

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

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 apartments. Those in the business travel industry maintain that these serviced apartments dispense with all the unwanted and expensive hotel services that business travellers don't want, while maximising the facilities they do want. For example, not only sleeping and living accommodation, but also a sleek modern kitchen that allows guests to cook and entertain if they wish, at no additional cost. The attractions of such facilities are obvious and it'll be interesting to see whether the company manages to establish a trend all over the world and make a lasting impact on the luxury accommodation market.

Now, finally I want to consider the 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 staying in a completely strange place and sleeping in an unfamiliar bed? Firstly, hotels exploit people's need to escape the predictability of their everyday lives. For a few days people can pretend they are free of responsibilities and can indulge themselves. Secondly, there is something very powerful in our need to be pampered and looked after, it's almost as if we return to being a baby, when everything was done for us and we felt safe and secure. And not far removed from this is the pleasure in being spoilt and given little treats – like the miniscule bottles of shampoo and tiny bars of soap, the chocolate on your pillow at night – and we actually forget that we are paying for it all!

Next week, I'm going to look at eco-hotels, a fairly new phenomenon but increasingly popular . . .

## TEST 4

### SECTION 1

- OFFICER: Yes, what can I do for you?  
 STUDENT: My friend is in homestay . . . and she really enjoys it . . . so I'd like to join a family as well.  
 OFFICER: Okay, so let me get some details. What's your name?  
 STUDENT: My name is Keiko Yuichini.  
 OFFICER: Could you spell your family name for me?  
 STUDENT: It's . . . Yuichini, that's Y-U-I-C-H-I-N-I.  
 OFFICER: And your first name?  
 STUDENT: It's Keiko. K-E-I-K-O.

*Example*

*Q1*