

Innovations in Hospitality Industry

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ABSTRACT

The article focuses on the study of the role and importance of innovation, its classification, the problems of its application in the hotel industry with emphasis on the application of sensory marketing tools in the development of the innovative marketing mix within the hospitality industry. The article provides an analysis of the "seven sensual notes of hospitality", i.e. "sight", "hearing", "smell", "taste", "touch", "intuition", "impression". The authors rely on the "sensual notes" in their consideration of an innovative hotel marketing mix, generalize and systematize the results of studies, practical examples from the experience of the world best hotels. The authors have conducted a comparative analysis of research findings pinpointing the impact of the innovative marketing mix on the performance of hospitality industry enterprises.

KEYWORDS

Hotel industry, hospitality, innovation, innovative hotel marketing mix, sensory marketing

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Introduction

The highly competitive environment of the hospitality industry drives the search for new ways and elements of efficient performance. One of the core trends in this sphere is the development and application of a variety of innovations and new elements that can serve as a powerful impetus for the development of the hospitality industry. Innovations of all kinds are essential for both the viability and competitiveness of hotel enterprises. The systematic and ubiquitous use of innovations to ensure the growth of enterprise performance is now recognized by a wide range of researchers and practicing managers (Dzhandzhugazova et al., 2015).

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There is a wide range of factors affecting the application and development of innovation, i.e. consistent industry problems, specific mentality of consumers, cultural and national quirks of the customers enjoying hotel services, etc. (Pine & Gilmore, 1999)

Innovative trend in the hospitality industry is manifested through the ability to generate diverse innovations, which will ensure the successful development of a hotel (Zaitseva, 2013). The large-scale application of new knowledge, as well as its combinations, generates new services, products and technologies. If a hotel is not involved in any innovation process, its performance will sooner or later diminish and its competitiveness will be lost (Ilyenkova & Kuznetsov, 2009).

All kinds, types of innovation and the levels of their manifestation create the innovation space. Figure 1 shows the vision of innovation and innovation processes (Orlova, 2016).

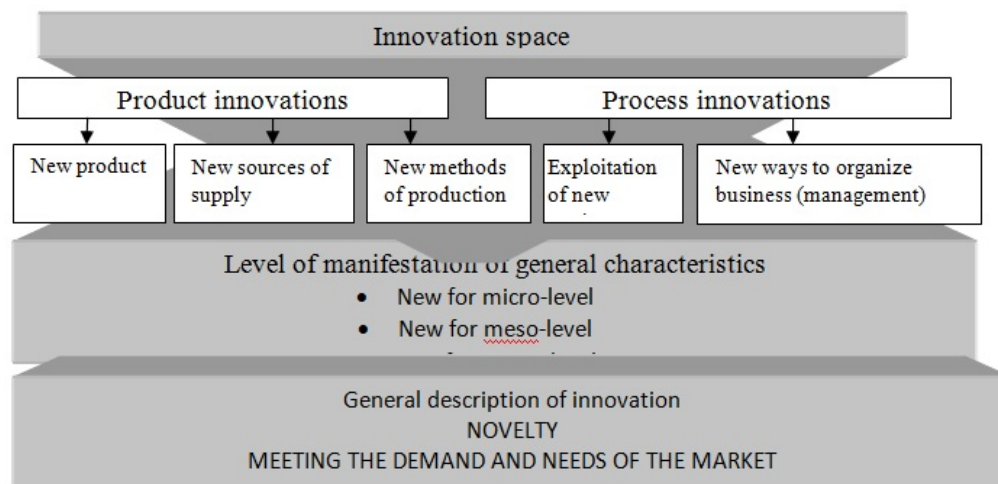


Figure 1. Innovation space

In real life, there are evident gaps between the main stages of innovation and their application in the hotel industry. These gaps may be sufficiently and practically explained by limited funding, high investment risks, etc (Orlova, 2014).

Materials and methods

The scientific tool which was selected for the study presented herein includes such general scientific and special methods as systems analysis, retrospective analysis, expert assessments and sociological calculations based on Internet surveys.

The information pool of the study was formed with the statistical data and analysis of the Russian Federal Agency for Tourism (Rosturizm); research and development findings as well as project data developed by the Scientific and Research Institute for Hospitality Industry at Plekhanov Russian University of

Economics; publications in recognized local and foreign journals; the electronic content of Russian and foreign Internet portals.

This article is based on the research of independent research groups, agencies and companies such as US news & World Report, Milliman, Entertainment Media Research, Vision Critical, RED as assigned by PPL, DJS, Top Hotels, Smell and Taste Research Foundation, TripBarometer. With the informational support of Top Hotels, the authors have made a number of sociological calculations based on online surveys among hotel customers. The surveys aimed to identify the attitude of the consumers of hotel services to the quality of service. The key question in the surveys was, "How would you describe "high-quality service"?"

Results and Discussion

Innovations in hotel operations

The ability to analyze customer feedback enables hotels to maintain a certain number of guests; the key criterion of efficiency is primarily how satisfied the guests are with the hotel services. The retrospective analysis of the attitude of hotel guests to the hotel service quality conducted in 2000 and 2016 showed the ongoing sensitivity of guests to the quality of service.

The research published in 2000 by the reputable media company US news & World Report proved that hotels lose the major share of their clients due to the poor quality of service. Those conclusions were based on the response analysis of the question, «Why do hotels lose their customers?» (Dzhandzhugazova, 2005).

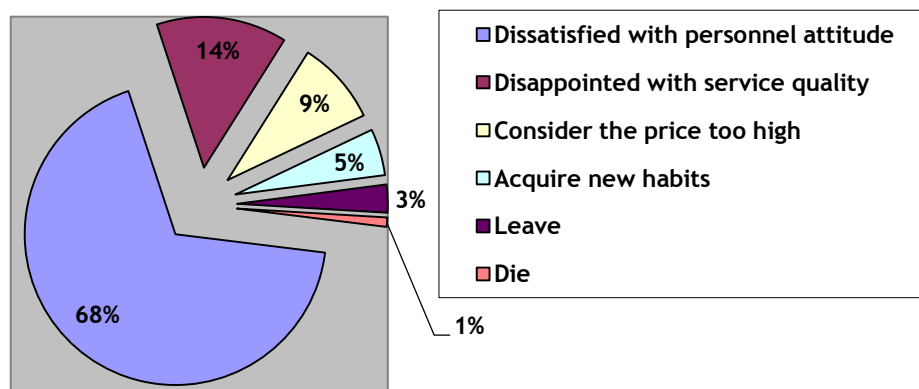


Figure 2. Distribution of responses to the question, "Why do hotels lose their customers?"

The above survey results confirm the importance of the personalized service; nearly 14% of the respondents were disappointed with the service quality. The hotel services market is changing constantly; customers grow tired of the standard hotel services and tourists demand additional outside-the-box services, which leads to a higher competition in the hotel market. Consumers are no longer satisfied with a comfortable and well-furnished room, they need to be impressed, convinced and even won over (Ambler, 1999). The standard

procedure here is to analyze the factors of the competitive potential that enterprise structures possess. When such potential is properly managed, the above factors enhance the competitiveness of an enterprise in modern conditions (Orekhov, 2014). Hotels have to keep improving their services and increasing their quality through innovation management, because the needs of customers are ever-changing, new habits are acquired (5%).

Innovation in the hospitality industry depends on the creation of intangible assets, which means providing the consumer with a benefit worth paying for. In this regard, the intangible assets may be good mood, spiritual or cultural development or the provision of a unique experience (Dzhandzhugazova et al., 2016).

The innovative activity is multifaceted and covers a variety of sectors, whereas the innovations can be manifested in many forms. Foreign and Russian scientists (Schumpeter, 2007) have developed various classifications of innovations to regulate the concept. According to the classification of J.A. Schumpeter (2007) innovation may refer to: new products, new sources of supply, new methods of production, the exploitation of new markets and new ways to organize business (management).

However, all classification criteria cannot reflect the nature and characteristics of innovations in hospitality industry in its entirety. We believe that the most suitable in this regard are the following classification criteria: type of innovation, depth of changes, continuity, type of novelty to the existing market and innovation time-to-market (Romanova & Chernova, 2015). It should be noted, however, that few innovations may be characterized using only one of these criteria; most innovations manifest two or three.

The following table describes the specific ways of implementing different types of innovations in the hospitality industry.

Table 1. Innovation types in hospitality industry

No.	Innovation type	Description	Specific ways to implement in hospitality industry
1	Material and technical innovations	Creating new materials, products, services and technologies, new ways to deliver services, improving the old ones	Expanding the range of specialized and equivalent accommodation facility types according to the needs of tourists
2	Economic innovations	The emergence of new markets caused by the introduction of new products or technologies, the creation of new ways to buy and sell goods, and economic processes following the innovation process	Expanding the hospitality industry organizations from the center to the periphery, erasing "blank spots" in the geographical space of the hospitality industry
3	Organization and management innovations	New solutions and approaches in managing or organizing the working process	Implementable in the form of improving the hospitality models used by organizations (European, Asian, American, Eastern European models)
4	Legal innovation	New laws or regulations introduced, as well as significant changes in the	Simultaneously implementing the international conventions and national legislation in the field of

		existing ones	hospitality, integrating the national legislation into the system of international law
5	Social innovations	New ideas and solutions with the purpose of addressing the social and cultural challenges which the society faces	Implementing new concepts based on the expanding types of tourism (business tourism, educational tourism, eco-tourism, pilgrimage, etc.)
6	Marketing innovations	New or significantly improved marketing methods, encompassing the major changes in the design and packaging of products, applying the new sales techniques and product (services) presentations, presenting and promoting them on the markets, developing new pricing strategies	Implementing the results of market research, experience shared by experts, research by competitors, etc., for instance, developing and introducing the concept of sensory marketing

Key components of the innovative marketing mix within a hotel

The data of online surveys conducted by the authors in 2016 with the support of Top Hotels in the form of a poll with the participation of 654 respondents evidenced that modern consumers appreciate high-quality service: responsiveness of the staff and their readiness to assist (60%) as well as the individual approach (8%). This transcends the comfort level indicator, which is a significant litmus paper for the quality of hotel services.

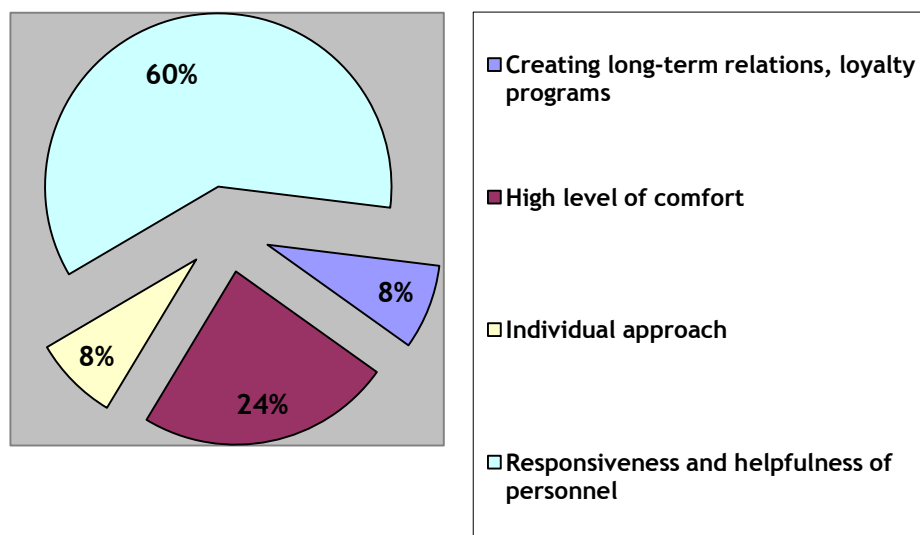


Figure 3. Distributions of responses to the question, "What is the most important aspect in the work of a hotel in your opinion?"

To date, quality service is based on a new system of relations integrating non-standard methods and approaches and providing a new perspective on hospitality marketing mix. These methods include interesting architecture of hotel buildings, modern landscape design, attractive interiors and a variety of

technological innovations ranging from the common Wi-Fi to the integrated innovative smart house technology (Dzhandzhugazova, 2013). However, hotel guests are still people who want attention, warm welcome and care, but now those desires are satisfied with the help of innovative solutions creating almost any atmosphere and affecting an array of human feelings and emotions. This approach underlies sensory marketing, which studies the impact on feelings and the emotional state of consumers targeting the increase in sales (Ambler, 1999). Marketers believe that sensory marketing helps a person develop a direct association of certain brands with melodies, sounds and smells. The main objective of sensory marketing is to improve the mood of consumers.

The innovative hotel marketing mix called Seven Sensual Notes of Hospitality provides a new vision of the marketing mix and its correlation with the sensual sphere of a human being (Dzhandzhugazova, 2015):

Sight – architecture, painting, interior.

Hearing – music, radio, TV.

Smell – scents.

Taste – food, gastronomy.

Touch – softness, luster, warmth and texture.

Intuition – peace, security, caring.

Impressions – emotions, feelings, and experience.

Sight is the first "sensual note" of hospitality; it appeals to the ability to see the environment, to assess the form, scope and composition of the surrounding objects, focusing the attention on the original architecture of a hotel, the balance of interior design and decoration. Hotels are developed by the most fashionable architects and designers offering the most advanced trends in the global hospitality industry. They have credit for the gaining momentum of design hotels which generated the concept of a "boutique hotel" characterized by absolute uniqueness.

Urs Karli, the famous experimentalist in the field of hospitality and gastronomy, remarked that the trend of boutique hotels is quite natural, and the demand for them will keep growing in the next 25 years. A hotel is conceived and created as a design object where everything – from the rooms layout to the last latch – is developed by a designer. The most illustrative example of such an approach is Ian Schrager boutique hotels entirely decorated by Philippe Starck.

A boutique hotel, by contrast to the concept of hotel chains where all hotels are decorated in the same style, is designed for a new category of travelers. These people aspire to the highest quality of service; their choice of a hotel is based on the main criterion of style, design and atmosphere. A striking example of that approach is Bulgari Hotel Milano as the embodiment of a dream design (Bulgarihotels, 2016). Expensive and rare material is used in the finishing, modern Italian furniture creates interiors. In developing the hotel concept, the designers implemented the key creative idea of Bulgari House, the famous jewelry store, stressing the majesty of monumental stone against the background of gold glitter. Based on the jewelry concept, the hotel looks like a beautifully faceted gem immersed in the spectacular atmosphere of the best Milan attractions – La Scala opera house and the richest Brera Botanical Garden – of the most refined quarter of the Lombardy capital.

The *Sound of Music* is the second "sensual note" which rests on a person's ability to hear a variety of sounds and melodies. The modern cafés, restaurants, hotels and stores tend to use pleasant background music. The practical marketing proves that music helps create a positive response from the customer and make them more benevolent to the products and services offered. The method of "musical suggestion" was applied as early as the beginning of the twentieth century by the American researcher George Sklaur, who founded one of the first record companies for the production of a so-called functional music – Muzak.

Six large-scale studies of the impact of music on customers and staff were conducted over the recent years. The first large-scale study was undertaken by Milliman, an independent British company, in 1982. The next two were carried out by the research group of Entertainment Media Research in 2009 and 2010; the fourth one was the fruit of Vision Critical in 2012. In May 2013, the research company RED was assigned by PPL to interview customers and employees of British travel companies. In 2013, DJS agency examined over 600 businesses in the West Midlands (Radio-mall, 2016).

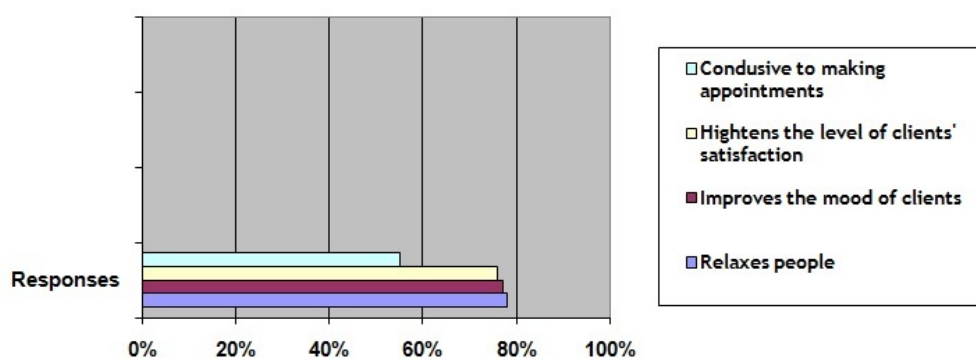


Figure 4. Distribution of responses to the question, "What is the effect of good music in hotels?"

The above findings have shown that 75% of hotel guests like to listen to the background music in lobbies, bars, restaurants and public areas.

More than one out of four people would choose to pay at least 5% more for food or drinks in a hotel restaurant or a bar, if there is music playing.

Functional music is a particular necessity in modern hotels in a variety of areas: the lobby, restrooms, elevators, hallways, spa-centers, etc. Experience shows that those segments of the hotel space form a general impression of the guest about the hotel. However, the choice of functional music, as well as other sensory marketing tools, depends on the types of the hotel space: open space and private space. Luxury hotels carefully consider all options of functional music even for lavatories in an attempt to drown any unpleasant or disturbing sounds. Music also affects the behavior of hotel clients:

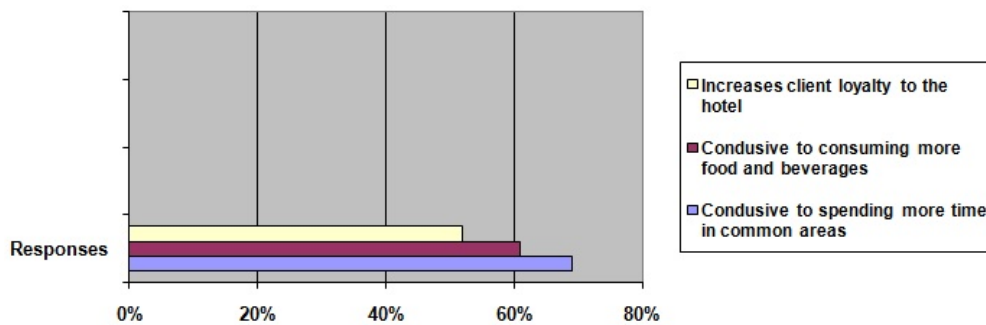


Figure 5. Distribution of responses to the question, “What impact does the music in hotels have on the behavior of people?”

The study leads to the conclusion that the hotels which "envelope" guests with music can have a positive impact on customer loyalty and improve the profitability.

The most famous company offering a selection of unique musical settings for hotels is Prescriptive Music. Music is not selected randomly, rather it centers on the target audience, the type of room and the time of day. The essence of such innovative approach is a unique selection of non-recurring tunes for each individual hotel chain, whereby the music is never tiresome. To that end, sufficiently large lists are compiled, for instance, 200 pieces per 3 hours. As a result, one will not hear the same song twice in one day.

InterContinental hotel chain carries out a special ethnographic research to choose music which would suit its multinational clients. Further, Fairmont Hotels introduced a new loyalty program bonus – access to your favorite music in your room if you are a member of the loyalty program. Naturally, such caring and personal approach to loyal customers increases brand loyalty (Mobile Marketer, 2016).

Hotel musical theme is not exhausted at this point, since hotel brands also use voiced logos, musical advertising slogans and jingles (promotional songs). All of those elements of hotel functional music usually comprise a part of the advertising message and perform the functions of marketing communications. In these cases, the selection of music is either of a subjective or corporate nature, although there are exceptions to the rules. The famous single Hotel California by Eagles released in 1976, although not dedicated to any particular hotel, let alone advertising any, has become the unofficial anthem of all hotels in the world.

Magic of hotel aroma is the third sensual note of hospitality based on the sense of smell, since fragrances, as well as sounds, may be associated with brands. Aromamarketing is an important section of all sensory marketing, because odors remain in our emotional memory for a long time and may even intensify it. It is important to bear in mind that our memory stores the association of smell with a specific context. According to Martin Lindstroem, the expert in the field of branding and the author of Brand Sense, smell intensifies the emotional impact by 75% stronger than any other human senses and has the second degree of importance (Aromamarketing, 2016).

Table 2. What can an aroma do for business?

Parameter	
Prolong the time during which a guest stays in the lobby	by 15-20%
Increase sales	by 10-30%
Diminish the stress level of a client	by 20-30%
Increase repeated attendance	by 15-20%
Improve the performance of employees	by 20%
Reduce the number of errors	by 20%

Research data shows that Aroma marketing is currently an innovative way to attract new customers and increase the loyalty of guests by means of special fragrances in hotels.

Dr. Alan R. Hirsch, the founder of Smell & Taste Treatment and Research Foundation, undertook a study among 989 Americans (Prohotelia, 2016). He asked to name their favorite smells from childhood. Responses demonstrated that people born in the period from 1900 to 1930 remember the natural scents: grass, trees, horses, homemade cakes. Those born after 1930 named artificial odors Play-Doh, Crayola, Keds, SweetTarts. Hirsch concluded that people now more than ever remember artificial scents associated with brands, which means that companies ignoring such connection may risk falling behind the market.

Aromamarketing is now widely applied in the hotel industry for a reason. For example, Holiday Inn uses fragrances in combination with selected music. The company uses different fragrances depending on what happens and where. The aroma of roses, for example, is used for weddings; leather scent is present during meetings and business negotiations; in the morning the air with a mixture of chlorine is blown through the air system to create a sense of cleanliness (Best Hotels of the World, 2008).

When a Holiday Inn hotel in Paris used the Hawaiian Rose fragrance developed individually for that hotel, the statistics showed a clear increase in repeated visits by almost 23%.

It is especially important to choose the right fragrance for a respectable hotel intending to emphasize the atmosphere of luxury and refinement, because the aroma itself is the sensation. Experts in hospitality industry understand that people do not come to a five-star hotel because they have nowhere else to stay. They come there to immerse themselves in an atmosphere of well-being and peace of mind. For instance, Montcalm, one of the most expensive five-star hotels in London, developed the following concept of scents. They offered each guest to recreate a comfortable, individual atmosphere in their rooms. To this end, each of the rooms had special equipment installed, and guests were offered to choose one of five fragrances at the reception. The experiment revealed that the Hindu felt more comfortable if the room smelled of spices, incense, i.e. the smell of their homeland, and the French felt at ease in the atmosphere of France. Thus, every guest could choose a scent according to their preference.

The manager of Marriott Grand Hotel on Tverskaya Street in Moscow was familiar with the aroma marketing technology, and upon taking control of Marriot, decided to improve the service and take it to the global level. His main objectives were to create the "welcome effect" in the lobby, to increase the comfort of non-smoking guests and to eliminate kitchen odors. Throughout a

year, the aroma technologies of many companies which promised to solve all problems were tested by Marriot. After three months of testing Marriot signed a contract with Aromaco for the provision of services, namely aromatization of the lobby, restaurant areas and the bar. After several months of collaboration Aromaco experts added the aroma therapeutic "energizing" fragrance to the basic aroma of figs, which is distributed in the fitness and SPA area (Aromaco, 2016).

Now, upon entering Marriot Grand Hotel, guests are immersed in a pleasant and delicate aroma of figs, which helps them feel the luxury that is the hallmark of Marriot hotel chain. And the fitness and SPA area offers guests an exhilarating and energetic mix of figs and "energizing" aromas, which adds strength and vigor.

Aroma marketing is essential for Russian hotels because many buildings were built in Soviet times and now have a specific musty smell, which certainly does not make the guests happy. Here, the most appropriate method would be to use nano-aromatizing technology, performing a complete absorption of odors in a room. Thus, Izmailovo Hotel in Moscow, Vega building, has been using this innovation for quite a while now.

Taste the hotel is the fourth sensual note of hospitality, where taste is manifested in cuisine and gastronomic traditions of a hotel. It is common knowledge that taste sensations as well as smells can evoke associative connection with some events or objects. Four basic types of taste are sweetness, bitterness, saltiness and sourness; they are able to render the most subtle and various sensations, which may likewise be associated with brands. Taste is indispensable in setting the emotional tone. Taste along with the sense of smell has proved to affect the sharpness of sight and the acuity of hearing, the degree of skin sensitivity and overall state of the human emotional sphere. Sweet, pungent, astringent, tart, slightly sour or bitter tastes create a certain attitude and complete the sensual picture of the world.

According to the results of TripBarometer-2015, the world's largest study of trends among hospitality enterprises and travelers, travelers are willing to spend the same amount for dinner in the restaurant and accommodation in the hotel – 41% (Fig. 5).



Figure 6. Distribution of responses to the question, "Several things for which the travelers are willing to pay to indulge themselves?"

In the hotel industry, cuisine is a key element of hospitality: the gastronomic component of a hotel sometimes becomes the decisive factor in assessing the quality of hotel services. At the same time hotel cuisine is, without

exaggeration, a world of its own created throughout years, decades or even centuries (Aromagroup, 2016).

The history of the hospitality industry knows examples where a famous dish or dessert creates the brand of a hotel. Thus, the old Sacher hotel owes its status as one of the main attractions of the Austrian capital to the famous cake, which was created by a young pastry chef Franz Sacher. In 1832, the Austrian Chancellor Metternich was impressed by the taste of that new dessert, and since then an unknown chef became famous all over Europe. Later he founded a whole dynasty of confectioners and hoteliers and opened the legendary hotel called Sacher. Original Sacher – Torte, the famous cake, remains the key advantage of the hotel. The cake is made according to the original recipe and sold only in the cafe of the hotel – Cafe Sacher Vienna. The recipe of the Original Sacher-Torte has been kept a secret since its invention in 1832, but anyone can enjoy the dessert as well as bring the traditional Viennese cake as a souvenir from Austria.

The hotel on the "tip of the fingers" – is based on the fifth sense, i.e. the sense of touch, allows one to feel the surface of various objects. The perception of the surrounding elements with the help of touch helps assess their shape, size, texture, consistency, temperature, dryness or humidity, as well as their position in space. Tactile (haptic) sensations are a form of skin sensitivity and may be manifold, significantly complementing the picture of the world. Furthermore, the physical contact is essential in selecting goods and service. The feeling of softness, gloss and cozy warmth of familiar textures give a nostalgic sensation. This is why digital photos cannot fully replace conventional photographs, and e-books are no substitutes for paper books with their pleasant rustling pages and a hard, well-glued spine.

The hotel business never misses the opportunities created by the sense of touch. An experienced hotelier knows that a guest can learn plenty about the hotel, or, so to say, "read" it with their fingertips. Bruno Borrione, a designer who developed the concept of Le Placide hotel in Paris, found an interesting design solution combining many types of textures. This small hotel emanates coziness of a family home from its every element, be it the bleached, slightly rough facade, clay pots rough and porous to the touch, or smooth wooden shutters. This hotel is quiet and comfortable rather than trendy or pretentious. There is, however, modesty of the highest quality: velvet sofas, large cushions with convex patterns one can feel, stone floor with half-worn vintage patterns, an original staircase with wrought iron railings. (Best Hotels of the World, 2008)

Having described the five sensual notes of hospitality based on our common sensations – visual, auditory, olfactory, gustatory and tactile – we have not yet exhausted the array of human capabilities in the sphere of sensations.

Intuition, called the sixth sense, is important in any business, in the service sector especially. Intuition, Latin for "contemplation", enables a person to achieve the necessary understanding of a situation without any logical analysis. In this case, strict logic gives way to insight, or a so-called "instinct", which becomes an essential product of past experience. The role of intuition is great and even indisputable, since intuition is the way for a person to be in the right place at the right time, make non-standard solutions and find the shortest ways to the goal, relying on the results of past experience, which are hidden in our sub-consciousness.

Tourism market experts have studied the hospitality of European hotels and determined what countries have hotels which treat their guests in the best way possible. The friendliness of the serving personnel of the European hotels was assessed according to a 100-point scale. The survey showed that the most hospitable personnel in Europe worked at Austrian hotels. In this ranking, Austria earned 95.5 points. The three leaders also included Italy (95.3) and Ireland (95.1). The hotels of the northern Europe also differ in their hospitality. Poland and the Netherlands were ranked next. France earned the 10th place with its 94.1 points.

Intuition in the hotel business helps personnel to ensure the peace and safety of their guests even in difficult and unusual situations, providing them with maximum care and attention. A striking example of intuition in professional activities is the development of the professional standards of hospitality and offering guest service within those standards. Any professional standards are a framework within which people work, but a person is not a machine and therefore, while observing the prescribed rules, one intuitively feels the specific aspects of this or that situation, allowing for a quick and correct decision-making. All professional standards of hospitality are tailored to the mechanisms of natural human control: the sense of responsibility, empathy, guilt, pride, etc. But, at the same time, they rest on the common humanitarian values, and every employee is well aware of that fact.

In particular, the Golden Standards of Hospitality in Ritz-Carlton declare the necessity of a genuine care and attention to the guests, which means creating a natural and relaxed atmosphere, telephone etiquette and a mandatory escort of the guests around the hotel. Those rules must not only be observed with a mechanical precision, but rather give room to the ability to feel the situation and make the right decisions. Guests can unfortunately be challenged and may need the help of the hotel staff. In this case, each employee of Ritz-Carlton must do their best to comfort the guest and assist them as quickly as possible even if it is outside their direct duties. For example, a guest lost his / her luggage and has no personal belongings, or becomes sick, or runs late for an important meeting; there may be a wide range of difficult situations, but the personnel must act promptly and reasonably in any of those.

The power of impression is called the "seventh sense". The impression (from Latin "impressio") is the image, reflection or trace left in the mind of a person by the surrounding pictures of the world or events. The power of impression always results from a kind of unique and masterful musical piece, where every "sensual note" is played.

Upon building its marketing policy, a hotel must weigh the doses of all sensual elements used as if on the scales. Music, smell, taste, sensitivity of staff, etc. – at the final stage, all those elements should fall into their places in the puzzle of the overall impression of the hotel, creating a branded feeling. Everyone knows the expression "to sink into heart", which means to make a strong and lasting, perhaps unforgettable, impression. This is the reason why every hotel aims to ensure that the impression of their guests from staying in the hotel is not only enjoyable, but also strong. For example, the atmosphere of Lebombo hotel located in the famous Kruger Park in South Africa can impress anyone, even the most sophisticated guests (Dzhandzhugazova, 2013). Everything in the hotel tells the story about an exciting adventure of the life in a

design hotel, or, on the contrary, about a comic quest for a switch or a disappearing bathroom door. Surprising may be the very wall of earth blocks around the territory of the hotel, or even the bungalows made of glass (Frontdesk, 2013).

The guests are as visible as possible, and, watching the animals of the park, they themselves become objects of observation. An elderly baboon, quietly swinging on a designer plastic hammock of your balcony can provoke mixed but fairly strong feelings; or lying in the bath, you can watch the life of hippos in the river under the cliff a few steps away, since the bathtub is positioned over that cliff. (Blinova, 2007) Such transparent life is the main entertainment or torment of guests, but it provides above all a very strong and lasting impression that will never be forgotten.

Implications and Conclusion

Innovative technologies in hospitality are an obvious change of their delivery. This process may be expressed as a new service product, technology, or individual elements of its implementation; as the arrangement of hotel operations; as new approaches to the management or marketing of the hotel. Innovative technologies in the hotel industry target the effective satisfaction of the needs of consumers and the increase in the competitiveness of services organization.

Having considered all the details of the innovative hospitality marketing mix based on its "sensual notes," we should emphasize that the sensory marketing tool must be used in a delicate and balanced manner. The most common aspect of this marketing type is the impact on the guests through sounds or smells. Furthermore, aroma-branding can be used for marketing purposes by creating intentional association of a particular scent with a specific brand or organization to identify products or services of the organization.

The application of sensory marketing as one of the innovative methods of hotel marketing may become a distinct competitive advantage of a hotel and attract new customers.

Disclosure statement

No potential conflict of interest was reported by the authors.

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