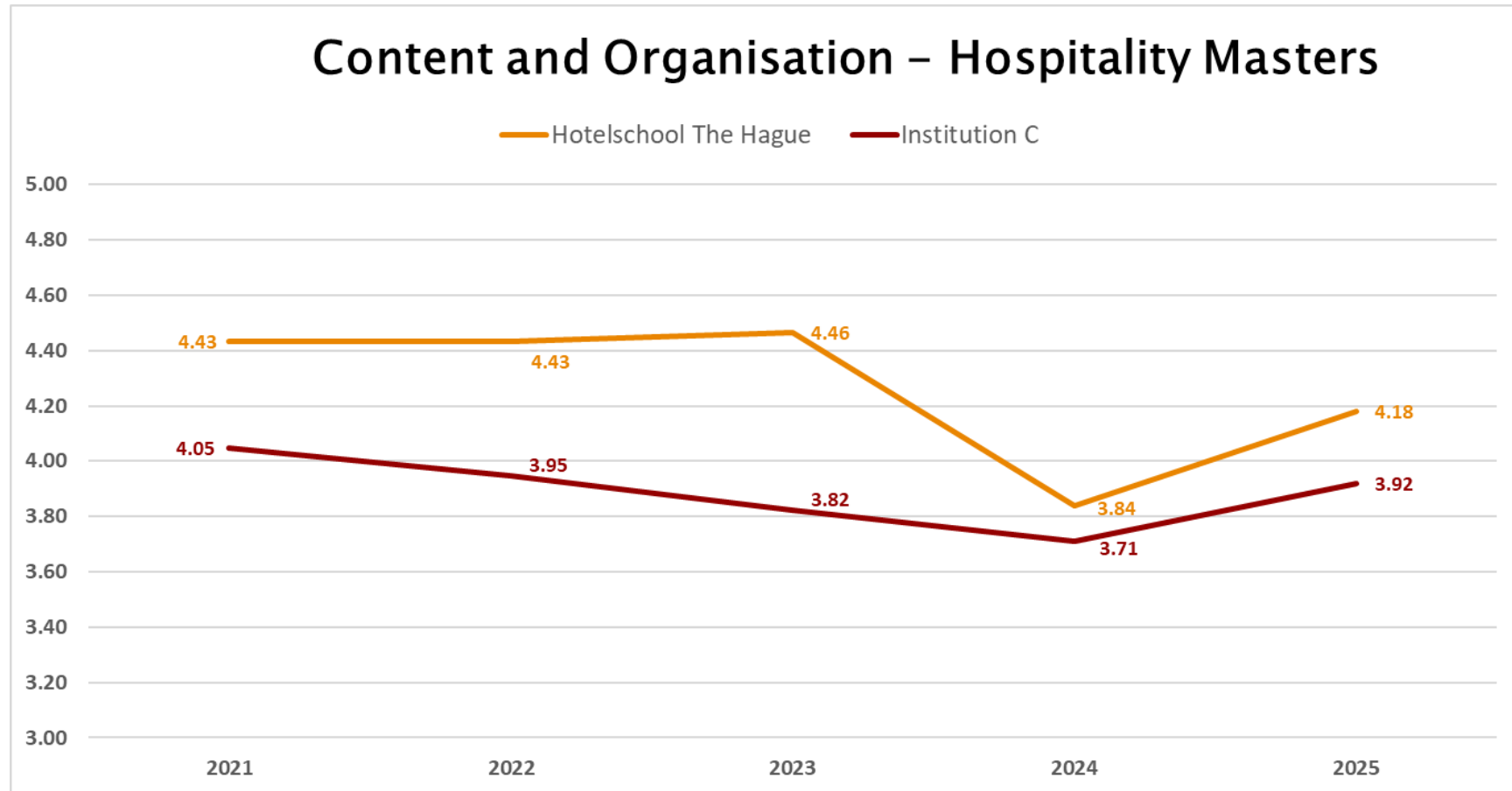
Content and Organisation – Hotelschool The Hague programmes



Content and Organisation – DHMSA Institution Comparison



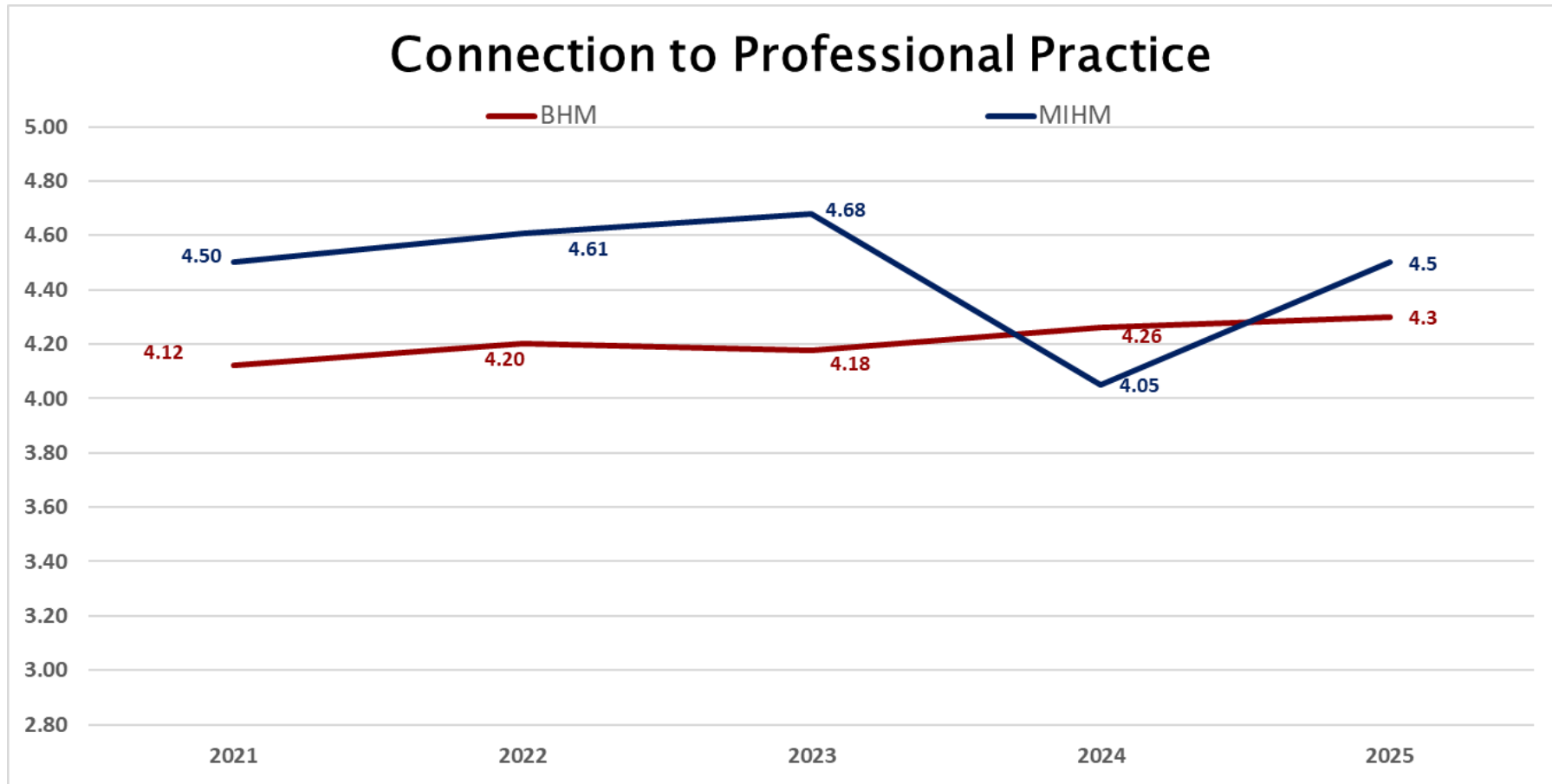
Content and Organisation – DHMSA Institution Comparison



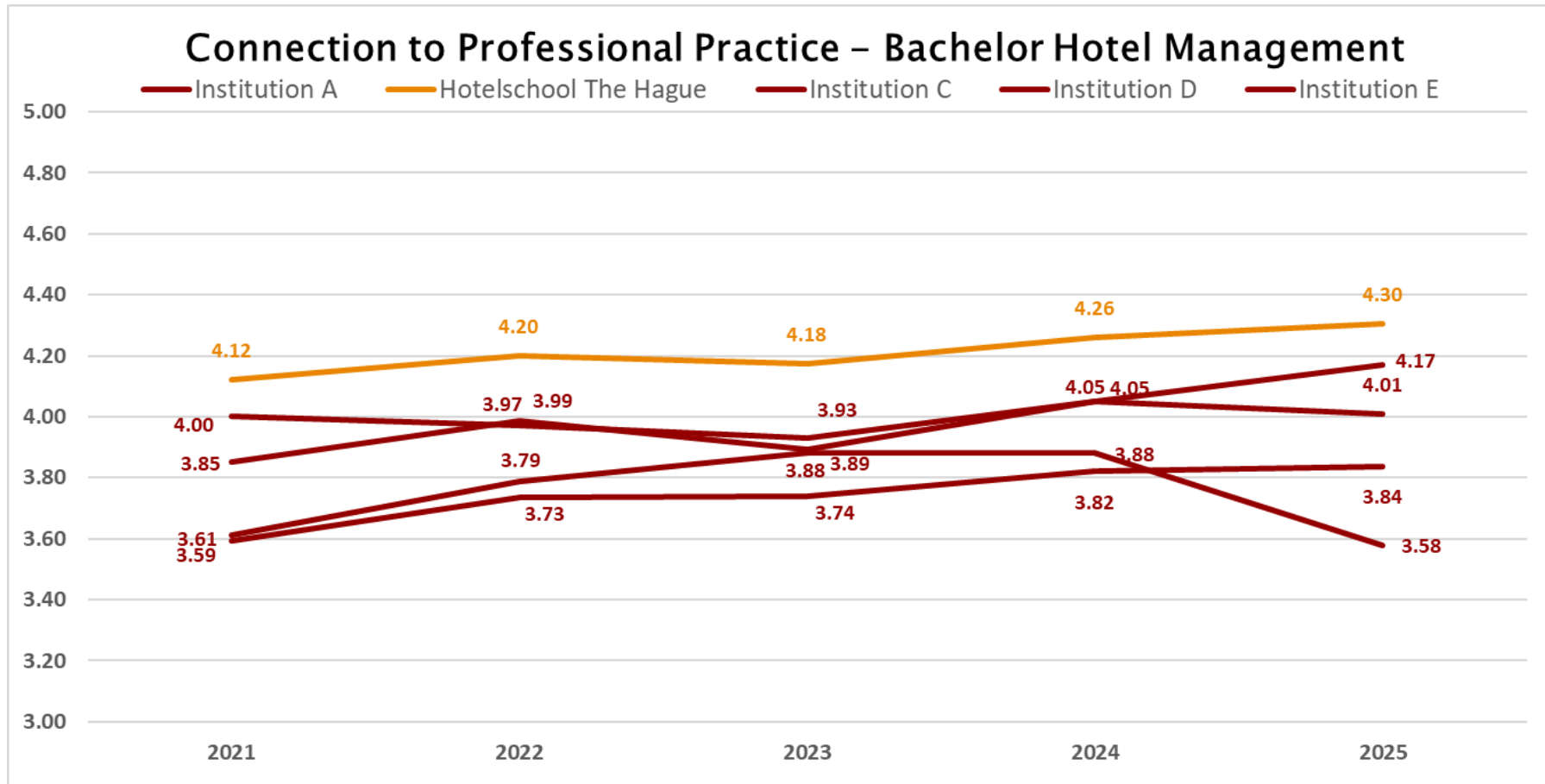
Key Results – Content and Organisation

- Student satisfaction with the content and organisation of their programme in the Bachelor Hotel Management (full time) has continued to increase since 2023 and is now above the required minimum satisfaction average of 3.75.
- Student satisfaction with the content and organisation of their programme has increased sharply in the Master of International Hospitality Management since 2024 and remains above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme content and organisation in the Bachelor Hotel Management (full time) at Hotelschool The Hague is in the middle of the pack.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme content and organisation in the hospitality Masters programme (full time) at Hotelschool The Hague remains the highest of the DHMSA institutions.

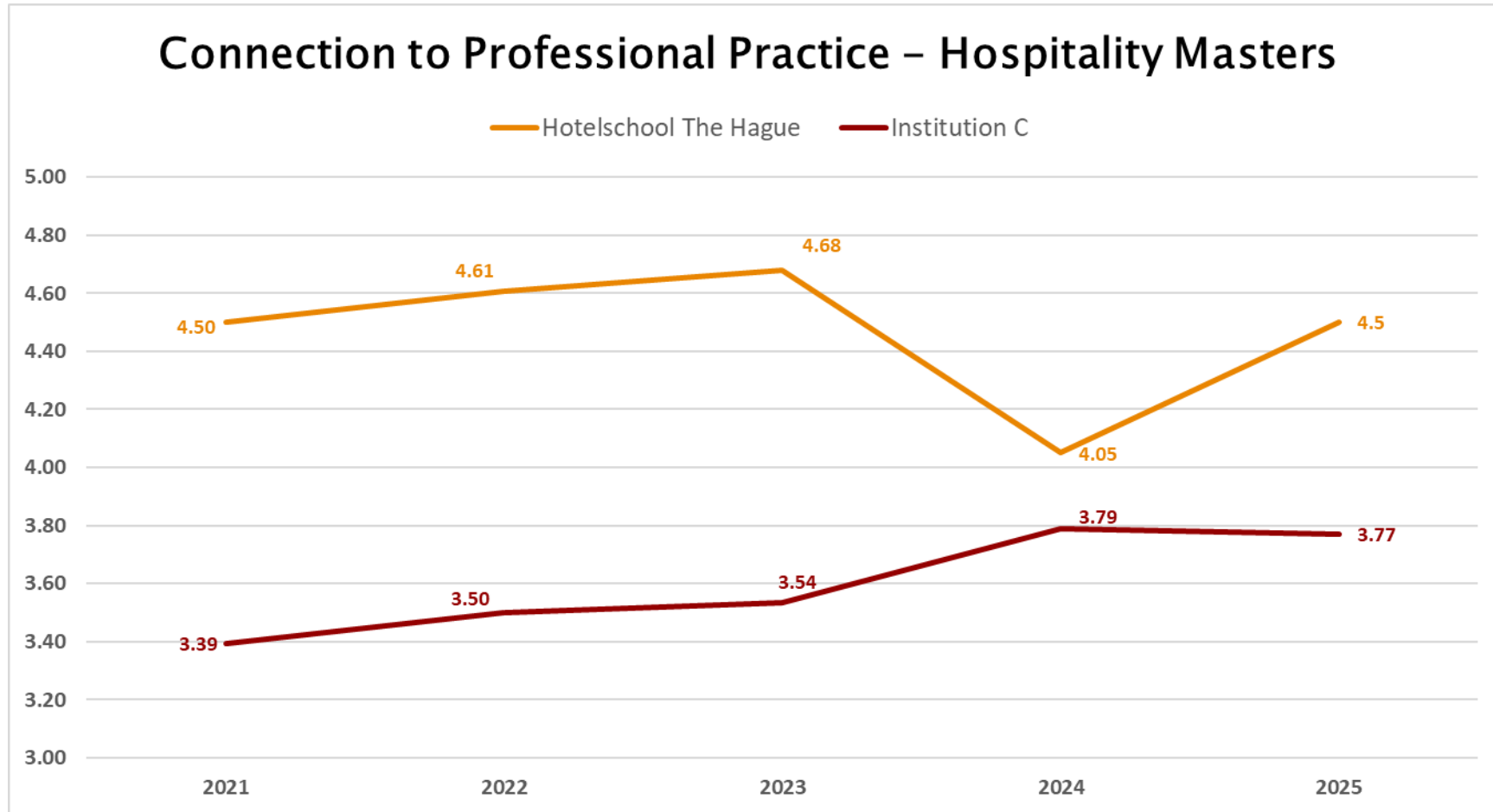
Connection to Professional Practice – Hotelschool The Hague programmes



Connection to Professional Practice – DHMSA Institution Comparison



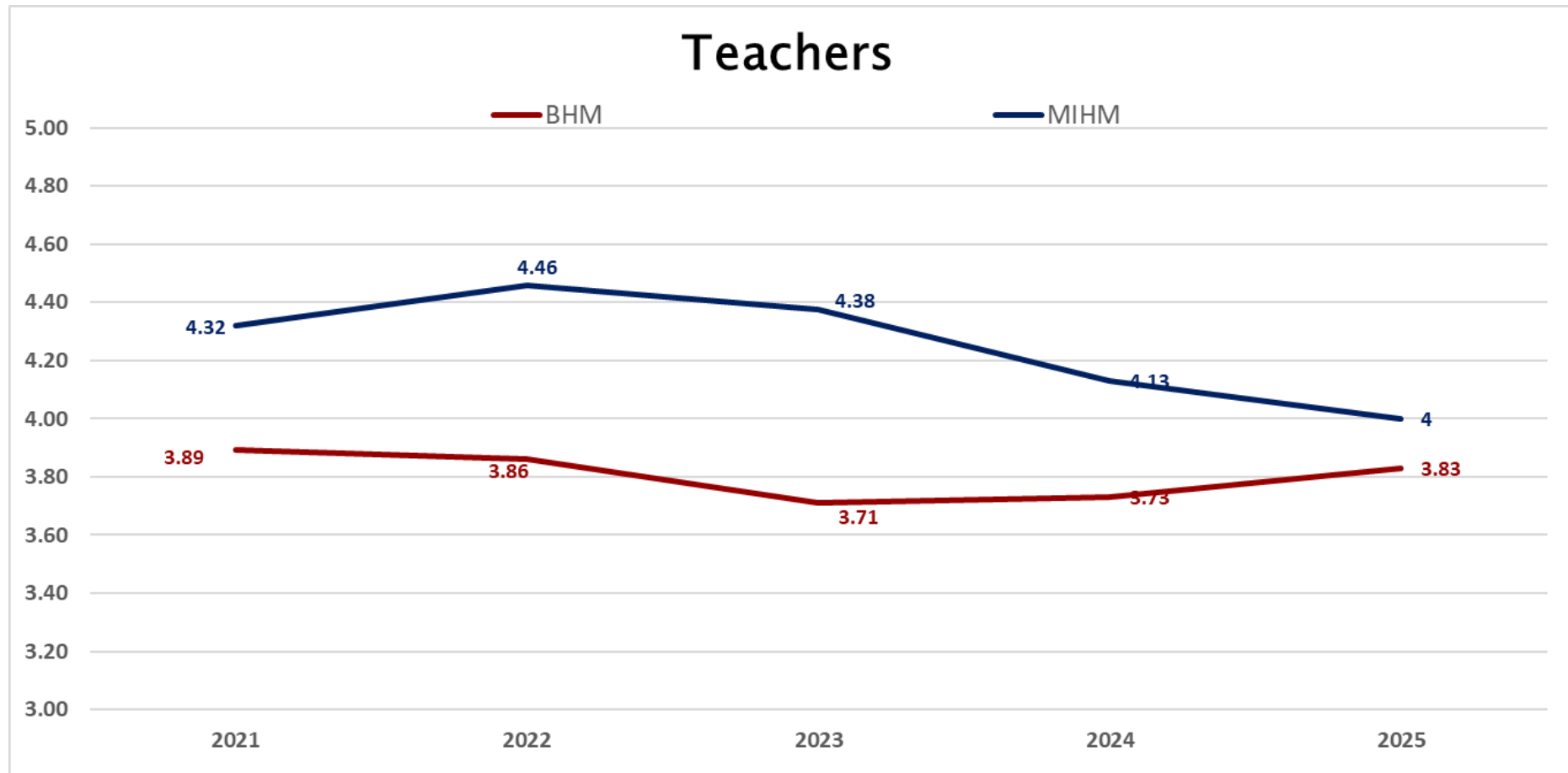
Connection to Professional Practice – DHMSA Institution Comparison



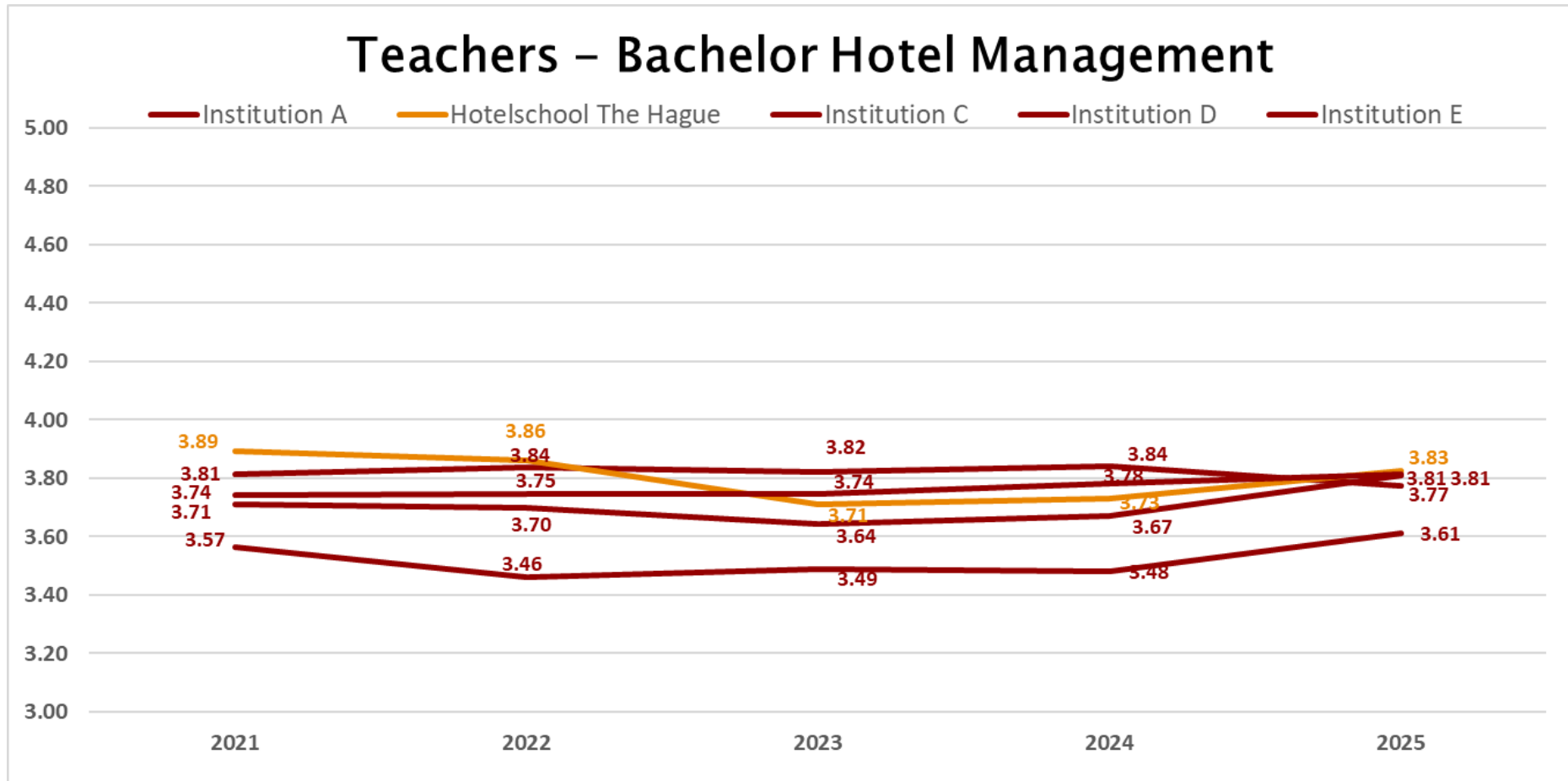
Key Results – Connection to Professional Practice

- Student satisfaction with their programme’s connection to professional practice has continued to increase in the Bachelor of Hotel Management (full time) since 2023 and remains above the required minimum satisfaction average of 3.75.
- Student satisfaction with their programme’s connection to professional practice has increased in the Master International Hospitality Management (full time) and remains above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme’s connection to professional practice in the Bachelor Hotel Management (full time) at Hotelschool The Hague remains the highest of the DHMSA institutions.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme’s connection to professional practice in the hospitality Masters programme (full time) at Hotelschool The Hague remains the highest of the DHMSA institutions.

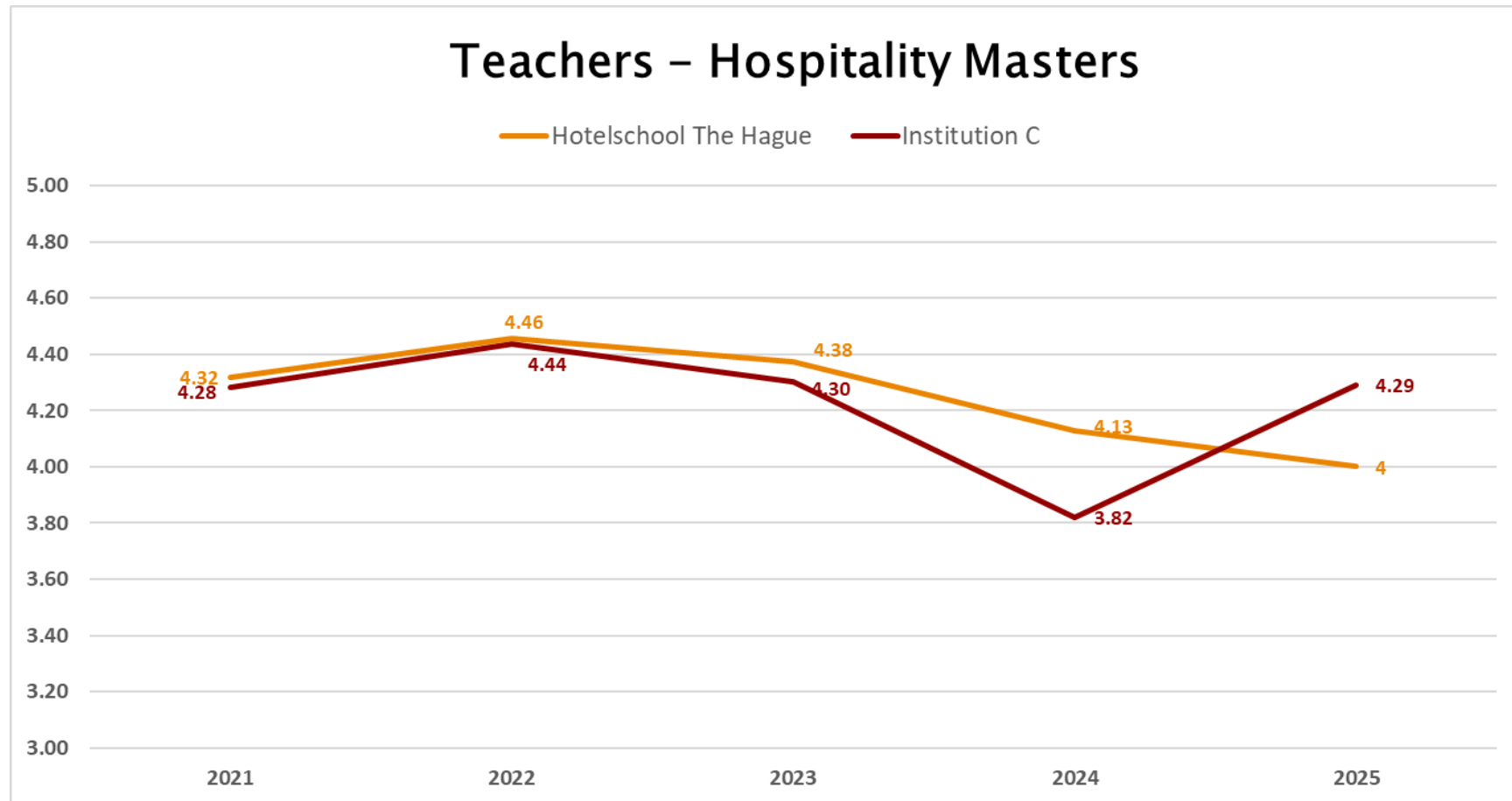
Teachers – Hotelschool The Hague programmes



Teachers – DHMSA Institution Comparison



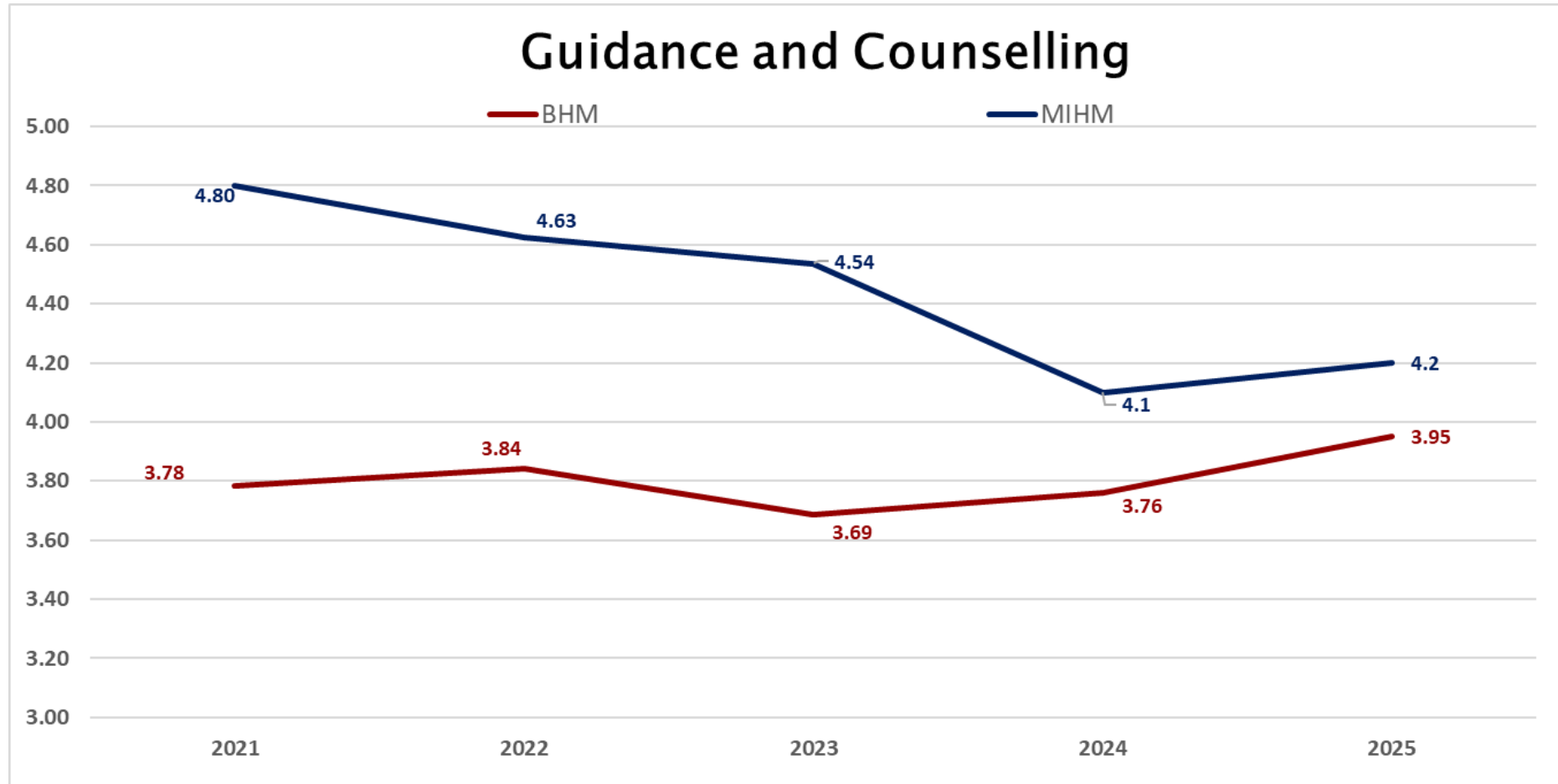
Teachers – DHMSA Institution Comparison



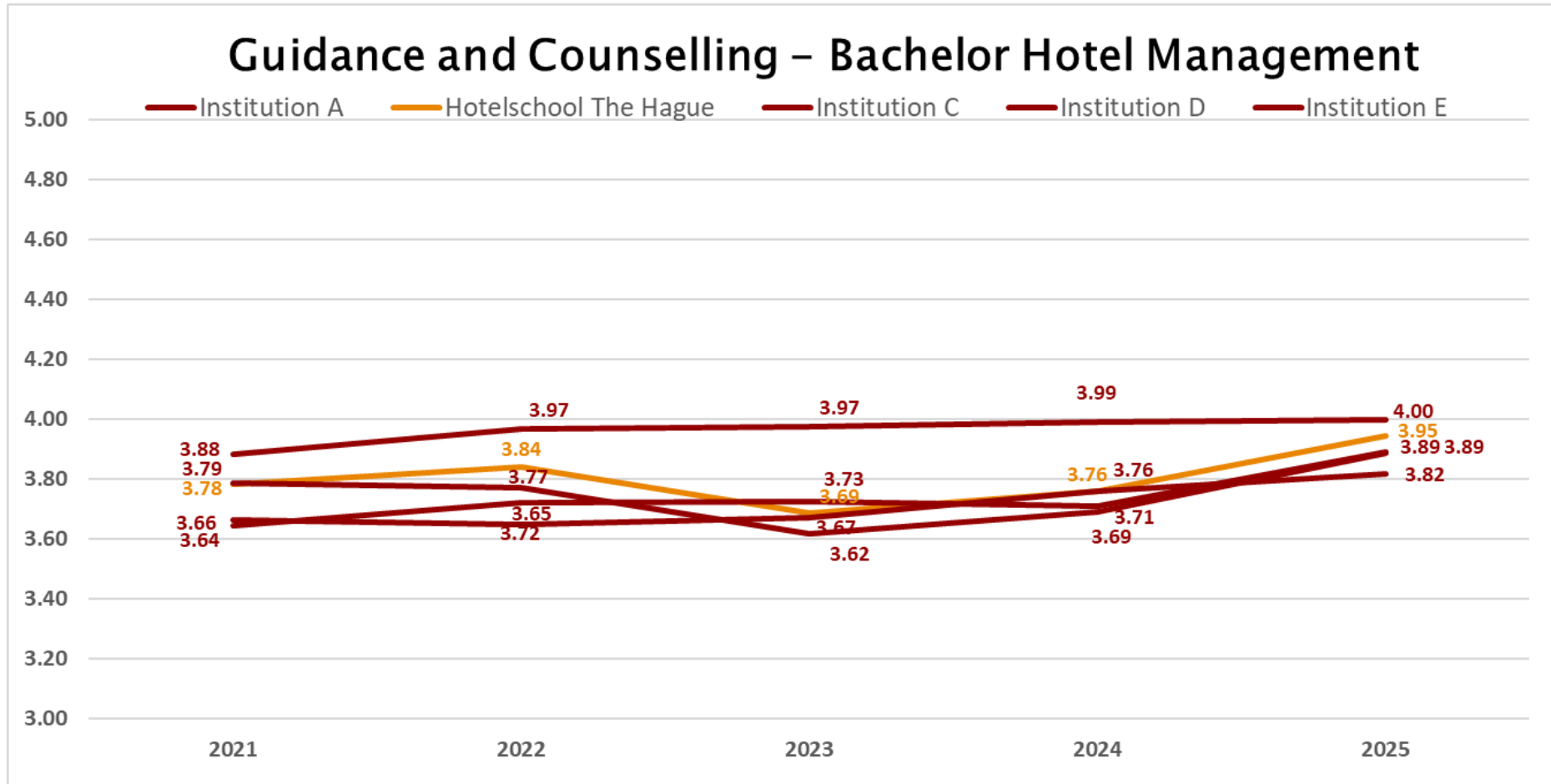
Key Results – Teachers

- Student satisfaction with their programme’s teachers has steadily increased in the Bachelor Hotel Management (full time) since 2023 and is now above the required minimum satisfaction average of 3.75.
- Student satisfaction with their programme’s teachers has continued to decrease in the Master International Hospitality Management (full time) since 2022 but remains above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme’s teachers in the Bachelor Hotel Management (full time) at Hotelschool The Hague is now the highest of the DHMSA institutions.
- Compared across all applicable DHMSA institutions, student satisfaction with their programme’s teachers in the hospitality Masters programmes (full time) at Hotelschool The Hague is now the lowest of the DHMSA institutions.

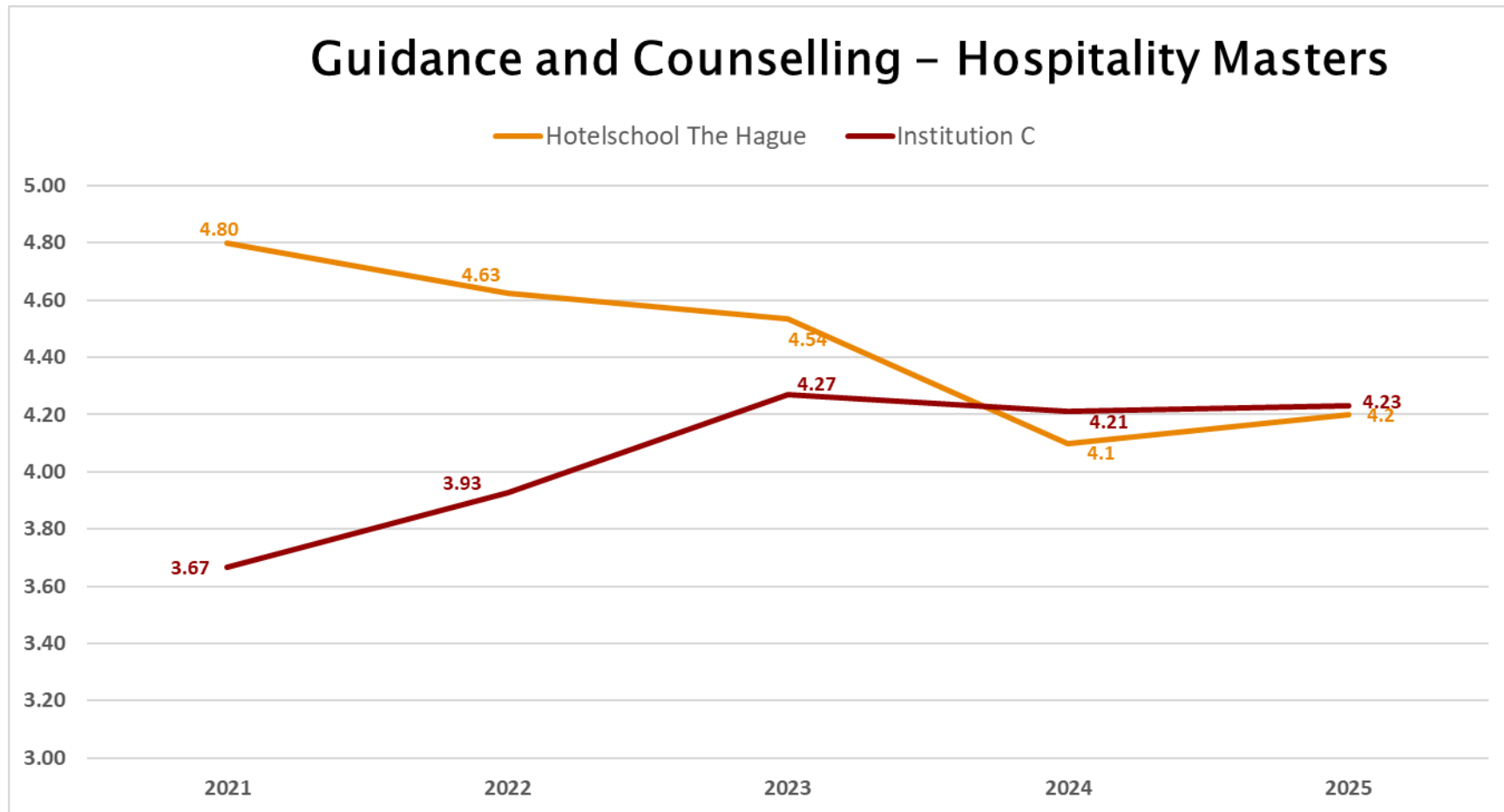
Guidance and Counselling – Hotelschool The Hague programmes



Guidance and Counselling – DHMSA Institution Comparison



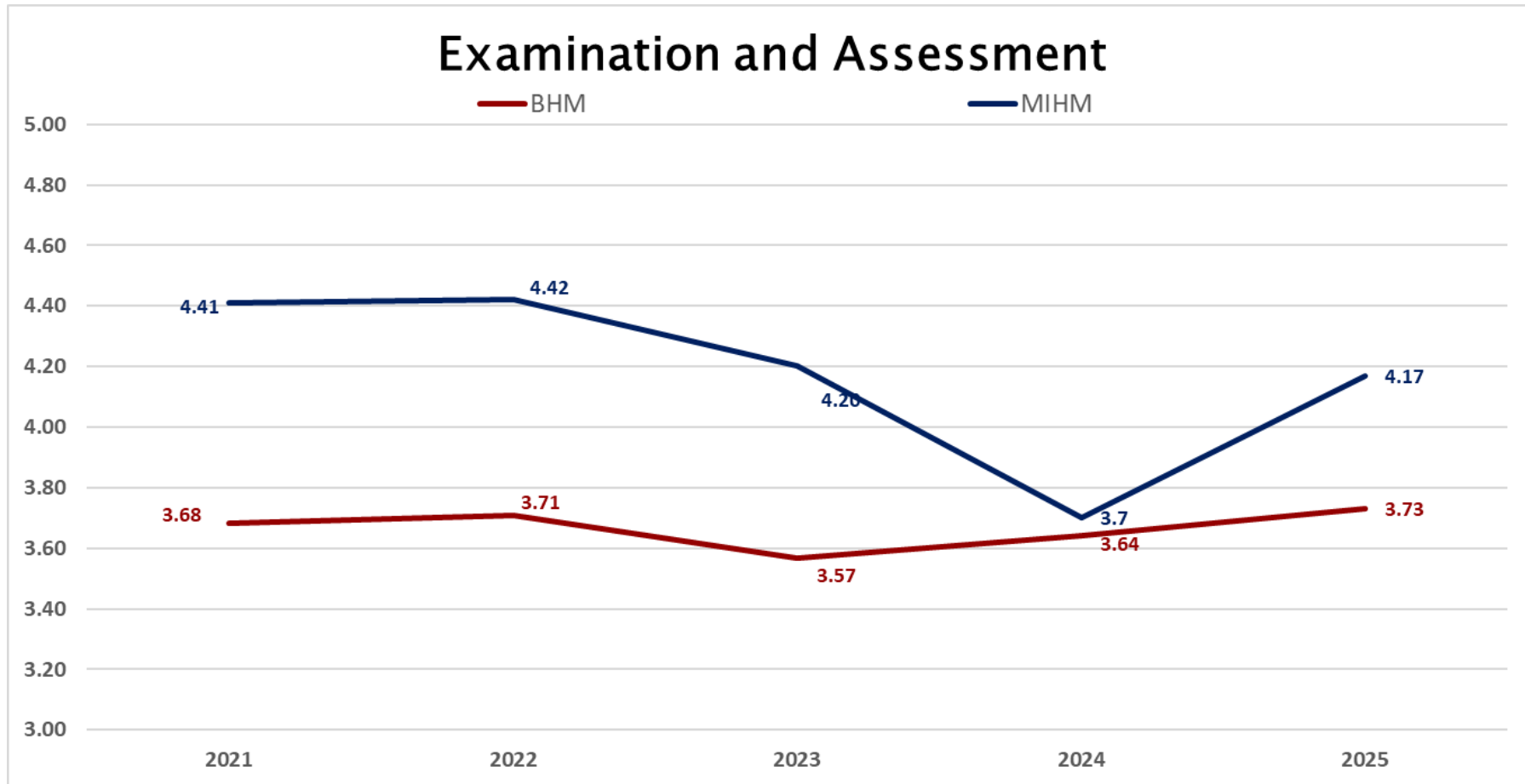
Guidance and Counselling – DHMSA Institution Comparison



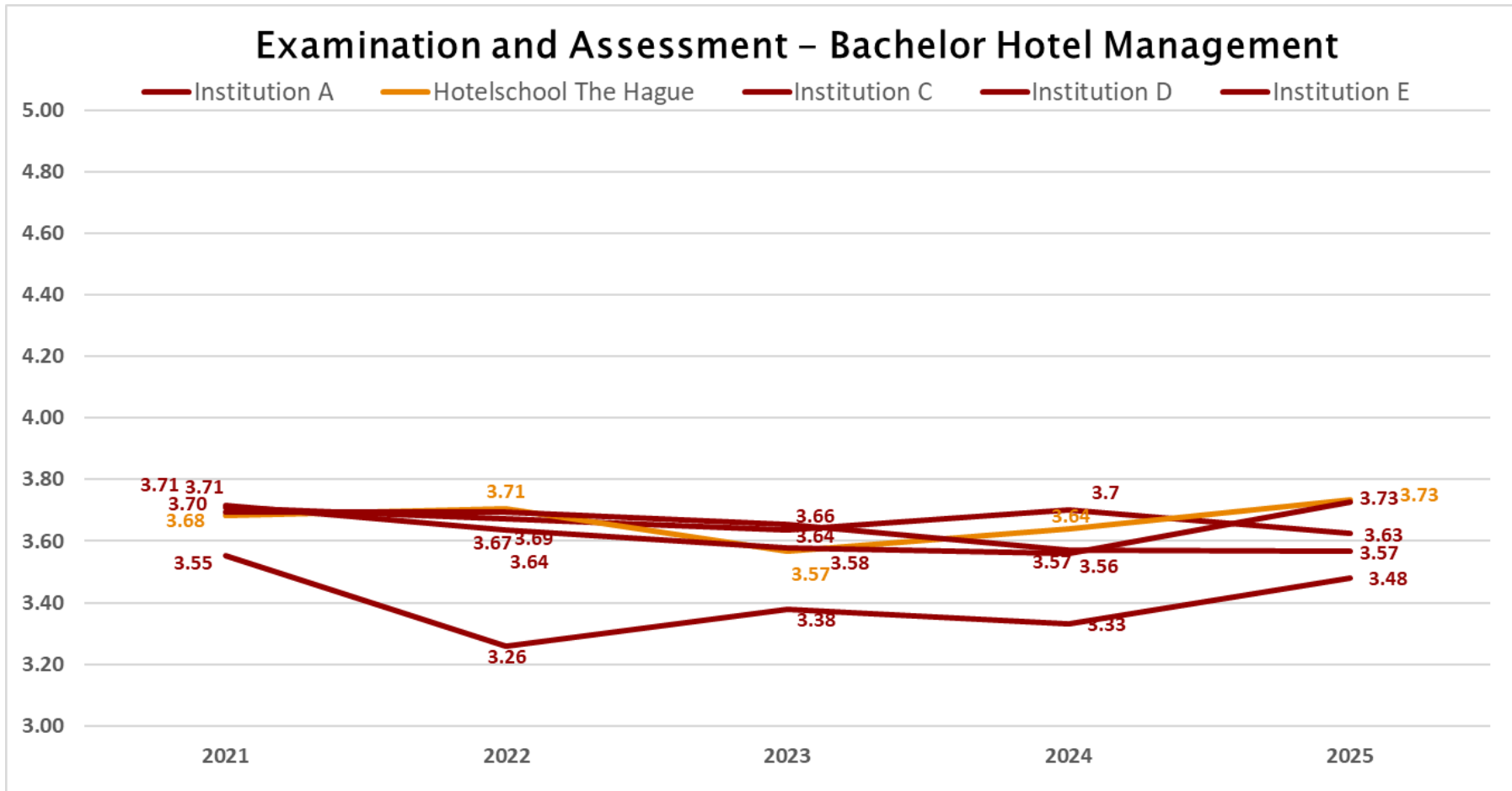
Key Results – Guidance and Counselling

- Student satisfaction with the guidance and counselling available to them has continued to increase in the Bachelor Hotel Management (full time) since 2023 and remains above the required minimum satisfaction average of 3.75.
- Student satisfaction with the guidance and counselling available to them in the Master International Hospitality Management (full time) has increased since 2024 and remains above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with the guidance and counselling available to them in the Bachelor Hotel Management (full time) at Hotelschool The Hague is on the higher end of the scale.
- Compared across all applicable DHMSA institutions, student satisfaction with the guidance and counselling available to them in the hospitality Masters programme (full time) at Hotelschool The Hague is on par with other DHMSA institutions.

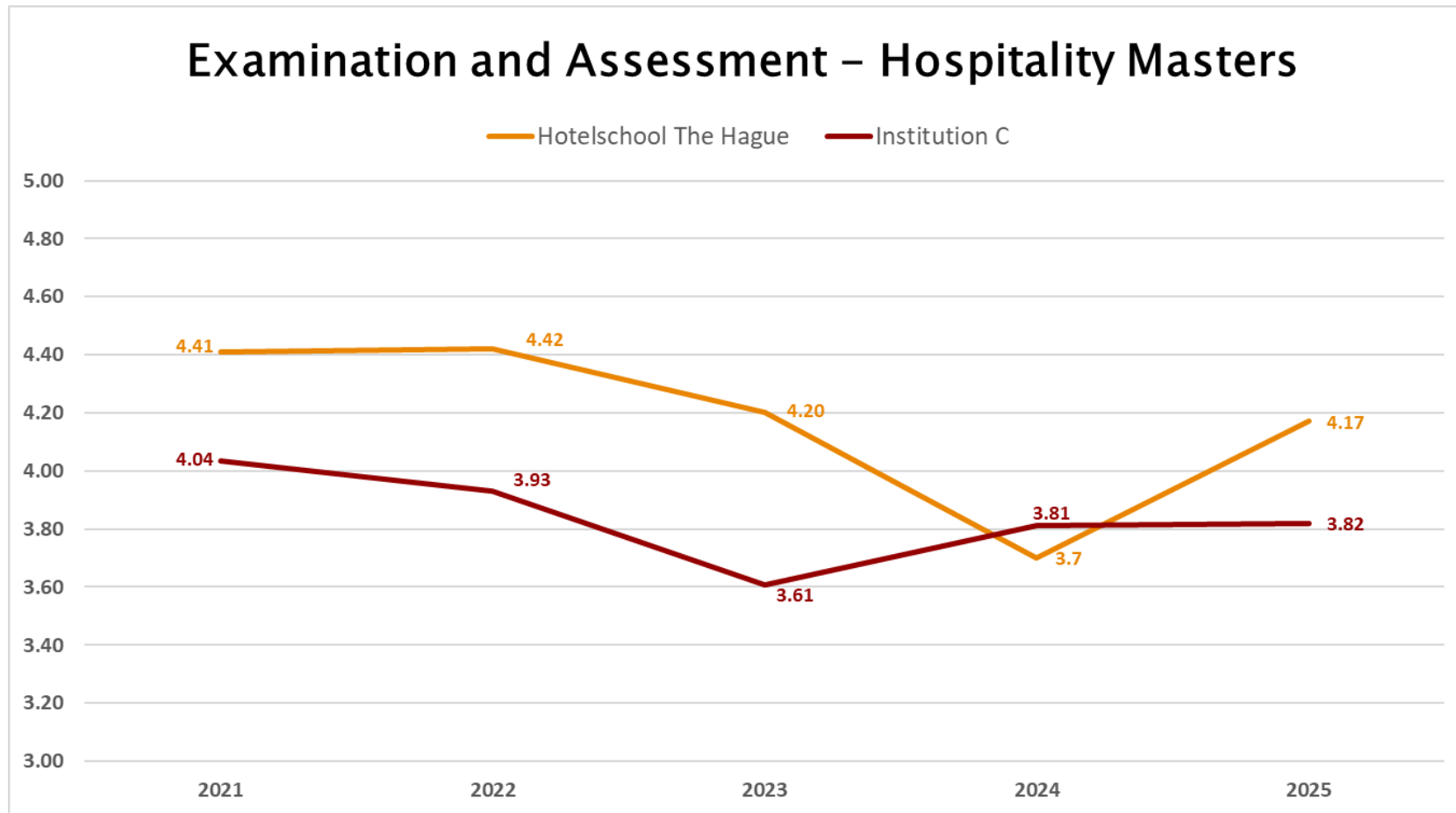
Examination and Assessment – Hotelschool The Hague programmes



Examination and Assessment – DHMSA Institution Comparison



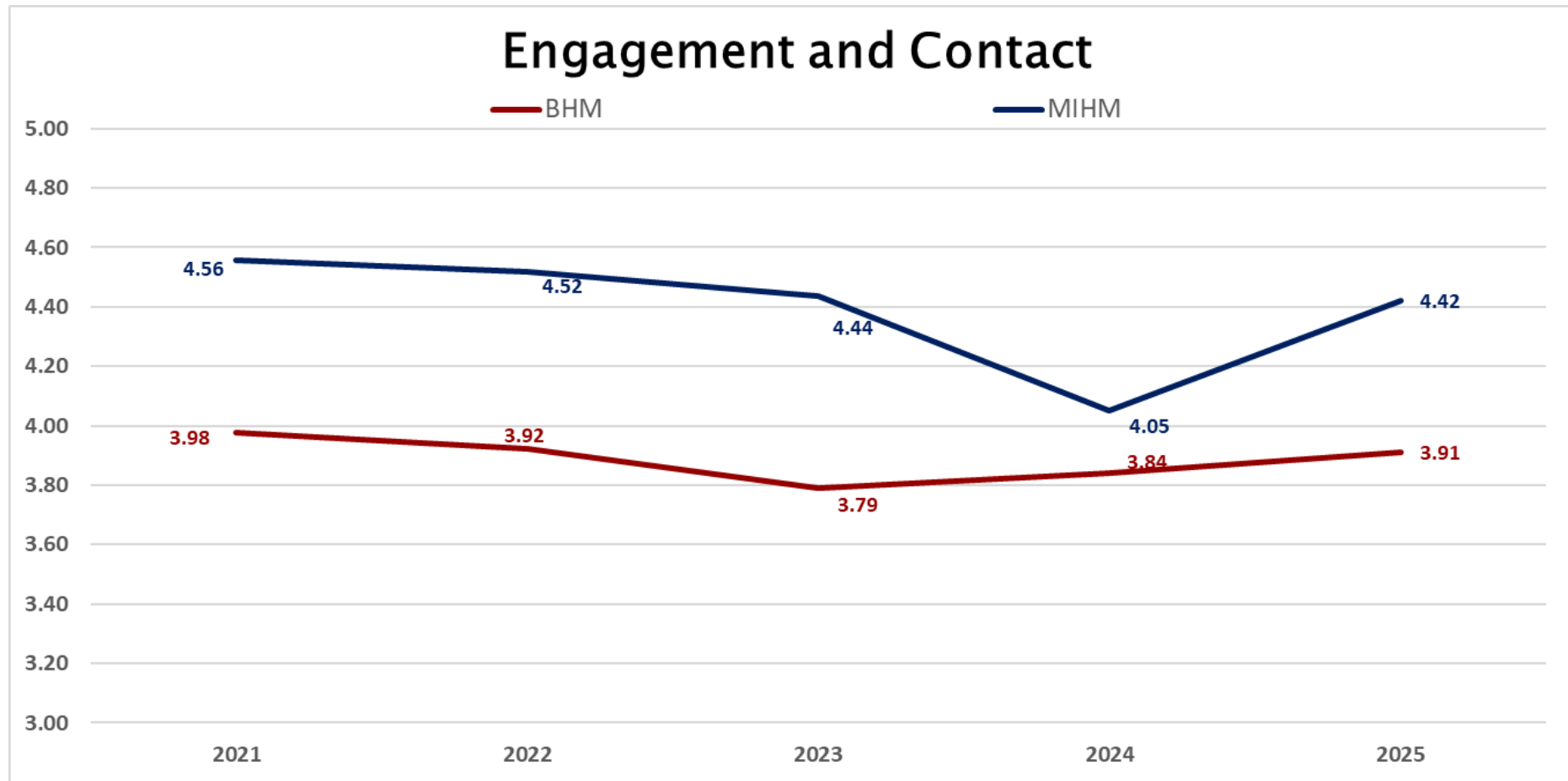
Examination and Assessment – DHMSA Institution Comparison



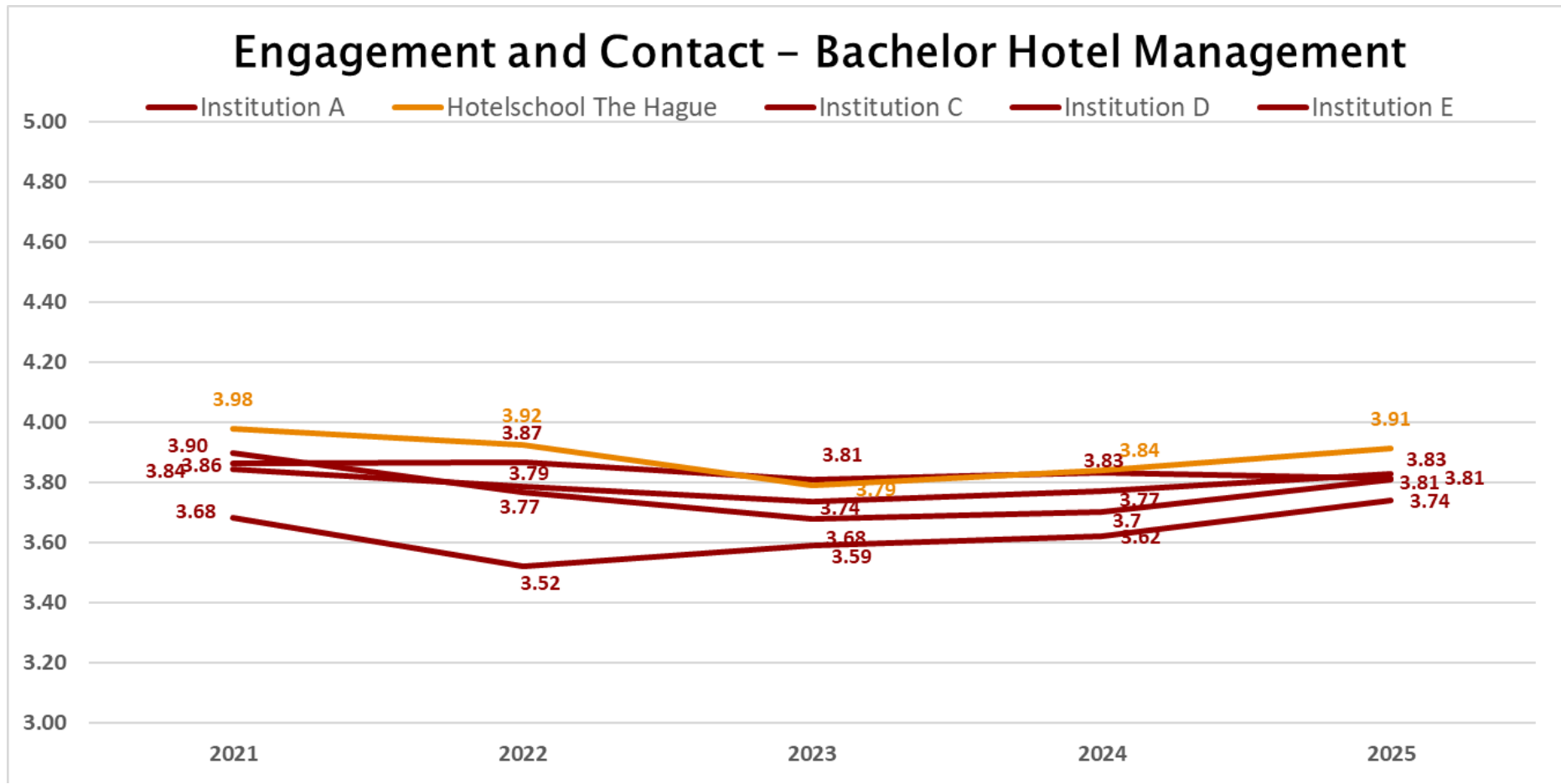
Key Results – Examination and Assessment

- Student satisfaction with their programme examinations and assessment has continued to increase in the Bachelor Hotel Management (full time) since 2023 but remains below the required minimum satisfaction average of 3.75.
- Student satisfaction with their programme examinations and assessment has increased in the Master International Hospitality Management (full time) since 2024 and is once again above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with the examination and assessment in the Bachelor Hotel Management (full time) at Hotelschool The Hague is on the higher end of the scale.
- Compared across all applicable DHMSA institutions, student satisfaction with the examination and assessment in the hospitality Masters programmes (full time) at Hotelschool The Hague is now the highest of the DHMSA institutions.

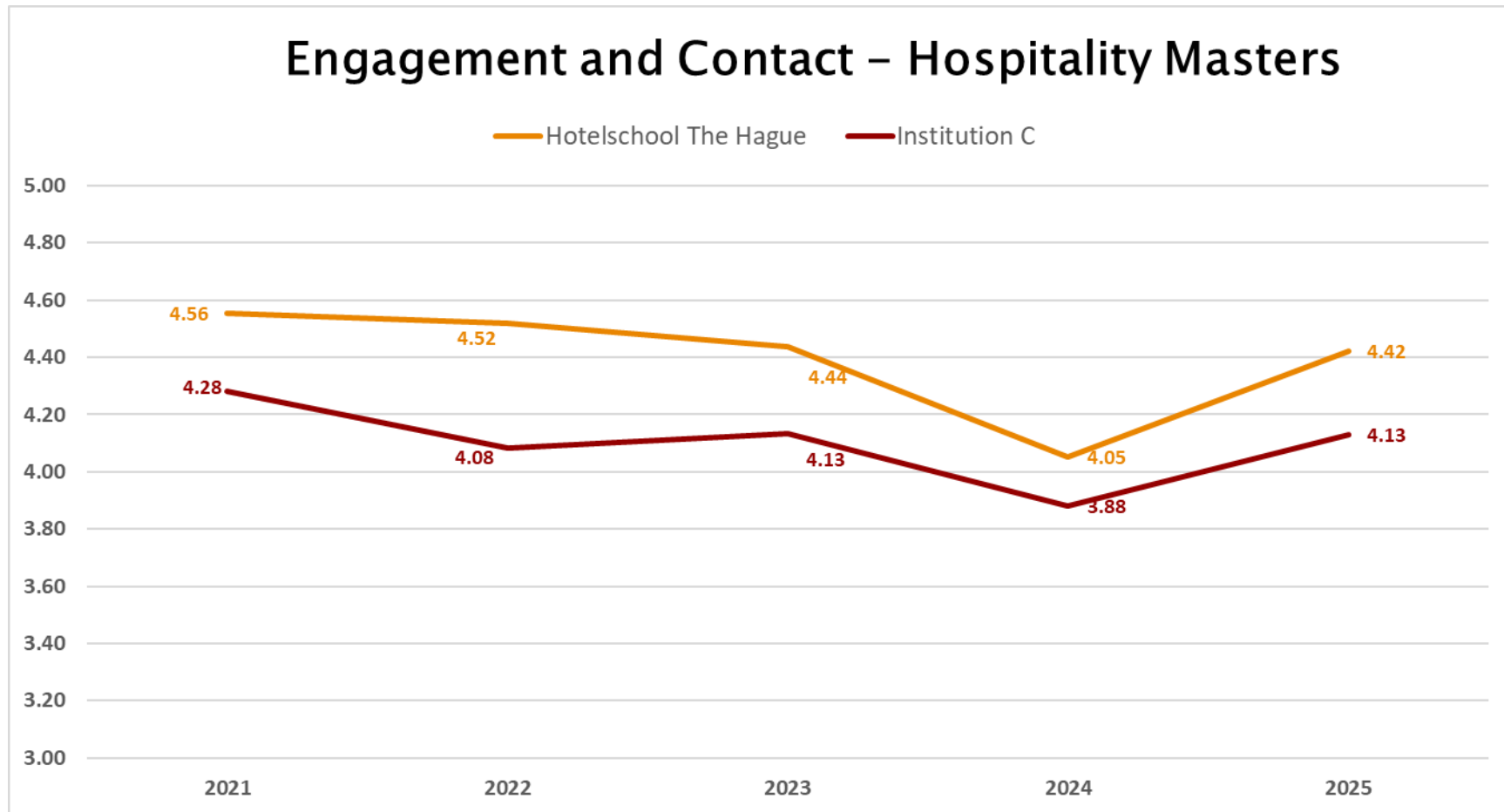
Engagement and Contact – Hotelschool The Hague programmes



Engagement and Contact – DHMSA Institution Comparison



Engagement and Contact – DHMSA Institution Comparison



Key Results – Engagement and Contact

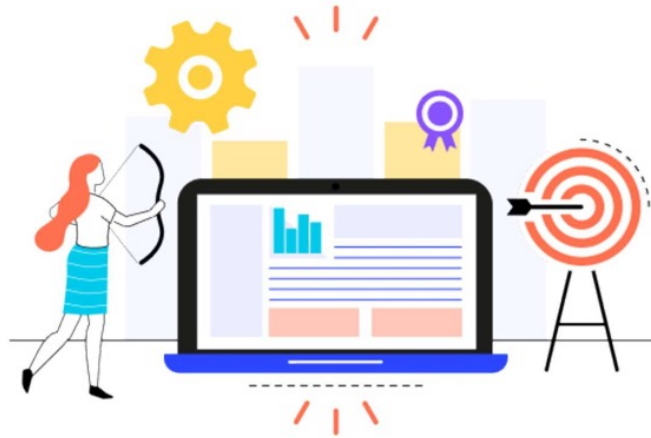
- Student satisfaction with the engagement and contact in their programme has continued to increase since 2023 in the Bachelor Hotel Management (full time) and remains above the required minimum satisfaction average of 3.75.
- Student satisfaction with the engagement and contact in their programme has increased since 2024 in the Master International Hospitality Management (full time) and remains above the required minimum satisfaction average of 3.75.
- Compared across all applicable DHMSA institutions, student satisfaction with the engagement and contact in the Bachelor Hotel Management (full time) at Hotelschool The Hague remains the highest of the DHMSA institutions.
- Compared across all applicable DHMSA institutions, student satisfaction with the engagement and contact in the hospitality Masters programmes (full time) at Hotelschool The Hague remains the highest of the DHMSA institutions.

2025 Key Results Targets






BHM	Bachelor Hotel Management (full-time)	3.90	4.11	4.11	3.77	4.30	3.83	3.95	3.73	3.91
		↗	↗	↗	↗	↗	↗	↗	↗	↗
MIHM	Master International Hospitality Management (full-time)	4.20	4.80	4.40	4.18	4.50	4.00	4.20	4.17	4.42
		→	→	→	→	→	↘	→	→	→

Legend	
> 3.75	
3.26 - 3.74	
< 3.25	
Satisfaction increased 2+ consecutive years	↗
Satisfaction consistent	→
Satisfaction decreased 2+ consecutive years	↘

Hosco & THE-ICE Global Report 2024



Hosco Member Benefits

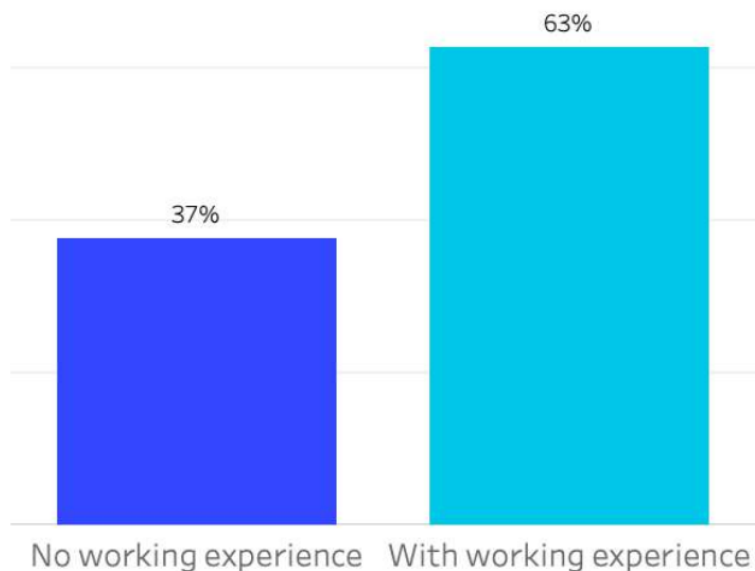
-  Hosco is a global hospitality network, founded in 2011, and has been a Business Alliance Partner of THE-ICE since 2020.
-  Hosco provides institution-specific alumni reporting exclusively to THE-ICE members who have 100+ members on Hosco, including top working departments, top working countries, and employment status.
-  Hosco connects THE-ICE institutions to companies around the globe, providing access to hundreds of thousands of professionals and internship opportunities in thousands of first-class companies.
-  Hosco provides skill-building resources for students and provides a platform to illustrate where their career in tourism, hospitality, and events can take them.
-  Hosco partners with top hospitality schools across all continents to offer an ever-growing pool of the world's best talent to industry, connecting students to international employment opportunities and industry insights from leading hospitality partners.

To find out more about Hosco and the benefits they offer to members of THE-ICE, get in touch via schoolrelations@hosco.com

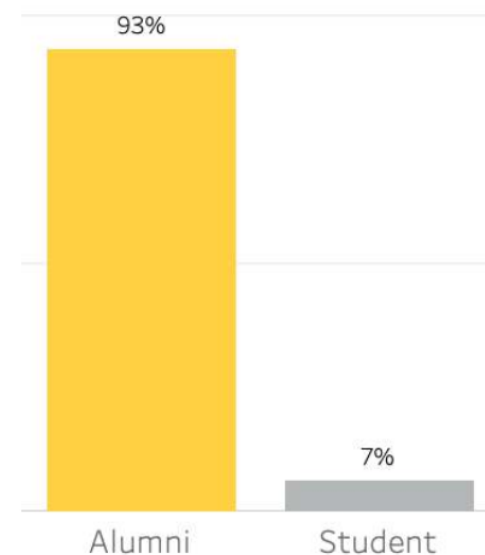
Global Membership Overview - All Schools

Total number of members
23,605
out of which **22,066** are alumni

Members work experience
when available on profile

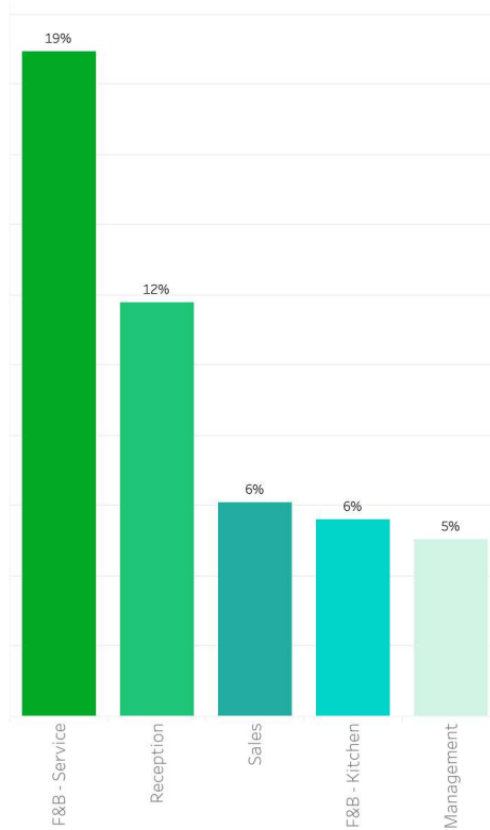


Members current status

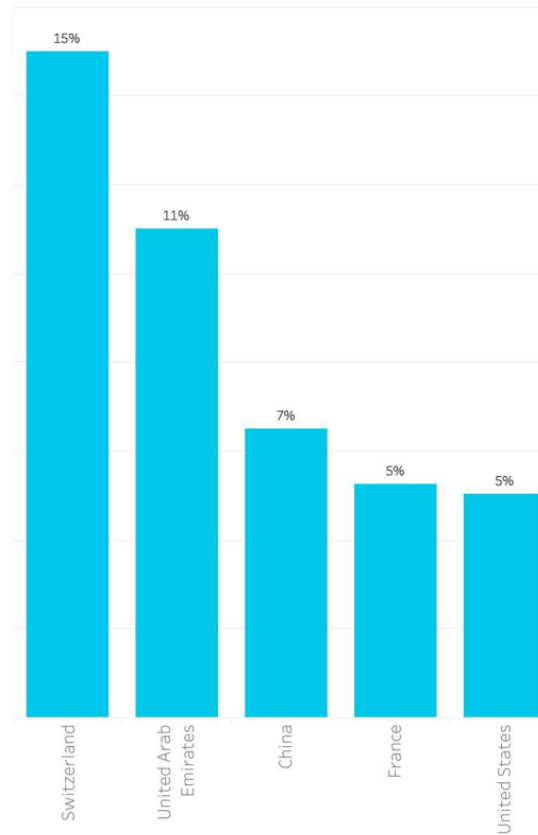


Top working departments and countries – THE-ICE Global Report

Top alumni current working departments
when available on members profile

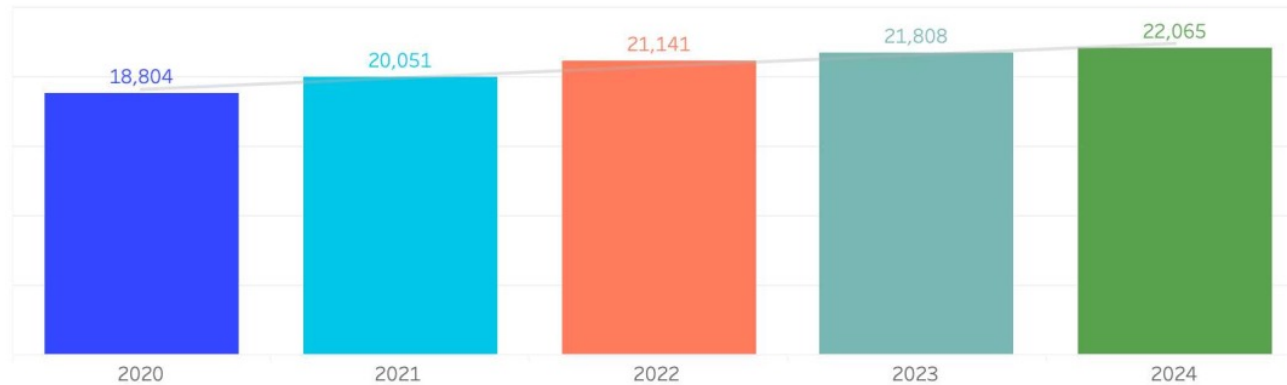


Top alumni current working countries
when available on members profile



Member status and activity – THE-ICE Global Report

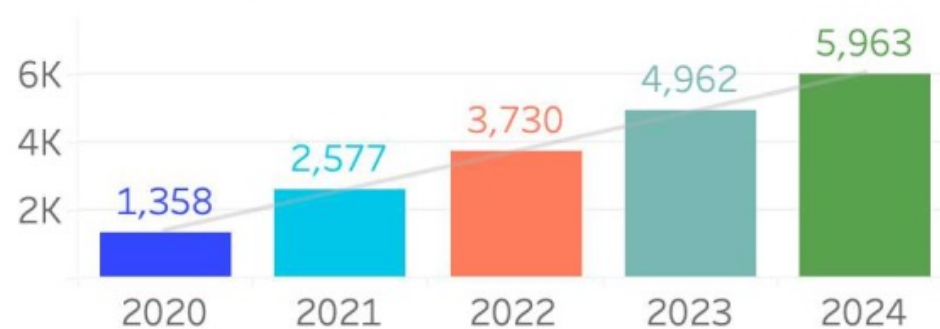
Total active alumni



Number of new alumni per profile creation



Number of graduating alumni per graduation year



Countries with employed alumni – THE-ICE Global Report

Alumni employed in each country per year



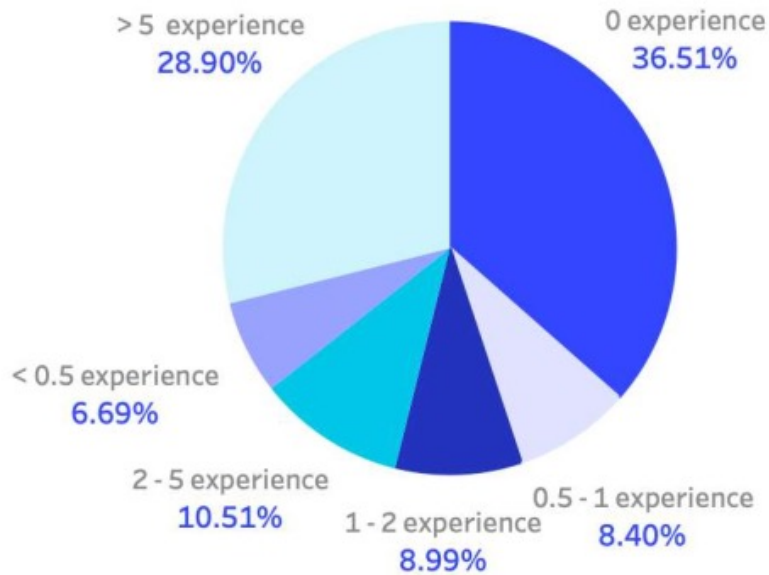
* Countries and schools with fewer than 100 alumni are not shown in the graphs, but their data is still taken into account for the Grand Total.

* If data is unavailable, it suggests that no alumni were employed in the country for that specific year.

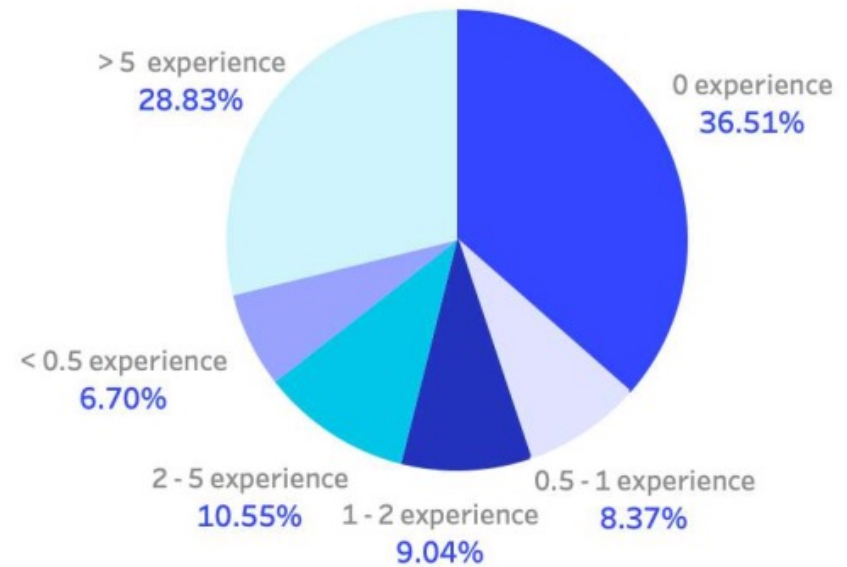
Alumni experience – THE-ICE Global Report

Alumni per years of experience

2023



2024



THE-ICE Quality Enhancement Cycle – Hotelschool The Hague

Hotelschool The Hague is due for re-accreditation in **May 2030**.

As part of the re-accreditation of Hotelschool The Hague in 2025, the following recommendations were made by the Auditors of THE-ICE Assessment Panel:

1. HTH remains committed to exploring innovative approaches to integrate internationalisation and intercultural learning into the student experience, ensuring graduates are well prepared for careers abroad as well as for engaging with international tourists and colleagues within the Dutch workforce.
2. The reflection and action plans put together by HTH around the five key institutional focus be executed and interim assessments be made to determine progress. The progress report is to be included in the next re-accreditation assessment.
3. The final project in the MBA will undoubtedly enhance the critical skills of graduates and prepare them for further study, which is not limited to employment in hospitality operations. However, there is a need to balance professional and academic objectives in determining the criteria for the final project in the MBA.
4. HTH is encouraged to report to THE-ICE the outcomes as a result of the new professional and well-being initiatives for students, and the digital transformation which would be of great interest to all members.
5. HTH tracks student recruitment numbers and shares best practices at future IPoE Forums.

THE-ICE Quality Enhancement Cycle – Hotelschool The Hague

6. The workings on the quality assurance handbook would be of enormous potential in this time of change. Whilst it is clear the adequate procedures and processes are in place practically, the handbook will ensure new staff have somewhere to go when unsure and institutional knowledge is captured and updated accordingly.
7. Concrete action plans be put in place to reverse the negative trend for the MBA program.

**Thank you
.....any questions?**