



Evolving Preferences: Understanding Contemporary Luxury Hotel Guests

Polina Milosh

Bachelor's thesis
November 2023
Tourism Management

Milosh Polina

Evolving Preferences: Understanding Contemporary Luxury Hotel Guests

Jyväskylä: Jamk University of Applied Sciences, 2023, 39 pages.

Degree Programme in Tourism Management. Bachelor's thesis.

Permission for open access publication: Yes

Language of publication: English

Abstract

Over the past few years, the travel industry has witnessed a significant shift in the preferences of luxury hotel guests. As travellers become more sophisticated and well-informed, their expectations of what a luxury hotel should offer have evolved. No longer are opulent interiors and world-class amenities enough to impress discerning guests. They now demand personalized experiences and a deeper connection to the local culture. Therefore, suitability is getting more and more important for the new generation nowadays and the question is, does it also influence on a choice of the hotel? What is more, modern technologies are becoming a part of humans' everyday life, so should luxury properties adapt for those changes?

Beginning with an in-depth analysis of secondary data sources, this research studies the existing information to discern patterns, trends, and demographic characteristics of luxury hotel guests. Building upon this foundation, the study delves into the qualitative realm, conducting the interviews with a diverse spectrum of luxury hotel guests. These interviews provide a first-hand understanding of the subjective preferences, motivations, and multifaceted drivers that shape the decisions of contemporary luxury hotel. The aim of the research is to give Luxury Hotels an understanding of the preferences of their guests. Moreover, this research gives recommendations to the hotels how they should adapt to the modern agenda.

Key words/tags (subjects)

Luxury hospitality, Luxury Travel, Hospitality Industry Trends, Guest preferences, Service Quality, Personalization in Hospitality

Miscellaneous (Confidential information)

Contents

1	Introduction	4
2	Purpose and objectives of the Thesis	5
3	Luxury guests and their preferences	6
3.1	Evolving Luxury Hospitality: Understanding Guest Expectations and Dynamic Trends ...	6
3.2	Characteristics of luxury hotels	7
3.3	Characteristics of Luxury guests	9
3.4	Analyzing the motives and reasons for choosing luxury hotels	12
3.5	The role of technology in shaping the guest experience in luxury hotels	14
3.6	Comparative analysis of modern guests and guests from a bygone era	17
4	Implementation of the research	22
4.1	Research method	22
4.2	Collection of data	22
4.3	Ethical consideration	23
4.4	Data analysis.....	24
5	Results.....	25
5.1	The reliability	29
5.2	Main results and recommendations	30
	References	33
	Appendices	36
	Appendix 1. Participant profile.....	36
	Appendix 2. Information sheet for one-to-one interviews	38
	Appendix 3. Interview questions.....	39

1 Introduction

Over the past few years, the travel industry has witnessed a significant shift in the preferences of luxury hotel guests. As travelers become more sophisticated and well-informed, their expectations of what a luxury hotel should offer have evolved. No longer are opulent interiors and world-class amenities enough to impress discerning guests; they now demand personalized experiences and a deeper connection to the local culture.

Modern luxury hotel guests are looking for more than just a place to sleep; they want an immersive and authentic experience that reflects their individual tastes and preferences. Whether it's through bespoke services, curated activities, or culinary offerings that showcase local cuisine, modern luxury hotels are constantly innovating to meet these expectations.

Moreover, with the rise of social media and online travel communities, modern luxury hotel guests have more access to information and reviews than ever before. They are tech-savvy, well-travelled, and expect seamless digital experiences that enhance their overall stay.

In this dynamic and competitive landscape, it is crucial for luxury hotels to understand the changing needs and expectations of their guests. By staying attuned to the latest trends and innovations, they can continue to deliver exceptional experiences that exceed guest expectations and cement their status as industry leaders.

Today's hospitality industry is undergoing significant changes, influenced by the evolving preferences of guests who seek deeper and more personalized experiences in luxury hotels. Going beyond exquisite interiors and world-class amenities, today's luxury hotel guests are expressing a desire to experience something unique and close to their own preferences. Whether it's customized services, organized events or culinary offerings that reflect local culture, luxury hotels are constantly innovating to meet these expectations (Baumgarten, L. V.,2021).

With the increasing influence of social media and online travel groups, today's luxury hotel guests have more access to information and reviews than ever before. They are tech-savvy, well-traveled and expect seamless digital experiences that enhance their overall stay experience. In this dynamic

and competitive context, it is critical for luxury hotels to understand the changing needs and expectations of their guests. By keeping abreast of the latest trends and innovations, they can continue to deliver exceptional experiences that exceed guest expectations and reinforce their status as industry leaders (Baumgarten, L. V.,2021).

Practical relevance: The findings of this study can serve as a practical framework for luxury hotels, enabling them to adapt to changing guest needs and expectations. Understanding these changes will help the industry better meet guest demands and remain competitive.

Theoretical Significance: This study contributes to the theoretical understanding of current trends and expectations of luxury hotel guests and their relationship with demographic, psychographic and technological aspects. The results may provide a basis for further research in this area.

2 Purpose and objectives of the Thesis

This research aims to explore the evolving expectations and preferences of present-day luxury hotel repeat guests. Its primary objective is to comprehensively understand the shifting needs of these visitors, facilitating adaptability for luxury hotels.

This research aims to profile the demographic and psychographic characteristics of contemporary luxury hotel guests. It encompasses various factors, such as age, gender, income level, geographic distribution, values, and lifestyle choices.

Moreover, the study seeks to delve into the motivations driving modern luxury-seeking guests to choose upscale hotels. Additionally, it aims to uncover their multifaceted expectations concerning service quality, amenities, sustainability initiatives, and the overall guest experience.

The research question that will be explored throughout the thesis process is, "What expectations do today's luxury hotel guests have of service quality, amenities, sustainability, and overall guest experience, and how can luxury hotels adapt to changing preferences to remain competitive?"

3 Luxury guests and their preferences

3.1 Evolving Luxury Hospitality: Understanding Guest Expectations and Dynamic Trends

This comprehensive exploration encompasses several crucial dimensions: Examining the current trends within luxury hotels involves a detailed study of the ongoing transformations that significantly impact the industry. Emphasis lies on elements such as personalized service, sustainability initiatives, technological advancements, cultural authenticity, and an increased focus on safety and healthcare, after the Covid-19.

Furthermore, a research of the integration of sustainability and emergent ethical frameworks into contemporary guest preferences research the evolving values that are increasingly integral in the choices of luxury accommodations.

In the realm of contemporary luxury hospitality, various trends have emerged, significantly influencing the expectations and preferences of demanding guests. Sustainability and environmental consciousness constitute pivotal factors in guest considerations, wherein an increasing emphasis is placed on eco-friendly lodging options within luxury hotels. This entails the adoption of technologies and practices aimed at mitigating environmental impact, encompassing the commitment to sustainability standards, the implementation of energy-efficient solutions, and active engagement within the community. (Glazkov, V. N., 2021)

Moreover, the integration of innovative technologies has become an expectation among today's luxury hotel guests. Hotels visitors are eager to utilize mobile applications for streamlined reservations, remote management of room amenities, and efficient staff interaction. Notably, digital concierge services and the incorporation of smart room innovations featuring automated systems have gained prominence as pivotal elements in enhancing the overall guest experience. (Glazkov, V. N., 2021)

Additionally, according to Glazkov (2021), a growing trend among luxury hotel patrons revolves around an earnest desire for cultural authenticity and immersion in local experiences. This is met through the provision of curated programs, activities facilitating exploration of indigenous culture, and culinary offerings that reflect the distinctiveness of local cuisine.

Furthermore, the onset of the COVID-19 pandemic has significantly amplified concerns regarding safety and health among luxury hotel guests. This has led to heightened expectations for stringent sanitation measures, accessibility to medical services within the hotel premises, and the provision of comprehensive information regarding risk mitigation measures. (Glazkov, V. N., 2021)

Glazkov, V. N. (2021) underscores these trends, showcasing statistical insights that corroborate their impact on the expectations and preferences of today's luxury hotel guests. Notably, a substantial percentage of guests express preferences aligned with these trends, emphasizing the paramount importance of personalized services, sustainability initiatives, technological integrations, cultural authenticity, and stringent safety measures within the context of luxury hospitality. These discerning trends necessitate continuous innovation and adaptation within luxury hotel establishments to remain competitive within the evolving landscape of guest expectations.

The analysis extends to identifying the influential factors guiding guests' decisions and their corresponding expectations when selecting luxury accommodations. This includes evaluating the profound impact of brand image, hotel reputation, online reviews, and the weight of recommendations from social circles.

Finally, a comparative analysis between today's luxury hotel guests and their counterparts from previous eras will be undertaken. This comparative study aims to discern shifts in demographics, changes in societal norms, and the impact of technological advancements. Understanding these nuanced dimensions is pivotal in deciphering how luxury hotels can dynamically adapt to the ever-changing preferences and expectations of their guests, thereby ensuring competitiveness and relevance within the contemporary hospitality industry.

3.2 Characteristics of luxury hotels

The exemplified luxury hotels, as documented by Bystrov, S. A. (2021), showcase premier accommodations esteemed for their exceptional offerings tailored to meet the exacting standards of luxury-seeking guests.

For instance, The Ritz-Carlton in Paris, situated within the historical center, offers opulent lodgings with unparalleled views of the iconic Eiffel Tower. Distinguishing itself with a five-star rating, an

average yearly client turnover of 40,000, and an impressive TripAdvisor rating of 4.8/5, this establishment provides a personalized concierge, luxurious rooms and suites, upscale dining options, and an exclusive spa experience. (Bystrov, S. A., 2021)

Similarly, The Plaza Hotel in New York City, a renowned five-star property, boasts an annual client turnover averaging 35,000 visits and maintains a high rating of 4.7/5 on TripAdvisor. Guests revel in the hotel's luxurious ambiance, beautiful rooms, sumptuous afternoon tea at the Palm Court, and exclusive concierge services. (Bystrov, S. A., 2021)

The Burj Al Arab in Dubai, acclaimed for its sail-shaped architecture, boasts a five-star rating, an average yearly client turnover of 30,000, and an exceptional TripAdvisor rating of 4.9/5. This iconic establishment offers luxurious rooms and suites overlooking the Persian Gulf, private beaches, world-class dining, and round-the-clock personalized service. (Bystrov, S. A., 2021)

Aman Tokyo, located in the heart of Tokyo, stands as a five-star retreat with an average yearly client turnover of 20,000 and a TripAdvisor rating of 4.8/5. Featuring modern and sophisticated accommodations with stunning city views, this oasis includes a spa, restaurants offering Japanese and Italian cuisines, and a commitment to delivering a high standard of service. (Bystrov, S. A., 2021)

Finally, The Savoy in London, a five-star luxury hotel with an average yearly client turnover of 45,000 and a TripAdvisor rating of 4.7/5, showcases its elegant style, historical significance, luxurious rooms and suites, superior culinary experiences, and exceptional service offerings. (Bystrov, S. A., 2021)

These elite luxury hotels, underscored by their star ratings, annual client turnovers, and TripAdvisor ratings as sourced from Bystrov, S. A. (2021), stand as epitomes of lavishness, delivering unparalleled services and unique guest experiences to their distinguished clientele.

Moving on which characteristics are important for the luxury guests in properties, service is one of the important factors. Service in luxury hotels is often defined by attention to detail and a high standard of service. Trained and professional staff is an integral part of this process. According to a

HospitalityNet survey, 85% of Russian luxury hotel customers consider service quality a key factor in choosing a hotel. (Kliuchevskaya, I. S.,2021)

Luxury hotels strive to provide unique and personalized services to meet the needs of the most demanding guests. This can include VIP services, personal chefs, event organization and exclusive access to entertainment. According to a report by Luxury Daily, 68% of luxury hotel customers value personalized services. (Kliuchevskaya, I. S.,2021)

Restaurants in luxury hotels play a significant part in the overall perception of the hotel experience. Fine dining, world-class chefs and exclusive culinary events are often an appealing factor for guests. According to Forbes Travel Guide research, 75% of luxury hotel customers consider the culinary experience important. (Kliuchevskaya, I. S.,2021)

Therefore, Innovative technology is also becoming an important part of service at luxury hotels. Mobile check-in, smart room management systems and technological innovations in security are all contributing to increased convenience and safety for guests. According to a Deloitte study, 64% of luxury hotel guests appreciate the use of new technologies. (Kobyak M. V. & Skobkin S. S., 2021)

Reputation of the property plays an important role in attracting new customers as well. Reviews on platforms such as TripAdvisor or Booking.com become a key factor in deciding on a luxury hotel. According to TrustYou research, 95% of guests read reviews before booking. (Kobyak M. V. & Skobkin S. S., 2021)

3.3 Characteristics of Luxury guests

In delving into the scope of luxury hotel guests, an integral aspect of this research is defining their characteristics and behaviour within the hospitality sphere. Luxury hotel guests constitute a contemporary group of travellers who consciously stay at high-end accommodations during their travels or vacations. These discerning guests exhibit discerning tastes, necessitating exceptional service standards, personalized attention, and access to luxurious amenities. (Vakulenko R. & Kochkurova E., 2020)

Their preferences extend towards authentic cultural and culinary experiences, reflecting a growing interest in sustainability and ethical considerations. This demographic encompasses both business

and leisure travellers, displaying varying ages and nationalities; however, their hallmark traits converge around the anticipation of exceptional service and a craving for a distinctive and opulent guest experience. (Vakulenko R. & Kochkurova E., 2020)

The demographics of luxury hotel guests, as studied by Vakulenko R. & Kochkurova E. (2020), reveal specific trends in age, income levels, and national diversity. Predominantly, these guests often fall within the middle-aged and older bracket, typically ranging from 40 to 60 years old. Notably, they exhibit a tendency towards higher income levels, commonly exceeding \$100,000 annually. The allure of luxury hotels transcends geographical boundaries, attracting a diverse array of guests hailing from varied nationalities and cultures.

In exploring the behavioural patterns and preferences of luxury hotel guests as identified by Votintseva, N. A. (2020), several key characteristics emerge. These guests exhibit high expectations, seeking outstanding service, personalized attention, and access to luxurious amenities. Moreover, they actively prioritize exclusivity and personalized experiences, demonstrating a willingness to invest for unique offerings. Their refined tastes often align with a higher social status, appreciating the intrinsic style and ambiance of these upscale establishments. Furthermore, their proclivity towards cultural immersion manifests through an interest in local art, cuisine, and cultural experiences.

Additionally, statistics gleaned from Votintseva, N. A. (2020) underscore the average income range, age distribution, typical length of stay, and advance booking habits of luxury hotel guests. On average, these guests tend to exhibit an income level ranging between \$100,000 to \$200,000 per year, with an age bracket typically spanning from 40 to 60 years old. Their average stay duration often spans between 3 to 5 days, typically booked 2 to 3 months in advance, signalling a thoughtful and premeditated approach to their travel arrangements.

The evolving trends within luxury hospitality, as elucidated by Glazkov, V. N. (2021), are reshaping guest expectations and preferences. A key trend is the increasing demand for personalized service, necessitating unique and tailored guest experiences aligned with individual preferences. This encompasses personalized greetings, bespoke amenities, and customized itineraries catering to guests' specific needs and preferences.

As part of this statistical study, it was possible to find out the following data on guest demographics: The country of residence of the guests does not matter as an important factor, as the number of consumers of the service is directly related to the economic well-being of the citizens of that country, thus changes in the well-being of the citizens provide an opportunity for the consumption of luxury hotel services, but do not determine the predisposition to them. (Ivanov, V. V.,2022)

Marital status is also not an important factor in the demographic characteristics, as the guests of luxury hotels can be both married couples and unmarried people, in other words, there is no evidence that any group differentiated by marital status is more or less predisposed to stay in luxury hotels. Vacation preferences, whether active or passive, are also not a determining factor for guests of luxury hotels, so hotels can choose any vacation concept within the current trends of luxury hotel services (Ivanov, V. V.,2022).

The table below summarizes the specific demographic characteristics.

Table 2: Demographic characteristics of guests

Characteristics	Average value	Standard deviation
Age (years)	38	7
Gender (% of women)	55	-
Length of stay (days)	5	2
Average salary (\$)	80,000	20,000
Average travel distance (km)	5000	1500

The examination of the provided statistical data has unveiled prominent trends and patterns characterizing guests frequenting contemporary luxury hotels. The analysis reveals several key demographics. Primarily, the average age of modern luxury hotel guests stands at 38 years old, emphasizing the broad appeal of luxury accommodations across various age brackets. Moreover, gender demographics signify a majority representation of approximately 55% being female, underlining the allure luxury holds for the female demographic.

Furthermore, an average length of stay spanning 5 days reflects a preference among patrons for extended stays, indicating a penchant for immersive and comprehensive luxury experiences. Financially, the average guest income registers at \$80,000, portraying the financial stability prevalent among visitors to luxury establishments. Additionally, guests travel an average distance of 5,000 kilometers to access luxury hotels, underscoring their willingness to traverse substantial distances in pursuit of a premium hospitality encounter.

The comprehensive analysis of these demographics affirms the financial stability, diverse international backgrounds, and the considerable willingness among luxury hotel patrons to embark on extensive travels for the sake of indulging in luxurious experiences. Such discerning insights derived from these statistics serve as a foundational framework for formulating forthcoming recommendations directed towards both hotel proprietors and guests alike.

3.4 Analyzing the motives and reasons for choosing luxury hotels

Today's travelers are looking for unique and personalized experiences that are different from standard hotel services. This can include customized events, personalized excursions and other unique experiences. According to Luxury Society research, 72% of luxury hotel customers value unique experiences. (Mozhaeva, N. G,2022)

With increasing customer awareness of sustainability issues, luxury hotels are under pressure to adopt eco-friendly practices and social initiatives. Responsibility to nature and society is becoming a key element of development strategy. According to GlobalData research, 82% of luxury hotel customers say sustainability is important to them when choosing a hotel. (Mozhaeva, N. G,2022)

Therefore, technology is playing an increasingly important role in the guest experience at luxury hotels. The introduction of artificial intelligence, virtual reality and interactive applications are enabling guests to enjoy an innovative and comfortable stay. According to a Hospitality Technology study, 68% of luxury hotel guests expect to utilize modern technology. (Nikolenko P. G. & Gavrilieva T. F.,2021)

In light of today's challenges such as pandemic and cybersecurity threats, security-less and privacy become especially important to luxury hotel guests. A guaranteed level of security combined with data privacy is becoming a key benefit. According to a Deloitte study, 87% of luxury hotel guests consider security an important factor when choosing a hotel. (Nikolenko P. G. & Gavrilieva T. F.,2021)

In addition, modern luxury hotels strive to offer a multi-sensory experience, including visual, audio, tactile and even aromatic elements. J.D. Power research shows that 63% of luxury hotel customers value hotel architecture and design as an important aspect of their experience. (Nikolenko P. G. & Gavrilieva T. F.,2021)

Studies conducted on contemporary luxury hotels shed light on the intricate tapestry of guest expectations and preferences. Within this realm, several key facets emerge as pivotal determinants of guest satisfaction and choice. Foremost among these is the fundamental desire for personalized service—a cornerstone of the luxury hotel experience. Guests, driven by a quest for utmost comfort, anticipate meticulous attention to their individual needs, fostering an environment conducive to relaxation and tranquillity. (Morozova et al., 2021)

Moreover, contemporary luxury hotel patrons exhibit a preference for establishments committed to sustainable practices and societal responsibility. Expectations extend beyond mere opulence to encompass a deeper commitment to environmental practices, including initiatives focusing on waste management, energy conservation, and community engagement. (Morozova et al., 2021)

Notably, sustainability emerges as a driving force in guest decisions, influencing the choices of a substantial 70% of luxury hotel patrons. (Ignatyeva et al., 2021) This emphasis on responsible practices extends beyond mere rhetoric, playing a pivotal role in shaping guest choices and preferences.

A holistic understanding of the guest experience also underscores an inherent desire for cultural authenticity and immersion. Guests seek opportunities to engage with local culture and traditions, often valuing activities and culinary experiences that authentically reflect the essence of the locale. Simultaneously, their expectations are intertwined with a reliance on modern technological solutions, evident in their anticipation of digital concierge services and seamless mobile app integration. (Ignatyeva et al., 2021)

Statistical analyses reveal that the primary motives propelling guests to choose luxury hotels revolve around the pursuit of unique experiences, a premium on high-quality service, and an intrinsic need for relaxation. Service quality remains paramount, with guest satisfaction intricately linked to the presence of friendly staff, comfortable accommodations, and exquisite dining options.

In tandem with these motivations, the data also unveils pertinent guest behaviour, such as an average stay duration spanning 3-5 days—an indicator of their pursuit of a comprehensive and immersive experience. Impressively, guest ratings consistently reflect an outstanding service quality, underscoring the alignment between high expectations and fulfilment within luxury hotel settings. (Ignatyeva et al., 2021)

Collectively, these multifaceted observations and statistical underpinnings, as provided by Morozova et al. (2021) and Ignatyeva et al. (2021), serve as a critical framework in deciphering the intricacies of guest decision-making and expectations within the realm of luxury hospitality.

3.5 The role of technology in shaping the guest experience in luxury hotels

In today's world, technology has become an integral part of our daily lives and the hospitality industry is no exception. Luxury hotels, in an effort to satisfy modern and demanding guests, are actively adopting new technologies to create an outstanding and unforgettable guest experience. (Aleksееva, 2021)

In the context of contemporary luxury hotels, a comprehensive examination of prevailing technologies not only sheds light on current standards but also offers insights into potential innovations

that could shape the future landscape of hospitality. This analysis is poised to unravel the challenges and opportunities that technology presents within the sphere of today's guest expectations.

There are some really important technological inventions that had influence the hospitality industry as well. As elucidated by Alekseeva (2021), mobile applications are usually used by today's luxury hotel guests. These applications streamline guest experiences by easing their stay as it can manage it. Thanks to the apps, guests can access different services, secure restaurant reservations, and engage with hotel staff—all through the convenience of their smartphones. This integration significantly influences on comfort levels and personalization in guest-hotel interactions.

Furthermore, digital concierge is another innovation in luxury hotels which guests like. These virtual assistants furnish guests with real-time information, recommendations, and guidance. Whether through artificial intelligence interfaces or direct interactions with hotel staff via mobile applications or in-room devices, digital concierges serve as indispensable resources for guests seeking assistance during their stay. (Alekseeva, 2021)

Another new innovation which is about to make revolution in hospitality industry is smart room technologies. These digital service allow guests to have ultimate control over their environment, including lighting, climate settings, entertainment, and service requisitions—often executed seamlessly through tablets or voice commands. With one click or voice command it is possible to make a perfect comfortable personalized environment for every individual guest. (Alekseeva, 2021)

According to Alekseeva (2021), in tandem with guest comfort, technology assumes a critical role in the security protection as well. Robust security systems, inclusive of access control mechanisms, video streaming and comprehensive security management protocols, underpin a sense of safety and tranquillity paramount to guest satisfaction. Additionally, wireless internet access has become integral part of every luxury property. Nowadays, it is impossible to imagine Luxury hotel or resort without Wi-Fi all over its property, even at the beach or in mountains - there has to be an internet access with a perfect connection.

Therefore, luxury hotels enrich guest experiences through diverse interactive media and entertainment choices. These offerings include interactive televisions, extensive media libraries with a wide range of movies and music and engaging virtual and augmented reality experiences. (Alekseeva, 2021)

As it was studied by Alekseeva (2021), the integration of technology extends to the facilitation of financial transactions and reservation processes. Digital platforms empower guests to execute payments and make room reservations effortlessly through websites and mobile applications, introducing convenience and transparency into these essential aspects of their hotel engagements.

Finally, the advent of data analytics technologies plays a crucial role in understanding guest preferences. Through data-driven insights, hotels can curate personalized services and tailor offers that resonate with individual guest inclinations, thereby fostering heightened satisfaction and engendering guest loyalty. This extensive array of technological integrations within luxury hotels epitomizes not only the current technological standards but also hints at the potential transformative trajectory poised to redefine the future landscape of hospitality. (Alekseeva, 2021)

Luxury hotels frequently employ various technologies to enhance and tailor the guest experience, aiming to offer an ultimate sense of comfort and exclusivity. Among these technologies are several notable advancements as delineated by Dmitrieva et al. (2020), In-room smart technology stands as a most important feature within luxury accommodations, facilitating guests' control over room ambiance. This technology empowers guests to manage lighting, regulate room temperature, and manipulate audio-visual systems using smartphones or tablets. Such personalized control mechanisms contribute significantly to augmenting comfort and convenience, allowing guests to design their room environment to their specific preferences.

Moreover, an innovative addition to certain luxury hotel rooms is interactive mirrors. These technologically sophisticated mirrors serve multifaceted functions, including the display of weather updates, local event information, and the provision of service requisitions—affording guests an immersive and avant-garde experience. The interactive feature enables guests to seamlessly engage with the hotel's services directly through the mirror, amplifying the sense of luxury and innovation embedded within the guest experience. (Dmitrieva et al., 2020)

It is really convenient function, as to be sustainable, some hotels offer cosmetic amenities upon request. That means the guest needs to call or even go somewhere to ask, for instance, for the toothbrush. With this interactive mirror it could be possible to do a request without any unnecessary interaction.

Therefore, luxury hotels often integrate wireless charging systems for mobile devices, eliminating the necessity for tangled wires and offering a seamless, modern charging solution. This feature supplements the guest experience with an added layer of convenience and contemporary amenities. (Dmitrieva et al., 2020)

According to Dmitrieva (2020), luxury hotels frequently incorporate digital concierges and mobile applications into their service offerings. These digital platforms offer guests the convenience of ordering services, securing restaurant reservations, receiving personalized recommendations, and engaging in direct communication with hotel staff through chat interfaces. This combination of digital technologies and personalized services aims to fully fill guests' individualized needs, thereby augmenting the overall level of service and convenience.

Collectively, these technological integrations within luxury hotels serve to elevate the guest experience by fostering an environment of enhanced comfort, convenience, and personalized interaction. Such commitments underscore luxury establishments' dedication to providing contemporary guests with access to the latest innovations, aligning with their discerning standards and expectations. (Dmitrieva et al., 2020)

3.6 Comparative analysis of modern guests and guests from a bygone era

Within each time period there were trends that determined the supply and demand for hotel guests. These characteristics of the image of a "modern" for this or that era guest was formed from a number of cultural, social, economic and technological aspects. Within the framework of comparative analysis, the characteristics of modern guests and guests of 20-30 years ago are considered. (Dekhtyar, G. M., 2021)

The contemporary clientele frequenting luxury hotels exhibits distinct features and expectations. As outlined by Dekhtyar (2021), several notable characteristics define this modern guest profile.

Firstly, Technology Readiness stands as a fundamental trait, where guests actively engage with smartphones and other devices. Their expectations revolve around seamless access to wireless internet and state-of-the-art technological amenities within their accommodation. Secondly, individualization holds paramount importance, reflecting guests' preference for tailored and personalized attention. They anticipate bespoke services and the opportunity to customize their overall guest experience to align with their unique preferences and desires.

As it was said before, sustainability and New Ethics form a significant aspect of guests' expectations. Modern guests exhibit a keen interest in environmentally responsible practices and seek out accommodations that emphasize sustainability and ethical considerations. Therefore, Experiences and Cultural Immersion transcend the mere provision of luxurious lodging. These guests seek immersive experiences, including access to local cuisines, cultural events, and entertainment, elevating their stay beyond conventional luxury. (Dekhtyar, G. M., 2021)

What is more, according to Dekhtyar (2021), Service Demanding nature characterizes modern guests who expect meticulous attention to detail and a commitment to delivering high-quality service throughout their stay. Furthermore, Digital Literacy signifies the guests' adeptness in effectively utilizing technology to streamline their stay. Additionally, they anticipate luxury hotels to provide cutting-edge technological solutions to facilitate a seamless and effortless experience. Last but not least, Social Influence emerges as a defining trait, reflecting guests' active engagement on social media platforms. They are proposted to share information and provide feedback about their stay significantly impacts the reputation and perception of the hotels they are ambassadors at.

Characteristics	Today's luxury hotel guests
Technological readiness	9 out of 10
Individualization	8 out of 10
Sustainability and the new ethics	7 out of 10
Experience and cultural immersion	9 out of 10

Demanding service	8 out of 10
Digital literacy	9 out of 10
Social impact	8 out of 10

Table 1- Characteristics of modern guests of luxury hotels (Dekhtyar, G. M.,2021)

These numerical values represent the relative importance of each characteristic to modern guests, where 10 represents maximum importance and 1 represents minimum importance.

The characteristics defining guests from a previous era, approximately two to three decades ago, as highlighted by Dekhtyar (2021), contrast significantly with the contemporary guest profile. To start with, Technology Readiness during that period was notably limited compared to the present. Guests were less engaged with smartphones and modern devices, showcasing a lower level of technological adoption and reliance. Therefore, Individualization was less emphasized in the past era, with guests being more inclined towards standardized services. There existed a greater acceptance of standardized offerings compared to the contemporary guest's desire for personalized attention.

As for Sustainability and New Ethics, it held less prominence in the past. Environmental responsibility and sustainability were comparatively less prioritized, reflecting a lower emphasis on these aspects in hospitality offerings. The same was for Experiences and Cultural Immersion. It was less sought after during that time. Guests exhibited a reduced desire for cultural immersion and diverse experiences, often preferring more conventional and traditional entertainment and culinary options. (Dekhtyar, G. M.,2021)

What is more, according to the Dekhtyar (2021), Service Demand appeared to be less of a priority among guests from the previous era. There existed a lower expectation for elevated service standards, differing from the contemporary guest's willing for outstanding service and attention to de-

tail. Furthermore, Digital Literacy among guests during that era was notably limited. Their proficiency in utilizing technology was relatively lower compared to the digital literacy prevalent among modern guests. (Dekhtyar, G. M.,2021)

In addition, Social Influence was notably reduced, with less social media activity and a diminished impact on hotel reputation through online reviews. Guests from that era exhibited less engagement on social platforms, resulting in a reduced influence on hotel perceptions and reputations in the digital sphere. (Dekhtyar, G. M.,2021)

In the examination contrasting modern luxury hotel guests with those from a past era, significant disparities emerge, revealing distinct preferences and expectations. Contemporary guests exhibit a higher technological readiness, emphasizing the importance of modern in-room amenities such as wireless internet access. This stands in stark contrast to their predecessors from an earlier era who might not have accorded such significance to technological advancements. Additionally, modern guests distinctly prioritize individualization and personalization in their service experiences. Conversely, guests from the past era appeared more amenable to standardized services, displaying less emphasis on personalization. (Dekhtyar, 2021)

The contemporary trend toward sustainability and environmental responsibility is notably pronounced among present-day guests. However, this aspect was relatively less prioritized among guests from the past era. Moreover, modern guests not only seek luxurious accommodations but also desire immersive cultural experiences, including local cuisine and activities. This inclination contrasts sharply with the preference of guests from an earlier era who might have favoured more traditional forms of entertainment. (Dekhtyar, 2021)

Furthermore, as highlighted by Dekhtyar (2021), the modern clientele presents as more service-demanding and meticulous in their expectations, seeking elevated service standards. In contrast, guests from the past era might have been more accepting of standard service levels without the same level of scrutiny. Moreover, contemporary guests demonstrate higher digital literacy and an anticipation of modern technology solutions, such as mobile apps and digital services. On the other hand, guests from the past era might have exhibited limited proficiency in utilizing technology.

Notably, the influence of social media platforms on hotel reputations through online reviews is a distinct aspect of the contemporary era. This avenue for influencing perceptions was absent for guests from the past era, highlighting a significant divergence in social influence strategies among the two groups (Dekhtyar, 2021).

In summary, these comparative insights underscore the evolving guest preferences and behaviours, illustrating the nuanced differences between contemporary luxury hotel guests and those from a bygone era.

Today's luxury hotel guests are different from those of previous decades. They are more technologically ready, more demanding of service, actively interested in sustainability and new ethics, seeking individualization and personalization in the guest experience, and seeking deep cultural immersion. They also have a significant social impact on the reputation of hotels. In this context, luxury hotels must adapt to the changing expectations and needs of today's guests to remain competitive in the hospitality industry. (Dekhtyar, 2021)

Contemporary luxury hotel guests are a dynamic and demanding group of customers with unique characteristics and expectations. They expect a more customized and personalized experience, including high levels of service and access to state-of-the-art technology. They take an active interest in sustainability and new ethics, seeking to choose hotels that adhere to environmental and social standards. Modern guests also seek deep cultural immersion and experiences, preferring localized cultural experiences. (Dzhum, T. A.2019)

Luxury hotels, to remain competitive, must adapt to these changing expectations and needs. This includes adopting state-of-the-art technology to enhance the guest experience, innovating in sustainability and environmental responsibility, and striving to create unique and personalized services. (Dzhum, T. A.2019)

Comparisons with guests from previous eras emphasize that customer expectations and preferences for luxury hotels continue to evolve with changing socio-cultural dynamics and technological advances. Luxury hotels that are able to adapt and innovate with these changes remain at the forefront of the hospitality industry and attract modern guests expecting unique and satisfying experiences. (Dzhum, T. A.2019)

4 Implementation of the research

4.1 Research method

In the context of investigating the preferences of modern luxury hotel guests, interview methods emerge as the most fitting choice for this research endeavour. These methods enable an in-depth exploration of the nuanced expectations, desires, and preferences of contemporary luxury hotel guests. (Dekhtyar, 2021).

By opting for interviews, researchers gain the ability to delve deeply into the subjective experiences and viewpoints of modern luxury hotel guests. This approach allows for the comprehensive elucidation of guest perceptions and attitudes towards various facets of the hotel experience, including technology expectations, service demands, sustainability concerns, cultural immersion desires, and other pertinent factors. (Dekhtyar, 2021)

Moreover, interviews facilitate a flexible and adaptive approach, enabling researchers to tailor inquiries to the responses received. The open-ended nature of interviews provides an opportunity to explore diverse perspectives and uncover underlying motivations that drive contemporary guest preferences in luxury hotel accommodations (Dekhtyar, 2021).

The qualitative depth offered by interviews aligns seamlessly with the research objective of comprehensively understanding the evolving expectations and preferences of modern luxury hotel guests. By leveraging interview methods, this research aims to unravel the multifaceted dimensions shaping the contemporary luxury hospitality landscape, providing a holistic insight into the intricacies of guest preferences in the present era (Dekhtyar, 2021).

4.2 Collection of data

Interviews serve as a fundamental methodological choice in this study, providing a nuanced understanding of the preferences, motivations, and expectations of modern luxury hotel guests. This method allows for the exploration of subjective experiences and viewpoints, facilitating a comprehensive grasp of the multifaceted aspects that influence guest choices and desires within the realm of luxury hospitality.

The interviews conducted in this research were strategically facilitated by reaching out to guests of luxury hotels through diverse social media platforms such as LinkedIn, Facebook, Twitter, and Telegram. A structured interview guide was meticulously crafted, designed to delve into the intricate motivations and expectations of guests during their stay in luxury accommodations.

It was not easy to find participants for the interview, as there is not many people in student community who often goes to luxurious hotels. So, there was no chance to use JAMK networks in order to conduct interviews. However, thanks to the experience of working in luxury hotel The Ritz Carlton, it was possible to find participants for this research as networks was made during the time there. There was an opportunity to connect with the possible interviewees via social media, as with some people from the time of working in a luxury hotel the communication was still ongoing.

Each interview was conducted with full consent from the participants, ensuring adherence to ethical research standards. The responses gathered were methodically transcribed, allowing for meticulous scrutiny and thorough analysis of the data.

The qualitative nature of the interview method offered a rich and detailed exploration of guest preferences, behaviors, and aspirations within the context of luxury hotel experiences. This approach enabled researchers to obtain firsthand insights into the intricate nuances and underlying motivations that drive contemporary guest preferences in luxury accommodations.

In alignment with rigorous academic standards, the data collected through interviews underwent a comprehensive qualitative analysis, ensuring the robustness and depth of the study's findings. This methodological approach allowed for a comprehensive understanding of the evolving expectations and preferences of modern luxury hotel guests, contributing to a nuanced and insightful exploration within the field of luxury hospitality.

4.3 Ethical consideration

Adherence to ethical standards is fundamental in ensuring the integrity and credibility of the research. This study prioritize several ethical principles throughout its course.

Confidentiality measures is strictly enforced to maintain the anonymity of all study participants. Personal identifying information is meticulously removed from any study-related records to uphold the utmost confidentiality.

Informed consent will be a prerequisite for participation in the study. Participants involved in interviews are required to provide verbal consent, ensuring a comprehensive understanding of their role and involvement in the research.

All research data is securely handled and stored. Information collected is stored on a password-protected personal computer to prevent unauthorized access. Physical copies of documents is also stored in a secure and restricted-access location.

In conducting the research, the study prioritize methodologies that are non-invasive and free from harm. The safety, well-being, and reputation of all participants involved is be paramount.

Transparency and participant rights are upheld throughout the study. Participants receive full disclosure about the research aims and progress. They have the autonomy to inquire about any aspects of the study and can choose to withdraw their participation at any point.

By rigorously adhering to these ethical principles, the research aims to maintain the reliability and validity of the obtained data while upholding ethical conduct at every stage of the study.

4.4 Data analysis

In the data analysis phase of this research, several methodologies were employed to gain insights into the preferences and expectations of modern luxury hotel guests. Initially, diverse sources were utilized, including secondary data analysis and interviews.

Secondary data analysis was conducted by examining demographics, expectations, and preferences derived from surveys detailed in academic sources. These data underwent a rigorous validation process, ensuring accuracy and reliability. Additionally, comprehensive data cleansing procedures were implemented to rectify any errors within the information repository.

The interviews constituted a vital aspect of the data collection process. Through social media platforms like LinkedIn, Facebook, Twitter, and Telegram, luxury hotel guests were engaged. A structured interview guide, comprising questions that probed into the motivations and expectations of these guests, was developed and used. Interview sessions, conducted with participants' consent, were transcribed for subsequent qualitative analysis.

Throughout this study, adherence to ethical research standards was paramount. Anonymity was ensured by handling personal information confidentially, while informed consent was secured in verbal form before conducting interviews. Data security was maintained by storing information on password-protected personal computers and securing paper documents. Additionally, the study was designed to eliminate any risks to the participants' health, safety, or reputation.

By following these ethical principles, the research aimed to guarantee the reliability and validity of the obtained data. This approach ensured an ethical and responsible conduct of the study while contributing to a strong analysis of the preferences and expectations of modern luxury hotel guests.

5 Results

In this section, the research delve into the outcomes drawn from the interview data, which provided a unique perspective distinct from statistical and empirical analysis due to direct engagement with luxury hotel patrons worldwide. The interviews gathered subjective responses, shaped by varying vacation destinations and individual motivations for opting for luxury hotels. However, the primary focus remained on identifying prevailing trends in participant responses (refer to Appendix 2).

The conclusions derived from the answers follow a sequential structure based on interview questions, emphasizing the prevalent opinions among interviewees (refer to Appendix 3).

Regarding the factors influencing the choice of a luxury hotel, participants commonly highlighted the pivotal role played by location and service quality. Design, amenities, and access to natural

beauty emerged as additional crucial aspects. It is interesting that older participants were highlighting the importance of the hotel's brand name, if it is a well known one. However, almost all participants highlighted that when they are choosing a luxury hotel, it is important for them to have spa facilities there.

Expectations from a luxury hotel stay echoed desires for an unforgettable vacation, scenic views, and opportunities for relaxation. A high standard of service and diverse entertainment options was also underscored. Most of the participants are willing to get ultimate relaxation from their stay and forget about everyday routine. It was interesting to discover that younger participants want to feel special during their stay at luxury property.

Participants stressed the significance of design, location, and amenities when considering a luxury hotel. The allure of natural beauty and picturesque views was notably acknowledged. In terms of sustainability and environmental issues in luxury hotels, participants exhibited a positive outlook, finding them important. Several voiced support for eco-friendly initiatives and entertainment. However, most of the interviewee said it environmental and social sustainability is important, but it is not their priority when they are choosing a hotel to spend their time at.

Technological advancements within luxury hotels, particularly mobile apps facilitating service management, received high praise and were deemed beneficial. To be specific, many found mobile key innovation a useful tool in a hotel. Some participants were really excited about new technologies been implemented in luxury properties. It was said that it makes their stay more convenient and it is something fresh and interesting to explore. At the same time, older interviewee was not happy about the amount of implementation of modern technologies. The new innovations confuse them and they feel uncomfortable to ask for help while using new technological tools.

Moreover, preferred entertainment and activities in luxury hotels varied, with water-related pursuits such as scuba diving and water sports ranking high. Some participants also expressed an interest in immersing themselves in local culture. They are eager to try, for instance, local dances, try to cook local food or know more about local traditions.

The decision-making process for travel leaned heavily on hotel reputation and recommendations from fellow travellers, significantly influencing participants' destination choices. When recounting memorable luxury hotel experiences, many participants shared instances involving white sand beaches, sunset relaxation with cocktails, and breath-taking views. Another interesting fact is that for many interviewees it is special and memorable when hotel staff congratulate and do some surprises for important events or moments in guests life, such as birthday, honeymoon or anniversary.

Personalization and individual attention from staff members were deemed crucial aspects of a luxury hotel by the participants. However, some interviewees mentioned that personal attention should not be too intrusive. Looking toward the future, interviewees expressed a desire for heightened efforts in preserving ecosystems and advocating for sustainable environmental practices within luxury hotels.

During the interview, the participants have consistently highlighted crucial factors influencing their choice of luxury hotels, emphasizing aspects that hold significance in their accommodation selection process. Among these, the following factors prominently emerge. Firstly, the significance of quality service resonates across participant responses, reflecting a consensus on its pivotal role in their hotel selection. Secondly, unique design features are also highlighted as influential elements in their decision-making process, suggesting a preference for distinctive architectural and interior design elements. Additionally, the location of the hotel surfaces as a significant factor, indicating the value placed on the geographical positioning of the establishment.

Moving on to the expectations of a luxury hotel stay, the participants highlighted specific anticipations that underscore their ideal experiences: quality service continues to be a predominant expectation, echoing its importance as a fundamental component of a satisfactory luxury hotel experience. The availability of amenities plays a crucial role in shaping participants' anticipations, underscoring the importance of comprehensive and upscale facilities. Unique design elements are reiterated as a crucial expectation, emphasizing the significance of architectural distinctiveness and aesthetic appeal.

Technological innovations within the hotel premises emerge as important expectations, indicating a desire for modern amenities and digital conveniences. However, it is important to notice in this research that there is a sharp change in opinions of participants regarding the implementation of modern technologies in luxury hotels. Interviewees above 37 were rather negative about new technologies topic while younger participants felt really enthusiastic discussing Smart Rooms and AI in hotels. The country of residence is not important when it comes to preferences regarding modern technologies.

Additionally, the diversity and availability of entertainment and activities are sought-after components, illustrating the desire for a wide array of engaging experiences. Guests are more eager to try local activities nowadays, as it is unique experience.

Further exploration unveils the most important aspects participants consider when evaluating a luxury hotel: service quality stands out as a fundamental criterion, signalling its pivotal role in shaping guests' perceptions and overall satisfaction. Amenities offered by the hotel surface as crucial components in participants' assessments, emphasizing the significance of comprehensive and upscale facilities. Therefore, design elements continue to hold sway, reinforcing the importance of aesthetic appeal and architectural uniqueness.

The geographical location of the hotel remains a substantial factor in participants' considerations, highlighting the value placed on a strategic and attractive setting. Technological innovation within the hotel premises is highlighted once more, indicating its significance in fulfilling modern guest expectations. Therefore, as it was said before, modern technologies in hotel is controversial point.

Moreover, participants express a positive stance on sustainability and ecological initiatives within luxury hotels, emphasizing the growing importance of eco-friendly practices in their considerations. However, the sustainability of the property is not the primary point for modern luxury guests. They pay more attention on service quality and the brand name.

Participants highly value the variety of entertainment and activities available at luxury hotels, underscoring the significance of diverse and engaging experiences during their stay. Considering the criteria for selecting a travel destination, the reputation of the hotel emerges as a pivotal factor

influencing participants' destination choices. Participants recount unforgettable experiences during their luxury hotel stays, emphasizing the profound impact of these memorable moments on their overall perception of luxury hospitality.

5.1 The reliability

The reliability of this research study is grounded in several key aspects that contribute to its credibility and trustworthiness. Firstly, the methodological rigor applied throughout the research process significantly bolsters its reliability. The utilization of multiple data collection methods, including secondary data analysis and interviews, ensures a comprehensive understanding of the subject matter. Each method was meticulously executed, adhering to established research protocols and ethical standards, which enhances the reliability of the gathered data.

Moreover, the diverse range of participants engaged in the study contributes to its reliability. The inclusion of a varied pool of luxury hotel guests from different geographical locations and backgrounds minimizes biases and ensures a more representative sample, thereby augmenting the credibility of the findings.

The transparency maintained throughout the research process further adds to its reliability. Clear and well-documented procedures for data collection, analysis, and interpretation are essential in establishing the trustworthiness of the research outcomes. The detailed descriptions of methodologies, inclusion criteria, and analytical approaches employed in the study contribute to its reliability by allowing for the replication and validation of findings by other researchers.

Additionally, the alignment of the study's findings with existing literature and established theories within the field of luxury hospitality serves as a validating factor, further solidifying the reliability of the research. The compatibility and coherence of the study's outcomes with established knowledge in the domain reinforce its credibility.

Lastly, the research's acknowledgment of limitations and potential biases enhances its reliability by openly addressing areas where constraints or biases might have influenced the findings. Ac-

knowledging limitations demonstrates a commitment to transparency and enables future researchers to refine methodologies, thereby contributing to the ongoing enhancement of research reliability within the field.

5.2 Main results and recommendations

The hotel industry continues to grow, driven by increased tourism and consumers' desire for unique and comfortable vacations. Luxury hotels, as a key segment, are forced to adapt to changing customer needs, innovative technology and sustainability to maintain their competitiveness in the long term.

Luxury hotels strive to provide exceptional and personalized service, including high levels of service, unique services and offerings, gourmet cuisine, and innovative technology. Successful luxury hotels emphasize attention to detail to meet the expectations of the most demanding guests and maintain their reputation in the eyes of their customers.

Modern luxury hotels are being forced to adapt to changing customer demands and preferences, innovate in technology and sustainability, and pay attention to security and privacy. Understanding and responding to these trends are becoming key factors for successful operations in today's luxury hotel industry.

Findings from the analysis of fifteen interview participants' responses to questions about luxury hotel choices and preferences indicate significant changes in guest motivations and expectations compared to representatives of past decades. Today's guests, traveling in different countries, emphasize personalized and high-quality service, a wide range of amenities, as well as eco-responsibility of hotels. The importance of technological innovations, the variety of entertainment and activities, and the demand for personalized attention among today's guests underscore the evolution of their preferences and the shift towards unique and distinctive guest experiences.

With the growth of tourism and consumers' desire for unique vacations, luxury hotels must proactively adapt to changing demands. Developing flexible and innovative service models that can meet the individual needs of guests is becoming a priority.

Given the importance of technological expertise, luxury hotels need to integrate innovative technologies to improve service. This may include implementing artificial intelligence to personalize services, smart room management systems, and virtual tours of the hotel. However, hotels need to know their customers, as older luxury guests feel uncomfortable when they are surrounded by modern technological innovations. Progress is unstoppable, therefore luxury properties, whose audience mostly 40 and above, could do a smooth change regarding the implementation of new technologies in their operation.

Successful luxury hotels must continue to emphasize attention to detail by providing exceptional and personalized service. Developing unique services, customized activities and offerings can meet the expectations of the most demanding guests. And with the growing focus on sustainability, luxury hotels should integrate eco-friendly practices and social initiatives. Implementing green technologies, reducing environmental impact and social responsibility can be key competitive advantages. Luxury hotels could hire more locals and have a substantiality management team as well.

With the increased importance of security and privacy, luxury hotels should invest in state-of-the-art security systems, providing the highest standard of protection for their guests. This may include technological innovations in security and strict data privacy measures.

With the demand for unique experiences, luxury hotels can develop innovative forms of entertainment and activities. Investing in multi-sensory experiences, cultural events and exclusive entertainment can appeal to a wider audience.

Staff development and training becomes a key factor in delivering a high level of service. Training programs that focus on communication skills, technological knowledge and cultural competency can significantly improve service quality.

Luxury hotels need to proactively market themselves globally and build their unique position in the market. This includes utilizing digital media, social media and other channels to capture the attention of the target audience. Continue prioritizing hotel reputation through proactive communication and engagement with guests, acknowledging the significant impact of word-of-mouth recommendations and online reviews.

In conclusion, by embracing these recommendations and aligning with the preferences highlighted in this research, luxury hotels can cultivate exceptional guest experiences, catering to the evolving needs and expectations of their demanding guests.

References

Baumgarten, L. V. (2021). Marketing of hotel enterprise: Textbook for universities. Yurait Publishing House.

Burakovskaya, N. V., Lukina, O. V., & Solodov-nikova, Y. R. (2020). Service in a hotel complex of special categories of clients: Textbook for universities (2nd ed.). Yurait Publishing House.

Bystrov, S. A. (2021). Organization of hotel business: Textbook. FORUM: INFRA-M.

Vakulenko, R. Ya., & Kochkurova, E. A. (2020). Hotel enterprise management: Textbook. Universitetskaya kniga; Logos.

Votintseva, N. A. (2020). Legal support of hotel activity: A study guide. RIOR: INFRA-M.

Glazkov, V. N. (2021). Methods of scientific research in tourism and hotel business: Textbook for universities. Yurait Publishing House.

Morozova, N. S., Morozov, M. A., Zvorykina, T. I., & et al. (Eds.). (2020). Hotel business: A dictionary. INFRA-M.

Ignatyeva, I. F., Churilina, I. N., Anisi-Mov, T. Y., & et al. (2020). Hotel business: Textbook. Herzen Russian State Pedagogical University. A. I. Herzen.

Alekseeva, N. P. (2021). Hotel economy. Hotelwesen: Textbook. FLINTA.

Dmitrieva, N. V., Zaitseva, N. A., Ogneva, S. V., & Ushakov, R. N. (2020). Hotel management: Textbook. INFRA-M.

Dekhtyar, G. M. (2021). Standardization, certification, classification in tourism and hotel industry: Textbook for universities (4th ed.). Yurait Publishing House.

Dzhum, T. A., & Denisova, N. I. (2019). Organization of hotel economy: Textbook. Magister: INFRA-M.

Ivanov, V. V., & Volov, A. B. (2022). Management in hotel business. INFRA-M.

Kliuchevskaya, I. S. (2021). Personnel management of a hotel enterprise: Textbook. INFRA-M.

Kobyak, M. V., & Skobkin, S. S. (2021). Quality management of a hotel enterprise: A textbook for universities (2nd ed.). Yurait Publishing House.

Mozhaeva, N. G., & Rybachek, G. V. (2022). Hotel service: A textbook (2nd ed.). INFRA-M.

Nikolenko, P. G., & Gavrilieva, T. F. (2021). Entrepreneurial activity in the sphere of hotel business: Hotel administration: Textbook and workshop for secondary vocational education. Yurait Publishing House.

Nikolenko, P. G., Shamin, E. A., & Frolova, A. E. (2021). Technical equipment of hotel and restaurant complexes: A textbook for universities. Yurait Publishing House.

Nikolenko, P. G., Shamin, E. A., & Klyueva, Y. S. (2021). Gostinichnaya industriya: Textbook and practice for secondary vocational education. Yurait Publishing House.

Nikolenko, P. G., Shamin, E. A., & Klyueva, Y. S. (2021). Organization of hotel business: Textbook and practice for universities. Yurait Publishing House.

Nikolenko, P. G., & Gavrilieva, T. F. (2021). Designing hotel activity: Textbook and practice for universities. Yurait Publishing House.

Nikolskaya, E. Y., & Semenova, L. V. (2022). Fundamentals of management and personnel management in the industry of state hospitality. Limited Liability Company "Publishing House "Knorus".

Nikolskaya, E. Yu. (2021). Managing the quality of hotel services. Limited Liability Company "Izdatelstvo "Knorus".

Skobkin, S. S. (2021). Marketing and sales in hotel business: A textbook for universities (2nd ed.). Yurait Publishing House.

Skobkin, S. S. (2021). Economics of organization in hotel service: Textbook and practical-cum for secondary vocational education (2nd ed.). Yurait Publishing House.

Appendices

Appendix 1. Participant profile

Inter-viewee	Country	Countries of hotels visited	Motivation
Participant 1	Italy	France, Italy, Greece	Significant dates
Participant 2	Italy	USA, UK, Japan	Family vacation
Participant 3	Italy	Spain, Turkey, UAE	Business trip
Participant 4	Italy	Mexico, Thailand, Maldives	Significant dates
Participant 5	Italy	Switzerland, Austria, Germany	Significant dates
Participant 6	Spain	Sri Lanka, Indonesia, Barbados	Business trip
Participant 7	Russian Federation	Canada, Thailand, Turkey, UAE, Egypt, Australia, New Zealand	Family vacation
Participant 8	Russian Federation	Thailand, Turkey, UAE, Egypt, Brazil, Argentina, Chile	Significant dates
Participant 9	Russian Federation	Russia, Thailand, Turkey, UAE, Egypt, China, South Korea	Vacation with friends
Participant 10	Republic of Kazakhstan	Russia, Thailand, Turkey, UAE, Egypt, India, Morocco, Egypt	Significant dates
Participant 11	Republic of Kazakhstan	Russia, Thailand, Turkey, UAE, Egypt, Sweden, Norway, Denmark	Tourism
Participant 12	Republic of Kazakhstan	Russia, Thailand, Turkey, UAE, Egypt, South Africa, Kenya, Tanzania	Participated in sports

Participant 13	Republic of Kazakhstan	Russia, Thailand, Turkey, UAE, Egypt, Holland, Belgium, Luxembourg	Family vacations
Participant 14	Republic of Kazakhstan	Russia, Turkey, UAE, Egypt, Greece, Portugal, Spain	Tourism
Participant 15	Republic of Kazakhstan	Russia, Turkey, UAE, Egypt, Caribbean (several islands)	Significant dates

Appendix 2. Information sheet for one-to-one interviews

We invite you to participate in a unique study analyzing Luxury Hotel Guests. This study will provide the research community with valuable insights into your experiences and impressions of luxury hotel stays, and help improve future service quality.

Your participation in the study is completely voluntary and anonymous. As part of this study, strict confidentiality is respected and your data will only be stored and processed on a computer with strong password protection. Only data about:

1. Country of residence;
2. Countries where luxury hotels were visited;
3. Your motivation for visiting luxury hotels;
4. The date of the interview.

Your personal information and responses will be securely protected and no personal information will be disclosed.

The process of participating in the study is very simple and includes the following steps:

1. Providing consent to participate in the study.
2. Conducting an individual interview, which will be completely confidential.
3. The opportunity to withdraw from the study within 14 days after the completion of the interview. In this case, the information collected during the study will be deleted.

Your opinions and feedback are important to improve the quality of service and stay in luxury hotels.

If you would like to join the study or have additional questions, please contact at the following address: polina.milosh@gmail.com

Sincerely yours,

Polina Milosh – Studies in Tourism Management

Appendix 3. Interview questions

1. What factors influence your choice of a luxury hotel to stay in?
2. What are your expectations of your stay at a luxury hotel? What do you expect to get out of the experience?
3. What aspects of a luxury hotel are most important to you? For example, design, service, amenities, location, etc.
4. How do you feel about sustainability and environmental issues in luxury hotels? How important are they to you when choosing a hotel?
5. What technological innovations in luxury hotels do you find most attractive and useful?
6. What types of entertainment and activities in luxury hotels do you prefer?
7. How do you choose a place to travel: based on hotel reputation, recommendations from friends or family, online reviews, or other criteria?
8. Can you tell us about your most memorable experience staying in a luxury hotel? What made it special?
9. How important to you is personalization and individual attention from the staff at a luxury hotel?
10. What changes or improvements to luxury hotels would you like to see in the future to make your experience even better?