

Memorable Hotel Experience Design – The GM’s Perspective

ABSTRACT

In today's highly competitive hotel market, the ideas of the experience economy are being used to give hotels a competitive edge and differentiate themselves from the competition. By creating memorable guest experiences, enables hotels to increase guest satisfaction and, in turn increase their revenues. A review of the existing literature on memorable experiences shows that there are multiple ways to create a memorable experience. The thesis offers an overview of hotel experiences provided by the 4-star hotels in Ljubljana. Statistical data on tourism in Ljubljana provides the context in which the hotel market has developed. Interviews that have been conducted with general managers (GM) of 90% of 4-star hotels in Ljubljana city centre, give an accurate idea of the GM's perspective on hotel experience. The study reveals the following key factors for creating memorable hotel experiences implemented in 4-star hotels in Ljubljana: atmospheric and aesthetic factors; hospitableness; elements of surprise achieved mainly through personalised service, and the elimination of negative influences on the guest experience. Given the rapid changes in guest lifestyles and the post-pandemic reality, this thesis also discusses the future prospects of memorable hotel experience and the future of 4-star hotels in general. Faced with the challenges of profitability, staff shortages and the search for a balance between automated and personal services, this study predicts an uncertain future for the 4-star hotel category and suggests two possible outcomes.

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