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Executive Summary

The report develops a consultancy-based solution for the owners of The Anthemion House hotel in Kavala, Greece. The owners aim to expand their business operations by opening a new restaurant, and the report analyses different qualities of the hotel towards determining the approach that can be taken in this venture. The recommendations state the particular solutions which will ensure the venture succeeds following the intent of the owners.

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1.0 Introduction

This **report** serves as a consultancy report on the group project of The Anthemion House. The hotel aims to expand its business in the hospitality sector through the establishment of a new restaurant to attract broader visitors to the hotel. This involves an assessment of the accommodation site across the four distinct characteristics of tangibility, intangibility, inseparability and perishability. This is followed by an overview of the organisational structure, existing activities and group dynamics of the client. The product life cycle is discussed in intersection with standard tourism guest behaviour as classified by Plog's Psychographic Model, and their behaviour is connected with the life cycle of the hotel. This allows the report to provide detailed recommendations towards the conclusion.

2.0 Critical evaluation and interpretation of the client brief

2.1 Accommodation Tangibility

The Anthemion House is a hotel in Kavala, Greece, that was established in 1927 by Aaron Tsimino for his personal domicile needs (Anthemion House, 2023). However, as subsequent additions were made to the establishment, the size of the building grew in scale. This allowed it to serve as a boutique hotel, the concept for which was developed by its current owners George and Dimitris (Anthemion House, 2023). The Anthemion House as it stands today was restored by Normless Architecture Studio, with the sole guideline of the owners being that the original character of the establishment must be preserved. The premises feature seven individual rooms available for lodging. Each room is furnished with modern amenities that contemporary travellers find indispensable, such as smart lighting systems. The architectural design preserves the Mediterranean sensibilities and aesthetic of the original building while reflecting the Grecian surroundings in which the Anthemion House is located.

2.2 Accommodation Intangibility

Being positioned directly beside the ancient Aqueducts lends the location a historically significant atmosphere that is preserved by the local area's position beside the main city (Archello, 2023). This offers guests a tranquil experience that is free from the main city's

thoroughfare while offering guests the opportunity to travel to nearby points of interest through the walkways. Therefore, the area is designed for promoting walking over commuting with vehicles and aligns with the values of fitness and sustainability that are incorporated at the Anthemion House.

The seven-room layout of the building is a preserved continuation of the old layout of the building. The ground floor features the reception area where new guests check in to the premises and is adjacent to the breakfast room that provides guests with in-house gastronomic experiences. A patio area is located sideways of the premises, and the remaining five rooms of the hotel are distributed across the lobby area of the first and second floors of the building (Archello, 2023). Of the renovations, the key changes are reflected in the replacement of wooden floors with cement tiles that creates an aesthetically pleasing geometric design in the bathrooms and common spaces. The visual design is complemented by the use of shades of blue and green, which are present across the ceiling and the walls of the rooms.

This homage to rustic Greek design is observed across the building, such as in the metal sliding door that houses the reception room. Lacquered wooden furniture, rattan headboards and brass details complete the subtle and cosy atmosphere within the Anthemion House. The hotel services are designed to offer amenities that satisfy recreational travellers as well as business-class travellers. Free parking spaces are available for lodgers, allowing visitors to self-park their rental cars and enjoy driving by themselves. Free breakfast offerings are complemented with free WiFi in rooms, thereby satisfying the necessities of diverse backgrounds of tourists and visitors. The rooms feature 42-inch smart television sets which are equipped with streaming entertainment apps such as Netflix, and the rooms also provide espresso machines and refrigerators for the benefit of the guests (Archello, 2023). The common area also features a gymnasium for recreational fitness, while also complementing the Grecian association with physical fitness. The site also features a library with books for lending to the guests.

2.3 Accommodation Inseparability

The self-congruence theory of tourism holds that tourists will be more inclined to visit a destination site that reflects a congruent image aligning with the self-perception of tourists (Beerli, Meneses and Gil, 2007). The Anthemion House's design and amenities lend themselves to an image of Grecian culture preserved within the building and supported by the presence of

nearby attractions like the Aqueduct. Combining the values of fitness and sustainability presents a gymnasium on the premises, as well as a library with books for lodgers. This reflects the Platonic values of physical fitness and intellectual learning, which are aesthetically refined into the Anthemion House's design (Lloyd, 2010).

2.4 Accommodation Perishability

At a starting price of \$78 per day for the 205 sq ft double room, the Anthemion House is accessible to travellers across diverse backgrounds. Accommodations such as hotel rooms interest the dimensions of product as a service, where the room and its amenities are the fixed product which is rented to guests as a hospitality service. Therefore, a perishability quality is associated with hotels, which the Anthemion House is resilient against. This is determined due to the limited rooms present on-site for rental arrangements compared to the affordable daily prices and relative popularity of the hotel. Bookings need to be made in advance to secure accommodations, thereby safeguarding The Anthemion House against recurring short-term losses from unsold rooms.

3.0 Overview of the organisational structure, existing activities and group dynamics

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3.1 Organisational structure

The organisational structure of The Anthemion House is a flat hierarchy represented by the participation of owners George, Dimitris, Matina, Vicky, Athina and Vangelis. They share responsibilities across satisfying the customer experience for guests who stay at The Anthemion House.

3.2 Existing activities

The Anthemion House is based on a conceptual link between sustainability, ambrosia and fitness. It is powered sustainably through the use of green energy systems, thereby reducing the carbon footprint of the hotel's activities (Yang, 2018). It offers gastronomic experiences to guests through the concept of ambrosia; a conceptual menu item offers the Apple Cinnamon Tart

and Watermelon Gazpacho, the latter of which features seasonal in-demand fresh produce (Anthemion House, 2023). It also offers natural fitness experiences such as walk-in check-ins for travellers.

Owing to its situation in Kavala, The Anthemion House finds itself centrally located in the city centre while also being close to the sea. Local points of interest such as the Castle of Kavala and Panagia Quarter are accessible on foot, while the natural attractions of the area such as Rapsáni and Kalamitsa Beach are equally accessible by walking. The Architectural Museum of Kavala is another contemporary point of interest that is adjacent to these nearby attractions. Restaurants such as Kantinara and Pecado are accessible within a five-minute walk from the Anthemion House. The accessibility of cultural, contemporary and natural attractions presents a further quality of sustainability to the concept of the Anthemion House, making the hotel a successful development in the boutique hospitality sector of Greece.

3.3 Group dynamics

Group dynamics are expressed through Tuckman's stages of group development (Kumar, Deshmukh and Adhish, 2014). In this instance, the group dynamics of the hotel's owners are congenial towards developing the ambience and hospitality at The Anthemion House, which presents a positive climate of professional cooperation that will be useful in applying towards the expansion of the business through the new restaurant.

3.4 Product life cycle

Plog's model of tourist behaviour classifies tourists into two types allocentric and psychometric tourists (Yoo, Yoon and Park, 2018). A third classification presents tourists as mid-centric, where they reflect a balanced perception of allocentric and psychometric values. Allocentric tourists prefer travelling independently with a motivation towards a cultural exploration of the destination site, as well as an adventurous exploration of the location (Yoo, Yoon and Park, 2018). By contrast, psychocentric tourists are unsure of experiencing diverse new destinations and prefer similar destinations to their home environment (Yoo, Yoon and Park, 2018). Midcentric tourists may visit popular destinations without the priority of adventurous and cultural exploration of the destination site. They will also travel to destinations that are made popular due to previous engagement with allocentric tourists who raised the public profile of the

destination site. For The Anthemion House, tourists from allocentric typologies will be more likely to stay at the hotel, owing to its boutique design and quiet location.

3.5 Push and Pull Motivation of Tourists

Push motivation

Push factors of motivation are related to intrinsic motivational factors, that are determined by the internal motivation of the tourist or the guest visiting the hotel. The report's discussion on the Anthemion Hotel has defined the atmospheric advantage it has in creating a reflection of the timeless Grecian atmosphere through its accommodations and services. Visitors with an intrinsic desire to experience authentic accommodations will therefore opt to stay at The Anthemion Hotel for its boutique or designer qualities that align with their intrinsic expectations of accommodations.

Secondly, the integration of fitness and health at the accommodations will further interest visitors who prioritise these lifestyle habits and broader elements related to intrinsic motivation along these factors. The Anthemion Hotel's provision of a gymnasium and a library complements the Platonic ideals of physical and mental fitness being in unison, which is a further motivating factor for visitors that are discerning about the design, ambience and underlying themes found in their choice of hotel.

Pull motivation

Firstly, the location of the hotel at Kavala makes it a prominent pull factor of extrinsic motivation. Tourists intending to experience local attractive points of interest, such as the Aqueduct, will be likely to stay at the hotel as it is located close to the Aqueduct. The destination image of Greece as a Mediterranean site with cultural and historical significance is embodied through the design of The Anthemion House, providing a further pull factor in motivating tourists to stay at the hotel.

3.6 Summary of Findings

The hotel owners intend to expand their business by opening a new restaurant to attract more clients. The findings of the report indicate that The Anthemion House is well positioned to capitalise on this opportunity, as it has several merits that drive visitor participation across push and pull factors. Furthermore, the psychographic profile of tourists visiting the destination site will make them open to experiencing new culinary designs, as their adventurous character traits

empower them to participate in such a way. Therefore, the hotel will be well served in catering to these expectations of visitors to organically grow the restaurant operations by designing the premises following its strengths, opportunities and quality of visitors attending Kavala and the hotel itself. The subsequent recommendations elaborate on this prospect in more detail.

4.0 Recommendations

Firstly, the restaurant must retain the same design and colour style incorporated in the renovation of The Anthemion House. This will create an association of the restaurant as an extension of the hotel itself, which will offer it an additional quality of ambience that attracts visitors seeking to experience authentic local Grecian food. In keeping with the values of sustainability, the premises must be designed with sensibilities to maximise natural lighting, ventilation and design characteristics that provide a comfortable atmosphere to the visitors. It is recommended that classical designs be incorporated into modern fixtures such as indoor lights and fans to retain the design theme of The Anthemion Hotel.

Secondly, the menu items can be diverse in offering authentic local Grecian food items, such as the aforementioned Watermelon Gazpacho. The visitor profile guests will be amenable and expectant of experiencing unique food items that are aligned with the authenticity and variety of the characteristics of the premises. Therefore, the menu must feature permanent items every year and rotating items on a seasonal basis that ensures new gastronomical fares are available to visitors across different seasons. This will also maintain continuity of engagement with visitors, as they may revisit during different seasons to experience different menu items.

Thirdly, learning opportunities will promote organisational learning that retains a guest-centric perspective towards managing The Anthemion House (Helyer, 2015). The use of feedback through online reviews and in-person guestbook comments will provide useful knowledge that can be incorporated for future changes in the menu, design, or other characteristics of the restaurant.

In summary, the approach to developing the new restaurant must follow the same values and ideals that were determinant in creating The Anthemion House as it exists presently. Maintaining continuity of design can be secured by hiring the services of the same professional group that was involved in renovating The Anthemion House. This will reduce the liability of having to personally oversee such variables that are essential to creating an inviting atmosphere for

visitors. The location already benefits from being located in a quiet area of Kavala, making it a peaceful environment where boutique gastronomical experiences can be savoured by visitors without being distracted by crowds or sights of modern traffic nearby. This will preserve the timeless essence of local Grecian heritage to the satisfaction of the visitors, and the sustainable expansion of business for the owners as well.

5.0 Conclusion

The consultancy report on The Anthemion House presents a differentiated establishment, whose character and aesthetics make it respect contemporary tastes and classical architectural designs as well. The findings ultimately conclude that The Anthemion House is positioned to operate as a sustainable boutique hotel and a leading example of boutique hotel development for attracting discerning tourists. Based on this, the given recommendations will meet the needs of the owners in expanding their business through the operation of a new restaurant on the premises, and ensure a diversified stream of income that grows beyond its clientele.

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