**Book7- Test3- Part 4**

Good morning everyone. Today’s lecture forms part of hospitality and tourism module. Last week I looked at the economy end of the hotel business. This week I’m going to discuss the luxury end of the market. Let’s consider the following scenario.

You wake up in the middle of the night in a strange hotel miles away from ~~your~~ home. Disoriented most probably form jet lag. When even the most expensive surroundings ~~as~~ can seem empty ~~in~~ and ~~dispretem~~ dispiriting. You ~~were~~ have paid a great deal of money to stay in this first-class hotel with its contemporary technology. But according to recent research carried out by an international travel and public relations company: all is not well. The research suggests that even the most ~~obwelant~~ opulent luxurious hotel seem to ~~of~~ have underestimated the most basic needs of their customers. Be they traveling for work or pleasure. The need to feel at home ~~and~~ in surroundings which are both familiar and inviting.

~~The least~~ Do these findings however apply only to hotels situated in particular areas. Is it possible ~~of~~ that the external environment can affect ~~the~~ a guest~~s~~’s well-being? The company’s research covered the whole range of different hotel types both independent hotels and those which are part of large chains. They investigated ~~shicks~~ chic so called boutique hotels ~~and~~ in the heart of downtown business districts. Stately ~~mentions~~ mansions located in depth of beautiful countryside and plus plush hotels built at the edge of tropical beaches surrounded by palm trees and ~~edelic~~ idyllic blue ocean. And the research concluded ~~that~~ what was outside the hotel simply didn’t matter. This is a fascinating revelation. And those of you hoping to move ~~in the~~ into ~~corrier~~ carriers ~~of~~ in the travel and leisure industry would be well advised to look at the finding in more detail.

But back to main point of this lecture ~~that~~ the need to feel at home. What can the hotel industry do about it? And is the ~~vary~~ very idea~~s~~ so subjective that it is impossible to do anything about it on a global basis?

~~Nowever~~ however nothing stands still in this world. One company has come up with the slogan take your home with you. And aims to provide clients with luxury serviced ~~departments~~ apartments. Those in the business travel industry maintain that these serviced ~~department~~ apartments ~~despemds~~ dispense with all the unwanted and expensive hotel services that business travelers don’t want. While maximizing the facilities they do want. For example not only sleeping and living accommodation, but also a sleek modern kitchen that allows quests to cook and entertain if they wish at no additional cost~~s~~. The attraction of such facilities are obvious and it’ll be interesting to see whether the company manage~~rs~~ to stablish a trend all over the world and ~~then~~ make a lasting impact on the luxury acommodation market.

Now finally I want to consider psychology underpinning the traditional holiday hotel industry. As a hotelier how do you go about attracting people to give up the security of their own home and entrust themselves to ~~sustain~~ staying in a completely strange place and sleeping in an unfamiliar bed. Firstly, hotels exploit people need to escape the predictability of their everyday lives. For a few days people can pretend they are free of ~~their~~ responsibilities and can ~~emdolge~~ indulge themselves. Secondly, there ~~are~~ is something very powerful in our need to be pampered and looked after. ~~And~~ it’s almost as if we return to being a baby when everything ~~is~~ was done for us and we ~~thought~~ felt safe and secure and not far remove from this is the pleasure in being ~~spoiled~~ spoilt and given little treats like the ~~mineque~~ miniscule bottle of shampoo and tiny bars of soap the chocolate on your pillow at night. And we actually forget that we are paying for ~~at~~ it all.

Next week I am going to look at ~~equal~~ eco-hotels ~~of~~ a fairly new phenomenon but increasingly popular