

CORVINUS UNIVERSITY OF BUDAPEST

DOCTORAL DISSERTATION

Katalin Juhász-Dóra

Budapest, 2020

Katalin Juhász-Dóra:

PARADOX OF GUEST SPACE

Milieu of luxury hotels in Budapest from the perspective of local society

Doctoral School of Business Administration

Supervisors:

Michalkó Gábor, Doctor of the Hungarian Academy of Sciences, Professor

Mitev Ariel, PhD, Associate Professor

CORVINUS UNIVERSITY OF BUDAPEST

DOCTORAL SCHOOL OF BUSINESS ADMINISTRATION

PARADOX OF GUEST SPACE

Milieu of luxury hotels in Budapest from the perspective of local society

DOCTORAL DISSERTATION

Katalin Juhász-Dóra

Budapest, 2020

TABLE OF CONTENTS

| | |
|---|-----------|
| List of Figures | 9 |
| List of Tables..... | 10 |
| 1. Introduction | 13 |
| 1.1 Theoretical framework of tourism research and research problem | 13 |
| 1.2 Identification of research problem: paradox of guest space..... | 20 |
| 1.3 Local society in luxury hotels - national and international cases | 23 |
| 2. Objectives and structure of the study | 28 |
| 3. Modern interpretation of luxury | 32 |
| 3.1 Interpretation of luxury in city tourism - desires and needs..... | 32 |
| 3.2 Luxury and consumer behaviour analysis | 34 |
| 3.3 Luxury and ordinary services - distinguishing between products and services | 36 |
| 3.4 Interpretation of the luxury environment - focus on hotels | 42 |
| 4. Tourism places and spaces | 52 |
| 4.1 Open and closed tourism spaces | 52 |
| 4.2 Hotel, as tourist experience scene..... | 54 |
| 4.3 Scenes of city tourism..... | 56 |
| 4.4 Social significance of space | 57 |
| 4.5 Genius loci, or the spirit of place | 58 |
| 4.6 Place identity and location..... | 61 |
| 4.7 Business and luxury services - consumer value and success factors | 63 |
| 4.8 Exploring the relationship between local society and the hotel industry | 68 |
| 5. Hotelscape | 70 |
| 5.1 Behaviour and physical environment | 70 |
| 5.2 Historical overview of the built environment and behavior..... | 73 |
| 5.3 Investigation of the environment of luxury services in luxury hotels | 74 |
| 5.4 Hotel public spaces today | 81 |
| 6. Research | 85 |
| Luxury service setting from the perspective of the local society | 85 |
| 6.1 Research focus and objectives | 86 |
| 6.2 Exploratory research | 87 |
| 6.2.1 Theory of exploratory research..... | 88 |
| 6.2.2 Case Study, as a research method..... | 90 |
| 6.2.3 Aim of pilot-study and justification of the field research location | 92 |
| 6.2.4 History of the model hotel and services of the luxury hotel | 95 |
| 6.2.5 Pilot-Study is the services of the examined luxury hotel..... | 97 |

| | |
|---|------------|
| 6.2.6 Approaching the research problem in practice | 99 |
| 6.2.7 Results of questionnaire | 101 |
| 6.2.8 Summary of Pilot study findings | 104 |
| 6.3 Complex case study | 105 |
| 6.3.1 Justification of qualitative research method application..... | 105 |
| 6.3.2 Theoretical framework of exploratory research..... | 106 |
| 6.3.3 Eye-tracking research | 107 |
| 6.3.4 Application of eye camera research in tourism | 109 |
| 6.3.5 Space perception..... | 111 |
| 6.4 Research focus | 113 |
| 6.4.1 Location of the field research - sample hotel..... | 114 |
| 6.4.2 The historical background of Hilton Budapest | 115 |
| 6.4.3 Research preparation and data collection | 119 |
| 6.4.4 Data analysis and evaluation of results..... | 125 |
| 6.4.5 Evaluation of interview results | 126 |
| 1) Information and communication | 126 |
| 2) Bar and restaurant..... | 127 |
| 3) Hotel spaces | 128 |
| 6.4.6 Evaluation of results by user types | 130 |
| 1) Non-user group | 131 |
| 2) Light-user group..... | 132 |
| 3) Heavy-user group..... | 133 |
| 6.5 Service perception and development proposals - managerial implementation..... | 135 |
| 6.6 Aggregate research results | 136 |
| 6.6.1 Identification of time-specific elements by sample groups | 136 |
| 6.6.2 Identification of tourist milieu elements by sample groups..... | 137 |
| 6.6.3 Scope of services and development proposal | 139 |
| 6.6.4 Framework of luxury hotel milieu..... | 140 |
| 7. Summary | 142 |
| 7.1 Scientific results | 143 |
| 7.2 Hotel Luxury Services - Luxury Hotel Services | 145 |
| 7.3 Managerial implication..... | 147 |
| 7.4 Significance and experience of the applied methodology | 149 |
| 7.5 Research Limitations | 149 |
| 7.6 Future research directions..... | 151 |
| Attachments | 153 |
| Appendix 1: Accommodation services in Hungary - legal regulations..... | 153 |
| Appendix 2: Types of questionnaires used in the pilot research | 155 |

| | |
|--|------------|
| (1) Questionnaire used in catering units | 155 |
| (2) Questionnaire used in event areas..... | 156 |
| (3) Questionnaire used for wellness services..... | 157 |
| Appendix 3. Hilton Budapest eye-tracking guide | 159 |
| Tables and figures | 161 |
| References | 169 |

List of Figures

| | |
|---|-----|
| Figure 1.: Leisure pyramid by Nash and interpretation of leisure by Aristotle | 362 |
| Figure 2.: Prestige-seeking consumer behavior | 36 |
| Figure 3.: Components of luxury in case of goods and services | 59 |
| Figure 4.: Kaleidoscopic structure of the tourist milieu | 59 |
| Figure 5.: Classification of tourist typology | 68 |
| Figure 6.: Effect of environment at different service locations in the function of time and space | 78 |
| Figure 7.: Hotelscape model | 79 |
| Figure 8.: Elements of physical environment and personal interaction in a luxury hotel environment | 80 |
| Figure 9.: Positioning map of high-class hotels in Budapest (2016)..... | 94 |
| Figure 10.: Categorization of services in the sample hotel (adaptation of the ALSCAL method)..... | 102 |
| Figure 11.: Representation of the consumption of additional services (adaptation of the ALSCAL method) | 103 |
| Figure 12.: Photo of the Dominican Cloister within the Hotel..... | 118 |
| Figure 13.: Non-user group marker detection results (own ed.)..... | 123 |
| Figure 14.: Photo of objects in the lobby (self-shot)..... | 129 |
| Figure 15.: Casual-user group perception results | 130 |
| Figure 16.: Frequent user group detection results | 131 |
| Figure 17.: Conceptual framework of the luxury hotel milieu | 132 |
| Figure 18.: Visual representation of the result of bibliometric research | 133 |
| Figure 19.: Zero star hotel in Switzerland..... | 134 |
| Figure 20.: Community spaces in the Ritz-Carlton Budapest | 142 |
| Figure 21.: Burberry Store Atmosphere..... | 162 |
| Figure 22.: Mystery in Mystery hotel..... | 163 |
| Figure 23.: Glass Room of the Mystery Hotel, a private university in the guest space..... | 163 |
| Figure 24.: Spatial perception and behavior in a luxury hotel..... | 164 |
| Figure 25.: The Living Room - Lobby bar in Kempinski Hotel Corvinus Budapest | 164 |
| Figure 26.: Burberry Store Atmosphere..... | 165 |
| Figure 27.: Mystery in Mystery hotel..... | 165 |
| Figure 28.: Glass Room of the Mystery Hotel, a private university in the guest space..... | 166 |
| Figure 29.: Spatial perception and behavior in a luxury hotel..... | 167 |
| Figure 30.: Photo of ibis/Mercure Budapest Castle Hill Lobby | 167 |
| Figure 31.: The Living Room - Lobby bar in Kempinski Hotel Corvinus Budapest | 168 |

List of Tables

| | |
|--|-----|
| Table 1: Identification of travel motivations based on desires and needs | 33 |
| Table 2: Impacts and typical dimensions on the consumption of luxury goods | 35 |
| Table 3: Literature review of key dimensions of luxury services | 37 |
| Table 4: Typology of the physical nature of services..... | 39 |
| Table 5: Level of actions related to space | 57 |
| Table 6: List of factors influencing hotel competitiveness..... | 63 |
| Table 7: Value dimensions perceived by the consumer in different service contexts | 66 |
| Table 8: Relationship between tourism and simultaneous presence | 69 |
| Table 9: Characterization of the sociophysical environment | 72 |
| Table 10: Classification of services based on the operation of the physical environment | 75 |
| Table 11: Objects of the service | 76 |
| Table 12: Dimensions of the physical environment | 77 |
| Table 13: Innovation and the emergence of new features in the lobby areas of hotels in Budapest | 83 |
| Table 14: Catering services available in the sample hotel and their form of operation..... | 97 |
| Table 15: Questionnaire types used and their placement points in the hotel space | 101 |
| Table 16: Frequency table for the site / department to be completed..... | 102 |
| Table 17: Elements of social life that can be examined by field research..... | 107 |
| Table 18: Main types of devices following eye movement..... | 109 |
| Table 19: Overview of eye camera research in the field of tourism..... | 110 |
| Table 20: Comparison of perception and perception | 112 |
| Table 21: Distinction of types of consumers using luxury hotel services | 120 |
| Table 22: Sampling of the non-user (NU) group in chronological order | 121 |
| Table 23: Sampling of the light-user (LU) group in chronological order | 122 |
| Table 24: Sampling of the heavy-user (HU) group in chronological order..... | 123 |
| Table 25: Commenting on whiteboards along user groups | 135 |
| Table 26: Time-specific elements by user groups | 137 |
| Table 27: Elements of the tourist milieu by sample groups | 138 |
| Table 28: Identification of site-specific, time-specific elements and elements of the tourist milieu | 139 |
| Table 29: Transformation of luxury hotel spaces, functions and services | 146 |
| Table 30: Major eras and main features of the history of tourism | 161 |

“I have always admired the dark elegance of luxury hotel lobbies, even when I was a child: I remember the unique lamps, the blurred lights and the dark furniture.

There was a mystic feeling around, because it was impossible to identify where the music was coming from. During the day, usually quiet piano, another time jazz, in the evening gipsy music surrounded the space. The guests and the hotel employees wore uniform, therefore, I had a feeling of being important and only important members are visiting this place, it was a great honour for me to enjoy this atmosphere ...

I call back family lunch occasions spent in a luxury hotel as joyful memories and the first time I saw a chocolate fountain was in a luxury hotel... the infinitely long marble corridor looked as a great playground scene, from another point of view, looked as a scene of important events requiring discipline. Some elevators and floors were only accessible for the for the most important guests who enjoyed VIP services. The hotel outlets represent old times, the cigar room is a great example for being a mysterious place, a perfect embodiment of a past era.”

Quotation from primary data set, heavy user (HU1)

I owe a debt of gratitude:

To my supervisors: for their support and encouragement in finding the right way in the mystic world of scientific research. They assisted in finding the common points between theory and practice, which represent the cornerstones of the doctoral dissertation.

- ***Gábor Michalkó***, who supported my wayfinding not only in the academic life but also set an example to follow in the performance of teaching, research and publishing activity.

- ***Ariel Mitev***, for his patience, encouragement and helpfulness, without his expertise in research methodologies and suggestions, this doctoral dissertation would not have come true.

- ***to the lecturers of the Doctoral School of Business Administration***, for expanding my knowledge in different fields of science and for the support in the conduct of the pilot-study.

- ***to the colleagues of Corvinus University Budapest, Institute of Marketing***, firstly, for the motivation and constructive criticism during the events of the doctoral symposium, secondly, for taking the time and energy to support me in the preparation and data collection phase of the complex research.

- ***to my co-authors***, who encouraged me to get to know different aspects of the hotel industry and widen my knowledge in tourism, related to their field of research.

- ***to the tourism researchers***, the representatives of the scientific field, who contributed to my research with their reflections and useful advices during conferences and workshops.

- ***to the representatives of the hotel industry***, who inspired me and took the time and effort to support the research.

- ***to the staff of the Corinthia Hotel Budapest and Hilton Budapest***, for their continuous support and assistance in the primary data collection and made the conduct of the research possible.

- ***to the lecturers of the Budapest Business School, my former alma mater***, for the contribution and the expansion of the operational knowledge of the domestic and international hotel industry during the bachelor and master courses in the field of hospitality and hotel management.

- ***to the residents of Budapest and the hotel guests***, for their participation in the research.

- ***to the students***, who curiously and with a desire for knowledge always supported my work with questions and motivated me for continuous development.

- ***to the members of Corvinus Doctoral School*** for their support and assistance in administrative tasks.

I am grateful for the love, kindness, encouragement and support that I have received from my beloved ones and closest friends in the recent years.

1. Introduction

"Hospitality is not to change people, but to offer them space where change can take place."

Nouwen Henri JM (1999): *The Inner Voice of Love: A Journey Through Anguish to Freedom* (quotation)

1.1 Theoretical framework of tourism research and research problem

The term, tourism, is usually associated with relocation and travel, but the phenomenon is closely related to travel activity and can also be approached from several perspectives. The expression "tourism" is affiliated with the change of place, but the activity can also be identified as a social practice that provides meeting space for the local society and different cultures. Nowadays, almost every member of the society travels, consequently, travellers consume different services at different places and spaces, often struggling with ambivalent feelings, while in several cases it is impossible to clearly identify which segment is the primary target audience of a specific service.

Our research problem is based on a practical phenomenon: members of local society rarely visit and discover tourist attractions or sights near their place of residence and only rarely consume tourism services.

The research problem is complex, we preassume that the primary reason of this phenomenon is the ambivalent feelings of the local residents and they "do not feel being welcomed" in tourism related servicescapes at their place of residence. Ambivalent feelings and doubts of the local society, some examples to mention: *"What am I doing here?"*, *"Am I allowed to enter this building?"*, *"This is not my place"*, *"I am not the person, being awaited here"*, imply the dual understanding of luxury hospitality, and can be interpreted as a paradox. Paradox is a set of such statements that result in contradiction along the complex understanding. Several examples occurred in history, that eventually led to discovery or eventualized in the exploration of a new phenomenon.

In the doctoral dissertation we focus on the complex understanding of hotel spaces: we investigate the case of guest spaces along two case studies, conducting a complex research in two luxury hotels in Budapest focusing on the investigation of the local society perspective.

Due to the innovative interior design elements, unique architectural solutions and premium services of internationally operated luxury hotels, hotel spaces have undergone great transformation in becoming inviting spaces not only for international guests, but also for local

residents. The layout of the hotel facility, division of public hotel spaces, suites and community spaces, where different services are separately available, the “space within the closed complex” appears. The design of the spaces is not only based on meeting the needs of consumers, however, there is also business interest behind, connection can be identified between the economic hotel operation, management, real estate development and the planning of public and private spaces in the luxury hotels (McNeill, 2008). The feeling of “*closedness*” appears not only in the building, but also within the city. The city luxury hotel is an enclosed space in the dynamic living space of the city, where the location and immediate environment refers to the quality of services and the number of guests consuming the luxury services.

In the field of tourism, several invisible, hidden and unmeasurable phenomena are present, one example to mention is a meal consumed at a luxury hotel (Bódis, 2017, Ilyés, 2017). The primary function of a luxury hotel is to offer services for the local community, but several services are available for the members of the local society as well.

Régi (2017) identifies tourism as a symptomatic phenomenon that goes beyond its own boundaries, and the complex study of tourism, can result in the complex understanding of the whole society. Tourism research is closely related to the study of temporality and spatiality, the study of space and space consumption is one of the most popular social science research topics in recent years (Berger, 2018).

Ian Schrager - with the formulation of boutique hotel concept - redefined luxury and opened a number of innovative hotels in Manhattan with the support of famous and well-known designers of the age, “*for a city of strangers, they have proposed an aesthetics of strangeness*” (Muschamp cites McNeill, 2008, p. 385.)¹. The expression, „*stranger*” appears in several research studies in the field of tourism. The use of the word tourism has only become fashionable in the last decade, the Hungarian expression “*foreign*” started to spread as a metaphrase of the German expression “*Fremdenverkehr*” (Michalkó, 2012). This expression implies a negative connotation, refers to the state of being “*not local*”, “*not a member of our community*”, and characterizes someone, a tourist arriving from far away, representing another culture, who is exploring the city or destination. Littré (1876) was the first person who used the expression “*stranger*” with the aim of distinguishing the tourists from the local residents and identifying the community of arriving tourists for a specific period of time.

¹ Source: <https://www.ianschragercompany.com/ian-schrager> (date of download: 2020. 11. 10.)

“Strangers are those passengers who - because they have nothing else to do, and are curious - take some kind of cruise, which their compatriots also visit” (Littré cites Michalkó, 2012, p. 30.)

The above definition focuses on the interpretation of leisure motivated travel and does not identify tourists as the members of the community. Stradner (1890) identified luxury tourists as follows:

"Those passengers can be identified as luxury travelers who stay in a place outside of their usual place of residence, and their purpose of visit aims to satisfy their luxury needs, rather than achieving economic goals."

Stradner cites Michalkó (2012) p. 30.

The first occasion, when the segment of luxury consumers have been identified was in the years of the late 1800s, this definition refers to spending time with leisure activities, and the consumption of space outside the living environment.

The sociologist, Bauman (1997, 1999) has also investigated the ambiguous and ambivalent tourist phenomenon in several studies, in the study *Tourists and Vagabunds* (1999), he characterized tourists as follows:

“They do not belong to the place which they are visiting, but they make the miracle come true of being in the right place without being part of the space. Tourists keep distance, and make sure that this distance does not turn into closeness”. (Bauman: Tourists and Vagabunds, 1999, online)

Van Lennep (1987) investigated the question of strangeness from the perspective of describing the phenomenon with the case of a hotel room. In his study the hotel room is described as a *“sacred garment”* (Van Lennep, 1987, p. 209), which only becomes a room when the atmosphere is fulfilled with life.

“I am here in a completely different mode of existence. I am free from part of my social obligations. I am a stranger, a "number" in a numbered room. ” (Van Lennep, 1987, p. 212.)

To investigate the role of buildings in a society, to explore the role of a facility in a dynamic city, it is essential to examine spatiality (Benkő, 2017), the “soft elements” (space user, space consumer, space-creator human) and “hard elements” (physical, built and natural environment) in their different forms of approach to space. The built environment and luxury are just merely tangible elements, empty spaces without users and consumers.

The focal point of the research study is not the investigation of strangers, in contrast, we are aiming to investigate the presence of local society in luxury hotels, by the means of exploring the milieu of luxury hotels from the perspective of local society. The expression milieu is derived from the French expression (“*milieu*”), *mi-* (middle) and “*lieu*” (place) elements, which are the extended versions of the Latin “*medius*” (middle) and “*locus*” (place). Different ways of understanding and interpretation exist of the French word, milieu, due to its complex meaning, generally it is used for the description of spatial and temporal events, but also in the context of societal meaning. **In the Hungarian language, the expression “milieu” describes the complex perceived effect of objects, immediate environment, the place that surrounds the consumer or guest in an environment.** According to the primary interpretation, it is used for the description of total effect, for the characterization of the immediate environment, but it can also characterize a spiritual effect in a figurative sense, we also use it to characterize the ancient, outdated environment.² **If we investigate the etymology of the term milieu, we can identify local, spatial and temporal implications.**

Based on the definition of Aristotle, the human being is a *zoon politicon*, a social creature. According to this interpretation, a human being is such a creature (“*zoon*”), which has a plan (“*logos*”) and lives in a state or political / state community (“*polis*”), therefore embodies “*zoon politicon*” (Bihari, 2013). Scholars have come to a number of conclusions, which still represent valid results, and have noted that theory and practice are complementary elements of each other. Numerous rhetorical speeches have been formulated on this subject, according to the Greek scholars only those theories are correct, which can also be implied in practice³. Leonardo da Vinci, one of the most famous polihistorians ever, has also noted, that theory and practice are complementary, without theory, the existence of practice is impossible, and good practices cannot exist without a proper theoretical framework (Isaacson, 2018). Scientists with outstanding achievements in several fields of science, have also highlighted the inseparability of practice and theory. Numerous rhetoric speeches have been made on this subject, famous Greek orators and rhetoricians have stated that only those theories are correct, which can also be implemented in practice. This axiom is still valid today, in the 21st century, due to social, economic, environmental and political changes, it is essential to investigate practical examples in a theoretical context, exploring the causal factors behind certain problems in this way (Belényesi, 2014). The aim of the doctoral dissertation is the complex investigation of a novel

² Source: <https://wikiszotar.hu/ertelmezo-szotar/Mili%C5%91> (date of download: 2020. 08. 18.)

³ Antonius: Theory is useless without practice

[http://www.romaikor.hu/tudomany-es-technika/szonoklattan-es-retorikaelmelet/marcus-tullius-cicero-a-szonok-\(de-oratore\)/a-szonok-\(de-oratore\)-i-konyv/cikk/antonius-az-elmelet-gyakorlat-nelkul-hasznaltalan](http://www.romaikor.hu/tudomany-es-technika/szonoklattan-es-retorikaelmelet/marcus-tullius-cicero-a-szonok-(de-oratore)/a-szonok-(de-oratore)-i-konyv/cikk/antonius-az-elmelet-gyakorlat-nelkul-hasznaltalan) (date of download: 2020. 08. 18.)

phenomenon in the field of tourism with the application of scientific research methods. The results of the study rely on the synthesis of the primary and secondary results from the previous years. These days, “during the war of pandemics”, it is significant to highlight that the dates of data collection were in the period prior COVID-19, therefore, this phenomenon will only be discussed in the managerial implication and future directions content parts.

Based on the review of the literature, the development of tourism research history can be categorized according to historical events and other factors (Michalkó - Rátz, 2019, *Table 30.*), nowadays it is the time of total tourism. Currently, we are in the period of total tourism, which provides a different and innovative perspective of tourism understanding. In the past, Thomas Cook was one of the greatest innovators in the history of tourism, winning numerous battles with the innovative travel package concept, ahead of his competitors (Irimiás et al., 2019). The world of today can also be understood as a war from a touristic perspective, due to globalization and innovative transport solutions, all the destinations are competitors of each other, mobilizing as many sources as possible of society, similarly to military practices (Perjés, 1998). From horizontal and vertical perspectives, the increasing number of visitors, and negative impacts of tourism has reached such a level, where local residents are no longer welcome the visitors with a positive attitude (Hughes, 2018), in this way posing challenges for the local tourism destination managers, decision-makers and international organizations (Jacobsen, 2000, Gonzalez et al., 2018). Consumer trends are changing rapidly, some specific types of trips, one example to mention, romantic trips to Paris are becoming less popular (Kock et al., 2018), despite the fact that several disciplines, including evolutionary psychology have contributed greatly to the complex understanding of human behaviour (Griskevicius - Kenrick, 2013).

The field of tourism research at this current state cannot be considered as an independent discipline, yet, but it relies on other fields of science and shows point of connections with the field of economics, earth sciences, ethnography, cultural anthropology, sociology, clinical medicine, political science and law (Michalkó, 2016). From the years of the 1960's, a new field of research has emerged in parallel with the spread of domestic and international travel (Michalkó, 2012), to which state the emergence of the current conditions of mass tourism has contributed greatly. In the above-mentioned era, the American sociologist Daniel J. Boorstin also noted travel as a new social phenomenon. It has been found that tourists are cultural idiots, created by modern institutions, similarly, to mass media, a wide-ranging type of communication that reaches and affects almost all members of society (Boorstin, 1962). Negative criticism discouraged the researchers of the time, and the new social phenomenon was forgotten, later as

a result of the sharp criticism of the researchers which required further complex interpretation, researches in the 1970's were born following this viewpoint, which represent the cornerstones of scientific research today. Several scientific studies were published in this time, such as, the research studies of MacCannell (1973, 1976), in which the author defines tourism as a symbol of modern society and travel as a kind of modern pilgrimage seeking authenticity. Most aspects of tourism research rely on the principles of tourism research (Cohen - Cohen, 2012), while the focus of research is the investigation of changing consumer behaviour patterns of tourists.

The current study relies on the theoretical disciplines of behaviour, environmental psychology, sociology and fields of marketing, therefore investigates the connection points, causes and constraints behind local society to explore the consumption of luxury services. Michalkó (2008) draws our attention to a contradiction, due to the complexity of tourism, the social, economic and environmental engagement is significant, but this is one of the greatest obstacles of tourism development into a practice-oriented research field (Michalkó, 2008, p. 11.).

The priority goal of the current research is to extend the tourism literature with novel results and to differentiate the places and spaces providing tourism services, furthermore, to identify international luxury hotels as tourist spaces, from the perspective of local society based on scientific results and phenomena experiences in practice.

In recent years, increasing number of scientific research has been conducted in the field of tourism, which is supported by the increasing number of tourism researchers and scientific journals (Cheng et al., 2011, Gursoy - Sandstrom, 2014, Mulet-Forteza et al., 2019). Modern tourism is an integral part of everyday life (Kock et al. 2018), understanding of current travellers and analysis of travel habits. Changes in tourism can be experienced not only in the consumer behaviour and in practice, but also in the definition of space consumed by tourists based on the related scientific literature (Agarwal et al., 2000, Hall, 2005, Michalkó, 2008, Varley et al. 2020). Due to the complexity of tourism research, the investigation can be complex along the dimensions of space and time, it can awaken symbolic image or desires in the travellers (Coleman - Crang, 2002, Baerenholdt et al., 2004, Sterchele, 2020) while the examination of physical objects, facilities or transport systems provide the basic conditions for tourism (Rickly-Boyd et al., 2017). Tourism is a location-specific activity (Varley et al., 2020), the consumption of space takes place in a specific place and includes destinations to be discovered in the future. The adaptation of services to consumer behaviour also shows new directions, the international scientific literature (Hannam et al. 2006, Sheller - Urry, 2006) also encourages further exploratory research in expanding the theoretical framework of tourism spaces.

Chen and Chen (2017) highlighted the paradox approach that the tourism literature distinguishes the concept of tourist place from ordinary places and discusses it separately. The research result of Chen and Chen (2017) contradicts the phenomenon experienced in practice, while the latest scenes of tourism are the spaces of our everyday life (Edensor, 2007, Haldrup - Larsen, 2010). Service quality is a common and frequently investigated research field of tourism and the hotel industry (Mulet-Forteza et al., 2019). Measurement of service quality is one of the most widely researched concepts in the field of marketing and management literature, its conceptual definition, content elements and practical application raises a number of questions (Kenesei and Kolos, 2018, Grönroos, 1984, 2011, Lovelock - Gummesson, 2004). In their literature review, Kenesei and Kolos (2018) summarized the literature focusing on service marketing and formulated further research directions. In their study, they highlighted that consumer satisfaction was a focal point of investigation in terms of service quality research in the 1980's and 1990's, and several researchers in the field of domestic marketing examined the issue of service quality across different industries. After the turn of the millennium, adapting to changes in consumer behaviour, the consumer experience was the focus of research (Kenesei and Kolos, 2018). Nowadays, the perception of services is not shaped by individual transactions, but by complex service systems that the consumer can encounter through multiple channels (Maglio et al., 2009, Kenesei and Kolos, 2018). The evolution of the relationship research between the service provider and the service consumer (in the case of tourism literature: guest) over time is becoming increasingly important (Quach et al., 2020). It is important to emphasize that some factors may be influenced during the use of services and the consumer experience, while others cannot (Amat - Lefort et al., 2020). The evolution of the relationship between the service provider and the service user over time is becoming increasingly important (Quach et al., 2020). It is significant to highlight that some factors may be influenced during the use of services and the consumer experience, while others factors cannot be influenced (Amat - Lefort et al., 2020).

One of the initial theoretical framework of our research is the *servicescape model* (Bitner, 1992), an improved model based on guest perceptions of the hotel environment, the *hotelscape model* (Alfakhri et al., 2018). The study of the physical environment of services is of significant importance in the case of thematic service providers (Figueiredo et al., 2020), but the tourism and marketing literature has not focused on its investigation in recent years, as now of the research studies has focused on the analysis of guest and service-provider interaction.

1.2 Identification of research problem: paradox of guest space

Researchers have investigated the relationship between local residents and visitors from a number of different aspects (Pizam et al., 2000; Palmer et al., 2013; Pizam, 2020). The investigation of tourist service consumption by the local residents is unexplored in the research field of tourism, therefore the implementation of novel research methods is essential. Current research topic of tourism are anti-tourism and overtourism, most studies focus on the empowerment of tourism, the well-being of residents, sometimes examine the relationship between the host environment, the citizens and tourists. In their research study, Mitev and Kelemen-Erdős (2017) examined experience-focused service value creation in the environment of ruin pubs using the bricolage technique, and identified that the guest (consumer) and the service provider together create a special and unique environment for the service consumption, in particular the scape of the service where the tourist experience is created. Ruin pubs are popular venues, scenes of leisure activities for both local and visitor segments. The popularity of ruin pubs, ruin gardens and art pubs is unbroken, on one hand, due to their dual role, as being part of the local service-providers (food and beverage, entertainment services), on the other hand, they are attractions that invite and encourage the visitors to visit the facility and consume the services (Puczkó - Rátz, 2011). However, ruin pubs are not only attractive to young citizens (Zátori, 2014), but are also popular service units among the local population and tourists. Csanády and his co-authors (2011) described ruin pubs as youthful multicultural environments, in their research they investigated the spatial and social structure of the capital city after the change of regime in Hungary. Along the complex study of the urban places they identified the role of urban planning at the turn of the century, during the era of socialism and its impact today from a broader perspective. Csizmady and Olt (2014) identified the ruin pub district of Budapest as a creative milieu, described as such a cultural complex, that stands out from ruins, as an inspiring place. However, since the birth of the above-mentioned research, a number of changes have taken place, when the first ruin pubs appeared, they provided a scene of cultural playground for the local society, whereas, after the change of regime, the citizen consumer segment has almost completely disappeared. There are a number of reasons, some examples to mention: the increasing price level of service, the increasing number of local service providers and the competition for foreign tourists to host as consumers.

Urban tourism can be identified as a laboratory of different cultures, therefore a prominent topic of anthropological researches (Régi, 2017). The image of Budapest and the life of citizens have gone through a great transformation, leaving behind the historical past and

competing with international tourism trends, the cosmopolitan, bourgeois customs of the post-socialist capital (Smith - Puczkó, 2010, Rátz et al., 2008).

In the recent years, a large number of prominent publications have been published in the field of tourism (Mulet-Forteza et al., 2019). In their bibliometric research Mulet-Forteza and his co-authors visually demonstrate the co-occurrence of keywords in the field of tourism, leisure and hospitality of the authors (*Figure 21.*) Zupic-Cater (2015) identified the method of bibliometrics as a new research tool in the field of science, based on its intellectual, social and theoretical structure. **The bibliometric keyword research conducted by Mulet-Forteza and his co-authors (2019) identified the keyword “tourism” as the most frequently researched term, followed by the keyword “hotel” in the second place.** The research mentioned above justifies that several types of accommodation, especially hotels occupy a central place in the system of tourism, as being part of the primary supra-structure (Michalkó, 2012). The significance of the primary tourism superstructure is reflected in the fact that in most cases the elements of the physical conditions contribute to the development of a target destination, because without the accommodation and catering services discussed here, the guest night spend and stay, service consumption would not be possible. The supply elements of the physical conditions of tourism, the infrastructure and the super-infrastructure of tourism are based on the basic infrastructure and attractions, are facilities implemented for such tourism purposes where the primary target segment consist of mainly foreign tourists.

The hotel industry is such a specific area of tourism, where the presence of local society is dominant, notably, the local population also becomes consumers of certain hotel services. In our research we investigate hotels as such service-provider facilities that meet the needs of local residents by the means of their service provision. The elements of the material conditions of tourism supply, the infrastructure and superstructure of tourism based on the basic infrastructure and attractiveness, are core facilities implemented for tourism purposes, therefore the primary target segment consists of foreign tourists. The system of accommodation can be investigated as a spatial system, in which each accommodation unit has its own attributes. There is no academic consensus on the categorization of hotels at international level, yet (Talias, 2018), due to the fact that the services offered are not always standardized, they show differences from type to type. In this research we are not focusing on the operation, maintenance and organizational conditions of hotels, we formulate practical and theoretical conclusions based on the internal physical environment of two luxury hotels in Budapest. In the competing destinations, we can differentiate different hotel categories, moreover the number of alternative accommodation types are increasing (Jancsik et al., 2018, Pappas, 2018). The quality of the

services offered in the international environment is indicated by star and diamond symbols, but in terms of the standardization and comparability of services, the brand prevails in the case of international hotels. The common aspect of all hotels is the priority function, which is still of significance today and in the past as well, the provision of accommodation, a place, providing secure shelter (Tarlow, 2014), but in close connection with market expectations, they provide not only temporary shelter for travellers temporarily away from their place of residence, but also offer exciting and wide-ranging services for guests who have the possibility to gain experiences during their stay (Walls et al., 2011). Time spent in hotels (whether for days or even weeks) can evoke memories and emotions after several years (Zhang et al., 2020, Volo, 2021). A moment on the dance floor of a hotel ballroom, the taste of the food consumed in a hotel restaurant decorated with crystal chandelier, the smell of the colourful flowers in the lobby, the unique painting in the hotel room, the wallpaper or the colour of the counterpane, even, the music heard at a hotel bar can evoke pleasant experiences and memories. Upon returning home, the guest will be emotionally be attached to the place visited in either a positive or negative way, by recalling the memories. The atmosphere of the hotel, the experiences within its walls evoke positive or negative emotions even after several years. During the consumption of tourism services, the emotional reactions of guests are only neutral in negligible cases (Michalkó - Irimiás, 2011).

In Hungary, even in the last decade, "staying in a hotel" or consuming any hotel service in a hotel was identified with the consumption of high quality services, closely related to the social class habits of the guests, later was associated with business activities of the guests, and the preference of hotel choice was determined by prestige. Emontspool and Woodward (2018) state that in a cosmopolitan environment not only the variety of services are essential elements of supply, but the consumption and perception of cultural differences is significant, the venue is either a café, a hotel or a shopping mall.

At international level, the term "*hotel*" was the most common expression used for the identification of hotels, on the other hand, in Hungary the primary function of accommodation, the name of the hotel where the guest stayed, was associated with the Hungarian term "*staying for a guest night*", and the word "*hotel*" only later became widespread. If a guest arrived by a plane or stayed in an upscale hotel, providing a higher level of services, the guests received special attention, and the main purpose of that hotel was to make the consumer feel like a "*guest*" after being welcomed as a "*passenger*", the various types of services in the case of luxury hotels contributed to the differentiation and prestige. The ballrooms provided scenes of special local events, gala dinners in Pest, these hotels possessed larger event areas, therefore

the local aristocracy, who wanted to have fun, visited these hotels regularly, and were prominent members of the guest circle (Augustin, 2006). In recent years, as in several other areas, the hospitality and hotel industry has undergone a number of changes and transformation. The live band has been replaced by pre-recorded, computer-composed music, and guest satisfaction is measured by scores, points, consumer evaluations on the social media platforms instead of being measured by the width of the smile or the amount of the service tip. The guest-centered approach was complemented by the economic approach, as well as increasing competition, globalization, international hotel chains and groups, the emergence of different types of alternative accommodation, the unique service offer of hotels and the automation of some services now play a key role in consumer decision-making (Cooper - Hawkins, 2019).

1.3 Local society in luxury hotels - national and international cases

Hotels play different roles in social and economic life according to their types and forms of operation. Through their services and facilities, city, business and conference hotels contribute to the success of business negotiations and work when they receive business guests and serve as venues for conferences, press conferences or other professional events (Kovács, 2009).

The large and large luxury hotels are prominent venues for scientific meetings, congresses, sports, cultural and other leisure and business events. Primary services of wellness and spa hotels include the provision of recreation, relaxation, recharging services for guests, but the luxury city hotels also offer pampering services for both segments, the leisure and also business travellers. Luxury hotels offer a wide range of services for individual guests, families, groups, business travellers or couples in a luxury setting. The primary function of luxury hotels is to provide accommodation and other additional services to hotel guests, furthermore they to provide luxurious community space for city local residents and for foreign visitors (Juhász-Dóra, 2017). One of the long-term success factors of a hotel company is the capability of local embeddedness, the way the company integrates as much as possible into the business and social life of the local environment, and the target segment of the hotel services are not only foreign tourists, but also local citizens, therefore, the hotel becomes a so-called social hub, a significant meeting place for local the community (Kovács, 2009).

Nowadays, traditional accommodation types have been replaced by completely new concepts and business models. In Switzerland, the first zero-star hotel emerged in the valley between the mountains, the bed is practically located under the starry sky and luxury services are available “*in the middle of nowhere*” (Figure 22.).

The ice hotel in Jukkasjärvi, Sweden, is such an ice hotel that periodically functions as an art exhibition space made of ice, near Torne River⁴. Each year, the exhibition and the temporary hotel scenes come to life following a unique theme, the facility is made of ice blocks. Every year, domestic and international artists work together in co-creating the furniture and ice sculptures. The unique interior design provides a special and irreversible experience for the guests who spend their nights in unique thermal sleeping bags in beds covered with reindeer fur.

Nowadays, we can also find an accommodation with an ephemeral life that is constantly changing its location, the same staff is appearing from time to time at a new location to welcome loyal and also new guests with their novel services in a new physical space⁵, but there is also an example of a pop-up hotel operating in a building only for a specific period of time. The Lovelace Hotel is a great example for a unique business and operation model from the perspective of temporality, the pop-up hotel came to life in an abandoned empty building in Munich between 2017 and 2019, where it became a popular entertainment and meeting place for locals through events and happenings. The Lovelace Hotel⁶ functioned as a popular entertainment and meeting place for the local citizens and foreign visitors by providing events and so called “happenings”. The pilot project owes its reputation for transforming and bringing to life a previously empty facility, by providing a space of dynamic and exciting events, as a result, almost all local residents visited the “Hotel Happening” and participated in at least one program. One floor of the building operated as an art colony, where artifacts could be purchased, but other interesting additional services were available in the building (for example hairdresser and beauty services), the building functioned like a dynamic colourful little town in the big city. In recent times, travel has become a fashionable activity of leisure time, visiting different hotels and accommodation is no longer a privilege (Neulinger et al., 2010) and local residents are also the target audience of the luxury services in several cases (Shaw, 1992; Zakariya et al., 2015).

Unfortunately, there is no statistical database clearly identifying the number of local residents visiting hotel facilities near their place of residence, but hotel catering, food and beverage related services, special meetings and events, wellness, beauty, medical treatment and sports programs organized at hotels are proved to be popular, based on the recent global trends.⁷ In

⁴ More details about Ice Hotel: <https://www.icehotel.com/> date of download: 20. May 2020.

⁵ 700 000 heures, the first ephemeral hotel in the world, which does not have a temporal location, more details: <https://www.700000heures.com/en/> date of download: 20. May 2020.

⁶ The Lovelace, a Hotel Happening – a vibrant, co-working and art hotel concept, a two-year project, more details: <http://thelovelace.com/> date of download: 20. May 2020

⁷ There were a number of popular hotel programmes and initiatives to target local citizens, some examples to mention, an ice-rink opened on the rooftop terrace of President hotel (1), Christmas market in Four Seasons Gresham Hotel, in the area of Zrínyi Passage (2), the yoga classes

the 21st century, the number and type of available hotel services is almost countless, future guests can find information about the destination and hotel services on several information channels, they can reserve their hotel room in several ways (direct or indirect), but they also have the opportunity to visit distant buildings, hotel facilities, museums or even destinations while sitting on their couch (Bagozzi - Dholakia, 2002).

At the time of the finalization of the doctoral dissertation, the coronavirus pandemic (Covid-19) is still spreading and taking its victims all over the world, its emergence caused a number of challenges for the actors of tourism and economy. Guests are only allowed to travel to foreign countries only for specific purposes following increased security regulations (Farmaki et al., 2020), furthermore, even in luxury hotels only a limited number of services are available due to restrictions of human interactions (Filimonau et al., 2020). In the hotel industry, the trend of “*opening the hotel doors*” and inviting local residents has occurred in the best practices of several international hotel chains, but the focus on the target audience has only been strengthened in the form of hotel and hospitality services. In the case of international hotel chains and hotel groups inviting the local residents of a city for specific events is a good practice. The development of technology has made the hotel public spaces adequate for working to meet the expectations of the modern community office in terms of design and function (Sarmah et al., 2017). The lobby of the renovated luxury hotels is also a great venue for business meetings and work. Various forms of MICE and business related tourism have undergone transformation in recent years, some of these hotel facilities function as “co-working hotels”, specializing specifically on the satisfaction of business guest needs, which allow even longer stays, but also provide possibility for the cosmopolitan residents of the city to use business related hotel services⁸. Millennials, digital nomads and businesspeople prefer changing ideas, collaborating and networking in inspiring places, cafés, restaurants or even in the community the spaces of luxury hotels. As a response to the changing consumer needs, hotels have

and events organized on the rooftop of Aria Hotel (3) and in the wellness area of Mystery Hotel Budapest (4) cinema events in the ballroom of Corinthia Hotel Budapest, the former Royal hotel (5). On the occasion of the 101st birthday of Danubius Hotel Astoria Budapest the iconic hotel welcomed and offered the residents an organized guided tour in the framework of Night of Museum events, but in the autumn of 2019, Radisson Blu Béke Hotel remembered the secret love of Ferenc Móra (well-known Hungarian writer), on the occasion, that their secret love affair took place in the hotel (6).

(1) https://varosban.blog.hu/2017/12/01/megnyilt_a_president_hotel_tetejen_egy_korcsolyapalya,

(2) <https://welovebudapest.com/program/karacsonyi-vasar-a-four-seasonsben>

(3) <https://ariahotelbudapest.com/p/hu/event/harmony-rooftop-joga-2/>

(4) <https://www.facebook.com/MysteryHotelBudapest/posts/2923102424384867>

(5) <https://hu-hu.facebook.com/events/brasserie-atrium/royal-mozi-estek-a-corinthia-hotel-budapest-b%C3%A1lterm%C3%A9ben/1939132559512177/>

(6) <https://turizmus.com/szallashely-vendeglatas/mora-ferenc-titkos-szerelmenek-nyomaban-a-radisson-blu-beke-hotelben-1165962>

date of download: September 5. 2020.

⁸ Accor Hotel Group, the world-leading hospitality group has introduced an innovative brand called WoJo focusing on the provision of co-working services in the hotel facilities, further information about WoJo brand: <https://group.accor.com/en/brands/coworking/wojo>, date of download: 20. October 2020.

redesigned their interior design at international level, prioritizing the efficient capacity utilization in the allocation of private and common spaces, in this way renovating their traditional meeting places and transforming them for the service of several segments, available for providing leisure workshops and also business meetings (Horwath HTL, 2018).⁹ Despite the latest trends, according to the general consumer point of view, the primary function of hotels is to provide guest room to support the stay for a guest night, and to provide temporary accommodation for leisure or business travellers.

In the recent years, an increasing number of apartment hotels have appeared, which allow the guests to take longer-term trips. A large number of examples exist in Hungary and also abroad, in cases where a building or an area is boasting with a historical past, playing an important role in the lives of local residents is being transformed into a hotel, and those local residents who do not agree with the transformational process, protest against the change of functions, and cannot accept the new complex, therefore ignore the new services¹⁰. The latest example of this in Budapest is the Hard Rock Hotel, the restaurant is already welcoming visitors, but the gates of the hotel are still closed due to the opening phase and the current pandemic situation. The appearance of a hotel has a significant impact on its immediate surroundings, by the means of physical facilities and also by the services offered (Albert Tóth - Rechnitzer, 2018). The latest example is the already mentioned Hard Rock Hotel Budapest, which opened in the middle of the former party district of Budapest, on the corner of Nagymező and Ó street, replacing the former nightclub, Instant. The popular neighbourhood used to be a dynamic place, vivid and loud from the young people having fun until dawn, but in parallel with the end of the nightclub, the neighbourhood has calmed down by now, and the offered services have also been transformed to satisfy the needs of the new target segment. Today foreign visitors and local residents visit the area mainly for special occasions or for unique events.¹¹

The emergence of luxury hotels is provoked by the hotel industry, real estate market changes and also by the changes of consumer habits. Increasing competition, long-term loyalty, and the struggle for loyal guests are forcing city hotels (Kátay, 2015) to take local residents into account during the planning phase of their service offerings. In the case of most international chains, this best practice has been observed for years, some hotel brands lay special emphasis

⁹ As a response to the coronavirus, Danubius Hotels in Hungary have introduced the "Office Hotel for up to a day" initiative, offering hotel rooms and office services providing efficient working environment for daily use or only for a few hours.

¹⁰ The second case study in the doctoral dissertation, Hilton Budapest, is a similar example, the local citizens protested against the hotel for several years and had a very hard time accepting the appearance of the luxury hotel in the Castle District.

¹¹ More information about Hard Rock Hotel Budapest: <https://www.szeretlekmagyarorszag.hu/a-hard-rock-sessions-etterem-nagymezo-utca/> date of download: 2020. 09. 02.

on playing an active role in the community life of the city through the iconic physical appearance of the hotel facility or by the means of programs and events offered. Fairmont hotels have been offering residents a great deal (so-called “*resident offer*”) as a venue for golf and wellness services or social events. Some hotels invite visitors with unique offers and packages, they welcome local visitors who desire high-quality services for business or leisure purposes in an elegant environment. Despite globalization, local roles and regulations are also applied in hotel management and real estate development and regulations of local services offered. One specific case to mention as an example, local residents are usually visiting luxury hotels in Dubai with the aim of consuming alcoholic beverages in the catering units of some international hotel chains, because alcoholic beverage consumption is legal there. Another example, the Peabody Memphis is located in the United States and is frequently visited by families with children during the day, namely, on the occasion of a unique cultural tradition, for the the ducks, (“*being honorary hotel employees, holding the position of mood operators, responsible for entertainment*”), who show up at fixed times in the lobby to entertain the guests¹².

One of the most famous luxury hotel brands known for its unique luxury services is the Ritz-Carlton¹³. The famous and prestigious hotelier César Ritz “King of Hoteliers, and Hotelier to Kings”, has experienced almost all levels of hotel management, and he was under thirty when he took over the Grand Hotel in Lucerne, which almost went bankrupt. The hotel services were so popular under his leadership, that soon foreign visitors arrived to the destination. The famous hotelier followed the principle of guest-centric service provision, he never rejected any consumer wish, he and his team always fulfilled them, even the now seemingly unfeasible ones, at all costs. The English expression, “*ritzy*” is also associated with the name of the hotelier, and this expression has later spread as a synonym of elegant, expensive, and tasteful adjectives in the common language. The Ritz-Carlton hotel company has been present in Hungary since 2016,¹⁴ It has been communicated in several Hungarian articles that the strategic goals of the hotel management include targeting also Hungarian guests. During the expansion phase of an international hotel chain, the local community and the local culture in the case of a destination are of exceptional relevance to the company, and local embeddedness, synergic relationship with the local community is of significant interest to the hotel, as well. The new interior design is appealing for the welcoming of foreign visitors and local residents, as well. The interiors of

¹² Further details about Peabody Memphis Hotel and the ducks <https://www.peabodymemphis.com/peabody-ducks>
date of download: 8. August 2020.

¹³ More details about Ritz-Carlton <https://www.ritzcarlton.com/> date of download: 8 August 2020.

the hotel evoke the atmosphere and view of Budapest, the light blue wavy carpet represents the river crossing the capital, the Danube, while many decorative pillars and decorative elements symbolize the bridges of Budapest, while several decorative pillars and decorative elements symbolize the bridges of Budapest, and the restaurant in the hotel evokes the atmosphere of a classic turn-of-the-century café (*Figure 23.*). According to the statement of Bob Kharazmi, who currently holds the position of managing director, and is a proud member of the luxury hotel chain team since 1984, **"Budapest as a result of the developments of previous years, has become a thriving cultural and gastronomic space"**¹⁵ and the city of the Hungarian capital has attracted the interest of the Ritz-Carlton management due to ever-expanding air connections. During the development and refurbishment, the developers aimed to reflect the local style and values in the appearance and spirit of the renovated hotel. Located in the central of the capital, the elegant white limestone building originally operated as an luxury office for an insurance company, but after World War II it was in need of renovation due to severe damage and then became the headquarters of the police headquarters. It opened its doors in 1998 under the Le Méridien brand and since 2016, still bears the Ritz-Carlton brand. In many cases, luxury hotels operate in iconic buildings of historical significance, and many international examples retain their former old function (Zhang et al., 2020) or refer to them in the design of renewable services, thus gaining a competitive advantage in the accommodation market (Xia et al., 2020).

Based on the literature review of international and domestic studies, it can be stated that the study of local society and the consumption of services and space consumption by local society in a luxury hotel environment is a novel research approach. The aim of this research is to explore and investigate this practice-oriented phenomenon in a complex way using the tools of science.

2. Objectives and structure of the study

The objective of the doctoral dissertation is to examine the physical environment and services of luxury city hotels from the perspective of a specific consumer segment, the local society.

The studied phenomenon is derived from a complex practical problem, due to the fact, that local residents, inhabitants of a given city, often do not feel comfortable in an upscale, luxury hotel

¹⁵ Source: <https://welovebudapest.com/cikk/2016/4/7/a-luxus-lenyege-a-tortenetmeseles-a-ritz-carlton-globalis-ugyvezeto-igazgatojaval-beszeltunk> (date of download: 2020. 08. 08.)

environment, on hand, they believe that the primary target audience of luxury hotel services is wealthy tourists from abroad, and guests staying in luxury hotels can consume and take advantage of the offered services. The initial assumption is further reinforced by the emergence of often foreign-owned real estate (premises), international management (management), disproportionately high prices for local society, and the emergence of exclusive brands.

In Hungary, most of the luxury hotels are located in Budapest, the luxury hotels in the countryside mostly offer outstanding services through their spa, wellness and gastronomic services¹⁶. Historical and cultural heritages are of outstanding architectural significance, some also functioning as accommodation facilities, Hungary boasts with several rural castle hotels offering luxury services. The Association of Hungarian Castle Hotels and Historic Buildings¹⁷ lists museums, hotels and event venues in special places in Hungary. Historic buildings, pampering luxury facilities, ancient forest parks and cultural heritage values await guests visiting with the aim of relaxation or work these facilities providing unique milieu. In the present research, we do not examine luxury hotels and facilities providing services in the countryside, because we analyze luxury city hotels as service spaces and facilities in urban space. Cities are not just complexes of buildings, cities are made up of people, their buildings can last for centuries, but the population is constantly changing (Glaeser, 2020). Cities are made dynamic by the inflow and outflow of different social strata, providing space for economic and cultural prosperity. The urban scale makes it possible to ensure the fixed costs generated by theaters, museums and restaurants.

During the development and the definition of the functions of the individual buildings and facilities, it is necessary to focus on the needs of the user segment, in accordance with the needs of the consumer society, each building is endowed with new functions and a role in the city.

The aim of the research is to provide a complex interpretation of the luxury hotel as an urban facility, to examine the perceptions and attitudes of the local society towards luxury hotel services based on the investigation of the sample of hotels in the Hungarian capital. A fundamental problem is that in the case of high-end hotel services, local residents are only informed about seasonal offers or renewable services occasionally, therefore, they don't really understand the purpose for which they would visit a hotel in their own place of residence. Another problem is that the local community is not aware of the range of services available, so

¹⁶ According to the classification of the Association of Hungarian Hotels and Restaurants, the Andrásy Residence Wine & Spa in Tarcsl, the Divinus Hotel in Debrecen, the Lotus Terme Hotel & Spa in Hévíz and the Spirit Hotel Thermal Spa in Sárvár currently have a five-star rating in Hungary. http://www.hah.hu/tagjaink/talalatok?filtered=1&reszl_tagtipus=1&reszl_regio=&minosites_10=1&minosites_5=1 (date of download: 2020. 09. 25.)

¹⁷ More information is available on the website of the Association of Hungarian Castle Hotels and Historic Buildings: <https://kastelyszallodak.hu/> (date of download: 2020. 09. 20.)

potential future consumers do not even visit luxury hotels, therefore there is no chance of additional luxury hotel service consumption.

A unique event venue or community space can also be attractive for locals (Juhász-Dóra, 2017), Emontspool-Woodward, 2018). In the case of a catering units, the location of the unit within the hotel facility also plays a significant role, it is an advantage if the outlet is directly accessible from the street-front, or the service unit has a terrace (Hory et al., 2017). **There are a number of untapped opportunities in public spaces to introduce new services, where local society can also be welcomed by hotels through their various additional services with the aim of entertainment (cinema, exhibition, family treasure hunting, shop), recreation or healing (wellness, spa and sports services, special medical treatment), catering services (restaurant, bar, event venue) or even work (office, meeting room, business corner).** Architectural psychological studies (Dogan et al., 2013) and design-focused research (Heide et al., 2007) also emphasize the importance of examining community spaces. From managerial approach, following the principles of yield management is of significant importance in the hotel industry, reducing the size of guest rooms and increasing the size of public spaces, in this way the number of additional services available can be observed at international and domestical level.

We would like to start the dissertation by looking back into the past, with the aim of giving evidence of the fact, that the use of hotel services by locals is not a new phenomenon, and to provide an insight into the life of dualism Budapest, where a wide range of services, ornate interiors, contemporary objects and a milieu came to life before the reader, evoking the magical atmosphere of the patinated grand hotels and justifying the presence of the genius loci, in other words, the spirit of the place.

Michalkó (2005) defined milieu from multidisciplinary point of view and identified the cornerstones of the geographic milieu, and also addressed the complex issues of the tourist milieu. Based on the theory of the tourist milieu, Michalkó and Rátz (2006) identified the components of the Mediterranean Milieu through a sample of three southern European countries, following the principles of a transdisciplinary approach, analyzing the space consumption of the destination from a consumer perspective. Further developing the theoretical framework, Rátz and her co-authors (2008), referring to the kaleidoscope metaphor, identified the interpretation of the milieu as a dynamic phenomenon and identified the elements of the tourist milieu as contributing elements of the tourist experience. At international level, the research of the tourism milieu is also a novelty, the interpretation of the milieu in society can be found in the field of marketing research (Diaz-Bone, 2004), based on Schulze's social model

based on milieu social structure (1992). Following an architectural approach, Kari (2016) conducted research along the issues of the genius loci in Hungary.

The theoretical pillars of the present research are the kaleidoscope model of the tourism milieu (Michalkó, 2005), the marketing servicescape model (Bitner, 1992), the hotelscape model (Alfakhri et al., 2018) and the theoretical framework of environmental psychological consumer behaviour.

In the theoretical background, we placed special emphasis on exploring the wide range of luxury hotel services, perception of services, and by the implication of the tools of environmental psychology we reviewed the models applied in the field of marketing that examine the relationship between the built environment and the consumer in a given physical environment.

In the study of a tourist destination, it is inevitable to examine the relationship between place, space and time, the identification and investigation of place, space and time occurs several times in the dissertation in different contexts. **The novelty of the present research is the study of place, space and time in a luxury hotel environment.** These are the “soft” factors of competitiveness that are increasingly emphasized in terms of planning, development, and management in the tourism industry today (Jancsik, 2007, Smith et al., 2018). The practical focus of the dissertation is to examine the relationship between the consumer (local resident) and the built physical environment through the example of two luxury hotels in Budapest, a perspective, a consumer segment, that has previously received less attention, the local residents.

The empirical part of the research consists of field research in two hotels, the first is an exploratory research examining the use of luxury hotel services by local residents at their place of residence, and the second consumer research is a complex field research based on in-depth interviews and observation (eye-tracking). The research questions were identified on the basis of the literature review and the changes in the hotel industry, and were answered on the basis of the evaluation and analysis of the results of the two case studies. The location of the data collection were two iconic luxury hotels in Budapest boasting with a rich historical past, where the role of additional services is outstanding, and the luxury facilities also possess adequate space (also private and community spaces, based on number of rooms and plant size) to make consumer design of interior design and the environment effective. In each case, the research questions and the scope of the study were discussed with the hotel management, and the practical relevance and applicability of the results in practice were also proved in this way. After summarizing the research results, we formulate the development suggestions, the

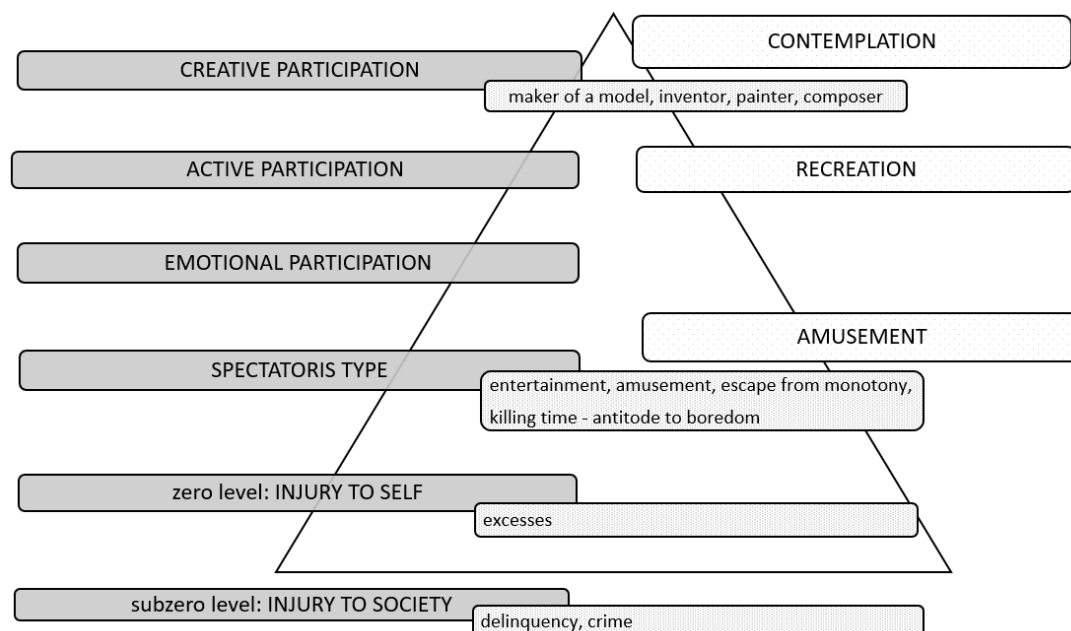
proposed implementation of the results in other environments, and formulate future research directions.

3. Modern interpretation of luxury

3.1 Interpretation of luxury in city tourism - desires and needs

The study of leisure is the starting point of several tourism researches (Ulker-Demirel-Ciftci, 2020). However, the definition of leisure can be traced back to complex factors, the meaning is different to almost every member of society, and scientists have been studying it since ancient times. The ancient philosopher Aristotle proposed a pyramid model long ago, on the basis of which different leisure activities could be classified, he proposed the interpretation of leisure on the following three levels: entertainment, recreation, and contemplation (Cordes, 2013). Leisure has long been identified as a privilege of the rich and elite. According to the ancient statement of Aristotle, leisure is spent on three levels: entertainment, recreation/relaxation, and contemplation (*Figure 1.*).

Figure 1 .: Classification of leisure levels in ancient times by the philosopher, Aristotle and by the leisure-researcher, Nash



Own edit based on Nash (1953) and Cordes (2013)

Leisure activities are displayed in the Nash Pyramid (Nash, 1953). According to the model, the greater the contribution of an activity to individual and social well-being is, the more valuable it is. At the bottom of the pyramid are anti-social activities, on the next level are the sins of man committed against himself, which, due to their immoderation, lead to physical and mental damage. On the first positive level there are activities that mean relaxation and entertainment, the most important goals of which are relaxation or escape from boredom. Further levels of the pyramid represent an ever-increasing level of involvement in the activity, the first step of which is the engagement with emotional involvement, followed by active activities. At the top of the pyramid creative activities can be found (*Figure 1.*).

Khaldun, a historian who is also considered the father of the sociology of religion, identified five human desires 600 years ago in a pyramid (hierarchy of desires), at the apex of which he identified leisure. Abraham Maslow, an American sociologist, developed the theory of needs in the 1950's as the basic premise of motivational research, the well-known Maslow Pyramid. Maslow's pyramid begins with basic physiological needs that meet human needs, and self-realization is at the top of the pyramid. In his early work, Maslow suggested that the human need for aesthetics (appreciation of beauty and order) and cognition (knowledge and understanding) precede the need for self-realization. Centuries have passed and it has been studied by famous experts and scientists of that age, and identified the basic levels necessary for subsistence and to satisfy desires. Aristotle was a philosopher, Khaldun was a sociologist of religion, and Maslow was a psychologist, proving that leisure, needs, and desires serve as research topics in various disciplines (*Table 1.*).

Table 1.: Travel motivations related to Maslow's Hierarchy of Needs and Khaldun's Hierarchy of Desires

| Maslow's hierarchy of needs | Motivation | Travel Motivation | Khaldun's Hierarchy of Desires |
|------------------------------------|----------------------------------|--|---------------------------------------|
| self-actualization needs | awareness consciousness | self-discovery inner travel - fulfillment of inner needs | desires related to leisure |
| esteem needs | respect, achieving status | business tourism | desire for superiority |
| experiential needs | acquisition of knowledge | cultural tourism educational tourism | desire for knowledge |
| love and belonging needs | affiliation community love | community tourism volunteer tourism VFR (visiting friends and relatives) | desire for affiliation |
| safety needs | safety | health tourism, wellness tourism | desire for safety |
| physiological needs | recreation | wellness tourism recreational tourism | bodily appetites |

Own edit based on Maslow (1943), Mill - Morrison (1985) and Polish (1992)

Travel motivations can be identified according to different desires and needs, which are still relevant today. The various retreats, detox trips, forms of leisure that invite recreation and relaxation invite inward travel and meet the spiritual needs of the individual. Desires and individual goals can be identified at different levels of travel motivation, we can distinguish different forms of business, cultural or wellness tourism. Security is a basic necessity of our existence, but it can also be identified as a wish, and its outstanding role in practice due to the current pandemic.

At different times, the majority of local society was too poor to choose a place to live according to their entertainment or leisure needs, the urban scene was not a place of recreation but mostly a place of work. The cities developed in parallel with the development of transport, the inhabitants settled near the available workplaces. As people became more wealthy, their discretionary incomes increased, and their lifestyles changed in parallel, which led them to choose the city as their place of residence, thus giving birth to today's consumer cities (Glaeser, 2020). As cities began to develop, consumer life sparkled through various new services, restaurants appeared, theaters and bars.

3.2 Luxury and consumer behaviour analysis

For centuries, people all over the world have collected various products and special goods (Deeter-Schmelz et al., 2000), and the possession of beautiful and unique objects has brought them satisfaction (Dubois – Duquesne, 1993). Today, the definition of luxury, luxury services, and luxury products is the subject of much debate (Husic - Cicic, 2008). Due to a number of factors that make it difficult to reach a consensus on this topic, one such example is increased discretionary income, and the fact that consumer behavior has undergone drastic changes in recent years, with consumers nowadays willing to pay a much higher price for a luxury product. or when using a luxury service.

In the traditional sense, luxury or status products, products whose possession reflects prestige (Grossmann - Sharp, 1998), the mere use or presentation of a particular brand of product results in authority and status, apart from all functional characteristics. Deeter-Schmelz and Ramsey (1995) characterize prestige preference with a similarity: the state that a shopper “feels” when an individual buys in a clothing store where status, price, quality, brand, and the combination of fashion and atmosphere achieve a level of prestige and are created together. According to Phau and Prendergast (2000), luxury brands evoke exclusivity, have a well-known

brand identity, have high customer brand awareness and perceived quality, and, in their case, maintaining sales level and customer loyalty is paramount. Beverland (2004) defined the luxury brand model along the following dimensions: product integrity, value-driven appearance, culture, history, marketing, and approval. Moore and Birtwistle (2005) criticized Beverland's (2004) model, and co-authors found it necessary to add additional dimensions to the model of modern luxury brands. Numerous international studies have been conducted on the conceptual approach to consumer attitude and luxury and the exploration of its dimensions across different cultures (Choi et al. 2020, Wang et al. 2020, Zhang et al. 2020, Dubois - Laurent, 1996, Dubois - Laurent, 1996, Dubois – Paternault, 1997).

Vigneron and Johnson (1999) identified five values of prestige behavior together with five relevant motivations, thus identifying five different categories of prestige consumers. (*Table 2*). According to the categorization of Vigneron and Johnson (1999), the hedonistic and perfectionist consumer groups show more interest in the pleasure of consuming luxury goods and are less interested in price than quality, product characteristics or performance.

Table 1: Effects and typical dimensions of luxury good consumption

| Effects on luxury product consumption | Typical dimension |
|--|-----------------------------|
| Veblenian effect | perceived conspicuous value |
| Snob effect | perceived unique value |
| Bandwagon effect | perceived social value |
| Hedonist effect | perceived emotional value |
| Perfectionist effect | perceived quality value |

Source: own edit, based on Vigneron-Johnson (1999)

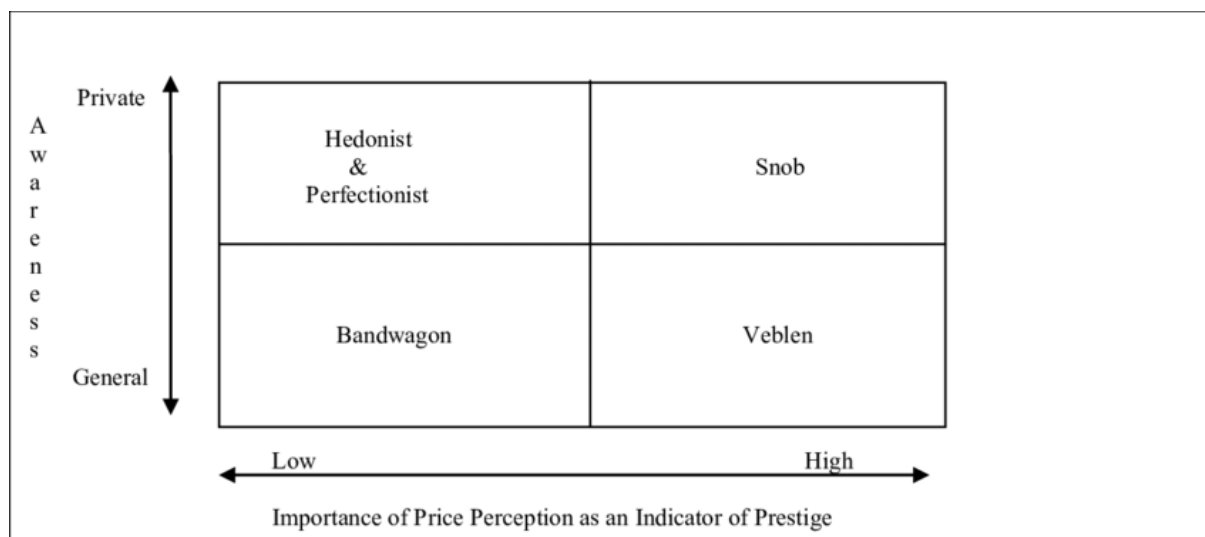
In the case of the Veblen effect, the perceived conspicuous value is authoritative. For Veblenian consumers, price is more important than the indicator of prestige because the primary goal of the consumers is to impress others. In the case of the snob effect, the emphasis is on the perceived unique value. Snob consumers perceive price as an indicator of exclusivity, avoid brands that are popular with consumers, proponents of internally directed consumption.

The bandwagon effect focuses on perceived social value. Compared to snob consumers, imitating consumers attach less importance to price than the prestige indicator, but will have a greater impact on others when consuming prestige brands, as in this case the impact on others is significant.

Hedonistic consumers are most interested in their own thoughts and feelings, so price is less prominent than the indicator of prestige (*Figure 2.*). In the case of the effect of perfectionism,

the role of perceived quality value is outstanding. Perfectionist consumers seek to judge and perceive the quality of their own product, using price as further evidence of quality. The snob effect is quite complex and intricate, as defined by Leibenstein (1950), it is also influenced by social and personal influences.

Figure 1.: *Prestige-seeking consumer behavior*



Source: Vigneron & Johnson, 1999, p. 4.

When buying or consuming a branded product, the snob effect affects other individuals, but the behaviour of others also affects it, in addition to social and personal influencing factors (Uzgoren - Guney, 2012). The four different types of behaviour and the five groups are represented in *Figure 2.* along the variables of perception (awareness) and price (as an indicator of prestige).

3.3 Luxury and ordinary services - distinguishing between products and services

Literature focusing on luxury does not focus on the distinction between luxury products and services, one reason to mention, is the fact, that the available literature on luxury services has not yet emerged (Wirtz et al., 2020). The exclusivity of luxury services can be identified along monetary, social, and hedonic characteristics, objective service characteristics and subjective consumer perceptions are mostly hedonic experiences, not categorical, rather different services can be placed along a continuum based on the degree of uniqueness and exclusivity (Holmqvist et al., 2020, Ko et al., 2019). *Table 3.* illustrates the literature summary of the key dimensions of luxury services. Two factors can be found in almost all definitions, exclusivity and price. In

their theoretical summary study of luxury branding, Ko et al. and his co-authors highlight that the basic starting point of several literature on luxury is the phenomenon, that products are sold at higher prices, therefore consumer exclusivity can be linked to prestige. At first glance, we can assume a number of fundamental similarities, that can be discovered from the summary table, however, the fundamental difference is that there are places where price does not even appear among the key factors, only exclusivity.

Table 3.: Definitions of luxury

| Authors | Definition | Key dimensions | Service-related aspects |
|-----------------------------|---|--|---|
| Wirtz et al. (2020) | Luxury services are extraordinary hedonic experiences that are exclusive. Exclusivity can be monetary, social and hedonic in nature. Luxuriousness is jointly determined by objective service features and subjective customer perceptions. Together, these characteristics place a service on a continuum, starting from everyday luxury (i.e., with low levels of exclusivity and extraordinariness), to luxury, to elite luxury (i.e., with high levels of exclusivity and extraordinariness). | <ul style="list-style-type: none"> - nonownership - exclusivity (ie monetary, social and hedonic exclusivity) - objective quality features and subjective perception - continuum | service focus, examines service-specific features in a luxury setting |
| Holmqvist et al. (2020) | Luxury is a hedonic escapism where characteristics of traditional luxury goods such as exclusivity, aesthetics and authenticity make the experience luxurious | <ul style="list-style-type: none"> - exclusivity - aesthetics - escapism - authenticity | experience focus; does not cover service specific characteristics |
| Ko et al. (2019) | A luxury good or service is of high quality, offers authentic value, is prestigious, worthy of a high price, and inspires a connection in the consumer | <ul style="list-style-type: none"> - quality - price - prestige - authenticity - connection | goods focus |
| Kapferer - Laurent (2016) | Luxury is rare, crafted high quality, leading to high prices | <ul style="list-style-type: none"> - quality - price - rarity | goods focus |
| Kastanakis–Balabanis (2014) | Gaining status is the core goal of luxury consumption for interdependent consumers, while consumers with an independent self-concept focus on hedonism, utilitarianism and self-communication | <ul style="list-style-type: none"> - status - hedonism - self-concept | goods focus |
| Dion - Arnould (2011) | Luxury can offer both status and pleasure. Luxury is not about the object but about the relationships customers have with it. No object is intrinsically luxury; luxury is materialized in the specific context | <ul style="list-style-type: none"> - status - pleasure - relationship | Luxury goods retail focus; does not cover service specific characteristic |
| Tynan et al. (2010) | Luxury goods provide customers with sufficient value to compensate for the high price. Characteristics of luxury goods and services are quality, high price, rarity, exclusivity, prestige and authenticity that offer symbolic and hedonic values through experiences | <ul style="list-style-type: none"> - quality - price - exclusivity, prestige, rarity - authenticity - experience | Value focus; refers to luxury services as complementing luxury goods; does not cover service characteristics |
| Kapferer - Bastien (2009) | Luxury is a social phenomenon with a human connection, for two reasons (i) luxury goods are handmade and (ii) luxury goods are accompanied by outstanding personal service | <ul style="list-style-type: none"> - craftsmanship - status, exclusivity - human connection - heritage | Goods focus; recognizes that luxury goods must come with excellent service; does not cover service specific characteristics |
| Berthon et al. (2009) | Argues that there is no delineation of luxury brands. Focuses on three aspects of luxury: the quality of luxury goods (functional), the hedonic customer experience (experiential), and the signals of prestige and exclusivity to others (symbolic) | <ul style="list-style-type: none"> - quality - prestige, exclusivity - customer experience | goods focus |
| Atwal - Williams (2009) | Invokes traditional luxury associated with exclusivity, status and quality and democratized luxury as affordable goods with enough quality | <ul style="list-style-type: none"> - quality - exclusivity, status | experience focus, does not cover service specific characteristics |
| Vickers - Renand (2003) | Luxury goods are symbols of personal and social identity, and the status associated with goods is an important part | <ul style="list-style-type: none"> - status - symbol of identity | goods focus |
| Grossman - Shapiro (1998) | Luxury is goods that bestow prestige on the owner regardless of utility | <ul style="list-style-type: none"> - prestige - high price | goods focus |

Source: own edit, based on Wirtz et al. (2020)

Kapferer and Bastien (2012) found that price should not be a determinant of luxury. Exploring the dimensions of luxury services contribute to the interpretation of luxury services dimensions (Wirtz et al., 2020).

Based on this viewpoint, it can be stated, that exclusivity is the factor, which distinguishes luxury services from ordinary services, and the experience-centered approach distinguishes luxury goods from luxury services. Experience is at the focal point of the literature on luxury services, while the literature on luxury products places price and prestige factors at the center of research. Regulation, control or restriction of accessibility and consumption, social exclusivity appears in the literature focusing on luxury services. This phenomenon, that participation in an event is private or invitation-based, allows the event to be addressed only to a key target group of the society, ensuring exclusivity.

Another fundamental difference is that luxury products are tangible, perception and consumer perception of product quality is less complex than for intangible services, which can trigger different consumer satisfaction through the influencing effects of many external factors (Holmqvist et al., 2020).

The basics of the IHIP principle, which summarize the basic principle of service marketing, is also applicable to luxury services. Based on the basic characteristics of luxury products, luxury services can also be characterized relatively easily, their tangible properties denoting different categories of luxury. Several researches have first distinguished services from product and identified characteristics based on this.

Lovelock (1983) classified services based on different criteria, grouping them according to the nature of the service, the direction of the service and tangibleness. Some services related to the hotel industry can be identified as services for the human body (for example catering services), but cleaning and laundry services for services and other physical goods, services for the human spirit (exhibition, entertainment, cinema), and the identification of services related intangible assets is also possible based on a sample of a luxury hotel (*Table 4.*).

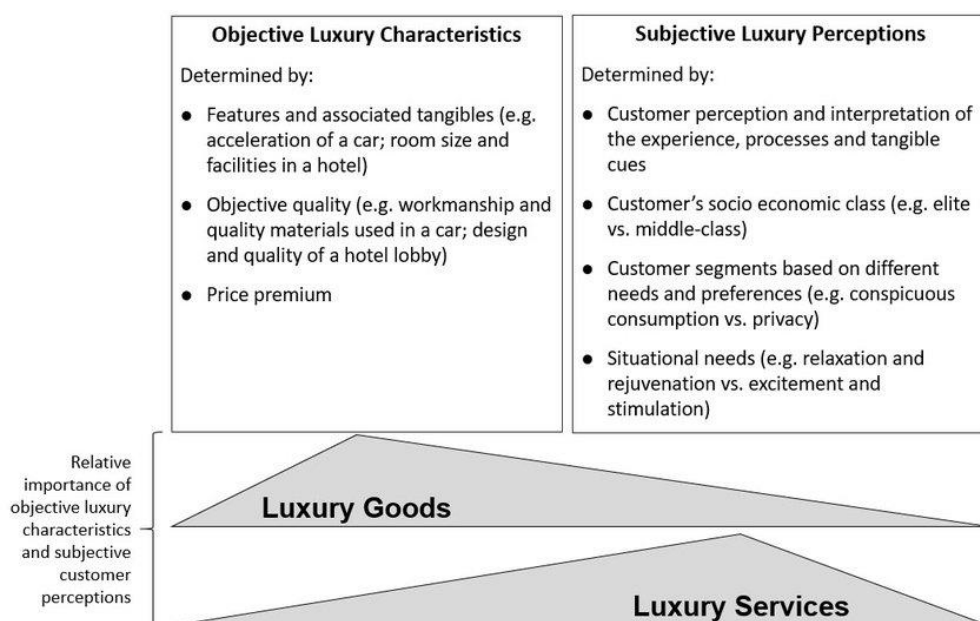
Table 4.: Typology of the physical nature of services

| Nature of service | DIRECTION OF SERVICE | |
|----------------------|---|---|
| | FOR PEOPLE OBJECTS | |
| Tangible activity | Human body services: <ul style="list-style-type: none"> - health services - transport - beauty services - leisure service (sports, physical activity) - beauty / aesthetic / wellness services - catering services | Services for products and other physical goods: <ul style="list-style-type: none"> - transport or forwarding - repair and maintenance of industrial equipment - real estate or facility management services - dry cleaning, laundry service / dry cleaning - landscaping, landscaping - veterinary service |
| No tangible activity | Services for the human spirit: <ul style="list-style-type: none"> - education - information service, information - entertainment (theater, cinema) - education (museum) | Services for intangible assets: <ul style="list-style-type: none"> - financial - yogi - booking - security, insurance |

Source: Based on Lovelock, 1983

The basic premise of service marketing is the principle IHIP¹⁸, which identifies the attributes that distinguish services from products: heterogeneity, elusiveness, perishability/temporality, and inseparability (Zeithaml et al., 1985, Lovelock - Gummesson, 2004), the other three items, “3P¹⁹” People, processes, and physical factors (Booms – Bitner, 1981), as well as the three levels of service consumption (Tsotsos – Wirtz, 2015), which are all suitable for characterization of consumer behaviour during the consumption of a luxury product or service.

Figure 3...: Objectification of luxury in goods and services



Source: Wirtz et al. (2020)

¹⁸ IHIP: intangibility, heterogeneity, inseparability, perishability

¹⁹ 3P: people, processes, physical facilities

Luxury products can be identified on the basis of their material characteristics, and their tangible and observable quality characteristics allow for an accurate indication of their luxury category, thus triggering possible misconceptions about the general interpretation of the concept of luxury (*Figure 3.*). Due to the nature of services, the factors of luxury cannot be substantiated on the basis of objective characteristics due to their elusiveness, however, it is possible to examine their subjective perception.

Sociology discusses two different perspectives, outlining two schools when analyzing the literature on luxury goods and services. The focus of the first school is specifically on luxury research (Han et al., 2010, Kapferer-Bastien, 2012, Ko et al., 2019), while the other school, in contrast, focuses on the individual, the consumer, and examines how a particular service or point of view affects the individual (Thomsen et al., 2020). The two different approaches contribute to the interpretation of the luxury complex with a number of novelties, but it can be clearly stated that the interpretation of the luxury complex cannot be examined along a single consumer and can only be related to high price (Ko et al., 2019). The second school examines the interpretation of the individual and luxury, consumer culture forms the theoretical framework (Wiesing, 2015), and examines consumer opinion and perceptions of personal service. For example, not all consumers (guests) are equally satisfied with five-star hotel services, the exact understanding and definition of luxury in this point of view is a complex problem, based on the questioning, exactly what type product and quality service is being considered luxurious, what is unavailable, rare, expensive or perhaps unusual, pleasing or a surprising at some point in time.

In the interpretation of the first school, access to luxury products through their exclusive and exclusive features, limited number, unique customization and high prices can only rarely allow the high class to purchase them, which is the core element of uniqueness. The main drivers of this viewpoint are still the price and exclusivity. In terms of dimensions of time, we can mention the rarity, the rare moment that consumers have been waiting for a long time the time in order to take in their hands a unique personalized luxury product from a distant country, for example. Some brands, even if they produce products in higher numbers, are still considered luxury products due to their reputation and prestige, such as Chanel clothes or Ferrari cars. Due to their material characteristics, the products give exclusivity to their owners, but even the buying process can be a consumer experience. It is a popular market trend that in stores selling luxury products, additional and personalized service are available, making the shopping environment

more enjoyable, and the guests are offered food and beverage related services and relaxation spaces are provided, in form of a comfortable seating area.

The founder of Ikea, Ingvar Kamprad, opened the first IKEA furniture store in Sweden in 1958, and two years later opened the first IKEA restaurant to meet all the needs and conveniences of customers from far away, stating that he was hungry and tired shopping is not pleasant, a pleasant environment must be provided for guests entering. As a result of the company's legendary business policy, since 1964, the IKEA Hotel in Älmhult has been offering not only the famous meatballs for the visitor guests, but also guest rooms for relaxation.²⁰ With this innovation, IKEA was among the first firms applying the “tryvertising” marketing method, creating an opportunity to try and test furniture and products that can be purchased when using hotel services (Lei et al., 2020).

Several brands are facing increasing challenges in the market, in the past they tried to achieve a high quality and comprehensive service of consumer needs by increasing the number of service staff (Chen - Peng, 2018), but nowadays the consumer range of luxury products is quite wide, a novel group has emerged among consumers who are revolutionizing the way luxury products and services are perceived and interpreted. Following the example of traditional online webshops, vendors of luxury services and luxury products also responded to the market changes with various innovative solutions (Wei - Li, 2020).

Excellent examples of innovative development are the Burberry brand stores, which boasted with the flagship Regent Street in London and then recently opened in the Chinese Innovation Center in Shenzhen. Utilizing the power of technology to provide online experience, this perfectly reflects the offline reality. The combination of the physical environment and the online environment offers a dynamic and luxurious brand environment (*Figure 24.*). The technology has been interwoven throughout the building facility by several means to enhance the shopping experience and quality of future internal business processes. The contractors aim to provide the feeling and perception of the service experience of traditional shopping by inserting doors on the website as well, to make the website enter and space detection therefore possible for the guests in the virtual space, as well. The brand store allows consumers to pre-order pieces from the latest collection directly from the stage of catwalk. Through the possibility of customization catwalk product pieces, Burberry establishes direct connection to its customers. By the means of shortening the time between showcasing a collection and commercially release of the products, Burberry provides a unique experience for consumers even before the luxury product

²⁰ Source: <https://ikeahotell.se/en/story/> (date of download: 2020. 08. 08.)

hits store shelves. This process also allows the brand to define consumer preferences and adjust the production line accordingly.²¹

The literature also confirms that consumers are already looking for an experience when purchasing services and products, and therefore call for increased attention to the aesthetics of the physical environment (Dubois et al., 2015, Dion - Arnould, 2011). Luxury brands emotionally support consumers in achieving their status-seeking goals, in this way providing an opportunity to capture the emotions of potential customers in the physical environment of the places where they sell their products. **Lunardo and Mouangue (2019) draw our attention to the observation, that a luxury environment causes a feeling of discomfort to a great number of consumers, due to this reason, may also cause frustration for future consumers.** Their research results provide insights of a new perspective of luxury hotel services consumed by local residents.

Members of the local society does not enter the luxury hotels not only due to the reason, that they do not want to use the primary service of the hotel, the accommodation service, but it can be assumed that the luxury environment of the hotel also evokes a negative attitude and negative feelings. These two approaches need to be examined independently, the consumption of luxury hotel services and perceptions of the physical environment are analyzed in details later. We investigate the luxury hotel environment as a service venue and also discuss luxury hotel services independently in the two case studies.

3.4 Interpretation of the luxury environment - focus on hotels

In the research we investigate luxury hotels as facilities, aim to examine them from the outside as well as from the inside, we place them in an urban context, and explore their role in the past from the viewpoint of the local society based on the sampling of luxury hotels in Budapest.

The basic function of the accommodation - providing the usual place of residence, staying in the new environment after leaving home - can be traced back to ancient times. In different periods of history, several buildings and many types of facilities served as temporary shelters for travellers, but in the Middle Ages, for example, abbeys and monasteries functioned as accommodation. Historical events, revolutions, and epidemics have had a major impact on the population, resulting in social and political changes (Collins, 2001), and the mass spread of

²¹ Further information: <http://www.thefutureofluxury.co.uk/retail-store-design/> (date of download: 2020. 08. 08.)

accommodations in America and Europe have been characteristic since the 1790's (Rutes et al., 2001). With the emergence of grand hotels, numerous castles and palaces have awaited the upper classes of society and a new era has arrived. These grandiose buildings were decorated with spectacular, gorgeous and lavish elements applied in their exterior and interior design, satisfying the extravagant needs of passengers, typically contributing to their liberation from everyday life. With the emergence of grand hotels, a new era of hospitality has started.

The industrial achievements of the 19th century and the behavioral changes in society, such as organized travel (Thomas Cook's travel packages), major events, exhibitions like Exposition Universelle, the Paris World's Fair held in 1889 or the Millennium Celebrations in Hungary in 1896, the enormous influx of international guests stimulated hotel development. The travelling public showed growing interest in the arts and culture of other countries, as a result of this interest, paintings, souvenirs and various souvenirs were also purchased from the countries visited on a number of occasions during the trips. Memories and artefacts of the past represent and symbolize the era of the emergence of the architectural style of a building in a modern city, and bears the stylistic features of that era (Countryman - Jang, 2006). The role of hotel design, aesthetics and history is dominant in case of different thematic hotels (Nanu et al., 2020).

Mystery Hotel Budapest is a great example of showcasing, that the built environment, design and history are emphasized in the case of a hotel facility in Budapest. As its name implies, it is a mystical place, a scene of vague, secret discussions in the past. During the design phase of the hotel, the designers placed great emphasis on Freemasonry, to display culture and idea, while in the past the building functioned as the headquarters of the Freemasons. The special atmosphere of the building has been preserved, with exciting historical installations and interior design elements inviting guests to a magical journey. Surprising mirrors are facing the guests entering the hotel facility, the hosts utilize the possibilities provided by the space in a creative way, a flying carpet is unfolded over the reception evoking the world of fairy tales, ensuring the wow-factor in the guest experience. The layout of the hotel is also special and full of contrasts, every component, that should be upstairs is downstairs and vice versa. Not only did the designers test the guests' perception of space, but they also wanted to exceed the expectations of the usual hotel services, causing a special experience and surprise. Elegant and at the same time astonishing decorative elements, such as crystal chandeliers, appear in several unusual parts of the hotel (surprisingly also in the spa area), which preserve the elements of the old grand hotels and also bearing the signature of the designer.

On the ground floor, in the case of downtown hotels, the reception and catering units and additional services are usually available. Spa and wellness services are usually available in the basement, in most cases the architectural possibilities made it possible, but definitely this is also related to the local conditions. The characteristics of the building allowed various changes. In the spa area, the guests enter an enchanted world, the secret garden of a secret palace came to life by the designer (*Figure 25*). Originally, this area was the hotel's inner atrium courtyard, but with the help of modern design tools, it was considered as a significant goal in the development process to preserve and highlight the hotel's strengths that the management can utilize in sales activity and communication. *"This garden is a garden, where it is always summer and the weather is always good,"²² where guests can enjoy the palm trees and rainforests any time of the year, which is not possible elsewhere"*. The hotel can also be considered an experience complex due to its unique service offer. The mystical bathing experience imagines flying the guest to ancient Rome, as it was built in the style of the Trevi Fountain. The fountain gives its guests a sense of security while suggesting that in this magnificent luxury setting, something can be done that is not found anywhere else. *"Who hasn't yet ever thought about how good it would be to splash in a fountain?"²³* The magical interiors and services of the Mystery Hotel are also popular among the local community members, guests can enjoy unique service experience on the occasion of hotel visits, with at least one wow factor in each hotel outlet. In the conference room, for example, there is a mystical mirror wall that *"extends to infinity"*. Several changes and renovation processes have been made, during the development and reopening phase of construction, the greatest and most interesting transformation was realized in the hotel's restaurant. The heritage area, which had hitherto been the scene of secret and mystical deliberations, was *"opened"* by the management and made accessible to the whole society. The area of the current restaurant served as a large council room for the Freemasons, in the past it was an isolated, very special place that is now accessible to outside guests, even awaiting locals. The symbols of the Freemasons include the triple number, the tympanum, the triangle, the triality, the celestial bodies, the universe, the triumphal arch, and the representation of the temple as a holy, sacred space, symmetry and ray of light. An additional catering unit is available at the top of the hotel, which is accessible by two steps, ensuring the principles of symmetry. Ancient column orders pop up on the roof terrace, the style of the rooms also follows Doric, Ionic, Corinthian style. This *'sky-high garden'* is a reminiscent of Solomon's Temple.

²² Quotation from the interview with the designer - Varró Zoltán (2019), source: <https://www.youtube.com/watch?v=oDSZRwMwZjQ>
 Misztikum Budapest: Interjú Varró Zoltánnal, date of download: 2020. 05.05.

²³ Quotation from the interview with the designer - Varró Zoltán (2019), source: <https://www.youtube.com/watch?v=oDSZRwMwZjQ>
 Misztikum Budapest: Interjú Varró Zoltánnal, date of download: 2020. 05.05.

The interior layout and style of the hotel rooms are also characterized by the mystique atmosphere of the hotel. The spacious wardrobe area in the rooms is delimited by corded velvet curtains, which creates a feeling of home as well as luxury and glamour. In those rooms, which offer a view of the inner atrium, the motives of the garden are reflected, exuding a natural atmosphere, the color green is accentuated. A very special and unique setting, as an “*embodiment of a wow experience*” in case of a hotel room, is the Glass Room (*Figure 26.*). The glass room is a box room, a three-dimensional cube, the embodiment of the designer’s play with the private space, which is completely covered with glass from floor to ceiling. With the curtains, three functions can be separated in the space: the salon, bedroom and bathroom function. Another feature of the room is the natural sunlight that penetrates through the glass roof. Another very special room in the hotel is the Atelier Room, which is a real creative room, a secret studio inspired by a painter. Unfortunately, the only downside is that there is little natural light, as the room is located directly behind the facade from the outside, so the size of the windows is smaller. The carpet boasts with a very unique pattern, similarly providing the feeling of a pile of Persian rugs stacked on top of each other, referring to luxury and the insulating function of the past. In the royal-style creative room, the television is also placed on an easel, which is a unique design element in the room.

Traces of history are represented not only in the external structure of buildings or in heritage buildings, but are also recognizable in the development of urban and spatial structure, the location of hotels can be traced back to historical reasons (Batista e Silva et al., 2018). Several building facilities were damaged during the wars, but several prisons have also been forced to close in the recent years due to the aging of the buildings or the tightening of security and other regulations. Located in the heart of the American metropolis, The Liberty Hotel housed Boston’s most notorious criminals until 1973, for a period of 120 years, but then a revolt broke out on the reason of poor living conditions. The court suspended the operation of the institution on the grounds of violation of the constitutional rights of the detainees, the last prisoner was moved in 1990, the building was converted for tourism in 2001, after which it started operating as a luxury hotel.²⁴

Several factories or industrial buildings have been converted into hotels in the recent years, the protection of industrial buildings have been observed in Western Europe since the 1970’s, when the concept of industrial heritage appeared, Szatmári (2017) used the term healing architecture to describe the process of characterizing rehabilitation and renovation. Utilization of heritage

²⁴ Further details about Liberty Hotel <https://libertyhotel.com/hotel/history/> (Date of download: 2020. 08. 08.)

also contributes to urban development, the well-being of local residents and increasing their quality of life (Pyke et al., 2019). In order to examine the local embeddedness of a hotel, it is essential to describe the historical aspects, following this aim, we provide an insight into the history of Budapest and present the imposing interiors of the grand hotels.

In Budapest, the population increased fivefold between the late 1860's and the 1910's, and the types of dwelling houses were constantly changing. While initially the one-storey or barely single-storey houses were in the vast majority, in the 20th century, by the beginning of the 19th century, the city boasted half-storey and multi-storey houses in half (Hanák, 1999). In the architectural and design processes of hotels, the separation of ground floor and upstairs functions can be observed over time, the utilization form of spaces are reborn and went through transformation in order to increase the consumer experience (Heide et al., 2007, Benkő, 2015, Hory et al., 2017). Following the path of civilization, the city of Budapest also became an administrative center, which gave rise to the creation of new buildings to provide scenes of fulfilling administrative tasks, therefore one of the most important pillars of the development was urban planning and transformation, this included the regulation of the Danube banks, the development of an urban utility system, the construction of boulevards, Andrassy út (then Sugár út), construction of two new Danube bridges (Juhász-Dóra - Ilyés, 2017). Firstly, the Kiskörút was built, then the construction plan of the Grand Boulevard was prepared based on the model of the Vienna Ring, which was an important transport route. The cobweb-like structure of the boulevards connecting the boulevards and the narrower, longer streets started to emerge at the beginning of the 20th century. In connection with the Grand Boulevard, it should be emphasized, that the architecturally and culturally important buildings included the People's Theater and the Comedy Theatre. Cities are the engines of innovation, due to the lack of physical space between people and businesses they connect members of the local community and provide gateway and meeting scenes for different cultures (Glaeser, 2020).

Thanks to social and economic developments, railway transport was also experienced in the golden age of the dualist monarchy, with the establishment of the Royal Hungarian State Railways. Glaeser (2020) draws attention to the basic paradox of modern cities, emphasizes the role of location, proximity, intra-city location, furthermore, some properties have become even more valuable by making the interconnection of long distances available. To meet the increased travel needs, after the construction of the Grand Boulevard, a tender was also announced for the construction of the imposing building of the Western Railway Station in the early 1870's, opening one of the most developed railway stations in Europe. Juhász-Dóra - Ilyés, 2017). The construction and reconstruction of several buildings that are still famous today is due to the

fascinating results of this era. Such buildings include the Opera House, the Parliament, the Museum of Fine Arts, as well as many other museums, ministries, buildings serving justice and educational and scientific purposes.

As a result of the construction wave of this period, several iconic community spaces emerged, such as Heroes' Square, Kodály Circle, Oktogon (Császi - Gluck, 2011). In order to promote cultural and artistic development, a number of buildings suitable for entertainment have also been built, mainly theaters, such as the People's Theater, the Comedy Theater and the Uránia Film Theater. Along with the construction of multi-storey tenement houses, the process of civilization also began. The urban planning processes supported the establishment of several new cultural institutions and many other buildings providing community space on the streets of Budapest, through the development of community life and culture (Juhász-Dóra - Ilyés, 2017). Both the New York Café (*Figure 27.*) and the Central Café, which laid the foundations for coffee house culture, are the result of this historic urban planning period. With the establishment of cafés, literary circles and societies were formed, the members of which enjoyed meditating in the motivating spaces of cafes during the day and spending time in nightclubs in the evenings (Havadi - Majtényi, 2011). The cafés provided a setting for various connection points and provided meeting opportunities. In the building that houses the New York Café, on the first floor of the New York Palace, was the headquarters of the Home Circle, which was a literary circle of writers and journalists. The New York Café now dates back more than 120 years, with a history almost intertwined with literature and local social culture. *“The place, also known as the ‘Most Beautiful Café in the World’, has undergone several ages, a new system and a revolutionary historical change, yet it has always been reborn and awaited comfort with open doors, artists looking for homeliness and, of course, commoners alike. It is no different today: the rebuilt, patinated hotel building in the 21st century also means what it once meant in a world more receptive to beauty: the Most Beautiful Café in the World, in Budapest!”*²⁵ (Anonymous, 2020, date of download: 08/08/2020)

The New York Palace building One of the most impressive buildings on Budapest's Grand Boulevard, the New York Palace used to be the headquarters of an insurance company, but it also had cultural significance. Its history began in the 19th century, when Max Aufricht, a Hungarian teacher, arrived in Budapest. Thanks to his ambitions, the teacher soon became a successful lawyer and travelled to Paris, where, together with the director of the New York Insurance Company, they established the Hungarian network of the insurance company - which

²⁵ New York Kávéház története <https://newyorkcafe.hu/new-york-kavehaz-html/> (2020. 08. 08.)

soon needed a headquarters. The idea for the facility was an eclectic style, spacious, all-in-one cultural building in the city center. The design of the building was commissioned to Alajos Hauszmann, a prominent architect of the age, giving birth to the patinated, four-storey palace and the ground-floor Café. After its grand opening in 1894, the magnificent New York Café, located on the ground floor of the facility, soon became the centre of literary and artistic life: it became a favorite gathering place for artists, writers and poets in history and Hungarian cultural history. Great attention was also paid to the design and implementation of the attractive exterior of the building, both the exterior environment and the interior physical space were decorated with a number of decor elements. Great emphasis was placed in the early years on creating a lavish, spacious interior. The interior guest room, divided into several separate spaces, was separated by twisted marble columns. The exterior sculptures of the Café and the characteristic fourteen bronze devil fauna praise the work of Károly Senyey and symbolize sensuality and mocking mood. Here is also the figure of the famous "El Asmodáj". The figure of the famous "El Asmodáj" also appears, proclaiming the spirit of coffee and thought, in this way supporting and inspiring the visiting artists.

Entering the New York Café, we can still participate at a time travel, even today. A number of guest comments and feedback are available on various opinion-sharing websites and social media platforms about the guests' experience on entering the luxury hotel. Several comments state that the guests have a feeling of taking a time travel and entering the building, the spacious imposing space, they feel getting out of a spaceship. The environment inspired work, therefore, a great number of our famous writers and poets spent their time here, several stories and poems were born here, in the café, including the story of the boys of Paul Street, written by Ferenc Molnár. **The building has become a popular work- and meeting place of our famous artists, due to the central location of the city and the service mentality in favor of the arts created such an inviting atmosphere for young artists, where they could create, think and draw inspiration.**²⁶

As an invention of the Harsányi brothers, a "writing bowl" soon became available to writers, which was available for pennies to the then lesser-known, thus poor artists.²⁷ In the works of writers and poets we can read about the helpfulness and active, supportive attitude of the staff and the services supporting the special work, art in the café: it was possible to ask for ink pens and paper in the café, the waiters supported in this way the working conditions of the writers

²⁶ Restaurants during this period were citadels of culture, but they were also symbolic arenas of freedom, affliction, and sexuality. These places became special institutions of the public: as meeting and meeting places, they functioned as special semi-public spaces between the public and private sectors, and as a venue for many dates, a catering unit or a hotel room functioned. (Havadi-Majtényi, 2011)

²⁷ Source: <https://newyorkcafe.hu/new-york-kavehaz-html/> (Date of download: 2020. 08. 08.)

and poets. Today, elements of a peaceful working environment include integrating technological solutions (sockets, computer stations, work desks, business corners) into an inspiring environment using design elements and by the means of innovative solutions (Sarmah et al., 2017, Buhalis and Leung, 2018, Sigala, 2018). The design of spaces and performance are interrelated, and modern one-space offices encourage employees to mingle with each other and communicate as much as possible for efficient work (Glaeser, 2020).

The history of the building, the café, is intertwined with the patronage of literature and the arts. The cafés also provided a suitable venue for the gatherings of the fine arts societies, and the Circle of Hungarian Impressionists and Naturalists, led by Pál Szinyei Merse, preferred the New York café for its gatherings. The first issue of the *Nyugat* also mentions that cafés were social hubs where people from different societal levels could meet, read magazines, daily newspapers and could even find encyclopedias in some places. An excellent example of this is that *The Week* and *Later the West* was also edited at the Central Café (Boka, 2004). In the cafés, different social strata had the opportunity to meet and discuss important public issues. The factors mentioned above are an excellent representation of the close intertwining of life in literature, culture and cafes. Simultaneously with the café culture, the so-called salon culture was transformed. The salon culture already existed in the 16-17th century, as an architectural space. During the aristocratic period, the salon was a reception room, which was later built in the 18th century. In the 19th century, it transformed into a living room in terms of its function, where those who had a civilian apartment spent their free time inside the apartment (Juhász-Dóra - Ilyés, 2017). The most important pieces of furniture in the salon were sofas, mirrors, floor lamps, tables and chairs. In terms of its furnishing, what distinguished it from the living room was that in the living room there was a showcase that corresponded to a glass cabinet and the family placed in it all the values it was important to and thought it was worth showing to its guests. Also central was the chandelier and the placement of some instrument, such as the piano, in the salon, which mostly functioned only as an exhibit (Hanák, 1999). Hotels were also important arenas for community life, with lobbies not only for hotel guests, but they were also called to host the locals, to provide a stage for their discourses, to serve food in their restaurants (Juhász-Dóra - Ilyés, 2017). During this period, not only foreign or domestic travellers were guests of hotels, but also locals were invited, which phenomenon is an essential element of the present study. The hotel lobby also fulfilled a salon function, where locals and foreign visitors had the opportunity to meet and get in touch. The hotels were not only connected to the bloodstream of urban community life by the lobby in the 19th century, but also by the means of nightclubs, while the local elite regularly visited the nightclubs to have fun. Live music and

food and beverage services were available in the music clubs to entertain the audience. Also during this period, unique music halls, so called orpheums opened in addition to nightclubs, it was at the time when Pest's Broadway was built on Nagymező Street, and the variety show and cabaret shows also lived their golden age during this period. Budapest's world-famous hotel line, known as the Danube Promenade, existed until World War II, and the surviving hotels are still famous for the stunning panorama that hotel guests can enjoy from the hotel rooms.

In addition to the attractive panorama and impressive buildings, the local society was able to embark on a variety of gastronomic adventures, while also satisfying their curiosity about the local surroundings, as the leisure activity of strolling along the promenade allowed with the aim of seeing and also to be seen, therefore consuming unique space provided the enjoyable leisure experience (Juhász-Dóra - Ilyés, 2017).

A similar popular term of English origin that has appeared over the past decade to describe this leisure activity is “*window-shopping*”, describing an action in which shoppers spend their time looking at shop windows not for the purpose of purchasing products but only for information or pleasure. This form of action, leisure activity, can be linked to the connection between local society and luxury theory, as one layer of society cannot afford the products in store because of high commodities, but they crave and try to identify with the senses through the senses if it cannot even be its owners. The favorite pastime of the Pest citizens at the turn of the century was “corrosion”. The landscape and the buildings were also admired by the local society and tourists, sitting for days, and they chatted over a coffee or some delicacy. Nowadays, the term window-shopping refers to the leisure activity that characterizes the way of spending free time. With the development of technology and the prominent prevalence of the consumer experience, this phenomenon is likely to persist, but we may travel from our room while sitting in a comfortable armchair or we may take products off distant shelves in this way (Kauppinen-Räsänen et al., 2020). This is also supported by the literature, that more prominent attention is given to the study of consumer experience and space in the recent years (Richards, 2020, Zátori, 2014, Walls et al. 2011).

For the modern consumer society, in addition to high-quality services, unique, multi-sensory emotional stimulation also plays a key role in perceiving a consumer product or service (Kauppinen-Räsänen et al., 2020).

Nowadays, technological tools significantly contribute to virtual travel or experience without the consumer changing the physical environment, but this phenomenon, the acquisition of

pleasure by the senses, appeared previously in the historical era and can be traced back to social reasons. There were cafés, restaurants and bars in the buildings of the promenade, and guests were spending their time sitting on the connected terraces from early spring to late autumn. Consuming lunch or dinners in these upscale restaurants (in addition to showing their company) have also indicated that the guests can afford this kind of luxury. The cafés and restaurants located on the ground floor of the luxury hotels drove downtown life to the luxury hotels, where the locals also enjoyed turning around, including many writers and artists who lived an unusual social life. An expanded range of past examples and hotel services can still be discovered in luxury hotels today: cafés, restaurants, catering establishments, public spaces, co-working offices, event venues, beauty, wellness, medical services, shops, entertainment or other special services.

The main goal of the research is to examine the physical environment and services of luxury hotels from the perspective of a special consumer segment, the local residents. The literature review has identified the factors that distinguishes between basic and luxury services (Dubois - Laurent, 1996, Dubois - Paternault, 1997, Deeter-Schmelz et al., 2000, Husic - Cicic, 2008, Moore - Birtwistle, 2005, Choi et al., 2020, Wang et al. 2020). We have found, that in the case of hotels, the history of the city plays an important role in the transformation and novel functions of the building in each time dimension. Ownership and management perspectives have significant decision-making role about the utilization of hotel spaces, in the planning process of basic and additional services, are emphasized primarily from business point of view, and the fact cannot be ignored that in several cases building revitalization and renovation is going on, previously a shopping center, a castle, a prison or an empty factory is transformed into a luxury hotel. The possession of spacious space, is an indispensable and unwritten rule of luxury hotels, this expectation is intertwined with the modern interpretation of luxury. Further interpretation and investigation is needed to explore and analyze specific hotel service transformation through the time dimensions of history. As the urban fabric has changed over the course of history, similarly have changed the services, market, technology, transport and the social environment, information flow and risk (Michalkó - Rátz, 2019).

Based on the study of the literature, we identify the analysis of hotel service spaces and functions along the dimensions of time as a research gap, furthermore, we formulate, that the complex interpretation of services raises a number of questions, whether a consumer needs to visit a luxury hotel to consume luxury services and how the physical environment contributes to the consumers' perception of services.

4. Tourism places and spaces

*“The best thing in travel is, the experience of changing place.
The passage of time, similarly to the change of landscape.
As we spend time together with the local society,
The progress matters, not the circumstances’*

Dániel Belényi (2012): Guide to modern nomads (quotation)

Tourism and spatiality are so intertwined, that it is difficult to investigate them separately, depending on the study we investigate, tourism is usually linked to change of location, and the study of the role of space is not only limited to the analysis of distance (Michalkó, 2008). The relationship of the human being or the traveller to his environment is based on collective norms and worldviews accepted norms in a given natural and social environment. According to the human ecological approach, landscapes are formed when the interference of the functioning of natural spaces and human society necessarily arises, because the existence of society is tied to a given natural space (Konkoly-Gyuró, 2019). According to Arnold Berleant (1997), the landscape is a living environment filled with human life. The landscape is such a significant part of the natural space that is closely related to the man and what man perceives, shapes or transforms. Based on another definition, tourism can be considered as a social practice related to space (Régi, 2017). Tourism requires (free) time, change of location and motivation, but nowadays its interpretation is quite complex, as we already have the opportunity to visit the museums or various attractions of the world wearing our pyjamas while sitting in front of our computer.

4.1 Open and closed tourism spaces

When identifying the place of tourism service consumption, it is necessary to define the role of closed buildings and open public spaces. Public spaces are significant elements of social life, not only for serving as venues for events, but they are also the scenes and hubs and of social contact (Lefebvre, 1991; Soja, 1980; Boros, 2017). There is a common expression in the Hungarian language, namely, “*korzózás*”, used for describing the former popular leisure activity of the local society, meaning strolling and staring the panorama, while walking on a promenade. The expression provides an evidence of leisure time activity, therefore it is important to emphasize the physical and social role of public spaces. Space and society interact

with each other, i.e., spatial change is inseparable from social change (Berki, 2015, Boros, 2017), therefore social change is inseparable from spatial change. Boros (2017) found that not all community-owned areas are public spaces (for example prisons, other types of closed public areas), on the other hand, many privately owned areas have public space functions (shopping centres, beaches, sports facilities). In several cases, the users of each area are unaware of the form of ownership, therefore their activities are not affected by the type of ownership. Public space is identified as the specific arena of community where social publicity appears (Habermas, 1999), and each group is provided the possibility to display their own characteristics. Public spaces are spaces and scenes of the representation of social groups, norms and values (Mitchell, 2003, Boros, 2017), in this interpretation several places can possess the function of public spaces (Bodnár, 2015). Public spaces are also being transformed by gentrification, with the emergence of new needs in a neighborhood with the emergence of new social groups, transforming local service offers and community life. The role of public spaces is also significant from the perspective of space consumption by local residents and tourists. Similarly, in some cases there is misunderstanding about the target consumer segment (or for example due to the language of marketing communication activity), because there is no professional consensus about the target consumers of the services in the case of different types of internationally managed luxury hotels: despite the inviting and attractive interior design and unique service offer, members of local society are unaware of the luxurious program and service offer. Thanks to the latest modern architectural solutions, the division and layout of the interior design of luxury hotels is becoming more and more exciting and enjoyable for consumers due to the novel service offers and increasing number of new functions. The transformation of the physical environment is induced by social change, therefore they are inseparable from each other, the examination of the paradox of closedness and openness from urban architecture theory, connects the urban form and the use of space (Benkő, 2017). Private rooms or suites and common areas, public hotel spaces, where different service-provider units are available, are separated, and the perception of closed space within a “*complex*” appears. Luxury hotels can also be considered as a “*smaller city within a big city*”, due to their wide range of service offer and attributes of the building allow guests to enjoy a number of luxury services, entertainment services, provide adequate scenes of social events, furthermore, provide even working space and a wide range of other service offers for the period of several guest-night stay. Rutes and his co-authors (2001) realized the fact, that visual impressions in private spaces have a greater impact on the consumer experience than visual impressions perceived in public spaces. Despite the fact, that the lobby is the first stage of the hotel, the guest encounters, during this phase,

perceives the hotel's style, atmosphere and interior design elements, the impression of private space is still of more significance (Berens, 1997, Curtis 2001). Most luxury hotels focus on the provision of comfort and feeling at home in accordance with the latest market trends (Siguaw and Enz, 1999). The design of the spaces is partly based on meeting the needs of consumers, but business reasons can also be identified, a correlation can be established between the business of hotel real estate development and the design of public and private spaces in the hotel facilities (McNeill , 2008).

Public spaces are the scenes of service processes, the primary function of the hotel rooms is guest-night spend and relaxation. During the planning of services, operators must take into account the role of the physical environment, choosing the right colours, music and decoration to provide a pleasant environment for both public and private spaces (Yin, 2004). However, closedness appears not only in the building facilities, but also within the city. The city luxury hotel is an enclosed space in the dynamic living space of the city, the location and hotel site refers to the quality of services and the target group of guests consuming the hotel services (Bhabha, 1994). In contrast with the historical closed and modern open forms, contemporary developments apply both closed and open (hybrid) solutions: in contrast to the historical closed and the modern open form, contemporary developments prefer both closed and open (hybrid) solutions: the open form works with closed use, the closed form with open use (Benkő, 2017). In the tourism industry, several invisible, hidden and difficult-to-measure phenomena can be identified (Bódis, 2017), a great example of this phenomenon is a dinner consumed by a local resident in a luxury hotel.

4.2 Hotel, as tourist experience scene

Experience has become the focus of interest of welfare societies. Today, the continuous search for experience and happiness has become the primary preference of people (Michalkó, 2010, Kovács, 2014). The experiential phenomena of society were studied by Schulze (1992), who concluded that in enriching societies, the inward perception of life plays an increasingly important role which aim and result of action is to evoke experience (Kovács, 2014). Schulze's theoretical results are decisive for tourism, as he places the tourist in a new role, in which one of the main tasks is to stare. Pine and Gilmore (1999) defined four groups along which the guest resp. consumer experience can be identified: fun, learning, aesthetics, and escalation (Pine - Gilmore, 1999, Zátori, 2014). Businesses offering renewable services are constantly trying to offer new experiences to consumers in a variety of ways. Today, the consumer experience has

reached an unprecedented high and permeates the whole of social life in developed countries (Kovács, 2014). Arts, creative industries, services, manufacturing industries, visual, travel, gastronomic and other sectors are formed, building and relying on experience provision.

In addition to their basic function, facilities, public spaces, workplaces, workplaces, schools, luxury hotels and entertainment venues also have some atmosphere, which in most cases positively support the activities taking place there. The consumer who uses the service most often longs for some new experience, during which the role of the environment around the consumer is significant. Zátori (2014) examined the consumer experience from several perspectives, which he defined as subjective emotional states with symbolic meaning, and identified three goals (hedonistic, functional, and utilitarian), that may play an influential role in experience consumption. Lashley (2008) finds the tourist experience emotionally captivating and memorable, and Larsen (2007) interprets it as a special past personal event that is significant enough to remain memorable for the consumer in the long run. Michalkó and Rátz (2005) support the results of international researchers and confirm that the tourist experience is a complex concept, reflecting diversity, and among the most typical types include: excitement / adventure, actual or perceived danger, new knowledge and skills, aesthetics, togetherness and company, novelty and exoticism. Gentile et al. (2007) identify consumer experience as a multidimensional holistic concept and point out that experience is the result of a complex effect of many factors. In case of every day life activities and in the case of a visit with tourism purposes, most of the time it is the consumer's goal, to satisfy some kind of desire or need, and the traveller is looking for a solution at the service providers. In most cases, if the consumer is hungry, then the consumer is visiting a restaurant, if the consumer is craving for culture, the consumer visits a museum or theater, and during travelling, the consumer spends the night in a hotel or other type of accommodation. Generally, the above mentioned services are consumed at the usual service providers, however, adventurous consumers spend a guest-night in a museum, attend a cinema-event organized in a luxury hotel and visit restaurants upon the aim of attending various literary evenings. The above mentioned examples also illustrate that for the modern consumer, the physical environment play a significant role in the use of services.

The current situation caused by the pandemic (Covid-19) has resulted in forcing almost everyone to stop, and as a result of the restrictions, every day activities are being carried out in different spaces than previously used or consumed, and as a result, novel innovative services are appearing in various service units. Further information about the characterization of the temporal transformation of the functions and services of luxury hotels in details are discussed in 7.2. subsection.

4.3 Scenes of city tourism

Tourism focuses on the understanding and complex exploration of the visited destination, city, and identity, which is not possible during a short trip or short period of time (Boros, 2017). One of the basic conditions for tourism is relocation. However, locomotion is also part of our daily lives, a prerequisite for our existence since prehistoric times (e.g. hunting). In order to move properly in space, knowledge of space is required. Basic spatial elements of a given environment are essential, to be able to place ourselves in a space about which little information is available. With the support of environmental and psychological points we can determine whether we are in a rural meadow, inside of a building, a big city or an apartment, we can localize ourselves in space. In the framework of space the base of the mental map is the concept of elements, is what one states as a significant part of space (Dúll, 2009), and what one chooses as the context of a given behaviour under the spatial conditions. One of the central elements of tourism is spatial mobility, the relocation of demand, which can best be interpreted in the direction - distance - time matrix, the three factors mentioned are mutually assuming each other shaping the touristic usability of space (Michalkó, 2007). According to the definition by Michalkó (2001), tourism is a change in the environment of an individual, accompanied with the acquisition of experience, during which other services are also consumed. Based on this definition, it is questionable to what extent the environment has changed (spatial track of residence) and in which case the local resident can also be characterized as a tourist, a domestic tourist or a local consumer. Bódis (2017) draws our attention to hidden and little-measurable phenomena, namely invisible consumptions, that occur in a tourist destination due to the complexity of tourism. The aim of his research is to map the phenomenon of invisible tourism, the way, a specific area visited by tourists can be explored by using the means of communication. Ilyés (2017) also examined the consumption of invisible spaces and services in tourism research. She pointed out that tourism-type movements within agglomerations pose a number of challenges for employees working in the profession, and examined the dissonances inherent in tourist movements on the basis of day excursions near the capital.

Tourists arriving in the examined agglomeration area usually spent only one day, and did not use accommodation services, neither spent guest night in the visited city (Ilyés, 2017), therefore the use of tourist services was not registered and recorded, despite the fact that tourists were moving in tourist space. Michalkó and Rátz (2013) identified trips shorter than 24 hours outside the scope of statistical data collection with the invisible marker.

Invisibility in the practice of tourism, the lack of recording and analysis of service users confirms our basic assumption, as there are countless different hotel services that are not accompanied by spending a guest night. There are basic and support activities in the tourism system of a city, basic and additional services can be identified in case of hotels, and in several cases additional services are not used by hotel guests but by local residents, arriving from outside the hotel space, and this significant guest information is usually not recorded²⁸.

4.4 Social significance of space

In modern social sciences, space is primarily a concept of relativity, in most cases defined in relation to place. When analyzing the use of hotel services by local residents, it is inevitable to examine the space consumption of citizens, furthermore, monitoring is essential, how much time the consumers spend in which spaces, and classification is essential, namely, which service is used in which service unit.

Table 2.: Levels of action related to space

| Levels of actions related to space (Giddens, Bourdieu) | | | | |
|---|---------------------------------------|---|--|---|
| Level of theoretical and practical knowledge (Lefebvre) | | Space as a frame: the geography of proximity and distance | The acquired space - production of locality | The controlled space - the dimension of domination |
| | Material spatial exercises | - the flow of goods, people, labor and information in space - local social landscapes created from militias with different time and space horizons | - intercultural patterns of spatial movements - social places and signs - social positioning of groups in space, different socio-spatial practices | - official division of space - detection of spatial hierarchies - social practices in the definition of local space and national identity |
| | Representation of space | - create and use maps - plans for the development of space: road networks, production, consumption and the network of services - sociological, economic, spatial and psychological knowledge on the proximity / distance relationship | - different mental maps of space use - the involvement of class-, milieu-, lifestyle-specifically different land use in spatial planning - development concepts, development plans | - normative principles of administrative and geographical spatial regulation - creation of territorial imperatives - safe or defining dangerous places |
| | Spaces of representations | - mediation of various symbolic spaces such as desires and desires - a symbolism that conveys closeness and distance in the here and now | - process of staging: display of socio-culturally acquired space - milieu-specific images of the public space - cult and ritual spaces of different scenes - stage displays of living, working, and living and leisure spaces | - up and down, ascension and descent, wealth and poverty - spaces of high and popular culture, regions of power e.g. banking centers - sacred spaces, places of worship, places of oppression |

Source: Szijártó, 2008 (following H. Lefebvre, D. Harvey and P. Noller), p. 277.

²⁸ Great number of different catering software are applied by accommodation and catering providers in international and domestic environments. In different megahotels and in the case of catering units operating in the form of outsourced operation, IN-HOUSE-GUEST and NON-HOUSE-GUEST consumption are recorded, but still do not focus on the identification of local society.

In recent decades, the study of the social significance of space, its function in community formation, and its role in stabilizing self-interpretations and identities have become an increasingly important research topic. Many elements are interconnected, so it is necessary to outline a disciplinary matrix that provides a basis for defining different areas (Szijártó, 2008). *Table 5.* represents the levels of action related to space, an updated reference point in the social science literature examining space, first published by a French historian, Henri Lefebvre (1994), and then in a classic work by an English social geographer, David Harvey (1994), later and expanded by Peter Noller (2000), a German sociologist. The rows of the table inform us about the forms of knowledge available to each group for action in society, three different forms of knowledge can be distinguished. The first column, drawing attention to the context of space-culture communication, represents the relationship between people and spaces, summarizing briefly *what spaces do to people*. The second column shows how people shape their localities, how each geographical space is used to create individual and group identities, i.e. *what people do with the spaces*. The third column shows how each individual, group, creates their own specific spaces by incorporating them into the geographic space, *what people do using the spaces with each other*.

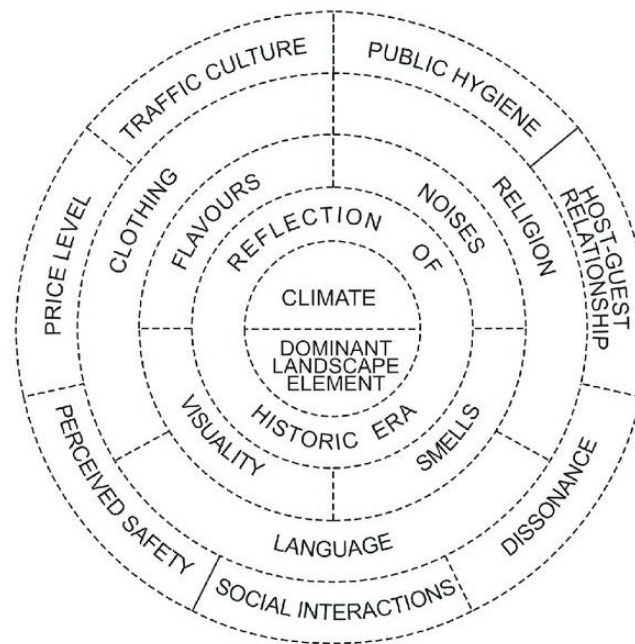
4.5 Genius loci, or the spirit of place

The spirit of the place (genius loci) is a widespread term associated with several fields of science. In addition to writings on the subject of fiction, genius loci is the subject of several disciplines, namely, psychology, architectural psychology, sociology, but references to genius loci can also be found in the conceptual system of geography. Theoretical orientation around the “place” paradigm of tourism is fundamental and can generally be developed as part of the phenomenology of “place”. The common aspects of the physical space that appear as “places” of tourism can be summarized in general, that is, in a phenomenological sense, everything that is common to all “places” is available, i.e. the scenes of the representation of the “place” of tourism. The representational scenes of the “place” follow each other and complement each other (Biczó, 2009).

Michalkó (2005) approached the interpretation of the milieu in a multidisciplinary way, and identified the cornerstones of the geographic milieu, by the means of addressing the complex issues of the tourist milieu. Based on the theory of the tourist milieu, Michalkó and Rátz (2006) identified the components of the Mediterranean milieu based on a sample listing three southern European countries, following the principles of a transdisciplinary approach, analyzing the

space consumption of the destination from a consumer perspective. Continuing the development of the theoretical framework, Rátz (2008) referred to the kaleidoscope metaphor, and identified the interpretation of the milieu as a dynamic phenomenon and conceptualized the elements of the tourist milieu as contributing elements of the tourist experience. The research of the tourism milieu is also a novelty at international level, the interpretation of the milieu in society can be found in the field of marketing research (Diaz-Bone, 2004), based on Schulze's social model on the social structure of the milieu (1992). Based on an architectural approach, Kari (2012) conducted research along the issues of the genius loci fund in Hungary. The identification of the elements of the tourist milieu is a research gap in the literature, in 2005 Michalkó made an attempt to fill the gap and created a kaleidoscopic structure of the tourist milieu, examining the fit of each element into the tourist landscape in a geographical context (Figure 4.).

Figure 4.: The structure and components of tourist milieu



Source: Michalkó (2005), pp. 53.

At the epicenter of the kaleidoscope are the climate and the dominant landscape, followed by the reflection of the historical age, taste, visuals, noises (elements of the atmosphere), dress, language, religious life, and in the outside, traffic morale, cleanliness, social status, hospitality host relationship, price level, sense of security and dissonance can be found.

The constellation is called the kaleidoscope because most of its elements are obviously perceived by most tourists, but they can only collectively evoke a positive or negative emotion

from visitors (Michalkó, 2005), by evoking a sense of elusiveness (Sukhu et al., 2018). The tourist milieu, in its modern, universal geographical interpretation, denotes a sphere in which an individual's life takes place and at the same time influences his or her personality (Mayhew, 1997, Michalkó, 2005). This sphere can include not only physical objects and people, but also social and cultural phenomena, as well as perceptions that influence an individual's behaviour. According to the definition of Michalkó (2005), the environment becomes lived through filtered through the individual's socio-cultural value system, into the environment on which the milieu is based (Small – Witherick, 1989). The relationship is, of course, not one-way, because in the experience of a lived environment is defined as a network of interrelationships, a kind of relationship system, where people give individual responses or behave in a directed way, and this has repercussions on the perceived environment (Clark, 1985). Tourists prefer good places to which a variety of tourist experiences can be attached (Michalkó, 2007).

Biczó (2009) lays emphasis on the practical significance of “place” as a research topic, which is gaining new meaning in social sciences today, but finds that the issue of “place” in tourism research is typically one of the ignored topics. He defines tourism as an event, *“an activity that is created, and then changes, influences, re-creating its own arena, that is, the place, where it exists, and thus raises questions about its own existence”* (Biczó, 2009, p. 9). The relationship between tourism and “place” is a matter of the scenes of the activity, as it is a consequence of the movement given by the journey, the spatial experience of leaving home and perceived as a transition in time. *“Tourist sites can have multiple meanings beyond their true meaning in a synchronous and diachronic sense, and depending on the culture, age, education, attitude, mental state of the recipient, but also weather or fatigue, satiety”* (Hübner, 2015, p. 287.). Michalkó (2012) distinguishes between space-specific, group-specific and product-specific tourism products. In the case of space-specific tourism products, it attaches great importance to the role of attraction and the elements of infrastructure and superstructure that enable the sale of the place, which are strongly connected to space. Places can be associated with human behaviour. The theory of Russel and Ward (1982) examines the site-specific nature of behavior, according to which behaviors appearing in a given place take place differently in other places through a number of influencing factors. Architectural environments can result in definable and characteristic behaviours and patterns (Proshansky, 1973, 1976). The transaction between the built environment and behaviour is strong and unchanged over a long period of time, even when users change at a specific location (Proshansky, 1978). An in-depth environmental psychology case study can explain the reasons, for example, why the guests do not like a newly designed luxury hotel or why they are just taking a nap during the day in the lobby instead of using the

luxury services. The relationship between behaviour and the built environment has been addressed in several studies (Zeisel, 1993; Sanders, 1990; Nasar et al., 2005; Kobal Grum, 2018). The situational theory of environmental psychology provides a framework for the analysis of the built environment on the basis of a theoretical framework (Canter, 1977, 1988, 1990), and regards places as units of experience where activities and physical forms merge (Canter, 1977, Dúll, 2009), and finally space is created as a result of the relationships between activities and physical properties.

According to the Norwegian architect, Christian Norberg-Schulz (1980), the concept of place goes beyond abstract positioning, meaning totality formed by objects with a definite material substance, shape, texture and color. Together, these objects define the nature of the area, which is the essence of the landscape. In most cases, space appears as a character or as an element of the atmosphere, and space can therefore be seen as a comprehensive phenomenon that cannot be further broken down into any of its components without losing its true nature. Human identity manifests itself largely in places and things, and place is primarily a psychological approach reinterpreted by space and character identification and orientation (Norberg-Schulz, 1980).

4.6 Place identity and location

According to Proshansky (1978), local identity is such a cognitive substructure of self-identity, that is infinitely diverse, and can respectively be formulated as cognitions related to a past, present or future anticipated environment, that define and describe an individual's daily life (Dúll, 2009). One of the primary functions of place identity is to act as a cognitive backdrop that enables people to recognize what they see and feel in situation-to-situation transactions with the physical world (Proshansky et al. 1983:66 cited in Dúll, 2009). Place identity is not simply an emotional attachment to a place or a sense of belonging to an environment, but a complex cognitive structure that provides meaning, attitude, complexity and diversity about the physical environment, displays value and preference. *“Cognitions related to the physical environment are a person's environmental past, places, spaces, and their characteristics that have served both biological and psychological, social, and cultural needs in the past and present”* (Dúll 2009, p. 124). The meaning of places and place identity are also determined by the sociocultural and demographic characteristics of the individual or group (Losonczi, 1977). *“Location, location, location”* these “three” key factors are the secret to the success of a hotel company (Hilton, 1957). Hilton's statement to date is cited by several business people, pointing

out the significant role of location, the choice of the right location for a company provides long-term competitive advantage, and this is of paramount importance in the hotel industry. Conrad Hilton hotels were famous for being built in unique and special places, and the destination where a Hilton hotel appeared soon began to flourish, and the local economy also boomed. Hilton hotel facilities are famous for being built either in a central location in the city center or near some tourist attractions, often away from other accommodations (competitors). Even for today's businesses, this good advice should also be considered, that the company's location has significant effect on the services. Accommodations, with emphasis on hotels, occupy a central place in the tourism system, as it is part of the primary superstructure in addition to hospitality services (Michalkó, 2012). The importance of the primary tourism superstructure is reflected in the fact that in most cases the elements of the material conditions make a settlement a target area, because without the accommodation and catering units discussed here, the guest's stay, consumption and guest nights would not be possible. The supply elements of the material conditions of tourism, the infrastructure and super-infrastructure of tourism based on the basic infrastructure and attractiveness, facilities implemented for tourism purposes (e.g. accommodation, spas), whose primary target segment is foreign tourists. The hotel industry is an exception, as the only aspect where the presence of local residents is dominant, and the local population also becomes consumers of certain hotel services. According to Jakle (1987), the *genius loci*, the spirit of the place is not perceived by the locals, only by the tourists, as they are the segment who hunt for special experiences and also use unusual services. However, addressing local residents in the field of tourism is also playing an increasingly prominent role in terms of the emergence of complex services, the expansion of target segments, the increase of competitiveness and the increase of revenue. In case of several hotel companies, we may come across events, happenings, special events or products specifically for locals.

The focus of the study conducted by Albert Tóth and co-author Rechnitzer (2018) is the investigation of the location of hotel facilities. Attention is drawn to the fact that in all cases, the choice of accommodation location was a result of a conscious, during the development of the hotel industry the most important hotel types were created, which already had a greater influence on the location of the accommodation. Their study describes site selection models, monocentric, agglomeration, and empirical models, as well as features of operating models close to hotel practice. They confirm that choice of hotel location is one of the business secrets of the long-term success in case of a hotel company.

4.7 Business and luxury services - consumer value and success factors

In our rapidly changing world, ensuring long-term survival, success and consumer satisfaction is a challenge for business leaders and service providers. *Table 6.* lists, without claiming to be exhaustive, the factors influencing the competitiveness of hotels according to the theoretical literature.

Table 6.: Factors influencing hotel competitiveness

| Factors of hotel competitiveness | Authors |
|---|--|
| pricing | Qu et al. (2002), Mattila & O'Neil (2003), Lockyer (2005), Mattila & Choi (2006), Reynolds & Biel (2007) |
| security | Hilliard & Baloglu (2008), Chan & Lam (2013), Singh (2014), Chauhan & Negi (2018), Nagaj & Zuromskaitė (2016) |
| destination | Go et al. (1994), Cizmar & Weber (2000) |
| physical attributes | Phillips (1999), Morey & Dittman (2003), Reynolds (2004), Barros (2005), Yang & Lu (2006), Reynolds & Thompson (2007), Xia et al. (2020), Liu et al. (2020) |
| process management | Phillips (1999), Cizmar & Weber (2000), Yang & Lu (2006), Seol et al. (2007) |
| human capital | Chandrasekar & Dev (1989), Go et al. (1994), Gundersen et al. (1996), Philips (1996), Brown & Dev (1999), Cizmar & Weber (2000), |
| level of education | Wong & Kwan (2001), Brown & Ragsdale (2002), Morey & Dittman (2003), Reynolds (2004), Barros (2005), Orfila-Sintes et al. (2005), Trung & Kumar (2005), Mandelbaum & Nicholas (2006), Yang & Lu (2006) |
| training | |
| brand and image | Prasad & Dev (2000), Brown & Ragsdale (2002), Kim & Kim (2005), Xia et al. (2020) |
| operational costs | Barros (2005), Trung & Kumar (2005), Karagiorgas et al. (2007) |
| market demand | Go et al. (1994), Phillips (1999), Brown & Dev (1999) |
| market conditions | Go et al. (1994), Brown & Dev (1999), Philips (1999), Morey & Dittman (2003), Reynolds (2004), Barros (2005), Yeung & Lau (2005, 2006), Ucmak & Arslan (2012), Liu et al. (2020) |
| strategy | Go et al. (1994), Phillips (1996, 1999), Cizmar & Weber (2000), Wong & Kwan (2001), Brown & Dev (1999, 2000), Hwang & Chang (2003), Morey & Dittman (2003), Barros (2005), Yeung & Lau (2005) |
| strategic alliances | Dev & Klein (1993), Strate & Rappole (1997), Preble et al. (2000), Kim & Kim (2005), Pine & Phillips (2005), |
| technology | Chandrasekar & Dev (1989), Go et al. (1994), Brown & Dev (1999), Philips (1999), Siguaw et al. (2000), Wong & Kwan (2001), Barros & Alves (2004), Sigala et al. (2004), Ham et al. (2005), Law & Jogaratnam (2005), Orfila-Sintes et al. (2005), Xia et al. (2020) |
| location | Asworth (1990), Aksoy & Ozbuk (2017), Albert Tóth & Rechner (2018) |
| capital | Brown & Dev (1999), Barros (2005) |

Source: supplemented by own ed., Based on Tsai, Song and Wong (2009)

The role of the place is decisive because the purpose of leisure trips is usually to visit a destination, a destination, but as a result of the development of technology, the spread of the community economy, hospitality and the global hotel market have changed significantly. Hotel marketers are advised that the ranking and consideration of internal and external factors in a given location is crucial in ensuring long-term competitiveness. Thanks to globalization, online platforms also allow visitors to share their opinions about hotel services and destinations, and the prospective consumer visits a place or accommodation that has previous knowledge of the services offered and high expectations based on previous comments. As a result of various innovation processes and technological developments, the expansion of the tourism market, changing market segments and changing consumer behaviour, the role of measuring customer

satisfaction, comparing services, online marketing (social media) is increasing, and the role of competitiveness is a significant research topic. services.

The focus topic of several academic studies and business specific articles is the study of hotel competitiveness, there is no consensus on the definition, but there are a number of studies that attempt to identify the most significant factors in hotel competitiveness.

According to Lashley (2001), productivity is a key component of hotel competitiveness. Competitive companies have advantages that can be attributed to key factors that competitors do not own (such as understanding consumer, brand, and innovation requirements). Ioncica et al. (2006) formulate the concept of competitiveness into two sub-concepts: comparative advantage and competitive advantage. For the business segment, firms can create a relative competitive advantage and have unique resources (Hsu, 2000). Competitiveness has different areas of application when applied at different levels, and the common goal is to achieve an advantage through the establishment of competitive advantage (Man et al., 2002).

Phillips (1999), Morey and Dittman (2003), Reynolds (2004), Barros (2005), Yang and Lu (2006), Reynolds and Thompson (2007) highlighted the crucial role of environment and physical properties in examining the competitiveness of hotels. Due to the rapid growth of the accommodation market and the constantly changing demand trends, it is becoming more and more challenging for hotels to offer services that are different from their competitors, to operate in accordance with the operator's expectations, and to ensure guest satisfaction (Gundersen et al. 1996, Armstrong et al., 1997, Choi-Chu 1999, Brown -Ragsdale 2002, Mattila -O'Neil, 2003, Campos-Soria et al., 2005, Akbaba, 2006, Reynolds -Thompson, 2007) and ensuring the return of the guest through high quality services, the development of loyalty. The existence of a loyal consumer base is particularly important for companies providing different services because they contribute to achieving sustainable competitiveness in the long run (Lee - Cunningham, 2001). According to the hotel industry approach, consumer loyalty can also be defined as the chance of guests returning to a given hotel, their willingness to treat the organization as a partner (Zemke et al., 2017).

Consumer satisfaction is of significant importance in the service sector, the basic expectation of consumers is that the product offered meets their needs. Consumer satisfaction is the basis for the long-term success and profitability of firms because it entails consumer loyalty (Greenwell et al., 2002). According to Kulcsár and Grotte (2018), the demand for tourism and hotel services, and most importantly the content of experiences, has changed and has been coupled with different expectations and value factors in each segment. The change in consumer habits significantly determines the management and marketing activities of tourism service

providers, including hotels. In their research, they identified factors of value during a hotel stay with the help of a questionnaire survey, and among their results, they mentioned that members of Generations Y and Z want new experiences, looking for a unique experience, special things during their travels, and personalized experiences that they often share on social media using digital tools. Their research revealed that the demand of the examined segment for independent hotels, including lifestyle, design and theme hotels, may increase in the future due to their uniqueness, thematization and promise of personalized experience.

Consumer behavior is based on the value of the service perceived by the consumer. El-Adly (2019) found that examining the values perceived by hotel guests along several dimensions is recommended (*Figure 28.*). The importance of the presence of cognitive factors (such as price, quality, purity, and safety) has already been supported by several authors. With the change of consumer habits, in addition to cognitive factors, the role of affective factors is also becoming more and more important. Affective factors go beyond basic needs and usually arise in relation to the enjoyment needs of guests.

Consumer perceptions may vary across environments and services. *Table 7.* illustrates the value dimensions perceived by the consumer in different service contexts.

El-Adly and ELSamen (2018) identify five affective factors - aesthetic value, self-pleasure, prestige value, transaction value, and enjoyment value - that make up the brand value dimension of a hotel. Elements of aesthetic value are the “pleasure” generated by the hotel building, interior design, furnishings, and visual elements of the service location, as well as the perception of the hotel atmosphere (Keng et al., 2007). The components of self-pleasure are the positive mood change of the guest during their stay at the hotel, the opportunity to relax, unwind and release everyday stress through the use of hotel services and the use of facilities and spaces (Davis - Hodges, 2012). Prestige value characterizes the feeling of high status and belonging to an upscale social class during a stay in a hotel (Hwang - Han, 2014). Value from a transaction is the benefit of entering into an economical transaction, satisfaction from accessing a service at a discounted price (Davis - Hodges, 2012). Enjoyable value is the joy experienced by the experiences and experiences that guests receive during the use of hotel services and the hospitality provided during their stay at the hotel (El-Adly, 2016). These dimensions not only affect the assessment of hotel stay, the evaluation of the time spent in the hotel, but can also appear during the hotel choice (Alfakhri et al., 2018).

Table 7.: Value dimensions perceived by the consumer in different service contexts

| Author (s) / year | Service environment | Perceived value dimension |
|---|---------------------------|--|
| Oh (1999), Worsfold et al. (2016) | Hotel | total value |
| Murray and Howat (2002) | Sports and leisure | total value |
| Choi et al. (2004); Moliner (2009) | Healthcare | customer value for money |
| Trasorras et al. (2009) | Professional services | customer value for money |
| Lewis and Soureli (2006); Vera and Trujillo (2013) | Bank | customer value for money |
| Hsin Chang and Wang (2011) | Online shopping | customer value for money |
| Chen (2012) | E-services | customer value for money |
| Sirdeshmukh et al. (2002); Chen & Quester (2006) | Retail | customer value for money |
| Chen & Tsai (2008) | TV shopping | customer value for money |
| Tarn (1999); Ryu et al. (2008, 2012); Han & Ryu (2009) | Hospitality | customer value for money |
| Howat and Assaker (2013) | Sports and leisure | customer value for money |
| Hume and Sullivan Mort (2010) | Performing arts | customer value for money |
| Wang et al. (2004); Kuo et al. (2009); Lai et al. (2009) | Mobile telecommunications | customer value for money |
| Lin and Wang (2006) | Mobile commerce | customer value for money |
| Hellier et al. (2003) | Car insurance | customer value for money |
| Bei and Chiao (2001) | Car repair | customer value for money |
| Lai and Chen (2011) | Public transport | customer value for money |
| Sirdeshmukh et al. (2002); Chen (2008) | Airlines | customer value for money |
| Yoon et al. (2010); Chen & Chen (2010) | Tourism | customer value for money |
| Kandampully & Suhartanto (2000); Choi & Chu (2001); Hu et al. (2009); Tanford et al. (2012); So et al. (2013) | Hotel | customer value for money |
| Gallarza & Saura (2006) | Tourism | positive value dimensions (i.e., efficiency, quality, play, aesthetics, and social value) and negative value dimensions (i.e., perceived monetary price, perceived risk, time spent, and effort) |
| Williams - Soutar (2009) | Tourism | functional value, value for money, social value, emotional value, and epistemic value |
| Lee et al. (2007) | Tourism | functional value, total value, and emotional value |
| Eid (2015); Eid - El-Gohary (2015) | Tourism | quality, price, emotional, social and Islamic value |
| Sánchez-Fernández - Iniesta-Bonillo (2009) | Hospitality | efficiency and excellent value |
| Chen & Hu (2010) | Hospitality | symbolic value and functional value |
| Wu & Liang (2009) | Hospitality | fair price, time efficiency, excellent service, aesthetics and escalation value |
| Ryu et al. (2010) | Hospitality | hedonic and utilitarian values |
| Yang & Mattila (2016) | Hospitality | functional value, hedonic value, symbolic / expressive value, and financial value |
| Stoel et al. (2004); Jones et al. (2006); Cottet et al. (2006) | Retail | hedonic and utilitarian values |
| Keng et al. (2007) | Retail | efficiency, service excellence, playfulness and aesthetics |
| Lucia-Palacios et al. (2016) | Retail | cognitive dimensions (efficiency and disorder) and affective dimensions (excitement, calm, frustration and stress) |
| El-Adly & Eid (2016) | Retail | hedonic, self-affirming, utilitarian, epistemic, social interaction, temporal adequacy, and transactional values |
| Deng et al. (2010) | Telecommunications | functional, emotional, social and monetary value |
| Gallarza et al. (2016) | Hotel | fun, aesthetics, ethics and spirituality as relaxation |

Source: own ed. Based on El-Adly, 2019

Lee and Cunningham (2011) examined the dimensions of consumer loyalty in service marketing and found, that it contributes to long-term sustainable competitive advantage for service organizations. Customer loyalty and consumer loyalty play a key role in long-term profitability of a hotel company (Tanford et al., 2012), good practices, loyalty programs of

international hotel chains, all seek to target and retain returning guests and entertain them in the future.

On the basis of the literature review, it can be stated, that willingness to return and positive patronage to potential future consumers, receive much less attention as a research dimension, than interpreting loyalty perspectives and examining consumer attitudes in this viewpoint (El Adly, 2019; Hua et al., 2009, Choi - Chu, 2001, Kandampully - Suhartanto, 2000). Most research studies focusing on hotel services investigate the relationship between perceived consumer value, guest satisfaction and consumer loyalty, while studies examining corporate performance from a consumer perspective focus on value for money (Cronin et al., 2000, Kandampully - Suhartanto, 2000, Bei-Chiao, 2001, Choi-Chu, 2001, Sirdeshmukh et al., 2002, Hellier et al., 2003, Choi et al., 2004, Wang et al., 2004, Lockyer, 2004, Chen-Quester, 2006, Lin - Wang, 2006, Chen, 2008, Chen - Tsai, 2008, Ryu et al., 2008, Han - Ryu, 2009, Hu et al., 2009, Lai et al., 2009, Chen - Chen, 2010, Hume - Sullivan Mort, 2010, Lai - Chen, 2011, Chen, 2012, Tanford et al., 2012, Howat - Assaker, 2013, Alfakhri et al., 2018, El-Adly, 2019, Liu et al., 2020).

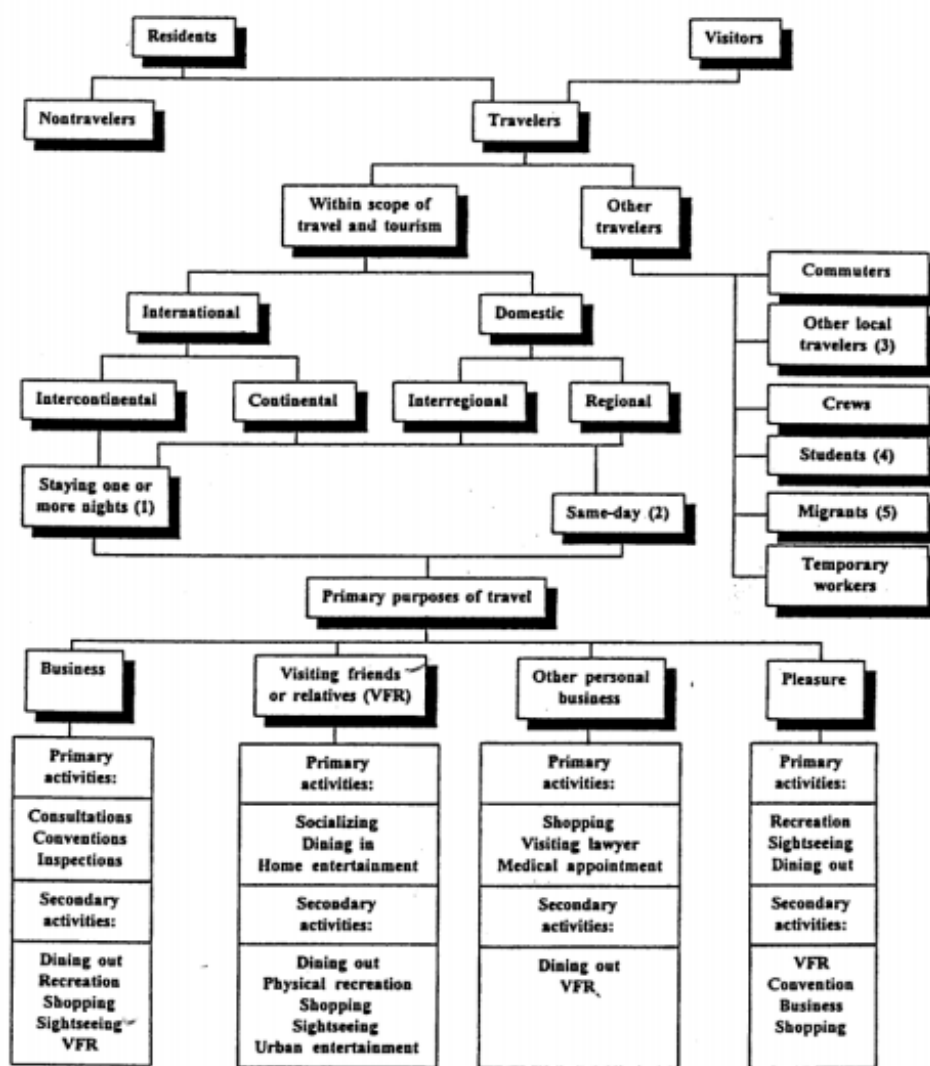
Based on the study of the literature, we can conclude that a number of dimensions would need to be explored to provide a broader perspective of complex service perception or the length of hotel stay.

El-Adly (2019) contributed to the exploration of consumer dimensions of hotel service perception, examined the value of services in a hotel context in a multidimensional model (*Figure 12.*), examined cognitive dimensions (price, quality) together with affective dimensions (own pleasure, aesthetics, price, prestige, transaction, enjoyment) providing a basis for service development for hotel managers. Before traveling, potential guests will find out about the hotel's offerings in the destination and make decisions based on pre-existing factors. For example, they look in advance at the pictures of the guest rooms published on the website, are informed about the services available, and can also be a significant consideration in deciding how many stars the hotel has won and what awards it has won. When meeting needs related to cognitive and affective values, it is worth striving for the right balance (Zemke et al., 2017), which means that both cognitive and affective factors need to be addressed, as this is the only way to achieve lasting competitive advantage. Meeting the needs related to cognitive factors is not enough to achieve guest satisfaction and loyalty. The presence of affective factors is also necessary as they provide a kind of added value for guests. This provides hotels the opportunity to differentiate themselves and stand out from their competitors.

4.8 Exploring the relationship between local society and the hotel industry

The study of the effects of tourism is the basis of several domestic and international research. The relationship between the tourist and the local society is usually unequal and unbalanced, the tourist spends their free time in the destination, while the local inhabitant usually works, also serving the tourist, in this way following a different pattern of behaviour (Puczko - Rátz, 1998).

Figure 5.: Classification of tourists



Source: Goeldner and Ritchie (2012), pp. 68.

Most domestic and international research studies examine the interaction between locals and tourists from different perspectives. In the tourism policy model developed by Mill and Morrison, as early as 1985, appeared as an element, the phenomena, that local residents would also use certain facilities and services, and special emphasis was placed on this during the

planning processes. During the classification of tourists, Goeldner and co-author Ritchie (2012) also classified local residents as participants in tourism: tourists were defined as travellers who travel within the country or even to other countries, continents to meet their needs or desires (Figure 5.). The main purpose of the trip can be distinguished by business travel, other personal administration, pleasure or VFR (visiting friends and relatives),

Tourism is the focus of many discourses in the 21st century, a number of paradoxes can be observed in its interpretation: simultaneously “*demonized and idealized*” (Shaw & Williams, 2004, p. 1.), a scene of innovative and destructive innovation, destructive and constructive, a scene of both poverty and economy. The nature and spatial study of tourism has undergone a number of changes in recent years, with the development of transport options, technology and the internet having an impact, such as virtual tourism. John Urry, an English sociologist, concluded as early as 2001, that despite the emergence of various forms and possibilities of travel through the development of technology and the spread of the Internet, there is no evidence to support this. that gaining experience in this way could surpass gaining experience from experiencing a physically realized journey.

Table 8.: Relationship between tourism and coexistence

| Basis for simultaneous presence | An activity that requires a simultaneous presence | Tourist consequence |
|--|---|--|
| Legal, economic and family obligations | Work, participation in family events, visits to public institutions | Business & VFR tourism |
| Social obligations | Face-to-face encounters, building trust, using body language | Business & VFR tourism |
| Time liabilities | Spending quality time with family, acquaintances or friends | Leisure tourism |
| Local obligations | Perceive a place directly through the embodied experience | Leisure, heritage and cultural tourism |
| Live liabilities | Experience a specific live sporting, political or cultural event | Sports and cultural tourism |
| Liabilities in kind | Working on objects / objects that have a specific physical location | Business tourism |

Source: own editing, Urry, (2002), based on Williams-Shaw (2004)

The above-mentioned phenomenon was described by Urry (2002) in the technical sense of the obligation to be together, by definition the joint presence of individuals is essential for certain forms of social relations, from which the need for mobility follows. Based on the context, we can conclude that different forms of tourism are realized when mobility results in a significant physical relocation from the place of usual residence. hence the need for mobility. Based on the context, we can conclude that different forms of tourism are realized when mobility results in a significant physical relocation from the place of usual residence. hence the need for mobility.

Based on the context, we can conclude that different forms of tourism are realized when mobility results in a significant physical relocation from the place of usual residence.

Table 8. also illustrates that tourism plays a prominent role in mobility. One of the biggest challenges for researchers is to explore the factors behind the broad societal processes that play both a shaping and a shaping role. This requires change, the combined presence of different concepts, machines, technologies, organizations, themes, and actors to meet at different interconnected nodes along which information can be passed. According to Urry (2002), scales of this kind reconfigure the dimensions of space and time, which means the flow of people, information, images, or even money, which also hides new opportunities, desires, but also risks in the 21st century for the consumers.

5. Hotelscape

“Hospitality is not to change people, but to offer them space where change can take place. It is not to bring men and women over to our side, but to offer freedom not disturbed by dividing lines. It is not to lead our neighbor into a corner where there are no alternatives left, but to open a wide spectrum of options for choice and commitment.”

Nouwen Henri JM (1999): *The Inner Voice of Love: A Journey Through Anguish to Freedom* (excerpt)

5.1 Behaviour and physical environment

In order to understand consumers' service and hotel space consumption, a theoretical overview of the physical environment and behaviour in a luxury hotel is essential.

The concept of the environment is complex, several researchers and academics have attempted to determine the definition. The study of the relationship between the environment and society in terms of the physical environment and the human relationship was not considered directly as a research topic until the 1960's and 1970's (Dúll, 2009). The study of the physical environment by psychological methods raises a number of questions - the relationships with facilities, elements of the built environment, objects, and places are in several cases of psychological origin - and are not directly related to human behaviour.

The study of the physical environment by psychological methods raises a number of questions - the relationships with buildings, the built environment, objects, and places are in many cases of psychological origin - which cannot be directly related to human behaviour. A number of disciplines attempt to study man and his environment, such as sociology, psychology, biology, architecture, geography and environmental psychology.

In psychology, a well-defined, spatially and temporally discrete event or object is often understood as the concept of an environment in the general sense (Dúll-Urbán, 1997). According to environmental psychologists (e.g., Barker, 1968), the environment is not limited in space and time and contains numerous elements whose effects define the environment (not just stimuli of different complexity), this holistic approach makes environmental psychology a distinct field of research (Holahan, 1982, Stokols, 1987, Wapner 1987). Human responses can also be used to characterize the environment based on its ability to promote or inhibit group formation (Oxley et al., 1986; Werner, 1987; Altman et al., 1992). Based on the traditional approach of psychology, the relationship between man and his environment can be defined as that the environment is the context of behavior, i.e., its role in stimulating or inhibiting certain behaviors (Dúll, 1998). Researchers and practitioners focus on the effects of the physical environment on human behavior, how different media and some of their characteristics (e.g., color, temperature, material, etc.) affect behavioral indicators such as task performance or work efficiency (Bell et al., 1990).

Environmental psychology is a transdisciplinary discipline aiming at understanding and analyzing human and environmental processes in interaction. The first volume of study was published in 1987, which provided an international overview of the topics of environmental psychology (*Handbook of Environmental Psychology*, ed. Daniel Stokols & Irwin Altman), and the second handbook was published in 2002 (*Handbook of Environmental Psychology*, ed. Robert B. Bechtel and Arza Chrchman), has already been the subject of environmental psychology in the digital age. In Hungary, research on the topic began to appear in the 1990's (Séra 1990, Dúll-Kovács 1998, Dúll 2001). According to environmental psychological approaches, “*the physical environment in the process of behavior is an equal partner of man, a partner who, together with the internal psychological processes, they interact with them in the process of behaviour*” (Dúll, 2009, p. 2). However, the environment can also be seen as a system of effects that simultaneously stimulates all of our senses, and can be characterized in several ways (McAndrew, 1993). In terms of content we can distinguish between built, natural or social; and micro-, meso- and macro-environments in terms of extent. There are several types of discrimination according to disciplines, but in most cases the nature of the environment and the environment-human relationship are the subject of the study (McAndrew, 1993; Dúll, 2009). According to environmental psychological interpretations, man and the environment are closely related, inseparable, the physical and social properties of the environment merge, and thus objects are sociophysical in nature (Altman-Rogoff, 1987; Werner et al., 2002). However, the environment can also be seen as a system of effects that simultaneously stimulates all of our

senses, and can be characterized in several ways (McAndrew, 1993). In terms of content we can distinguish between built, natural or social; and micro-, meso- and macro-environments in terms of extent. There are several types of discrimination according to disciplines, but in most cases the nature of the environment and the environment-human relationship are the subject of the study (McAndrew, 1993; Dúll, 2009). According to environmental psychological interpretations, man and the environment are closely related, inseparable, the physical and social properties of the environment merge, and thus objects are sociophysical in nature (Altman-Rogoff, 1987; Werner et al., 2002).

Table 9.: Characterization of the sociophysical environment

| Characterization of the sociophysical environment | |
|--|---|
| By content | By scope |
| Built | Microenvironment (eg classroom or hotel room) |
| Natural | Field environment (eg school or hotel) |
| Social | Macro environment (eg city) |

Source: Based on McAndrew 1993, own editing)

Stokols and Schumake defined the transactional approach in 1981, according to which all physical environments are socially interpreted, but all social interactions take place in a physical medium, that is, we speak of a sociophysical environment. The person-place relationship in the environment was interpreted by McAndrew in 1993 at the micro, meso, and macro levels (*Table 9*). Interpretation of the micro level is the transaction of the individual and the immediate sociophysical environment around him, such as the role of a hotel environment in relation to guest satisfaction and the impact of the guest experience on the sociophysical conditions of the hotel. At the meso level, groups and group dynamics refer to the relationship with the environment, for example, the role of the sociophysical characteristics of a hotel in the interaction of hotel employees and hotel guests can be examined. In macro-level analysis, the interrelationships of a large number of individuals, groups, and sociophysical environments are examined by considering different specific contexts, such as economic, organizational, or political influences (Dúll, 2009). At the macro level, following the example of a hotel, we can interpret, for example, the expansion of hotel services in line with market expectations and changing consumer behaviour.

The physical environment cannot be considered a closed system, part of a process characterized by change; it has a past, present and future. In transactional analysis, events can be analyzed not only in a given situation (Dúll, 2001), but also in terms of duration (short or long), density (many / few or fast / slow) and rhythm (varied or repetitive) of what in the long run is in

transaction with its environment (Werner et al. 1985). The physical environment can be interpreted as a dynamic system in which there is a reciprocal relationship between objects and persons (Dúll, 2009). The mutual influence and interaction of the environment and the examined person are constant and inseparable from each other (Durán-Narucki, 2008), any element is affected by change, it affects the other elements of the system. Mentioned as an example, if a traditional long reception desk is removed in a hotel and a modern, smaller, standing work desk is installed, it allows a more direct connection to be established between the guest and the hotel receptionist. Through various equipment and furniture, environmental perception has already contributed to the hotel guest experience in previous centuries, in the theoretical part we examine tourism spaces and places in detail, and use environmental psychology tools to examine how the hotel environment affects service perception and consumer perception. behavior.

5.2 Historical overview of the built environment and behavior

Representatives of different disciplines conducted research on the relationship between the built environment (buildings, cities) and human behaviour.

In the 1940's, the relationships between aspects of the physical and natural environment in relation to behaviour were first examined within the framework of human geography (social geography) (Cséfalvay, 1994). Thinking about the socio-geographical approach to tourism presupposes the socio-economic orientation of tourism geography (Pearce, 1979, Warszyska - Jackowski, 1986, Page, 1989, Mitchell-Murphy, 1991, Lew, 2001, Ioannides, 2006), this approach, in addition to emphasizing the human aspects of the tourist space, builds on a transdisciplinary interpretation of the human-environment system, exploiting the synthesizing nature of geography (Michalkó, 2008, p. 8). In the 1950's, the application of the psychological approach appeared in urban planning processes and revolutionized urban planning at the time (Dúll, 2009). In urban planning and shaping, the image of the city in the minds of city dwellers and users was examined, and the results were taken into account in conscious planning and transformation processes (Lynch 1960, Lynch-Rodwin 1970, Appleyard 1973). After World War II, environmental psychological analysis played a significant role in decision-making processes during recovery processes (Canter-Donald, 1987). Since the 1960's, several studies have been published on how the architectural features of a hospital influence patient behavior (Osmond, 1957; Ittelson, 1960; Proshanysky et al., 1970; Cherulnik, 1993). The relationship between the built environment and behaviour has been studied primarily along the lines of

social interactions of psychiatric patients and the physical environment (Osmond, 1957; Cherulnik, 1993), and then based on research findings and theoretical recommendations of researchers, psychiatric institutions have been established (Izumi, 1957, Hutchinson, 1999, Evans-McCoy 1998, Rice et al, 1980, Winkel-Holahan, 1985). In the 1970's, a new approach emerged in which the built environment and people's actions, thoughts and feelings gained significance. The study of human behavior and perception of the built environment has become significant (Canter, 1986, Sime, 1986; Lang, 1987; Bell et al., 1990; Sime, 2002). In 1986, Barker and co-researcher Wright developed the theory of the behavioural environment, which aims to study the effect of the everyday physical environment on human behavior (Wicker, 2002). In the course of their research, they emphasized that their subjects were ordinary people, and they considered it important to observe the studied activities and forms of behaviour in their natural environment, because only in that case can the analysis be valid. The theory of the behavioural environment was addressed by Bechtel in the 1990's, he worked on the development of a method by which the characterization of behavioral environments appearing in a given environmental context can be implemented (Düll, 2009, Sime, 2002, Wicker, 2002).

5.3 Investigation of the environment of luxury services in luxury hotels

The study of the perception of the hotel environment by local residents and the study of the consumption of hotel services and spaces is a novelty in the field of tourism research.

To conceptually explore the topic, we apply theoretical frameworks related to the study of service marketing and atmosphere applied in the field of marketing. From the investigation point of view of our research, it is necessary to map and identify the theoretical framework of the physical environment.

The basic model of service marketing was first recorded by Eiglier and Langeard in 1976. The original name of the model was derived from the combination of the words service and production. According to Gröönroos (1989), service is an intangible activity that arises between the consumer and the employees, physical resources, systems, or some combination of these, of the organization providing the service. The environment is an important area of study for services, a potential development tool for consumers (customers or clients) designed consciously by space, through the appropriate use of which they affect consumer emotions and this has an impact on customer willingness (Kotler, 1973). In the early 1970's, marketing researches focused on mainly products and only later did the service focus emerge. According to Vliet (2018), in the field of marketing, places and spaces are designed and used according to

the fulfillment of functions so that they can manipulate the consumer, customer, client or guest in the given environment, have some effect on the perception of consumption, affecting consumer behavior. As **Kotler (1973)** defines, a product is a package that includes the immediate environment where the product is sold, even if it is a store or other physical space, and in some cases points out that the role of the atmosphere may be more significant as the product itself. Belk (1975) distinguished the intentional atmosphere when examining the impact of the environment and the perceived atmosphere. According to Milliman and Fugate (1993), the study of the atmosphere refers to the analysis of an individual's environment, in which we examine responses to different stimuli at a given place and time. The statement is only partially correct, as it considers the role of the environment to be particularly emphasized, however, in this formulation the examination of the service process is omitted (Vliet, 2018). **Bitner (1982)** drew the attention of researchers to the significance of the physical environment of consumption and identified an outstanding research gap that represents a breakthrough in the development of marketing theory (Eroglu - Machleit, 2008), which was later applied in SOR model as a starting point. In the SOR model, the elements are the stimulus (S = Stimulus), the stimulus-inducing process (O = Organism = Organization), and the response, the internal emotional response (R = Response), which is positive or negative. its direction can also change the environment (Mehrabian - Russell, 1974).

Table 10.: Classification of services based on the operation of the physical environment

| SERVICESCAPE ADAPTATION | COMPLEXITY OF SERVICESCAPE | |
|--|--|---|
| self-service (user only) | Complete | Narrow |
| | golf course surfing | ATM ticket machine post office kiosk cinema express mailbox |
| interpersonal services (both user and staff) | hotels restaurants clinic hospital bank airline school | dry cleaning sandwich vendor a hair salon |
| teleservice (staff only) | telephone company insurance company public utility many professional services | telephone mail order automated voicemail services |

Source: Veres, 2009. p. (Based on Bitner 1992)

Perception of service quality is hampered by service parameters and separate assessment of the impact of the physical environment (Veres, 2009). Service marketing does not focus on the sale of tangible products, on the other hand focuses on processes that do not change consumer ownership (Kenesei - Kolos, 2007, Bauer et al., 2014).

Due to the complex nature of hotel services, the existence of several elements is necessary for the creation of the service (Györffy, 2008): physical product components, personal services created by the interaction of the guest and staff, emotional elements of quality (such as safety and comfort) and brand. According to Bitner's (1982) interpretation, the term material factors refers to the direct material environment of the transaction and other physical elements of the process. The functioning of the functions of material factors is determined by the nature of the interaction between the user and the front line (Veres, 2009) and the complexity of the material environment of the service (*Table 10.*).

According to Bitner's (1982) formulation, object factors are the object environment of the transaction (servicescape) and other physical natural elements of the transaction (*Table 11.*). The operation of the functions of the material factors is determined by the nature of the interaction between the user and the front line and the complexity of the material environment of the service (Bitner, 1982). One dimension of the model is the way the physical environment is used, where one extreme is self-service (the activity is performed by the user, the presence of fronts is limited), while the other is remote service, where the physical environment is extremely narrowed for the user.

Table 3.: Tangible elements of service

| SERVICESCAPE | OTHER TANGIBLE ITEMS |
|---|--|
| EXTERNAL ENVIRONMENTAL ELEMENT | <ul style="list-style-type: none"> - contact cards - corporate papers - invoices, payment receipts - reports - staff clothing - uniform - brochures |
| <ul style="list-style-type: none"> - external design - information signs - parking landscape - landscape - immediate environment | |
| INTERNAL ENVIRONMENTAL ELEMENT | |
| <ul style="list-style-type: none"> - home furnishing - equipment - information signs - layout - air quality / temperature | |
| | |
| | |
| | |

Source: Zeithaml-Bitner (1996) pp. 520.

The physical environment can be considered as the packaging of the service product (Veres, 2009). The physical environment, as a visual metaphor for non-physical problem solving

(Zeithaml - Bitner, 1996), conveys to the consumer the image of what may be within. Veres (2009) identified three dimensions of the physical environment (*Table 12.*).

Table 4.: Dimensions of tangible environment

| DIMENSIONS OF TANGIBLE ENVIRONMENT |
|--|
| background effects, atmosphere - temperature, lighting, sound effects, noise, music, smell, colours, air quality, surface texture |
| organization of the space, spatial layout - simultaneously interior design, process control, ergonomic task, functionality of space and its elements |
| sign and symbol system - carrier of the place message - control, instruction board, communication of the rules of conduct |

Source: own edit, based on Veres (2009)

The joint influencing effect of the dimensions of the physical environment is justified by the research demonstrating transactional value (Thaler, 1980). The research results confirmed the assumption that if the beverage is ordered in a higher category hotel, the consumer is willing to pay twice as much for it as for a product purchased from an average or below average service unit. In the two cases, the sales environment were different and the characteristics of the products were the same. Hotel services, interior design elements, and consumer behavior are characterized by the hotelscape model defined by Alfakhri et al. (2018). This theoretical framework lists the consumer-relevant physical elements of the hotel, the servicescape, SDL²⁹ and CCT³⁰ based on the application of models. The term hotelscape was first noted by Alfakhri et al. (2018), inspired by Bitner's (1992) servicescape model. Similarly, the service environment is characterized by the dinescape model (Ryu – Yang, 2008), which was later further developed by Yang et al. and created the restaurantscape model, which focuses on the hospitality environment.

Based on the Mehrabian - Russell (1974) model, environmental psychologists Donovan - Rossiter (1982) proved that the material environment of services has an effect on the consumer environment. Numerous researches have been conducted on the study of the tourism environment: the environment of service, commercial units and entertainment venues (Spies et al., 1997, Mattilla - Wirtz, 2001, Finlay et al., 2006, Wall - Berry, 2007, Ryu - Yang, 2008, Lin - Mattila, 2010, Bohl, 2016) in the hotel environment DeVeau et al. (1996), Doswell and Gamble (1979), Jusko (1991), Rutes et al. (2001), Walker (2002), Ogle (2009) and Alfakhri et al. (2018) conducted researches.

²⁹ Service Dominant Logic, SDL-koncepció, szolgáltatásközpontú marketingkoncepció, részletes jellemzése Varga – Lusch (2004) tanulmányában érhető el.

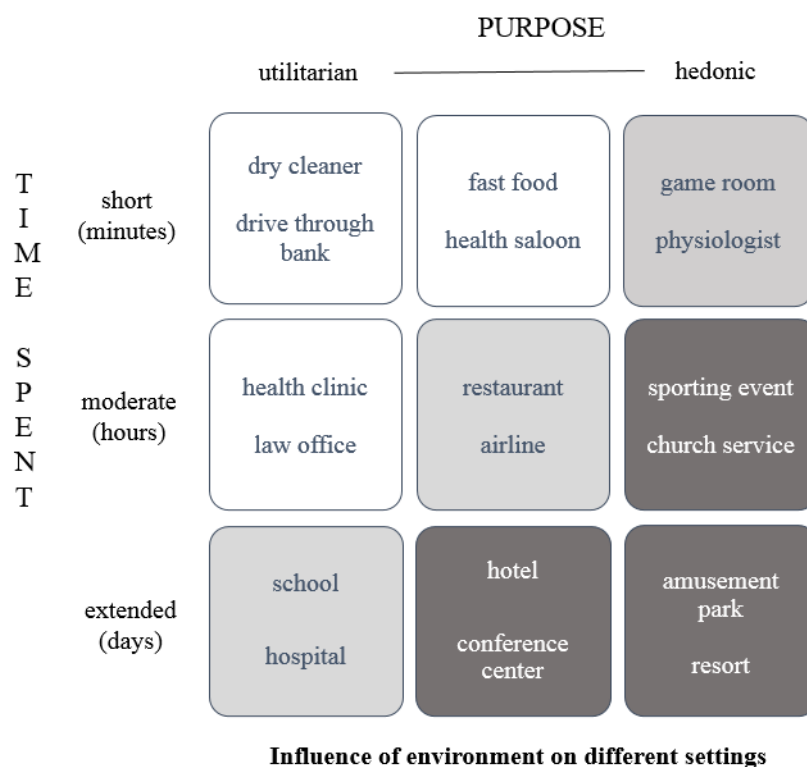
³⁰ Consumer Culture Theory, a fogyasztó középpontba helyezése

In the dissertation we touch several times and cover the characterization of the change of time dimensions. In the case of services, the time spent also plays an important role in practice, due to the business evaluation of the use of the service. Time is a key element in many economic outcomes and performance indicators and plays a key role in services.

For example, in the case of a restaurant with a specific area, the goal is to get as many guests as possible to eat and use the service, to sell more products in that environment, but there are unique environments and spaces where the quality of time is the luxury experience, and therefore needs to be discussed separately.

Among the representatives of the theoretical side, Wakefield and co-authors, Blodget has been studying the environmental impacts of various services for several years (1994, 1996, 1999). The impact of the environment was researched at different service locations as a function of time spent and purpose (*Figure 6.*). Short, moderate, and long categories were identified according to the amount of time spent, and goals were grouped based on utilitarianism and enjoyment value.

Figure 6.: Influence of environment on different settings in the function of time and purpose

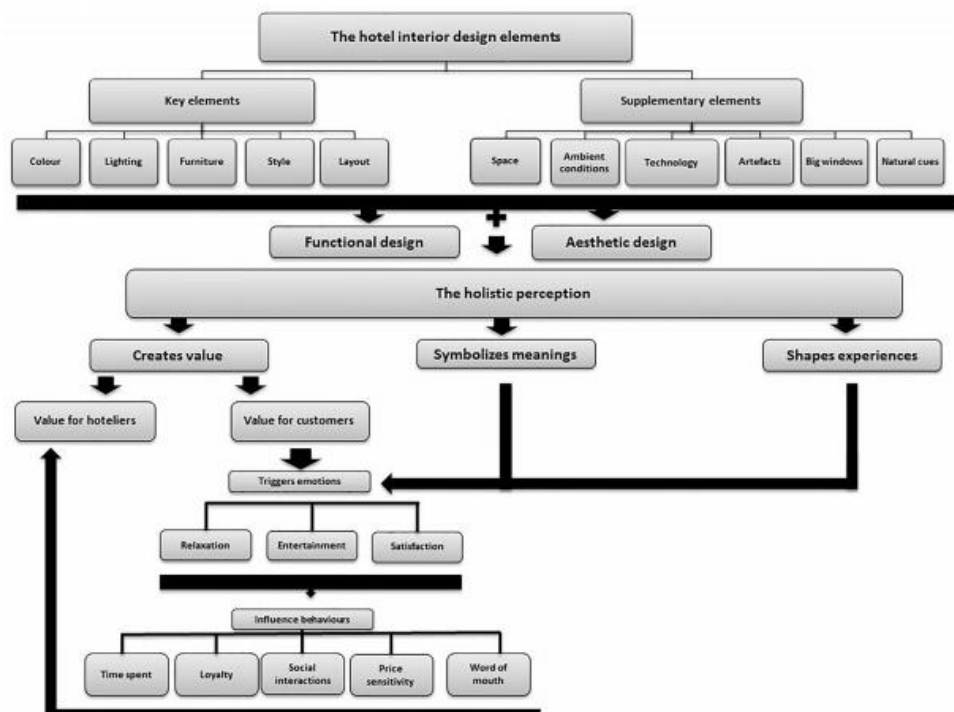


(Note: darker area represents greater influence towards service environment)

Source: Wakefield•Blodget (1994), p. 54.

Over the past five decades, a number of empirical studies have expanded the available marketing literature on the impact of the environment on consumers in the commercial and service environment (Tombs - McColl-Kennedy, 2003, Donovan - Rossitter, 1982; Finlay et al., 2006, Lin - Mattila, 2010, Matilla-Wirtz, 2001, Ryu-Jang, 2007, Spies et al., 1997, Wall-Berry, 2007, DeVeau et al., 1996, Doswell-Gamble, 1979, Rutes et al., 2001, Walker, 2002, Ogle, 2009). For a thorough examination of the hotel environment, the hotelscape model is available (Alfakhri et al., 2018), the elements of which allow us to evaluate the internal environment of a hotel through the eyes of the consumer, the guest (*Figure 7*).

Figure 7: Hotelscape model



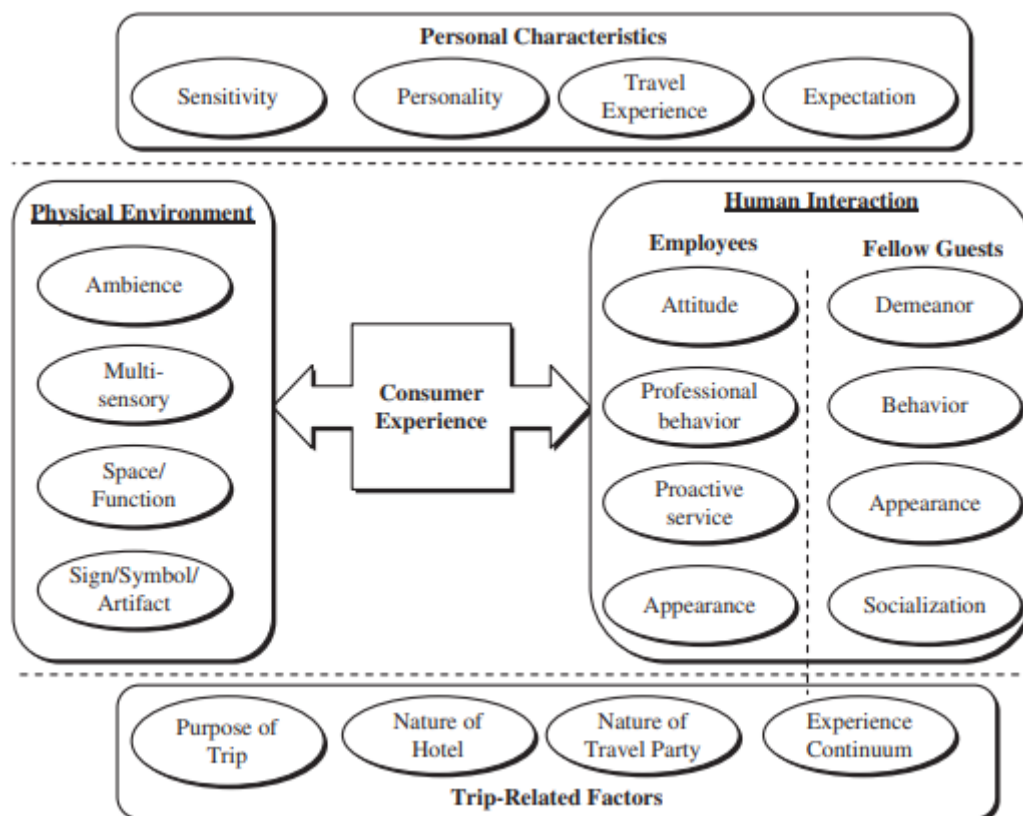
Source: Alfakhri et al. (2018), p. 529.

Aesthetic and functional design play an important role in the consumer's perception of the interior. The interior design elements of the hotel can be divided into two major groups, the main and ancillary elements can be distinguished. Alfakhri et al. (2018) list colour, light, furnishings, style and floor plan among the main elements, while additional elements mention space, environmental conditions, natural signs, the large window and the building itself, a listed facility. The hotelscape model takes a new approach to the hotel's internal physical environment, focusing on the role of functional and aesthetic design in spatial perception, and

identifying activities that influence behavior according to a holistic approach: value creation, symbolic meaning, experience transformation, emotion evocation and behavior influence.

Walls et al. (2011) discuss the theoretical framework of consumer experience in examining the definitions of experience and the complex nature of consumer experience. In the model, the service provider is identified as an external influencing factor in the individual's experience creation, confirming the assumption that the tourist experience is a multidimensional variable consisting of several external and internal factors (Zátori, 2014). These factors shape and influence the consumer experience, but they can only be created if the consumer is willing and able to participate in the creation of the experience. Among the defining elements of the physical environment, Walls and co-authors identify the atmosphere, the senses, space and its function, signs, symbols, and objects.

Figure 8.: Conceptual model for the structure of consumer experience



Source: own edit, Walls et al. (2011) pp. 177.

Zátori (2014) further developing the research results of Walls et al. (2011) identifies the four types of experience (average, special, cognitive and emotional) along two axes in a model that influence the consumer experience. There are a number of factors at the periphery of the

consumer experience model that affect the consumer experience. Based on the above findings, we conclude that the consumer experience is unique to each individual and cannot be interpreted in an environment free of external and internal influences. In their study, Walls et al. (2011) examined consumer experiences by examining empirical data collected through in-depth, semi-structured interviews with guests of luxury hotels.

The dimensions of the physical environment and human interaction have been identified as the main components of the hotel guest experience (Walls et. Al., 2011). Based on their research findings, they found that luxury hotel experiences are also influenced by travel-related factors and the personal characteristics of consumers, which affect the perceived experience dimension.

The results of the research can be applied in practice, the decision-makers of hotel managers and accommodation providers can use the development of these dimensions as a means of differentiating them from competitors in the long run by applying different marketing strategies. Examining the hotel experience in terms of different target segments and guest groups can serve as a new research direction in the future.

5.4 Hotel public spaces today

In the last century, consumer needs, everyday life, behaviour and attitudes have changed significantly, and accordingly, various buildings and service locations have been renewed, with a number of new features, in order to meet the growing needs of consumers. When entering the hotel, the consumer, the hotel guest, not only uses the service directly, but also perceives and consumes the whole physical space and environment around him, this experience creates value for both the guest and the hotel service provider, emotions can trigger and influence behaviour (Countryman - Jang, 2006). Nowadays, the hotel guest arrives at the hotel with many prior expectations, demanding a stylish, comfortable, luxurious environment, with creatively furnished, 24/7 staff. equipped with design elements in an authentic environment with high quality services (Curtis, 2001). The task of the contemporary lobby is to convey the hotel's brand message once, while connecting the exterior and interior built environment, atmosphere, and service with the guest's expectations. With the expanded features, we can come across a number of opposites: the lobby is a static waiting area at the same time, while it is a moving arena for check-in and check-out, arrival and farewell. The task of the modern lobby is to simultaneously reflect fashion, technological advances, entertainment, the work area, but also to embody a calm seating area away from noise (Collins, 2001). The task of the contemporary

lobby is to convey the hotel's brand message once, while connecting the exterior and interior built environment, atmosphere, and service with the guest's expectations. With the expanded features, we come across a number of opposites: the lobby is a static waiting area at the same time, while it is a moving arena for check-in and check-out, arrival and farewell. The task of the modern lobby is to simultaneously reflect fashion, technological advances, entertainment, the work area, but also to embody a calm seating area away from noise (Collins, 2001). The task of the contemporary lobby is to convey the hotel's brand message once, while connecting the exterior and interior built environment, atmosphere, and service with the guest's expectations. With the expanded features, we can come across a number of opposites: the lobby is a static waiting area at the same time, while it is a moving arena for check-in and check-out, arrival and farewell. The task of the modern lobby is to simultaneously reflect fashion, technological advances, entertainment, the work area, but also to embody a calm seating area away from noise (Collins, 2001). while a moving arena of check-in and check-out, arrival and farewell. The task of the modern lobby is to simultaneously reflect fashion, technological advances, entertainment, the work area, but also to embody a calm seating area away from noise (Collins, 2001). while a moving arena of check-in and check-out, arrival and farewell. The task of the modern lobby is to simultaneously reflect fashion, technological advances, entertainment, the work area, but also to embody a calm seating area away from noise (Collins, 2001).

In the past, the type of hotels focused mainly on one type of guest segment, and there was no example for aristocratic guests meeting business travellers, but now most categories of hotels address their target segments widely, with more brands appearing under one roof following the latest trends. An example of this in Hungary is the Ibis Budapest Castle Hill - Mercure Budapest Castle Hill, opened in 2019, the first dual-operated combo hotel in Hungary, which simultaneously addresses the segments of the two brands: individual guests, looking for a price-conscious but reliable hotel, young, both music-loving travellers (ibis brand message) and business travellers who are high-income individual guests while looking for an elegant and clean environment (Mercure brand message). The renovated lobby, opening its doors in August 2019, is a community space where guests can relax, work, wait, or even have business meetings or work at the same time. There are several catering units in the lobby (restaurant and bar) that represent the “*invite the street in*” concept, the interior design evokes the atmosphere of a Budapest ruin pub, and there is also a food truck next to the e-corner. The hotel also communicates in Hungarian on various illustrates the above phenomenon well: “today’s hotel spaces are like a box of chocolates community sites, addressing local residents through its innovative concept and services.

The following metaphor describes the above mentioned phenomenon: „*modern hotel spaces are like a box of chocolate: full of tempting sweets that force a torturous decision between a business traveller and a leisure traveller / holidaymaker*” (Riewoldt, 2002, p. 6.). One of the tasks of the contemporary lobby is to entertain guests and excite them by using the toolbox of style, fashion and technology and design. The modern guest longs for emotions and, through the components of contemporary design, enjoys a special experience, “*the hotel becomes a stage, the backdrop for a film, where guests are given the opportunity to realize their desires and get to know themselves better*” (Riewoldt, 2002, p. 7.).

Table 5.: Innovative elements and new functions in the lobby area in the hotels of Budapest

| Element of Innovation | Kempinski Hotel Corvinus Budapest | ibis Styles Budapest Center | The Ritz-Carlton Budapest | Hilton Budapest | Meininger Budapest Great Market Hall | Párisi Udvar Budapest | ibis/Mercure Budapest Castle Hill |
|--|-----------------------------------|-----------------------------|---------------------------|-----------------|--------------------------------------|-----------------------|-----------------------------------|
| Year of lobby renovation/ hotel opening | 2013 | 2016 | 2016 | 2017 | 2019 | 2019 | 2019 |
| Lounge/bar | X | X | X | X | X | X | X |
| Community space | X | X | X | X | X | X | X |
| Unusual design elements | X | X | | X | X | X | X |
| Environmental elements | X | X | | X | X | X | X |
| Lack of traditional reception desk | | | | | X | | X |
| Business area | X | | X | X | X | X | X |
| Art gallery | X | | X | X | | | |
| Library | | X | | | X | | |
| Retail shops | X | | | | | | |
| Living room | X | X | X | X | | X | X |
| Event space | X | X | | X | X | X | X |
| Live DJ/artist | | X | | X | | | |
| Boardgames | | X | | | X | | X |
| Sport facilities | | | | | X | | |
| E-corner/working area | | X | | X | X | | X |
| Relaxation corner | X | | X | X | X | | X |

Source: own edit

In the recent years, several hotels have been expanded or renovated in Budapest, and in *Table 13.*, we list some examples illustrating the new functions of the modern lobby in the 21st century. Among the hotels examined, there is also a hotel categorization of mid- and upper-class services, the subject of comparison was the date of renovation.

In the 1970's, American hotels also played a significant role socially, politically, and economically, leading to the creation of larger-scale lobbies in hotel buildings in the design process (Berens, 1997). As the innovative initiative proved successful, more and more hotel owners rebuilt and redecorated the community spaces, transforming the lobbies with bold colours and high-tech lighting, as well as new sculptural elements, new furniture and decors. The aesthetics of a building, such as the functionality of architectural design, as well as interior design and decoration, contribute to the attractiveness of the physical environment (Wakefield - Blodgett, 1999). Lighting, colours, textures, quality of materials, style of furniture and wall decoration are important to guests.

In the recent years, a number of scientific literature on sociology, architecture, architectural psychology, and design have examined the transformation of hotel lobbies. In most cases, the available literature discusses hotel lobbies only as subchapters, so it does not provide a detailed insight into the operation of public spaces in different categories of hotels, and in many cases many images are shared highlighting a design element, but the whole concept is not for a detailed description.

It is important to mention, however, that the hotel lobby serves as a community space, serving as a venue for social interactions (Berens, 1997, Countryman. - Jang, 2006, Juhász-Dóra 2017). According to Lawson (2007, p. 199.), the lobby, is the “*pumping force of a hotel, the heartbeat*”. The lobby is the first area of the interior environment (in relation to the layout and architectural style of the hotel) where the consumer is confronted with the style, atmosphere and elements of the interior design of the hotel (Berens, 1997; Curtis, 2001). The first impression is significant, it forms the basic opinion of the consumer about guest satisfaction and the perception of services. In most cases, the hotel lobby provides a kind of cycle, the place through which guests get to the main entrance, where they go in and out, through which they get to other service units (e.g. shop, catering unit or fitness room) and guest rooms. The lobby provides an opportunity for continuous waiting at the same time, but also functions as a temporary stop. Due to these functions, they are usually furnished with comfortable seating, sofas and armchairs, in many cases providing guests with a comfortable living room feeling in their homes.

The style of the lobby bar in the Kempinski Hotel Corvinus Budapest was inspired by the turn-of-the-century Budapest café culture. The Living Room offers a stylish gastronomic experience to consumers, bringing the elegant and chic atmosphere of New York brunches to the Kempinski Hotel's café, the “*sophisticated Budapest living room*”. Coffee, tea, cakes, high-quality hot chocolate, French champagne, tea snacks and luxury brunch on weekends. There is also a service area for ordering lobby services, through reception and concierge services; the

consumer orders a taxi here, inquires about the services available at the hotel or in the city. Berens defines it as “*the lobby, the destination itself*” (1997, p. 13), referring to the prominent role of atmosphere and design that allow a guest arriving in a building to be flown to a magical landscape or special location. Consumers arrive at the hotel with different expectations and needs and desires, but these wishes must be met through the built environmental elements, not only during the provision of services (Curtis, 2001). Leisure travellers tend to desire for calm, warm greetings, and aim to get rid of everyday greyness, want to have unexpected, unusual experiences, while business travellers need tools for efficient work, design, and modern services (Avermaete - Massey 2012).

Mundy (2008) defines a hotel lobby as a multifunctional service space, referring to the range of services available in its area. According to another definition by Berens, the lobby is the place where “*the public and private world meet*” (1997, p. 13). This definition refers, on the one hand, to the diversity of the clientele and, on the other, to the functions of the lobby, as it offers services to networking, socialization and event venues, hotel residents and external visitors. Openness and closedness, as well as exclusivity and security are constantly evolving characteristics. In a marketing-oriented approach, a hotel lobby is “*a physical facility in which a service is delivered, performed, and consumed simultaneously*” (Zeithaml et al., 2006, p. 317). Over the past five decades, a number of empirical studies have expanded the available marketing literature to examine the impact of the environment on consumers in the commercial and service environments (Tombs - McColl-Kennedy, 2003).

6. Research

Luxury service setting from the perspective of the local society

“Tourism is a bridge through which the diverse intellectual, cultural and linguistic tendencies of continents and countries have been flowing for centuries, creating an opportunity to get to know the other’s habitat and to break down stereotypes about it. The world can be easily discovered by the means of tourism. As a bridge, it spans to a real space offering new experiences due to environmental change in which communication between individuals contribute to the long-term sustainability of societies.”

Gábor Michalkó (2008): New dimensions of the socio-geographical interpretation of the tourist space (p. 22)

6.1 Research focus and objectives

The aim of the dissertation is to identify the guest hotel paradox of luxury hotels from several different approaches and to explore the reasons behind the opposite answers from the perspective of local society. **Our starting point is that members of local society rarely visit and discover tourist attractions or sights in or near their place of residence (their living environment) and only occasionally use tourist services there.**

The problem is complex, we hypothesize that the primary reason lies in the fact that local residents have ambivalent feelings and do not feel welcome or 'fit' in the tourism service space at their place of residence. The research stems from a practical phenomenon, local residents used to appear in hotel spaces, nowadays it is less significant, however, based on the study of international trends, it can be concluded that the local society is the target audience of several luxury hotels. Based on the analysis of the literature of international and domestic research studies, it can be stated that the examination of the appearance of local residents and the examination of the consumption of services and space in the hotel environment are novel. Due to the complexity of tourism research, a fairly diverse study is possible along the dimensions of space and time.

The aim of the research is to explore the cause of a past consumer phenomenon and to interpret its existence in our time: to examine the reasons behind the disappearance of local society from luxury hotels.

Based on the literature, the practical observation of the phenomenon, and international trends, several reasons can be identified (discomfort caused by luxury, high prices, lack of information about available services), but the focus of our research is hotel space use and service transformation through the dimensions of time.

One of the basic questions of the study is the investigation, whether the luxury services or the physical environment of a luxury hotel provides a sense of discomfort for local residents. The local society presumably does not enter luxury hotels because they do not want to use the hotel's primary service, the accommodation service, therefore the luxury hotel environment also creates a negative attitude and evokes negative feelings from future potential guests.

We separate these two approaches in the research, analyzing in detail the services of luxury hotels and the dimensions of the physical environment perception. The luxury hotel environment is investigated as a scene of luxury services and the perception of hotel services are analyzed separately in the two case studies.

Spending free time in a cozy space has long been and still is an experience for local society: immersion in beautiful landscapes, enjoying the wonderful panorama. Aesthetics and beauty are subjective, but the application of sensory marketing is becoming increasingly popular in tourism, and is also used in the study of restaurants, hotels, and destinations (Pawaskar - Goel, 2014, Kim - Perdue, 2013).

The research questions were formulated based on the study of the specific related fields covered in the literature, the changes of the hotel industry, which served as a basis for observations, and their answers based on international market trends, based on the evaluation and analysis of the results of the two case studies.

Two iconic hotels of Budapest, boasting with a rich historical past, served as research fields of the data collection of the two empirical research studies, where the role of additional services is outstanding, as well as with adequate space and they also have the capabilities to allow consumer design of interior design and the environment effective.

In the research we investigate the following questions:

- 1. How can luxury hotel services be classified based on consumer expectations of the local society? (exploratory field research)**
- 2. With regard to the perception of the elements of the physical environment of a luxury hotel, what differences can be identified in each consumer segment and what are the reasons behind? (complex field research)**
- 3. What relationship can be identified between the elements of luxury hotel environment and the behavior of luxury hotel guests? (complex field research)**

6.2 Exploratory research

The aim of the dissertation is to examine the relationship between the local society and the built physical environment through the example of two luxury hotels in Budapest, which is also a complex exploration of a practical problem. As the studied phenomenon can be experienced more and more often today, based on the international trends, we found the application of the field research method would be applicable in case of this research. Local society used to be present in luxury hotels, they used various services and enjoyed the imposing spaces because these services were only available within the walls of luxury hotels.

However, over time, consumer society has changed, and the range of services available has expanded in the market, the use of luxury services and other leisure activities in other service units of society, therefore they disappeared from the luxury hotels. In the practice, international hotel chains and some brands have noticed this phenomenon in practice for business (revenue supplementation and increase, access to local businesses, suppliers) and social reasons (addressing local culture, authenticity, local embeddedness) and try to reach and host local residents.

Examining the local society's service consumption habits in terms of the use of tourism services is a new approach that has received less attention in the past, due to this fact, we justify the application of exploratory research. The primary data collection part of the research is field research were carried out in two luxury hotels of Budapest, the first one was an exploratory research, where we examined the use of services along hotel service units on the basis of a questionnaire, and the second complex consumer research based on interviews and field observation. The research questions were identified on the basis of the literature review and the changes in the hotel industry, and we formulated the answers on the basis of the evaluation and analysis of the results of the two case studies.

The primary data collection part of the research was conducted in the form of field research in two luxury hotels, the first is an exploratory research, where we examined the consumption of luxury services along hotel service units on the basis of a questionnaire, and the second consumer research is an in-depth field research based on interview, field observation and eye-tracking research. The research questions were identified on the basis of the literature review and changes in the hotel industry, and were answered on the basis of the evaluation and analysis of the results of the two case studies. The location of the data collection was two iconic hotels in Budapest with a rich historical past, where the role of additional services is outstanding, and they have sufficient space (number of rooms and plant size) and facilities for effective consumer design of interior design and environment. The research questions and development goals were discussed with the management several times in both hotels, so that the results of the research would enable the development and expansion of the hotel services, in each case it was agreed with the hotel management, the practical relevance was confirmed in this way.

6.2.1 Theory of exploratory research

Since we did not find previous research examining the consumption of space or services by local residents in luxury hotels, therefore we have identified the research of this phenomenon

as a gap, and we conducted an exploratory research to examine whether the research questions outlined on the theoretical background are justified in practice.

Pilot study is usually conducted to prepare for a later larger, comprehensive study to interpret new phenomena and situations, to establish causal relationships.

Babbie (2001) and Zainal (2007) found that exploratory research is generally conducted for the following reasons: (1) to satisfy the researcher's own curiosity and desire for a better understanding, (2) to ascertain and confirm whether it makes sense to carry out further research in the field in the course of a more detailed research, (3) to support the development of methods to be applied in later procedures.

In the present research, all the above mentioned three reasons are significant. Relying on the professional experience of the hotel industry, as well as examining the changes in the international and domestic accommodation market in recent years, we formulated preliminary assumptions and questions, examined the validity through the example of a sample hotel. Based on the results of the exploratory research, we continued the research, and on the reason of being an unknown field, our ultimate goal is to determine the practical and theoretical applicability of the results.

The main insufficiency of exploratory research method, is the fact, that it rarely provides a satisfactory answer to the research questions, due to sampling, the interviewees are not necessarily typical of the larger population we are interested in (Bansal - Eisel, 2004). If we understand the issue of representativeness, we can clearly determine, whether the exploratory study really provides a satisfactory answer to the research question or only provides guidance toward the answer. In case of exploratory research, researchers also use additional qualitative and quantitative data analysis methods.

The aim of the present dissertation is to examine the relationship between the consumer and the built physical environment through the example of a luxury hotel from the perspective of local residents. The aim of the pilot research is to group hotel services in terms of service use by local residents and to identify consumer expectations, and to examine the relevance of the research topic to whether it is worthwhile to research the given topic.

Research question 1.

How can luxury hotel services be classified based on the consumer expectations of the local society? (exploratory field research)

The first research question aims to identify luxury hotel services along consumer expectations in a luxury hotel environment. We make an attempt to explore and classify the services that meet the needs of local residents.

6.2.2 Case Study, as a research method

In the course of our research, we will examine two different cases, examining the services and interiors of two luxury hotels in Budapest from the perspective of local society.

The prominent role of case-based research has long been recognized (Horváth - Mitev, 2015, cited in Glaser - Strauss, 1967; Eisenhardt, 1989; Yin, 1994). The application of the method supports the understanding and critical analysis of industry practices, contributes to the creation of theory and the expansion of the knowledge base with new elements. According to Dooley (2002), the initial spread of the use of case study method can be traced back to the early 1900's. A case study is a type of qualitative descriptive research method in which individuals, a smaller group of participants, or a larger group are analyzed as a whole. Researchers gather a variety of information about participants through observation, interview tests, examination of written texts or images, and the use of additional methods. There are several qualitative research techniques, in the case of documentary techniques the subjects of the research are the actors, and the researcher mostly observes and records the given events, when using narrative techniques the researcher asks questions, listens, the research participant answers, tells a story, but we can still distinguish between creativity motivational and theory-building techniques (Horváth - Mitev 2015). Brodie and co-authors first emphasized in 2008 to the prominent role of practice-based theory-making. Since then, a number of researches have substantiated their suggestions and further authors have examined that combining theory based on practical experience, combining the knowledge of researchers and industry professionals opens up completely new dimensions and moves research towards developing different theories, such as branding in service research, marketing, and service-centric marketing (Brodie et al., 2008; Brodie - De Chernatony, 2009; Brodie - Gustafsson, 2016; Brodie et al., 2011; George - Bennett, 2005). According to Bryan and Clegg (2019), case studies and industry case studies are an important part of education, the application of individual case studies in education proves to be an interesting and successful method, as it allows students to better understand theory, process on example, students' critical and analytical skills, provides support in problem solving, and contributes to the development of a number of additional skills. Initially, the sociology and anthropology disciplines used the case study method, but later several other disciplines adopted

the method. However, the case study research method has also been used by researchers in a number of other fields, including physicians.

We can only apply different qualitative research methods in a proper way, if we thoroughly examine and map the circumstances of the creation of the specific methods (Horváth - Mitev 2015). The work of Robert Park, related to methodology application should be highlighted. He held the position of being a journalist-reporter at the University of Chicago in the 1920's. Through his professional background, he reported on any local event with outstanding accuracy at almost scientific level, highlighting the major social trends. In the course of his work, he encouraged students to work in the field, suggesting to leave the library, and set aside to study books for a while, and see how each process takes place in real space. Park considered essential the understanding, and experiencing of each social process in practice, to experience what the interior of a luxury hotel is like or even inside of a workers' hostel and the people in it. Due to the lack of quantitative data and tangible results, qualitative results are often not classified as reliable scientific research results, especially when mapping a phenomenon or method, when the researcher's goal is to contribute novelty to the understanding of a process or event or to use new quality dimensions as appropriate. In 1994, Yin highlighted the prominent role of the environment of the event or case under study, as he thought that the method should be used when we want to get answers to the “how” and “why” questions, and we want to examine and understand the event under study in a real spatial environment. Through various qualitative research methods such as field research or observation, *“the field under study comes to life before our eyes, is constantly changing, and requires patience while creating a system in which the world around us makes sense. Finding a way is a struggle, because with each way we are also talking about finding and redefining ourselves”* (Horváth–Mitev, 2015: p. 15). Research work (data collection, systematization and interpretation) is influenced by several external factors, including the researcher's personality, prior knowledge and style. During the application of the case study method, the researcher acquires, compresses, analyzes, structures the information, searches for connections in order to find answers to the research questions, a phenomenon, describe the event or incident in detail. The ultimate goal of qualitative research is the reduction and analysis of data along the lines of reporting in a given environment.

According to Creswell (2007), inexperienced researchers less experienced in different qualitative methods are first advised to use only one research method, but it is recommended to use several methods together if the aim is the investigation of a complex problems. The application of case study method results in a detailed, contextual description of the relationships between a limited

number of events and their environment. Researchers have the opportunity to map certain phenomena in a holistic way (Yin, 2003). The method of analysis can be a holistic approach to the whole case or an embedded analysis focusing on a specific aspect of the case, but in its extended sense, the case study method is about synthesizing multiple cases and paradigms simultaneously. Patton (2002) stated, that even single-case research may be appropriate, if special concern is paid to the specific situation or problem in sufficient detail (quoted by Horváth - Mitev, 2015). This is an ideal solution when the researcher is trying to explore a novel phenomenon that other researchers have not studied, yet. The use of a single case is also recommended if the researcher is in an early exploratory phase of the research or if the case has been the starting point of a larger comprehensive research.

6.2.3 Aim of pilot-study and justification of the field research location

The aim of the case study is to map and categorize the basic and additional services of a hotel presented through the example of a luxury city hotel today. **Both the literature and business practice identify accommodation and catering services as basic services based on hotel activities and distinguishes them from other services. However, for guests using a luxury hotel service, it is not clear which segment uses which hotel service.** As we are aiming to identify and to explore a phenomenon that is not only experienced in Hungary, we did not go into detail about the qualification and category of hotels in our research, as there is a different system of criteria at the international and domestic level. regulation works, but we briefly describe the domestic regulation concerning the accommodation service.

The development of the modern hotel industry dates back to the 19th century, when, as a result of the industrial revolution, technological innovations, accelerating transport and modern architecture made it possible for guests travelling to stay in high-capacity hotels with modern and up-to-date facilities (Györffy, 2004). In order to differentiate and define the types of accommodation, a different definition is available at international level, depending on the country, in Hungary the 239/2009. (X. 20.) government decree regulates the conditions of accommodation service activities and the basic rules of accommodation operation in Hungary. New regulations related to accommodation services were introduced in 2019, parallel with the introduction of the National Tourist Information Center (NTAK), the modern definition of each type of accommodation was amended and new concepts were introduced. A 155/2019. (VI. 27.) government decree amended the operating conditions in a few points as follows: hotel, boarding house, private accommodation, other accommodation, community accommodation, holiday

home and camping. The dominant products of the commercial accommodation service are hotels and other commercial accommodation.

"Commercial accommodation is any establishment (hotel, boarding house, tourist hostel, youth hostel, holiday home, campsite) authorized for that purpose, built or converted and used for that purpose, which provides accommodation on a business-like, year-round or seasonal basis, with continuous daily operation without interruption. The data base also include data on accommodation operated by individual proprietors (KSH, 2020) ”³¹.

“A hotel is a type of accommodation established exclusively for the purpose of providing an accommodation service, in which, in addition to the provision of bed and breakfast services, other services are provided as part of the accommodation service and where the number of rooms used is at least eleven.”³².

We do not examine or cover the description of different types of accommodation and alternative accommodation types, the focus of the present research is on luxury hotels. As stated in the legal definition, the primary activity of hotels is accommodation services, but in addition to these, they offer a number of additional services. There is no international consensus on the services offered by hotels, on the other hand, Kátay (2016) examines a number of definitions, according to one of these, commercial facilities providing accommodation and other services for travellers and permanent residents are called hotels. The purpose of the exploratory case study is to promote the primary and secondary services of hotel services mapping and categorization through the example of an urban luxury hotel presenting the 21th century.

Our research goal is to confirm the relevance of the topic, to examine the possibility of grouping hotel services along different target segments. The basic function of hotels is to provide accommodation and other services to hotel guests, but they also offer additional services and community space for the guests. The aim of the exploratory research is to identify the visitor guests, who are not spending guest nights in the hotel, but visit the facility with the aim of other service consumption and to examine the services used by the examined consumer group.

The various additional service provider units of hotels are usually located on the ground floor (restaurant, nightclub, bar, shop, beauty salon, spa, etc.). The eventful social life of a luxury hotel can usually be discovered in the hotel lobby and in the units of various services (restaurant, bar, shop, beauty salon, spa, etc.), architecturally mostly on the ground floor (Rutes et al., 2001). In the past, the hotel lobby was a central meeting point, the so-called public arena, where both the visitor and the occupying guest meet. One reason for this is the fact that the number of

³¹ Source: <http://www.ksh.hu/docs/hun/modszgyors/kszm0809.html> date of download: 10.11.2020.

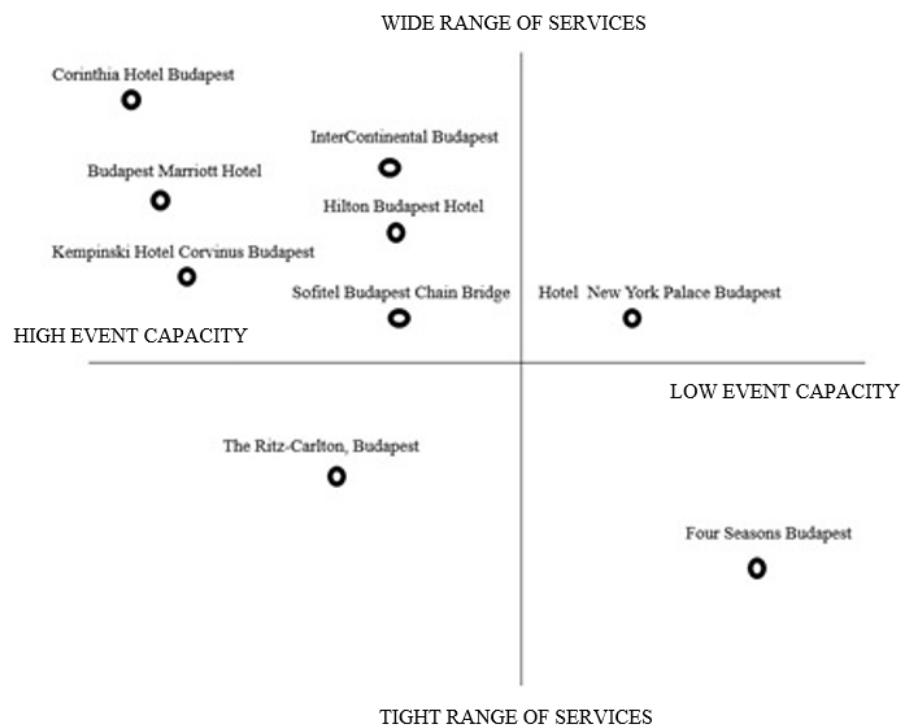
³² Source: <http://www.kozlonyok.hu/nkonline/MKPDPF/hiteles/MK19111.pdf> ³² date of download: 10.11.2020.

restaurants, function rooms and social venues was not as high at the time as it is today. On the one hand, luxury hotels served as the second homes of the aristocrats, and on the other hand, they provided space for high-quality events and gatherings, which provided great space and luxury. The grand hotels were iconic landmarks of the cities, which invited residents were also happy to join in on some special occasions or events. The main task of hotel companies is to provide accommodation for tourists (local and foreign guests), on the other hand, due to changes in consumer behavior and reasons of profitability, hotel companies have realized business opportunities by offering additional services.

If we examine the relationship between hotels and cities, it can be stated that there are iconic hotel buildings that not only function as tourist accommodation but also serve as social meeting place for residents and tourists, a business place to create a comfortable environment and a pleasant atmosphere for tourists and for residents alike (Glaeser, 2020).

In the exploratory study, we are searching the answers to the research question, the ways, hotel services can be classified according to consumer expectations.

Figure 9.: Positioning map of luxury hotels in Budapest (2016)



Source: own editing

During the preparation of the present research, several aspects played significant role in the selection of the sample hotel. *Figure 9.* shows the positioning map of luxury hotels providing high-quality services in Budapest. One of the axes mark the range of services, the other axis indicates the capacity of the event area. The price level is relatively similar in the case of hotels offering luxury upscale services, and in terms of location we can distinguish between urban and Danube hotels (their location is the so called “promenade”), and categorization of hotels in Pest and Buda, the only luxury hotel in Buda with a high number of rooms is Hilton Budapest. The presence of various events in a hotel is of paramount importance for the present research, for which a high event capacity is essential. Luxury hotels boast a quality and quantity of service that non-hotel guests, even locals, can consume. The location of the pilot research is the Corinthia Hotel Budapest, the late Grand Hotel Royal³³. The choice of Corinthia Hotel Budapest during the data collection was made because this luxury hotel boasts with high event capacity and the range of services is also wide.

6.2.4 History of the model hotel and services of the luxury hotel

The Royal Hotel, or the former Grand Hotel Royal, was built for the guests of the 1896 Millennium Exhibition to expand the accommodation capacity in Budapest. The booming tourism in the time of dualism also gave a boost to hotel constructions in Budapest. The Royal Grand Hotel opened its doors on April 30. 1896, on the Grand Boulevard, which played an important role in contemporary city life. As a first-class hotel of the time, the hotel building was an attraction in itself, with elegantly and tastefully furnished rooms. Grand Hotel Royal, the largest hotel in Europe at the time, had 350 rooms and 100 bathrooms in 3 wings. Thanks to its special design, the area surrounded by the three wings also housed two atriums, creating unique community spaces. In 1894, the hotel owners of Budapest, who had significant assets, bought the largest building plot on the Körút under construction. The plot is significantly deeper than the boulevard plots, extending all the way to Hársfa Street, in the part of Hársfa Street there used to be the hospital of the Budapest Trade Association. The Society sold the land to an individual businessman in 1892, who passed this on it at a huge profit to a hotel-building corporation two years later. At that time, the Boulevard was already one of the busiest routes in the city, its main “battleground”, so as many of the hotel’s rooms had to be oriented towards this attractive part of the city. This aspiration and the unusual depth of the plot explain the main

³³ Further information about hotel services: <https://www.corinthia.com/budapest/before-your-stay/hotel-facilities/> (date of download: 2020. 08. 08.)

features of building organization. Towards the Boulevard, the building is opened by two courtyards, thus both the outer wings and the central,³⁴ Thus, however, large representative spaces cannot be placed on the front of the main road due to the demolition of the main façade. The subordinate part of Hársfa Street remains for them, which would not be suitable for hotel purposes anyway due to the narrow, poor, suburban environment, and its installation is only allowed up to a height of two floors. The thoughtfulness of the spatial organization of the building is demonstrated by the preparation of a representative space complex placed on the back wings through the hotel's ground floor row of rooms, as well as the opening from the south courtyard to the urban public.

The architectural style of the building follows the style features of the French Renaissance, with many characteristic French elements on the façade, the roof design, and the basic idea of the floor plan. The triple subdivision of the building mass is reflected in the roof forms, the attic roof of the subordinate wings is rhythmic by smaller, fine-line standing windows. However, the horizontal division of the façade already shows the rhythm of the characteristic turn-of-the-century palace facades, with three zones separated by powerful cornices, the second and third floors of which are held together by giant columns striving for monumentality. The French effect should also be emphasized on the columns, cast iron figures depicting the four seasons were brought from Paris from the offer of the building plastics industry. The details of the interior, which have remained essentially unchanged in the great hall, also show the rich French-tasting Rococo decor of the turn of the century, and this effect would probably be even clearer if the murals had also survived. Apparently, all the technical and hotel achievements of the turn of the century were used, the goal was clearly to create a building that reached the world class of the age, equipped with all luxuries and comforts, both in terms of service and work organization. This meant not only the richness of the equipment, but also the diversity of functions. In addition to the wide range of services (post office, bank, hairdresser, ticket office), there were two restaurants, a café, a Gerbaud branch-confectionery, a writing and reading room, in addition, various salons and function rooms for smaller companies. In addition to the food warehouses, there was also a drink measurement in the cellar. The palm garden in the western inner courtyard, which made the courtyard even more attractive for upstairs hotel guests, was a pleasant environment of the facility.

The Palm Garden Restaurant was a catering establishment that was open and decorated with real palm leaves. The hotel also housed the Royal Café, a popular gathering place for the

³⁴ Source: <https://epiteszforum.hu/elkeszult-a-royal-szallo-rekonstrukcioja-a-nagykoruton> date of download: 2020. 09. 10.

“Royalists” fine arts society. After its 1915 remodelling, the ballroom continued to function as a cinema under the name Royal Apollo. There were two performances each day, and after the second evening performance, guests often had dinner at the hotel’s restaurant. Although it was considered outstanding in its age and gender for its technical sophistication and modern equipment, later on with the decline of the Grand Boulevard, the hotel also lost its appeal. A II. It was severely damaged in World War II and regained its original form only at the turn of the millennium, when it was purchased by the Maltese Corinthia Group and underwent a complete exterior and interior renovation. Thanks to this major transformation, nowadays the hotel is once again shining in its old splendor, and we don’t necessarily have to be a hotel guest to enjoy its services. The Royal Spa, the Orfeum Club, the former Palm Garden Restaurant, now known as the Brasserie and Atrium, await local guests just like the Rickshaw Restaurant, Bock Bistro and Le Bar.³⁵

6.2.5 Pilot-Study is the services of the examined luxury hotel

The field research site of the exploratory analysis is an iconic historical hotel offering luxury services in Budapest, the Corinthia Hotel Budapest, whose management and employees also participated in the planning of the research sampling process. Consultations on the research began in October 2016. The questionnaire was completed in several versions, which were tested and approved by the relevant department heads.

6. Table: Catering services available in the sample hotel and their form of operation

| The catering units of Corinthia Hotel Budapest ³⁶ | |
|--|--------------------------|
| Restaurant | Form of operation |
| Brasserie and Atrium | Hotel management |
| Rickshaw Restaurant | Hotel management |
| Bock Bistro | Outsourced |
| Bar | |
| Le Bar | Hotel management |
| Orpheus Club | Outsourced |
| Confectionery | |
| Szamos Confectionery | Outsourced |

1) Hotel catering services

In the case of international hotel chains, outsourcing is an international good practice for the operation of various additional services. Local businesses can offer foreign guests local

³⁵ Since the time of data collection, it should be mentioned that the hotel's catering and restaurant services have been expanded with Caviar & Bull fine-dining and UNCENSORED special experience restaurant, offering 3D audio-visual authentic food in a special environment for guests

³⁶ Services available at the luxury hotel in the year of 2016

products in the souvenir shop, can provide local gastronomic delicacies and special products, local firms can meet local demand and satisfy local needs, furthermore, can provide new products and services to foreign tourists³⁷.

Corinthia Hotel Budapest is the perfect place for breakfast, lunch, dinner or cocktails in the center of Budapest. Authentic food will satisfy all tastes at Rickshaw Restaurant, one of the local mainstream favorites, Bock Bistro, one of the city's well-known restaurants with eclectic flavors. The Brasserie and Atrium restaurants (formerly the Palm Garden) are ideal for both casual and business meetings or for a special coffee and a sumptuous cake, while Le Bar is accompanied by a live piano in the evening for a special drink or a unique cocktail.

2) Spa and wellness services

Budapest is an attractive destination for visitors who love spas and wellness services, Budapest is also referred to as the City of Healing Waters, it has a unique attraction. First opened in 1886, the Royal Spa has been beautifully refurbished in its original splendor and today offers the latest in spa services and treatments.

The Royal Spa is the jewel of the luxurious Corinthia Hotel Budapest, which can be reached from both the hotel and Erzsébet Boulevard. The Royal Spa has been carefully redesigned as part of a classic interior, providing more than 1,000 m² of vitality, tranquility and well-being. The unique spa offers a wide range of facilities, including a 15-meter pool, several relaxation areas, saunas, a steam bath, jacuzzi, a fitness room and six single treatment rooms, as well as one specifically designed for couples.

3) Leisure meetings, events and professional tourism events

The Valletta Exhibition Center is connected to the Ballroom by a glass bridge, and tradition and innovation are exposed to the guests at the same time. The historic, iconic ballroom and modern architectural technology offer an excellent event or showroom of more than 740 m². The extensive facilities also include the Ballroom, which has been restored to its original beauty with rich Baroque-style ceilings and walls, making it an ideal venue for a truly unforgettable event. The Valletta Conference Center can be divided into up to 12 separate smaller rooms, and the two centers can be easily connected to create a large-scale event.

³⁷ The following study covers hotel catering services in detail (Juhász-Dóra, 2017)

4) Other services available in the luxury hotel

- Taxi service, car rental, chauffeur service
- Concierge service: purchase of tickets, distribution of museum / concert tickets
- Gift shop (at Christmas, the Gingerbread House is also operated by a gift shop operator selling hotel products), Flower shop
- Laundry, repair and sewing services for companies and other hotels
- Business services (printing, photocopying, etc.)
- Executive Lounge: separate service area and check-in area for VIP guests

6.2.6 Approaching the research problem in practice

The Corinthia Hotel Budapest is operated and managed based on the standards of the Corinthia Hotel Chain. The revenue system of the hotel company does not distinguish between “out-of-house”³⁸ and “in-house”³⁹ revenue from guests in case of additional service consumption. In analyzing guest receipts and guest revenue from guests, three main different payment categories can be distinguished: cash, credit card, or guest room charge.

This type of data recording does not allow the separate record of guest consumption and spend in case of those guests who are not spending a guest night at the hotel, and are just visiting the hotel with the aim of service consumption.

When predictions are made following the rules of yield management, the controllers usually take into account the cash-receipts of the non-house guests. In case of corporate guests visiting a luxury hotel with the purpose of working, their business related service consumption is usually financed by an external company, and the additional services are arranged by the guests themselves. Owners and managers of international luxury hotels register and categorize the various sources of revenue, in each case in accordance with the local laws and rules of the country, where the hotel is operated.⁴⁰

We assume, that in the case of grand hotels, luxurious hotels which offer a great variety of services, boast with large, spacious events rooms, possesses community and meeting spaces, can offer services not only for business, but for leisure guests of the society as well, therefore this data should be recorded, analyzed and taken into account in case of future managerial and strategical decisions. The amount of revenue generated from additional services does not approach the amount of revenue from events, and due to outsourcing management of some food

³⁸ the author classifies guests as out-of-house guests who do not spend the night in the hotel but enter the hotel in order to use a service

³⁹ the author classifies guests as in-house guests who spend a guest night at the hotel

⁴⁰ In Hungary, for example, the VAT is fixed separately for accommodation and catering services in Hungary

and beverage related to services, the hotel management often does not know the business results achieved, and is neither informed about the business results of these units, on the other hand, each year the aggregated business results are available.

Due to the above mentioned reasons, in-house business data describing precisely the results of these food and beverage outlets, answering the research questions could not be obtained, therefore a questionnaire was applied. In most luxury hotels, we are unable to identify, due to the lack of available data, to what extent the individual seasonal exhibitions, special events organized for local residents, exhibitions, or themed house tours to what extent have increased or will increase the hotel's business performance or hotel visibility in local society in the short and long term. Our starting point is that luxury hotels, where the range of services available is wide, possess large spaces and spacious function rooms, community spaces and meeting rooms, can offer services not only to business but also to local leisure guests, therefore the hotel management should investigate non-house guest consumption by recording to make further time series analysis possible.

The amount of revenues generated from additional hotel services is preassumably never likely to reach the amount of revenues generated from guest rooms sold, on the other hand, these revenues should also considered and taken into account as a solution to compensate off-seasonal revenues, when the hotel occupancy rate is low. This could provide a solution to target the loyal citizens with unique services, but first of all, the question has to be investigated, if a non-house guest segment really exists, who visits the hotel.

Scientific investigation of our assumption is necessary to prove the phenomenon, that a guest segment exists in the local society, which consumes any of the services of the luxury hotel despite the fact, that they are not spending guest-nights in the hotel.

Due to the operational reasons and lack of statistical data, detailed above, we did not have in-house business data that accurately described the results of the research question, so we decided to collect questionnaire data with the support of the hotel management.

In September 2016, we began the consultation and joint identification of the research objectives in consultation with the hotel management, the management of different outlets. Some of the service units offering additional services operate in an outsourced form, so we examined them separately, so the questionnaires examining the catering services were placed in different points of the luxury hotel. As a result, a total of 5 different types of questionnaires were created (*Appendix 1.*).

7. Table: Types of questionnaires used in the pilot research and their placement points in the hotel space

| Applied questionnaire type | Department |
|--|--|
| Q1 Hospitality services (hotel management operation) | Brasserie and Atrium Rickshaw Le Bar |
| Q1 Hospitality services (outsourced operation) | Bock Bistro Szamos Confectionery |
| Q2 Wellness | Royal Beauty Salon Royal Spa |
| Q3 Events | Banquet department Valletta Exhibition Center |
| Q4 Other | Reception |

Source: own editing

Different types of questionnaires were distributed at different units of the hotel (*Table 16.*) and guests had the opportunity to provide answers for 8 weeks, from 24 October to 18 December 2016, 224 responses were received, of which 223 were considered valid. The questionnaire was prepared in English due to the hotel's international standards, but a Hungarian version was also available on request in the service units. Among the 223 responses, we identified 62 respondents who did not spend a guest night at the hotel and arrived outside the home to consume various services. The questionnaire was printed, each questionnaire type is available in *Appendix 2.*, and includes general, department-specific and guest demographics questions. Questions 5. and 6. are department-specific questions - catering, related to wellness and event services. The management of the luxury hotel supported the monthly breakdown of the results, however, the outsourced units did not contribute to the detailed analysis (related to Q5 and Q6) or sharing of the data due to business reasons, therefore they were not examined in the research.

6.2.7 Results of questionnaire

Descriptive characterization of responses

The responses received were firstly comprehensively processed. Based on the frequency table, 33.6% of the questionnaires collected during the examined research period were filled in at the banquet department during the participation in the events, 30.0% were collected in the catering service units operated by the hotel, 21.1% of the answers came from outsourced catering units, 10.8% came from wellness departments, and the remaining 4.5% came from other areas of the hotel, which were handed over at the reception of the luxury hotel staff.

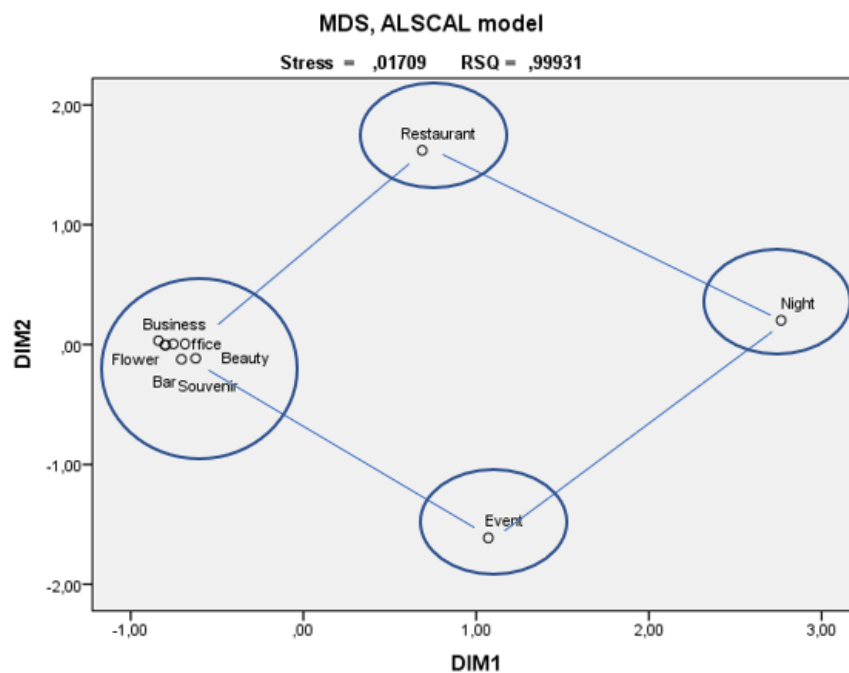
8. Table: Frequency table for the site / department to be completed

| Department | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1 F&B | 67 | 30.0 | 30.0 | 30.0 |
| | 2 F&B - out | 47 | 21.1 | 21.1 | 51.1 |
| | 3 Wellness | 24 | 10.8 | 10.8 | 61.9 |
| | 4 Events | 75 | 33.6 | 33.6 | 95.5 |
| | 5 Other | 10 | 4.5 | 4.5 | 100.0 |
| | Total | 223 | 100.0 | 100.0 | |

Source: own editing

Of the 223 responses received, 161 guests (72.2%) were in-house guests who also spent guest nights at the hotel, and 62 respondents (27.8%) were the group of external visitors who visited the luxury hotel to consume additional luxury hotel services.

10. Figure: Grouping of services used in the sample hotel using the ALSCAL method

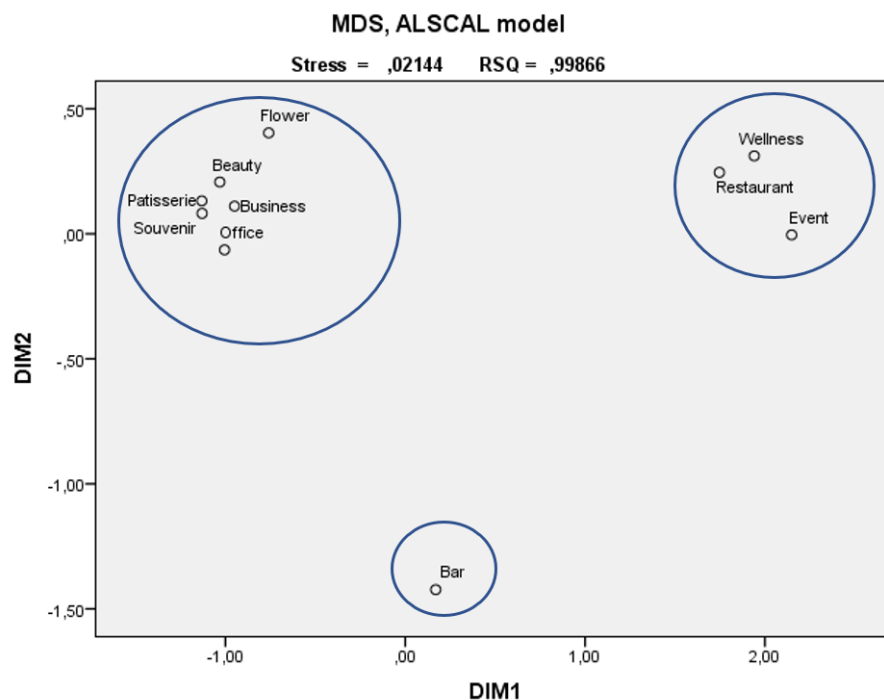


Source: Juhász-Dóra, 2017

In terms of research goals and data collection technique, we can state, that ALSCAL is an applicable method of data analysis to answer the research question. ALSCAL is a non-metric multidimensional scaling process with a number of individual-difference options.

This method is suitable for finding and identifying connection points in a data set. In the analysis, we assign observations to specific places in the conceptual space (usually in two- or three-dimensional space) so that the distances between the points of the space fit as closely as possible to the given deviations (Malhotra - Simon, 2008). In several cases, the dimensions of this conceptual space can be interpreted and used to further analyze the data. The main advantage of this, is that it is suitable for any type of two-directional or three-way data that can be measured at the nominal, serial number, interval, or ratio level. ALSCAL allows us to analyze an unlimited number of points or objects in six dimensions. Multidimensional scaling is “a statistical procedure that visualizes differences between data and examines the hidden structure of the data” (Virág-Kristóf, 2009, p. 50).

11. Figure: Representation of the use of additional services in the sample hotel using the ALSCAL method



Source: Juhász-Dóra, 2017

Demonstration of the hidden correlations between data allows modelling understandable even by non-experts researchers. Scaling derives information from the difference measured between the original data and derives coordinates on a scale map. The initial assumption of the procedure is that there is a quantitative representation of the observations. In scaling models, objects appear as points in the state space in such a way that similar objects come close to each other (Füstös et al., 2004).

The application of the ALSCAL method resulted in statistically acceptable answers and provided adequate answers to the research question.

Respondents can be divided into four groups based on the additional services they choose: a group of those guests those who visit restaurants, those guests who attend events, and those, who spend a guest night in a luxury hotel, and the fourth group is those who use additional services. Consumers who spend a guest night at the hotel will also have access to restaurant services and the opportunity to attend an event. We have determined that guests attending a hotel event will no longer visit any of the hotel's restaurants. The use of these two services offered is listed separately. Guests attending events or visiting the hotel's restaurant can take advantage of any of the additional services. Some of these services have been grouped together, now this group is further analyzed using the ALSCAL method. The stress factor is 0.179, which is acceptable. The number of variables examined in this case is 9. From the 9-dimensional space, a 2-dimensional space can be created with an error of 1.79%.

Data on the use of additional services by other hotels are also part of the analysis. In this case, we identified three different categories: different segments visit bars, additional services and leisure services. *Figure 11.* demonstrates that business guests and events play a significant role in the investigated sample hotel. Spending, and consumption of additional services of business and corporate guests is usually higher than in the case of leisure guests. In the dimension of additional services, further categories can be investigated. Business and leisure guests can again be subdivided, a gender-based consumer distinction, for "ladies" and "men" can also be justified. Guests visiting the bar and flower shop form a third group of guests (*Figure 11.*).

6.2.8 Summary of Pilot study findings

Exploratory research conducted at the luxury hotel, Corinthia Hotel Budapest has confirmed, that local residents also consume luxury hotel services, and the iconic, more than 120-year-old hotel plays a central role in the lives of some locals by the means of its service offer, the hotel is regularly visited due to its high quality services. Research planning and discussion began in September 2016 regarding the compilation of the questionnaires, based on the experience of the previous year's discussions with hotel guests and the method of observation, as well as the management's goals.

The pilot research proved to be successful, but cannot be regarded representative, the number of samples does not allow us to draw general findings or conclusions about the use of luxury hotel services in Budapest and the use of luxury hotel services by local residents.

As a result of the pilot research, we discovered an interesting finding, several local residents visited the hotel with the aim of consuming different services in each service unit with voucher payment, which had an expiration date of 31 December 2016, and provided allowance for the guests to use catering or beauty services in the luxury hotel. We didn't think about this before the research, and we didn't specifically identify the local citizens who came to the luxury hotel to redeem gift vouchers. This observation during the identification of the results of the research may partially influence the result, as we approached the end of the year during the data collection period (October 24 to December 18, 2016). The Advent period is popular among local citizens, as luxury hotels host a number of popular leisure and also business activities, both families and professional partners are invited to celebrate or spend an afternoon in a luxurious setting. As a future research direction, we identify, if possible, a full-year study to compare the service consumptions by segments that spend guest nights and those guests, who do not spend guest night, only visit the luxury hotel with the aim of additional service consumption. It would be worthwhile to compare the results with the services and results of other luxury hotels, in the case of an international hotel chain, with the results of other member hotels, if possible, in order to propose further service development for the future.

6.3 Complex case study

The first exploratory primary research confirmed the validity of the research questions and encouraged the conduct of further exploratory analyzes. Field research has proved to be a suitable research method, as in this way we can examine consumer guests in their natural environment, however, the answers of the questionnaire do not provide sufficient support to explore the phenomenon, furthermore, raise more questions to be investigated.

6.3.1 Justification of qualitative research method application

Social science research consists of several parts and is "*articulated in the language of variables*" (Babbie, 2001, p. 3). Social researchers look at people, but don't really want to explore and understand the variables that characterize them, but a group of similar people. Qualitative research is most often used when a researcher is looking for some explanation for people's behaviour, but sometimes the aim is the exploration and complex investigation of a particular case or phenomenon in depth. Most of the time, researchers build on a theory and test it in their research, but sometimes the result of the research will be theory-building. Scientific research,

briefly, can be regarded as an observation process and an interpretation of observations. The aim of some social science research is to explore and explore a topic in detail. This phenomenon is most often used when the researcher is dealing with a new subject area or when the phenomenon he or she is studying is new and has not been explored so far (Babbie, 2001). As we explore a new topic area, the behaviour, expectations, service experience, and development suggestions of local residents in a luxury hotel environment, exploratory field research can be considered grounded.

6.3.2 Theoretical framework of exploratory research

In the case of qualitative field research, the researcher observes social life and the studied phenomenon in its natural environment. The researcher visits the place where the phenomenon is experienced and investigates it at the field, spends long hours taking notes and observing what is happening. With this type of research, several social phenomena can be better understood compared to other research methods if the researcher makes observations consciously, systematically and actively. Life can be seen as a process in which a person conducts a kind of social research throughout his or her life while observing social behaviour, actively participating in it, or as an external observer trying to understand and interpret events (Lofland – Lofland, 1984; Lofland, 1995).

The method of field research was mostly used by anthropologists, and they significantly contributed to the scientific acceptance of the methodology. Clarification of measurement aspects is essential, field research typically results in qualitative data, observations cannot be converted to numbers. The method of field research is also distinguished from other observation techniques by the fact that it is not only a data collection activity, but also a theory-making process. No hypotheses are tested during field research, the researcher examines an ongoing, unpredictable process in detail. After making the observations, based on the results, the researcher modifies the findings and then continues the research. One of the main strengths of field research is that in its application, the researcher acquires a comprehensive, complete approach (Flick, 1998). If the researcher observes the social phenomenon to be studied completely in the immediate environment, he or she can gain a deeper and more complete understanding (Denzin – Lincoln, 1994). A field researcher may recognize attitudinal and behavioural traits that would likely draw the attention of a researcher working with other methods (Babbie, 2001). Field research is particularly suited to examining attitudes and behaviors that can best be understood in their own natural environment. Application of field

research is specifically suited to study the temporal transformation of social events (Shaffir - Stebbins, 1991, Stebbins, 1992), as well as to shed light on things that would otherwise remain hidden, then you can gain a deeper and more complete understanding (Denzin – Lincoln, 1994). A field researcher may recognize attitudinal and behavioral traits that would likely escape the attention of a researcher working with other methods (Babbie, 2001). Field research is particularly suited to examining attitudes and behaviors that can best be understood in their own natural environment. Field research is specifically suited to study the temporal transformation of social events (Shaffir - Stebbins, 1991; Stebbins, 1992), as well as to shed light on things that would otherwise remain hidden. then you can gain a deeper and more complete understanding (Denzin – Lincoln, 1994). A field researcher may recognize attitudinal and behavioral traits that would likely escape the attention of a researcher working with other methods (Babbie, 2001). Field research is particularly suited to examining attitudes and behaviors that can best be understood in their own natural environment. Field research is specifically suited to study the temporal transformation of social events (Shaffir - Stebbins, 1991; Stebbins, 1992), as well as to shed light on things that would otherwise remain hidden.

Table 9.: Elements of social life that can be examined by field research

| ELEMENTS OF SOCIAL LIFE | EXAMPLE OF APPLYING A FIELD RESEARCH METHOD |
|----------------------------|--|
| procedures | various behaviors: e.g. talking or reading a book |
| episodes | various events, e.g. divorce, crime or illness |
| encounters | meeting and direct interaction of two or more people |
| roles | examination of the positions occupied by people and the behavior associated with the positions: occupational and family roles, ethnic groups |
| relationships | appropriate behavior in different roles, resp. in roles, e.g. mother-son relationship or friendships |
| groups | small groups, circles of friends, sports teams, work brigades |
| organizations | formal organizations, e.g. hospitals or schools |
| municipal communities | smaller communities, e.g. villages, ghettos, neighborhoods (as opposed to large-scale societies such as the nation) |
| social worlds | obscure social entities whose contours and range of members are uncertain, such as the sports world or the financial world |
| lifestyles and subcultures | how a large number of people adapt to life in groups such as the ruling class or the city's lower class |

Source: own ed. Based on John Lofland & Lyn Lofland (1984)

6.3.3 Eye-tracking research

Eye camera research, eye movement tracking is an increasingly widespread research method, it is used more and more often in many fields of social sciences.

With the most important issues of eye movement and uptake of visual information, it was a central issue in many researches in the 1980's and 1990's (Steklács, 1990). With the development of technological tools and available software, the applied methodology also changes, the application of the method is a novelty. In recent years, various eye tracking methods have become increasingly popular in business applications, product development, market research, or even website development (Mokatren et al., 2018). Relevant to the research is the visual examination of the reception and perception of space and the comparison of their results perceived by the subjects.

The nature of eye movement and the study of its relationships with visual information have been the subject of several review studies (Rayner 1983; Carpenter - Robson 1998; Radach et al., 2004; Dutkowski, 2006; Conklin et al., 2018; Steklács, 2019). The initial field of application of the tool's history is medicine and psychology. At first, qualitative methods were used to characterize eye movement, but later, the emergence of different tools made it possible to quantify and statistically analyze the results. In ocular camera research, the eye movement of the subject is usually recorded during the capture of an image or video.

Different metrics can be used to characterize the length and time of glances: the time to first fixation is when the subject first glances at a marked part of a given image or object, the length of the first fixation is the length of time the first glance lasted, the total number of fixations and indicates the sum of the number of glances at the number of times the subject viewed the selected image area. The parts of the human visual system are the eyes, brain areas, and the neural pathways that connect them.

The structure of the eye can also be compared to that of a camera, focusing the light reflected from objects on the retina so that it eventually forms an image. The perception and sensation of an image is not the result of a continuous eye movement, but a series of multiple fixations. The first scientific finding can be attributed to the name of Louis Émile Javal, who has already defined a sequence of fixations and jumps in reading, this is called a jumping or professional movement. Edmund Huey (1908) confirmed the preliminary research results and created the first eye movement device (a kind of wand-mounted contact lens). The next step in the study of eye movement tracking is the name of Alfred L. Yarbus, who found, among other things, that while looking at an image, certain elements return to the gaze several times, while certain elements are ignored.

10. Table: Main types of devices following eye movements

| Contact lens based systems | Non-invasive optical solution systems | Electrical voltage measuring systems |
|---|---|---|
| a large contact lens is attached to the eye of the subject, a mirror surface or a magnetic induction coil is placed in the lens to track eye movement | infrared light from certain parts of the eye is recorded with a video camera or optical sensor, software analyzes the movement of the eye and gaze - images using corneal reflection - DPI devices - other tools | EOG (electrooculogram) device, which measures the opposite voltage with the help of electrodes placed around the eye, electrodes detect the movement of the poles |

Source: own editing (based on Duchowski 2007)

In recent years, more and more devices that follow eye movements have appeared, and devices can also be distinguished based on how responses to stimuli are recorded. Among the companies selling eye cameras, SR Research, Tobii Technologies or Interactive Minds are the best known.

6.3.4 Application of eye camera research in tourism

Visual attention interest is a key research topic in the field of tourism (Wang - Sparks, 2016). Due to the characteristics of the tourist experience, due to its elusiveness, visual elements (images and video materials) play a decisive role in shaping the image of a destination (Feighey, 2003). The behaviour and visual attention of tourists, visitors or hotel guests can be observed while sightseeing, searching for directions, but also sitting in front of a monitor browsing hotel websites or viewing objects and paintings in a museum. The consumer is exposed to thousands of pieces of information from the environment around him, which requires the selection of which one to process in that environment (Davenport - Beck, 2001). The human brain is unable to process all the stimuli it reaches, focusing on the processes of monitoring, and the primary consideration is to achieve mental goals. The following reaction can be traced back to individual development, environmental stimuli had to be recognized due to the following reaction, hunting or escape from dangerous animals, and an immediate reaction was necessary for survival.

The application of ocular camera methodology is a new area for the study of visual attention and perception in the field of tourism (Scott et al., 2019). The table below summarizes the research topics in which ocular camera examination has been used in recent years, and the hardware / software used and the size of the sampling are also part of the description.

Kim et al. (2005), Morgan et al. (2012) examined the effectiveness of visual advertisements to design marketing campaigns and examined the reactions of tourists during different phases of implementation. Duchowski (2002) found that eye tracking is an increasingly common test method in marketing and neuroscience.

There are several research publications on eye tracking (without claiming completeness): consumer behavior (Rosa, 2015), education (Lai et al., 2013), information technology, (Duchowski, 2002), landscape studies (Dupont et al., 2014), marketing (Hui et al., 2009, Wedel - Pieters, 2008), psychology (Mele - Federici, 2012), Scott et al. (2019) tourism.

In recent decades, advances in technology have allowed the emergence of new devices that record smaller, more wearable, and more accurate results that already allow for spatial studies.

11. Table: Overview of eye camera research in the field of tourism

| Year | Author | Research topic | Applied hardware & software | Sampling size |
|------|--------------------------------|--|---|---------------|
| 2004 | Pan et al. | Identifying the defining elements of websites | GazeTracker + SAS Version 8 | 30 |
| 2005 | Chua et al. | The effect of culture on image recognition | ISCAN, Burlington MA | 25 + 27 |
| 2012 | Atalay et al. | Place a brochure on a shelf or stand | Tobii 1750 | 63 + 84 |
| 2012 | Yang | Restaurant menus | iScan EC501 infrared pupil | 26 |
| 2013 | Eghbal-Azar & Widlok | Tracking of museum exhibitions | ASL MobileEye eye tracker / Locarna PT Mini | 8 + 8 |
| 2013 | Potocka | Lake environment through the eyes of a tourist | ET Tobii T60 | 36 |
| 2014 | Bebko et al. | Advertising effectiveness | Tobii T-60 | 60 |
| 2014 | Kiefer et al. | Outdoor study of tourists' panoramic perception | Ergoneers -Dikablis system | 15 |
| 2015 | Hernandez-Mendez & Munoz-Leiva | Investigating the effectiveness of online tourism advertising | E-Tourism 2.0 tools | 63 |
| 2015 | Marchiori & Cantoni | Online tourist website navigation | Tobii X2-60 Eye Tracker | 28 + 12 |
| 2016 | Scott et al. | Examining the effectiveness of tourism advertising | TobiiTM | 25 |
| 2016 | Wang & Sparks | Investigation of cultural effects in image evaluation | Tobii T120 Eye Tracker | 30 |
| 2016 | Li et al. | Visual inspection of tourist photographs with text | SR Research EyeLink 100 | 37 |
| 2018 | Ngan & Yu | Examining the use of a smile in the event of a service failure | Gazepoint GP3 Eye tracker | 112 |

Source: own edit

6.3.5 Space perception

Relocation is present not only in tourism but also in everyday life. The role of locomotion and spatial orientation was of paramount importance for survival during tribal development. It is essential to be able to adjust to one's environment even in the case of relatively limited sensory and locomotor organs, which is why effective spatial orientation is not only perceptual and / or movement performance (Dúll, 2009). Certain parts of our brains are responsible for orienting ourselves in space on a daily basis or for reaching our dear places that are important to us and avoiding those we fear (Zelenák, 2018). Pedersen (1999) defines human environmental competence as the ability of people to deal with their immediate environment effectively and purposefully. Part of human environmental competence consists of three elements: the perceptual component, the cognitive component, and the affective component (Steele, 1980, Pederson, 1999). The perceptual component identifies the essential feature of the environment, the cognitive component helps to interpret and recall the highlighted traits during perception, the affective component helps the behavioral reactions, positive or negative emotional responses elicited based on the characteristics of the environment. With the help of various spatial supports, we can position ourselves even if we have no knowledge of where we are at all. One can identify that one is in an urban setting, in the middle of a barren plain, or possibly in a building. Man is able to think in space concepts, he places things in space, so a framework of mental spaces is created, on the basis of which we can decide, what belongs to the space, in the given context, what forms part of it.

Environmental perception, environmental cognition, and affective, attitude-based variables play a significant role in orientation (Holahan, 1998). Tversky (2003) distinguishes several mental spatial reference frameworks that help in spatial orientation. The most significant of the mentally represented spaces is the space around the body, the space from which the immediate environment, objects and phenomena can be accessed and observed (Dúll, 2009). According to Tversky (2003), people can easily position objects relative to their own bodies, they are of reference point of the human body, a reference basis for spatial perception. In the field of psychology, a cognitive map is called the mental representations of space that cannot be received directly by the senses in a static situation, the basic elements of which are landmarks, roads, connections, and nodes (Downs - Stea, 1973). According to the approach below, space is not characterized on the basis of original metric data, but on the basis of information - directions, distances, axes, scale and dimensions - during the mental mapping of the environment. Space is not represented in a way analogous to metric data, but organized into

categories through schema-based processes, losing its original map-like features. Because of the differences mentioned above, Tversky (1993) introduced the term cognitive collage instead of cognitive map. Environmental perception helps to provide answers to perceptual problems of spatial orientation (Moore - Golledge, 1976). Space is not represented in a way analogous to metric data, but organized into categories through schema-based processes, losing its original map-like features. Because of the differences mentioned above, Tversky (1993) introduced the term cognitive collage instead of cognitive map. Environmental perception helps to provide answers to perceptual problems of spatial orientation (Moore - Golledge, 1976). Space is not represented in a way analogous to metric data, but organized into categories through schema-based processes, losing its original map-like features. Because of the differences mentioned above, Tversky (1993) introduced the term cognitive collage instead of cognitive map. Environmental perception helps to provide answers to perceptual problems of spatial orientation (Moore - Golledge, 1976).⁴¹

Perception is mostly a cognitive activity based on sensory data, a set of psychological processes during which environmental stimuli are recognized by the consumer and endowed with additional meanings (*Table 20.*).

Table 12.: Difference between sensation and perception

| | Sensation | Perception |
|-----------------------------------|---|---|
| based on information registration | response to environmental stimuli | sensory impressions into an object, organization into a report |
| based on the type of process | physical systems complex result of its operation | set of psychological processes |
| information process | neural information from the senses to the brain | with the help of the senses, the information of the environment is transformed into experiences |
| based on type / time | constant | variable |

Source: own edit, based on Juhász-Takács (2009)

⁴¹Many readers may be familiar with *Figure 29.* in the Figure List. Since the aim of the present study is to examine the internal environment of hotels and to explore the behaviour of consumers by adapting the tools of environmental psychological elements of the movie, Stephen King, *Shining*. His book, from which a famous film adaptation was also made, is a great example of how we observe in practice how a person's behavior changes in a new environment that is unusual for him. Numerous studies and film critics have examined various aspects of Stanley Kubrick's directed movie and investigated the phenomenon of perceiving space in film.

The scene of the story is the Nice View Hotel in Colorado, where the main character, Jack Torrance, taking care of the duties during the winter. The hotel manager warns Jack that he will be isolated from everything due to the harsh period and the hustle and bustle of winter, and tells the story of the previous caretaker who went crazy over the confinement and ended up with his family and then himself. After the hotel closes and Jack moves into the hotel with his son and wife, his health deteriorates, he is irritable, his son Danny talks to an imaginary friend and he has water, he sees a pair of twins and blood leaking from the hotel elevator. The floor plan of the hotel invites the viewers to a kind of spatial hideout, the floor plan resembles a maze. The thickness of the walls also varies, and there are doors that lead nowhere. Both textiles and psychedelic, geometric carpet floors confuse the proper perception of space and attract attention. As the little boy walks around the empty corridors of the hotel in the movie on a tricycle, from the bottom up, the little boy reveals the hotel to the viewer from his point of view. Similarly, a kind of maze system, the viewer is also taken away between hotel spaces. The lobby, which was still warmly welcoming and welcoming guests upon entry, will suddenly be the scene of gloomy events as the plot progresses. The story of the plot is, of course, fictitious, and the present study only illustrates that the perception of space and the search for a path also appear on the screen in a hotel building.

During perception, the consumer assigns environmental stimuli to perceptual patterns, a process tied to the functioning of the mind (Csépe, 2007). Perception and sensation are activities occurring at the same time, which from the point of the consumer only takes place as perception.

6.3.6 Perception

Environmental perception is a process in which sensory input from the environment is perceived, interpreted, and understood by humans (Holahan 1982, 1998). This is the basis of environmental competence, that is, behavior in the environment. In the psychological study of perception, researchers have focused more on perceiving separate objects and less on how people relate to a complex environment of many objects, such as a room or neighborhood (Düll, 2009). Environmental perception and perception research used in traditional psychology are not exactly the same. Environmental perception includes elements of environmental cognition (perception of the environment) such as the meaning of the environment (e.g., emotions, attitudes). The environmental psychology of perception attaches great importance to research on object perception and other perceptual phenomena, with the aim of understanding the perceptual process in the context of the physical environment. Gibson (1988) used the term active exploration to describe environmental perception, and Ittelson (1978) confirmed this, environmental perception cannot be considered as a simple observation or reception of stimuli. The constant mapping of new and old places has now become a part of human life, a sign of adaptation. In examining environmental perception, researchers define the concept of perception in addition to perceptual components in terms of cognitive, imaginary, emotional, and value aspects that “depend on the individual’s state (needs, behavior, motivation, cognitive processes, etc.) of environmental, physical, *„in addition to the individual's condition (needs, behavior, motivation, cognitive processes, etc.) it also depends on its environmental, physical, interpersonal and cultural aspects”* (Düll, 2009, p. 40).

6.4 Research focus

Based on the study of the literature, we found that the role of the perception of the physical environment in the use of different services is decisive during the investigation of different service consumption. Different service environments have been examined by experts in a number of research areas and topics based on consumer experiences, and we will further examine the hotel services environment based on the results of the previous corporate case

study. In the course of the exploratory research, we categorized the additional hotel services, our basic assumption, according to which the local residents are also happy to visit hotels in order to use various services, has been confirmed. Based on the results of the pilot research, we continue our research with the aim to determine what differences can be identified in the luxury hotel environment in terms of the perception of environmental elements in each luxury hotel environment.

Research question 2.:

What differences can be identified based on the perception of tangible environmental elements in the case of different user segments in luxury hotels?

During the eye-tracking consumer research, our goal is to identify the differences between the services expected and perceived by local society and the elements of the environment for different types of users. The study included an examination of the built environment of the luxury hotel and the future behavior of consumers, with the further objective of exploring the services through which the target audience of a luxury hotel can be the local population.

The aim of the research is to examine the elements of the luxury hotel as a servicespace and the built environment along different user groups. The location of the sampling is Hilton Budapest, which occupies a special position in the competition of luxury hotels in Budapest. The hotel facility is the only luxury hotel located on the Buda side of Budapest, furthermore, boasts with a cultural heritage inside, due to its special location and historical relevance⁴², while it is also located in the hotel building.

6.4.1 Location of the field research - sample hotel

During the recent years, several hotels have been remodelled or renovated in Budapest. Increasing competition, the expansion of the accommodation market, and changes in consumer needs also required change, among other innovations.

Due to the examination of the interiors and the wide range of services available, the location of the research was narrowed down to luxury hotels, similar to the location of the exploratory research. In Hungary, the high-end luxury hotels are located in Budapest, and during the planning of the research we contacted the hotels where in recent years relevant changes have

⁴² The literature theory on cultural heritage has not been covered in the present study, but it is worth examining in the case of future research directions.

been made in the lobby and public spaces or renovations are planned to rethink the interior environment.

Hilton Budapest was in the fortunate position that in 2017 the entire lobby area received a new robe. Because of the refurbishment, the management of the luxury hotel also supported the research, and it was also helpful for them to discover what the guests' opinions on the new services available after the refurbishment were and how they would feel in the renewed environment. The research was collected in the summer of 2018, between June 8 and July 4. Prior to the research, I and my colleague visited the hotel several times and discussed with the management about the research goals and development opportunities.

Our aim was to examine the functions of a hotel building in order to determine whether local residents are aware of the range of services available, whether they use hotel services, and whether they are aware of their existence at all. Given the historical past of the hotel, based on the results of the exploratory research, it was a basic assumption that the residents of Budapest were reluctant to enter the hotel building.

6.4.2 The historical background of Hilton Budapest

The iconic building, the immediate surroundings of the luxury hotel, the services of the hotel have undergone a great number of changes, renovations and damage in the course of history. The first stone platforms of the Buda Castle were built in IV. It was built by King Béla of Hungary in 1247 after the Tartar invasion for defense purposes. The Dominican monks settled in the castle area at this time, and the remains of the Dominican monastery of St. Nicholas can still be seen in the courtyard of the Hilton. The Dominican church and convent with the courtyard may have been built in the middle of the 13th century, because according to contemporary records, in 1254 the Dominicans already held universal rallies here. During the construction and excavations, many valuable archaeological finds were discovered, at which time the Dominican courtyard, the sanctuary of the Dominican church, was also excavated. The demolition of the monastery took place in 1902, during the reconstruction of the Fisherman's Bastion.

In the 1960's, it was planned to renovate the building complex and plot to utilize it as a school. Later, there was a demand for the area, for the construction of a hotel. The name of the hotel would have been originally Mathias Rex. The most favorable reconstruction plan was submitted and won by architect Béla Pintér, one of the six designers. He suggested that the hotel be built on the entire ruined complex, so that the building itself could remain relatively low. Prior to the

commencement of construction, the archaeological excavations took four years. Some of the remaining remains of the monument were supplemented according to the plans of the monument specialist János Seldmayr. Thanks to its ingenious and careful design, the modern hotel is uniquely built on the ruins of a 13th century Dominican church and convent, as well as a 16th century Jesuit dormitory, in harmony with the architectural styles of the past and present. The remains of the former church, separated by a central courtyard, separate the two parts of the hostel.

The monastery nave is now replaced by the Dominican Court. The courtyard can be accessed via two entrances, either from the Lobby Bar on the -1 level of the hotel or from the Fisherman's Bastion through the iron lattice gate at the back of the hotel. This gate is open daily from 8 a.m. to 7 p.m., anyone can view the Dominican courtyard or enter the hotel unless there is an event in the courtyard. The Dominican courtyard is currently used for special outdoor events. Venues for receptions, wedding ceremonies, banquets, gala dinners, performances, concerts, concerts. The yard can accommodate 300 people.

The Duna InterContinental Hotel (today's Marriott Hotel), opened in 1969, was the first five-star hotel in Hungary to belong to the first international hotel chain in Hungary. When the Danube Intercontinental, as the first international hotel chain, opened its doors on New Year's Eve 1969, a large number of Hungarians returned to Hungary from America, who had not had the opportunity to return home for several decades. Spies and secret service people were also on the guest list, Kordos (2013) calls luxury hotels the “*cradle of secrets*”, as luxury hotels are popular “*playgrounds*” for information intelligence agencies, as spies and secret service representatives often turned to these hotels. in the period before the change of regime. Informal conversations with locals also employed spies, informants and state defense personnel, and it was notorious that agents also met regularly at restaurants. However, the Ministry of the Interior was interested not only in the places visited by the registrants, but also in the key restaurants and hotels that hosted the protocol events of the party leadership. One of the most defining areas of state defense work was provided by hospitality institutions. Luxury hotels were also venues for secret meetings and discussions. World War II destroyed the famous Danube hotel line, the Danube Hotel⁴³ was the only hotel that remained relatively intact. After a long time, the capital got there, after the handover of the new Elizabeth Bridge, the spatial planning and the revival of the formerly famous promenade began. Brand new buildings were intended to replace the demolished and destroyed old row of houses, there was a long debate in architectural forums to

⁴³ former Hotel Duna Intercontinental, today Budapest Marriott Hotel (1052, Budapest, Apáczai Csere János u. 4.)

take the form of blocks that towered or stretched horizontally, and finally the second view triumphed as the triumph of the defenders of the traditional horizontal cityscape. About today's Marriott hotelgyakran criticism that the hotel stands as an inclusion on the banks of the Danube, in contrast to the cosiness and openness of pre-war hotels. In the lower part of the building, the restaurant can also be reached from the promenade, József Finta, the designer, wanted to see a building open to the residents of the city, but this did not happen. Prices for tourists from abroad also played a key role, with the news that *“the hotel is inviting wealthy American guests in the heart of the poor Central European capital”*. With the back facade of the building, it completely turns its back on the city. This is the result of a design concept that all hotel rooms have a panoramic view of the Danube. The vertical articulation of the rear façade cannot resolve the brittleness of the huge, almost completely windowless concrete walls. Some believe that the Danube hotel line is a dissonant intrusion into the cityscape of Budapest, endangering its image and international reputation. Part of the controversy of the situation is that hotels are offering this very cityscape to their guests as their main attraction.

The second international chain in Hungary was the Hilton, the hotel was opened in 1976, and at the same time several Hungarian hotel chains were established, such as Pannonia Hotels, Hungarhotels, Danubius and Danubius Béta Hotels. After the change of regime, the development of the hotel industry accelerated, several international hotel chains appeared in Hungary, Marriott Hotels Corporation, AccorHotels and the Maltese-owned Corinthia Hotels International.

The five-star international hotel shared a number of tastes on the part of locals in the 1970's, but was also mentioned as a symbol of money, luxury and freedom. According to some, the Hilton Budapest hotel meant the appearance of the “West” in Hungary in the simplicity of the Kádár era, it was the American dream embodied. Already the building itself and the Hilton name evoked envy, amazement and anxiety among the locals at the same time. Anyone would have loved to exchange with hotel guests, but the majority, walking on Fortuna Street, in their embarrassment, preferred to cross over to avoid disturbing the circle of visitors to the hotel. In addition to high-quality services and luxury products, the black economy has emerged. The Londoners advanced into secret purchasers, illegally providing the dollar with the opportunity to exchange various international currencies, sourcing international newspapers and products (e.g. Coca-Cola, chewing gum, jeans, Playboy newspapers). At the busiest point of the Buda panorama, an American brand appeared, which the locals have not been able to fully accept to this day, despite the fact that the hotel, following many international good practices, tries to please the locals. According to legend, János Kádár (communist party leader, a defining figure

in Hungarian history) decided on the terrace of the InterContinental hotel on the terrace of the founding of the state that the Buda Castle District would be the perfect location for the first Hilton hotel in Eastern Europe. The Hilton contract was signed in 1968, as a result of several years of negotiations, the operation was realized through a Hilton franchise, but the hotel remained the property of the Hungarian state. The hotel opened with a New Year's Eve ball in 1976. as of December 31, half of the planned 323 rooms were not yet in finalized condition. The construction had a negative response both in the press and among locals, the population worried about the harmonious silhouette of the Castle and the cityscape would be negatively disrupted by the enormous hotel building. Behind the Fisherman's Bastion, on the site selected for the hotel, stood the remains of the Jesuit monastery, which housed the old Ministry of Finance, and the medieval Dominican Church of St. Nicholas.

Figure 12.: Remains of medieval church in the investigated luxury hotel



Source: own photo

After the World War II, the building complex burnt down, outside the church tower and the wall of the ministry was a ruined area. Contemporary criticism emphasized the eclecticism of the interior design, which stemmed from the fact that neither Hungarian industry nor trade had grown up to meet the needs of the international Hilton interior design. Each piece of equipment had to be designed and manufactured separately (or imported from abroad). The requirement of uniformity could not be met, the hotel was transformed into a cavalcade of various goods and poor quality objects that did not technically meet the expectations of the modern age, nor did they fit side by side in the interior. The Hilton housed the country's most expensive luxury restaurant (Tower) and nightly music-dance nightclub (Troubadour). The Hilton also had three

restaurants (Kalocsa, Tower, Fisherman's Bastion), two cafés (Coffee shop, Margaréta), two cocktail bars (Corner, Codex) and a wine bar (Faust). With the opening of a number of high-quality restaurants and catering establishments in the city, Hilton has arranged most of its catering establishments into function rooms, making it stand out today as the only hotel on the Buda side offering luxury services in the competition with the most varied function room capacity.

6.4.3 Research preparation and data collection

The aim of our research is to examine the elements of a luxury hotel as a built environment along different user groups. The location of the sampling is Hilton Budapest, which occupies a special position in the competition of luxury hotels in Budapest. Due to its special location and historical relevance, there is also a cultural heritage in the hotel building. According to HotelstarsUnion, *“The quality of a hotel is determined by the “hardware” it offers - the building itself, the size and equipment of the rooms, the service locations e.g. catering shops, business center, conference rooms, fitness center, garage, etc. the choice, design, quality and equipment of the materials used - and the “software”, ie the operation of the hotel, the number of staff, their training, their courtesy, etc. determined jointly* (Hotelstars, 2010).”⁴⁴ Additional research questions arise in connection with the examination of service quality, the physical environment, and other influencing factors.

Members of the hotel management raised a number of questions during the research. When the data collection took place, the renovation of the lobby has already been finished, the complete renovation of some of the rooms was only completed, but there were still development plans for the future: the renovation of the Icon restaurant, mainly focusing on the interior layout in order to expand the number of guests, and to transform the restaurant and raise its popularity among the member society of Budapest.

The hotel management set development proposals for marketing activities as one of the goals of the research. Exploring and addressing new target segments is complex provided by the hotel with proper communication of the service package. The primary goal was to examine the approach of the lobby bar, the Icon restaurant and the bell tower, and to summarize the experience gained during the visit, examining the guest experience through a sample of Budapest residents.

⁴⁴ Hotelstars website <http://www.hotelstars.hu/Default.aspx?tabid=93> date of download, 10.10.2020.

The sampled subjects had to complete three tasks during the research. A detailed guide is available in the appendix (*Appendix 3*). Sampling was preceded by a screening questionnaire. We were looking for subjects who were residents of Budapest and undertook to tour the hotel building, perform tasks while wearing an eye camera, and recount their experiences in an in-depth interview after the tour, within the specified time interval (June 8-8, 2018). The sampling subjects were divided into three groups based on their behavior in using hotel services. We developed three consumer groups for the use of hotel services: frequent user (heavy-user), occasional (light-user) and non-user (non-user).

Table 21.: Classification of luxury hotel service consumers

| Behavioural characteristics | heavy-user | light-user | non-user |
|---|------------------------------------|--|--------------------|
| frequency of leisure purpose travel abroad | several times a year | once in a year | rarely |
| frequency of staying in a 4-5 * category hotel | frequently | occasionally | rarely, not really |
| frequency of hotel service consumption in the neighborhood of residence | frequently | occasionally | never |
| feeling in a hotel setting | pleasant | mostly pleasant, depending on hotel facility and services consumed | uncomfortable |
| following marketing communication activities of hotels | yes, in case of a number of hotels | yes, in case of few hotels | no |

Source: own edit

Table 21. illustrates the different hotel-user types, with behavioral characteristics including frequency of leisure trips, stay in luxury-hotels, feelings in the hotel environment, and tracking hotel marketing communication activities as a guide during the design of the screening questionnaire.

Research participants belonging to the heavy-user group tend to travel abroad for leisure purposes several times a year, sometimes stay in a four- or five-star hotel, and sometimes use hotel services in their area of residence. Depending on the service consumed, they usually feel comfortable in a hotel environment, they follow the marketing communication activities of some domestic and foreign hotels, and in some cases they are interested in hotel events and hotel information.

Research participants of the light-user group usually take part in a leisure trip abroad once a year, often stay in a four- or five-star hotel, and often use hotel services in their area of residence. They feel comfortable in a hotel environment, follow the marketing communication

activities of domestic and foreign hotels, are interested in what is happening in the hotels, and all the shared information related to the hotel.

Characteristics of non-users include the fact that they rarely travel abroad for leisure purposes, do not stay in a four- or five-star hotel, and do not use hotel services in their area of residence. They feel uncomfortable in a hotel environment, do not follow the marketing communication activities of either domestic or foreign hotels, show no interest in hotel events or any information related to the hotel.

The calibration took place on the street next to the church, this was necessary to approach the hotel, this route was already part of the recording. The research conduct record was planned with a smartphone, but the phone software app proposed for the Pupil Labs eye camera was not yet available in 2018, therefore the consumers investigated walked around the route carrying a laptop bag on their shoulders. A computer was attached to the laptop bag, which allowed video recordings. After calibration and comfortable fitting of the glasses, the consumer investigation began from the temple. The research participants had to perform three main tasks: to book a table in the restaurant, to have a drink in the bar, and to visit the exhibition in the cloister. The participants had to find the units without prior local knowledge while completing the tasks.

22. Table: Sampling of the non-user (NU) group in chronological order

| | Tamás | Borbála | Andrea | Zsolt | Andrea | Gábor | Máté |
|----------------------------------|-------------|------------------|---------------|-----------|-----------------|------------|--------------------|
| Date of visit | 06/22/2018 | 06/22/2018 | 6/24/2018 | 6/24/2018 | 07/04/2018 | 07/04/2018 | 07/04/2018 |
| Time | 12.00 | 2.30 pm | 15.00 | 16.00 | 15.00 | 15.30 | 19.30 |
| Age | 28 | 53 | 34 | 60 | 24 | 42 | 32 |
| District of residence (Budapest) | 15 | 10 | 1 | 2 | 7 | 7 | 17 |
| User type | NU1 | NU2 | NU3 | NU4 | NU5 | NU6 | NU7 |
| Gender | male | female | female | male | female | male | male |
| Occupation | sociologist | warehouse worker | hairstylist's | seller | yoga instructor | instructor | computer scientist |

Three groups were created based on the preliminary screening questionnaire for sampling. The light-user group consisted of 10, the non-user group consisted of 7 and the heavy-user group consisted of 7 participants, following tables illustrate in detail the available information on the above mentioned subjects studied.

The non-user group consisted of 4 male and 3 female residents of Budapest. Their average age was 39 years, 2 subjects marked the Buda side and 5 subjects the Pest side as their current place of residence within Budapest. In terms of their occupation, they held the positions of

sociologist, warehouse worker, hairdresser, salesman, university lecturer, yoga instructor and IT specialist. During the sample selection process, we tried to interview as great variety as possible, but the possibility of entering the hotel with the aim of data collection was an influencing factor, depending on the actual occupancy of the hotel, which was confirmed every week in advance, the provision of the availability of the research field at the time of data collection. The following tables (*Table 23.*, *Table 24.*) also illustrate, that the number of those participants is higher, whose working hours are flexible and have more leisure time were easier to reach (e.g., mothers on maternity leave, self-employed citizens, or retirees).

The biggest challenge was to map the non-user group and persuade the subjects to participate in the research by comparing the willingness of the members of the three groups to participate.

13. Table: Sampling of the light-user (LU) group in chronological order

| LU | Dénes | Viki | Zsófi | Zsuzsa | István |
|------------|------------|------------|------------------------|-----------|--------------|
| Date | 06/08/2018 | 06/08/2018 | 6/15/2018 | 6/15/2018 | 6/20/2018 |
| Date | 14.00 | 2.30 pm | 13.00 | 13.30 | 19.00 |
| Age | 21 | 22 | 37 | 42 | 43 |
| District | 3 | 7 | 9 | 1 | 18 |
| User type | LU1 | LU2 | LU3 | LU4 | LU5 |
| No | man | woman | woman | woman | man |
| Profession | student | student | mom on maternity leave | painter | car mechanic |

| LU | Gabriella | Mária | József | Ilona | Zoltán |
|------------|---------------|-----------|-----------|--------------------|------------|
| Date | 6/20/2018 | 6/28/2018 | 6/28/2018 | 6/28/2018 | 07/04/2018 |
| Date | 19.30 | 14.00 | 2.30 pm | 18.00 | 14.00 |
| Age | 52 | 62 | 64 | 43 | 47 |
| District | 18 | 2 | 2 | 8 | 9 |
| User type | LU6 | LU7 | LU8 | LU9 | LU10 |
| No | woman | woman | man | woman | man |
| Profession | civil servant | pensioner | pensioner | teaching assistant | researcher |

The light-user group consisted of 10 participants, 4 male and 6 female residents of Budapest. Their average age was 43 years, 4 participants marked with the Buda and 6 participants as the Pest side as their current place of residence. In terms of their jobs, they have held the positions of painter, car mechanic, student, mother currently on maternity leave, civil servant, researcher and educator. In terms of the investigation of willingness to participate, this group was the most motivated to participate in the research.

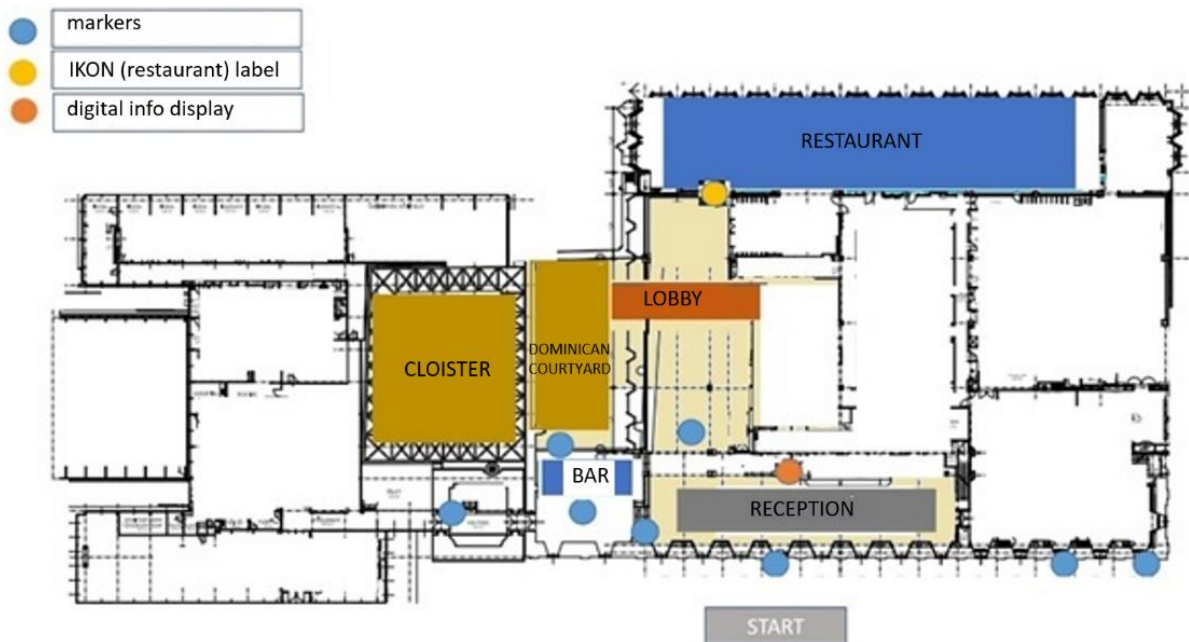
14. Table: Sampling of the heavy-user (HU) group in chronological order

| HU | Miklós | Rita | Lajos | Vivi | Daniel | Szilvia | Márton |
|------------|---------------------------------|-----------------------|-----------|---------------------|-----------|-----------------|-------------------|
| Date | 6/15/2018 | 6/21/2018 | 6/24/2018 | 6/28/2018 | 6/28/2018 | 07/04/2018 | 07/04/2018 |
| Date | 12.00 | 18.00 | 15.30 | 19.00 | 19.00 | 2.30 pm | 18.00 |
| Age | 28 | 31 | 60 | 18 | 21 | 54 | 42 |
| District | 5 | 13 | 18 | 12 | 12 | 8 | 3 |
| User type | HU1 | HU2 | HU3 | HU4 | HU5 | HU6 | HU7 |
| No | man | woman | man | woman | man | woman | man |
| Profession | customer service representative | airline ticket seller | retailer | high school student | graphic | logistics staff | electric engineer |

Members of the frequent user group included 4 men and 3 women, with a mean age of 36 years. 4 research participants arrived from the Buda side and 3 subjects from the Pest side.

During the tour, consumers perceived the space around them differently, and in-depth interviews were taken immediately after the tour based on the interview guide. The sampling consisted of a total of 28 subjects, 24 adults and 4 children, the results of the 24 adult subjects were evaluated during the research, but the children's suggestions were also taken into consideration during the development proposal.

13. Figure: Elements examined during the research



The children did not take part in the eye-tracking research, they were walking in the hotel building following the tour, accompanied by adults. On one hand, the eye-tracking camera was large for their head size, and the markers were placed at different eye heights, which in this case is not suitable to examine in their case. The hotel management placed great emphasis on local families and children as being part of the future target audience at each event, with the reason of being included in the target group.

The research was carried out in a 3D environment, we provided nine examined elements with a marker, with the aim to examine the consumers' perception of the environment in the interior while touring the hotel and using the services. The first three marked items were located on the outside of the hotel, two items examined were a poster on the hotel windows announcing the current brunch offer and a hotel event, and the third item was a menu placed on a stand at the entrance. The floor plan of the sample hotel was shared with us by the hotel management for the purpose of the research, however, for data protection and security reasons, we only displayed the examined spaces that are essential for the interpretation of the results.

Six additional markers were placed in the lobby and bar area and at the entrance to the bell tower. The markers were placed according to the answers to the research questions as well as the requests of the hotel management. That's why we marked the digital display board next to the reception, an ornament in the lobby, a map on the wall to help with the hotel's orientation, and a menu at the bar.

By following the gaze, a spontaneous interest that is not modified by conscious considerations can be captured, and by examining the eye movement, a distinction can be made between viewing, constant attention, and spontaneous gaze. Eye-tracking studies can be used to accurately track viewing, allowing technology to observe and analyze visual perceptual behaviour.

When recording visual information, the eye usually does not move smoothly and regularly on the given surface, but on the contrary, several types of eye movements are present during the recording of information, the two most relevant eye movements are fixations and saccades. During the recording of visual information, these two types of movement are constantly alternating: relatively fast and sudden jumps - saccadic eye movements - and states of a few tens, possibly hundreds of milliseconds, fixations. Recording visual information significantly during fixations happens. These eye movements can be tracked and recorded with high accuracy by eye-tracking examination devices. The procedure is suitable for tracking how certain groups (men and women, older and younger, or members of different pre-defined target groups) look at different, pre-defined object surfaces.

The examination of the eye movement took place in three-dimensional space and area, the same markers were placed on the given objects and areas every time. One of the limitations of the research was that they had to be placed each day before the research, the individual boards had to be put out, and removed after the data was collected so that no trace of the research remained in the hotel.

Due to the video recording, we asked the research participants to focus on the space and not to look at the guests to avoid the recording of the guests. There was an example of a guest addressing a question and inquiring about the research because they noticed the eye camera on the face, and started to talk about the research, but the hotel guest was very interested and curious, supportive.

6.4.4 Data analysis and evaluation of results

The data analysis and evaluation of the research results were carried out in several details. After the video recordings were made, the audio recordings of the in-depth interviews were recorded and evaluated using the content analysis method. The recordings were reviewed several times, the software suitable for evaluating the results of the examination unfortunately showed errors in several cases, so a heat map and a detailed analysis of eye movement, fixations and measurements of saccades were not made. In the course of the research, we noticed that although the eye camera comes with software that allows data to be recorded on a smartphone, unfortunately we could only use the computer downloadable version. As the research took place in three-dimensional space and was carried out over a large area, it could also be concluded from the video recordings that the surveyed consumers observed

Data recording was provided by the hotel's Wi-Fi network, however, if the guest entered the basement or basement, the recording in some cases was interrupted. Technical barriers must be taken into account in case of large-scale research, as recordings can be damaged if the distance from which the data is recorded is not appropriate or, for example, a support network is required to record the data. Based on the successfully recorded recordings, certain aspects of the perception process can be explored, as in many cases the recording showed that the guest looked up the name of the restaurant and Icon, but when we did the in-depth interviews were conducted with the research participants, they could not remember the name of the restaurant.

The research recordings and the results of the interviews were summarized and evaluated along pre-established user groups. Answering the research questions based on the interview results was informative and relevant.

6.4.5 Evaluation of the interview results

1) Information and communication

It was a significant question for the hotel management which online interfaces the research participants follow during their travel, where they acquire information in advance, and whether they are interested in hotel-related events or find the historical data on the hotel building exciting. In summary, it can be stated that the majority of Budapest residents do not follow the hotel events, and the information available in Hungarian about the events of the Hilton Budapest hotel is not relevant. Tourists benefit from the hotel's location within the Castle District, but most local residents have difficulties with parking and accessibility. Only few of them know about the existence of the Dominican Cloister and the ruins of the Dominican Monastery,

“I heard about the monastery but I thought about the reason, what non-hotel guests would look for in a hotel” NU3

The quote above also illustrates that it is stressful for local residents, and it is not clear whether they are allowed to enter the hotel, what services they can use, because first the core function of the hotel is basic service, accommodation service and provision of guest night spend. Orientation within the hotel was also a problem in several cases, due to the lack of information boards. The direct and helpful staff counteracted this problem, but guests would feel more confident and self-forgetful if more orient supporting signs or an info desks were placed inside the hotel.

“There was little information in Hungarian, so I felt that these services were not for me” LU2

The role of the language, the main message of the hotel and the target group can also be questioned in terms of services, as only a small number of Hungarian advertisements, commercials or inscriptions are available in the hotel. This is partly due to the fact that the hotel belongs to the international hotel company Hilton, and due to compliance with standards and unified communication, most messages are in English.

2) Bar and restaurant

While walking in the hotel, guests were asked to find the Icon restaurant, to reserve a table and to choose a place in the lobby and have a drink.

The name of the Icon restaurant could be evoked by several subjects, however, the inscription was not noticed above the entrance to the restaurant, although during the records of the video, it was observed that there was one research participant who looked at it. Due to the redesign of the interior of the restaurant, the management asked the guests to show where they would like to sit and on what occasions they would enter the restaurant as local residents. The answer was almost uniform, at the level for all the interviewed participants primary choice was the enjoyment of the panorama, the view of the Pest embankment and the panorama of the Danube. Due to the current design and layout of the restaurant, the panorama is only available for some guests, especially from the corner, so the concept proposed by the management is completely correct. Plans include the creation of a display counter to offer something interesting to all guests, and a complete overhaul of the current planting order, an increase in the number of seats. The local visitor did not know the hotel restaurant prior to this, on the other hand, the majority were aware of that, there were certainly several catering units in the hotel, but the name Icon was not familiar to them, nor was it available to the locals, they thought that this is only accessible for hotel guests. The style of the restaurant was mostly appealing for the guests, who would visit the restaurant on unique occasions. There must have been several catering units in the hotel, but the name Icon was not familiar to them, nor was it available to the locals, they thought it was reserved for hotel guests. The style of the restaurant was mostly appealing, guests would visit for unique and special occasions.

“I felt lost in the lobby and bar”, I didn’t feel the classic layout, I didn’t know for sure where I was right now” NU2

The bar’s furnishings were already less appealing, according to research participants, they felt impersonal, there were those who noted that he had a living room style. The location in the hotel building is in a through traffic, connecting the hotel lobby area with shops and smaller service units and giving the impression that it does not have its own area. The panorama can only be enjoyed at a few points, from the window, several noted that the panorama cannot be enjoyed with company.

"The environment is demanding, but I find the atmosphere of the round bar strange, I don't feel the layout of the place, I don't see where this corridor-like area starts and ends" LU3

3) Hotel spaces

The role of spaces has already been mentioned in the analysis of bar and restaurant catering units, but the role of space has been raised in all points and questions of the research. The building facility, the design and location of the hotel is very special and unique, providing a secret place for most visitors, whose services are unknown for them. It was not possible to identify exactly where the area ends next to the Castle Wall, exactly which sub-buildings belong to the operation of the hotel. However, most local society members were shocked, as their preliminary assumptions were that the building was much smaller than it actually was. They mostly had no idea about the floor space layout and they felt lost in the space and could only hardly follow the floor plan.

"From the outside it doesn't look as big as it does at all" LU2

"When I entered, I felt completely lost in space and time, I didn't really realize I was in a hotel"
NU3

The feeling of loss was partly due to the completion of tasks, furthermore, wearing an eye camera made it difficult to navigate, but several research participants who wanted to get into the yard and the natural environment, had a sense of maze while walking.

The hotel's exterior windows and mirror surface, the inaccessibility due to the Castle Wall, result in an optical disappointment, with visitors feeling unable to decide where the hotel area would begin and end. Overcrowded spaces sometimes caused an unpleasant feeling and it was disappointing for guests that the panorama was only visible from a few points. Despite looking for the windows, the view was missed in some areas due to the design of the building, vegetation next to the Castle Wall, but there is currently no selfie point in the hotel to find out about the "best photo spot" or most enjoyable view recommended by management. In the case of Cloister, the feeling of confinement and loss is only intensified.

Figure 14.: Photo of the wall of the hotel, in which the reflection of Matthias Church is visible



Source: self-made image

There were very few orientation signs and guests could not decide what to do. and what not. There was no indication of who was allowed to enter the courtyard, therefore some of the research participants dared to open the door, but on a level without exception, everyone mentioned the uncertain purpose of the area, they were not aware of the events or services available here, and whether they wertr allowed to enter this territory at all, but curiosity was generally identifiable.

"I really liked the remains of the belfry and the monastery, it was a special experience, it was like being in a museum" LU3

"I felt like I was being transferred to another dimension" HU4

Figure 15.: Photo of the Dominican Cloister within the Hotel



Source: self-made photo

The location, as one of the contradictory results of the research is the biggest advantage of the hotel is the same, and that is the location, the architectural style, the historical past.

Our basic assumption that the Hilton brand evokes a negative attitude among local residents has been confirmed, especially in the pattern of middle-aged residents (“showcase hotel, Western European island in the heart of Budapest, gap in the shield of socialism, former meeting place for spies”). However, the older residents also associated positive experiences with the hotel’s surroundings, mentioning the hairdresser nearby, where they went, the famous dollar shops, and the pleasant walks linking the hotel’s exterior with a visit to the Castle.

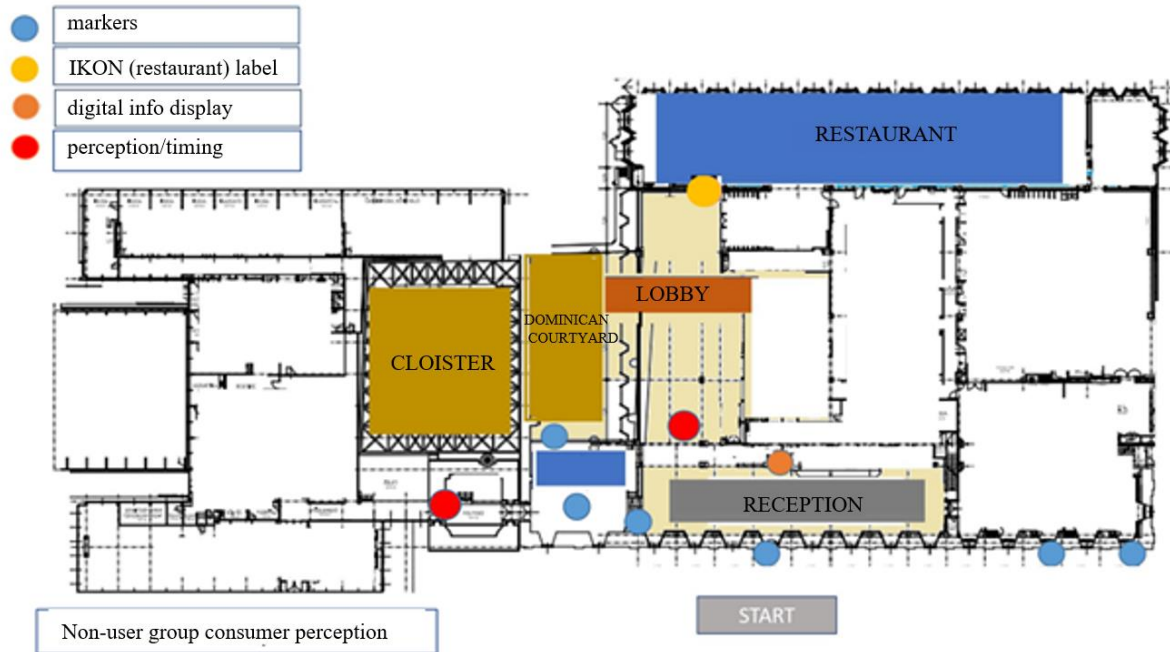
6.4.6 Evaluation of results by user types

The section describing the course of the research and the characterization of the data collection described the three main user types relevant to the research, the non-user, the occasional user, and the frequent user.

During the visits, the routes were not recorded one by one, but the perceptual behavior typical of different user types is presented. pre- and post-tour feelings and expectations were identified based on the results of the qualitative interviews.

1) Non-user group

Figure 16.: Non-user group marker detection results (own ed.)



Source: own edit

Figure 16. shows the floorplan of the hotel, the colored dots show the pre-placed markings, the consumer perception, which was part of the research. Members of the non-user group have not visited a luxury hotel before, have not visited the hotel before and are not aware of the services available at the hotel. They felt uncomfortable with the foreigners, they were disturbed by the multicultural environment, that in a domestic environment they met several foreign guests in their living environment while using a service. During the tour of the hotel, a sign describing the history of the bell tower and the objects on the shelf system in the lobby were of interest to them, elements that were followed and also mentioned during the interview. This group spent the least time at the hotel, in average 18 minutes per visit, and the reason for the short average length of stay was also due to the fact that there were guests who did not consume at the bar, was only wandering and followed the tour.

17. Figure: Photo of the objects in the lobby (self-made image)



Source: own edit

None of the visitors took a picture at the hotel, but on occasion they would love to come back for an event, special occasion or exhibition. During the spatial orientation, this group found each unit the easiest, with most asking for help from the bellboy or receptionist on entering the hotel, and at the same time asking where the units were located. This fact also suggests that they did not want to contact more people. They mentioned that they were disturbed by the corridor and the maze system, the non-contiguous space, but a wide range of services before their eyes was a positive disappointment.

After their tense and negative expectations, they were pleasantly disappointed, and after the tour they were enriched with positive experiences.

2) Light-user group

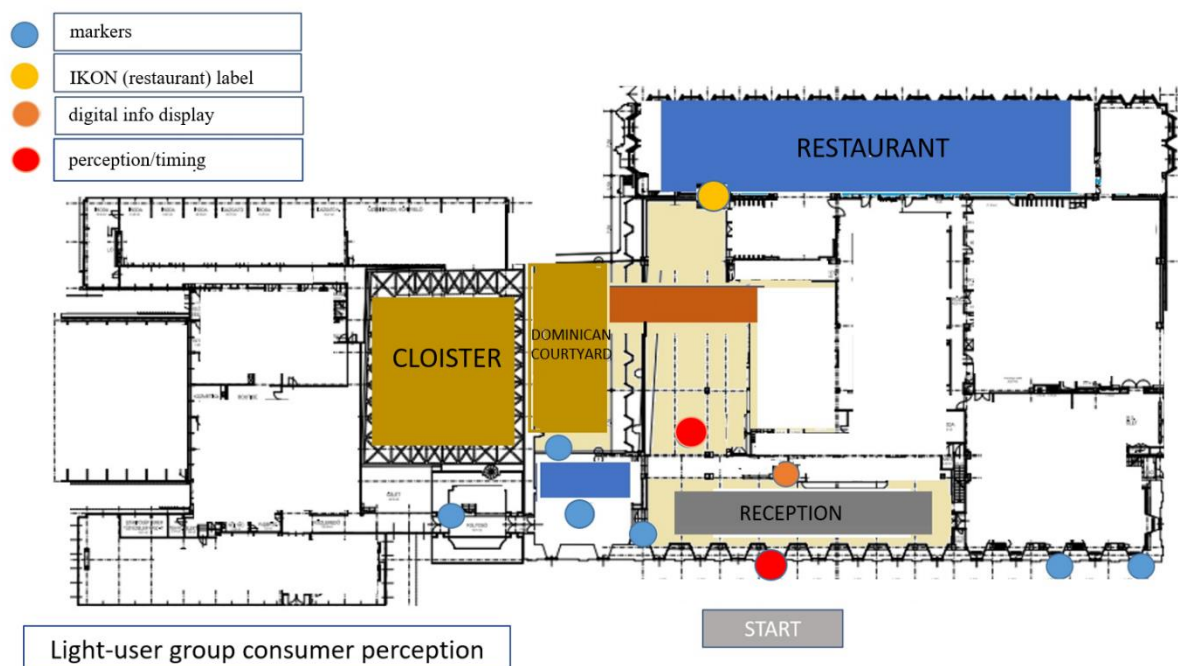
Participants of the light-user group usually take part in a leisure trip abroad once a year, often stay in a four- or five-star hotel, and often use hotel services in their area of residence. They mostly feel comfortable in the hotels, follow the marketing communication activities of domestic and foreign hotels, they are interested in the events taking place in the hotels and the information about the hotels.

The main difference from the visit to the hotel compared to the previous group is that while the non-user group was disturbed by the presence of foreign guests, the occasional user group found

it interesting, especially exciting, that this is an area with a wide range of services and here you can meet a wide variety of people, even celebrities.

They felt comfortable in this environment, with members of this group spending most of their time at the hotel during the visit, averaging 26 minutes. Objects in the lobby were observed and mentioned during the tour, as well as lamp decoration in the lobby. The menu displayed at the entrance was viewed by more than half of the research participants.

18. Figure: Light-user group perception results



Source: own edit

3) Heavy-user group

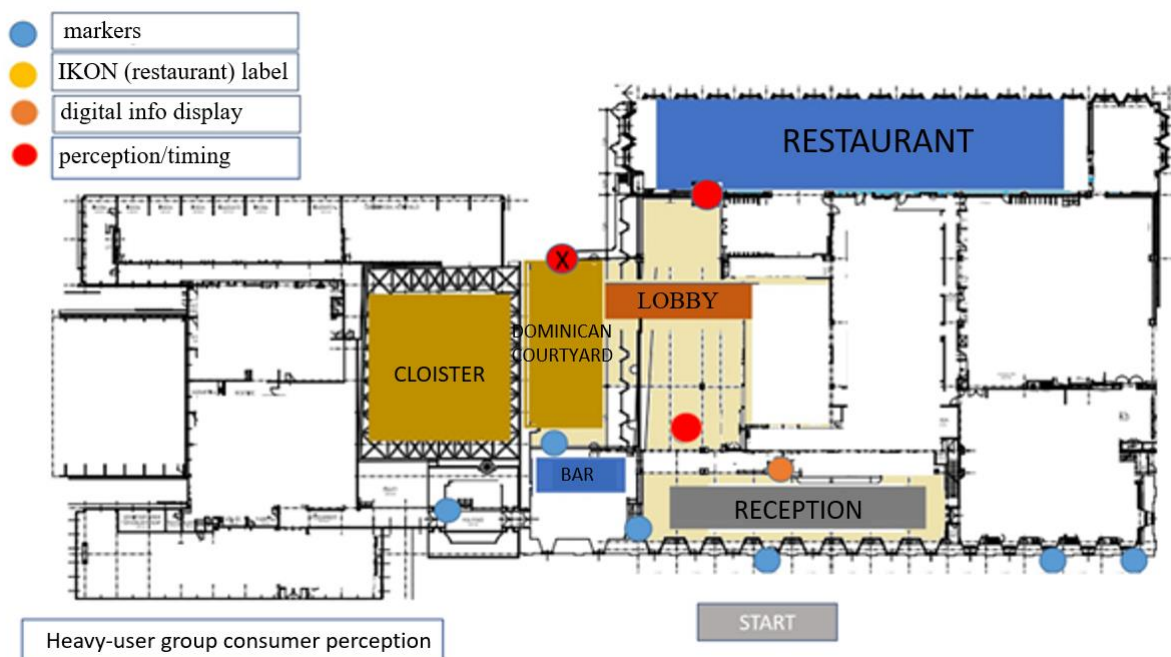
Research participants belonging to the heavy-user group tend to travel abroad for leisure purposes several times a year, sometimes stay in a four- or five-star hotel, and sometimes use hotel services in their area of residence. Depending on the service used, they usually feel comfortable in a hotel environment, they follow the marketing communication activities of some domestic and foreign hotels, and in some cases they are interested in hotel events and hotel information.

During the hotel visit, the subjects of the frequent user group felt pleasant, spending an average of 23 minutes walking around. The content of the digital information display was not read, the

advertisement was not expected to change on the digital display. The helpful support of hotel staff during the visit was mentioned several times.

Based on the results of the eye-tracking research, members of the non-user and light-user group detected two markers at the time of the visit, however, members of the frequent user group detected an average of three markers in the hotel space. They noticed and mentioned the ornaments in the lobby during the interview, glanced at them, and most of the participants remembered the name of the restaurant Icon, and looked at the daily offer in the window in the bar area.

19. Figure: Heavy-user group detection results



Source: own edit

Based on the examination of the 9 outsourced markers and the restaurant inscription, the perceptual activity of the three user groups was different. The occasional and frequent user group showed interest in the daily offer or menu, and the information board on the cultural heritage and the bell tower was only visually inspected by the research subjects of the non-user group. An interesting and unexpected result was that the objects on the newly designed semi-transparent partition system in the lobby were mentioned and visually inspected by members of all three groups. The fact that there is a table behind the shelving system, which is always decorated with fresh flowers, and a part of the Dominican courtyard can be seen in the background.

25. Table: Observation of checklists along user groups

| | Non-user | Light-user | Frequent user |
|--|----------|------------|---------------|
| Marker 1 - building exterior poster | - | - | - |
| Marker 2 - building exterior poster | - | - | - |
| Marker 3 - entrance menu | - | YES | - |
| Marker 4 - digital info display | - | - | - |
| Marker 5 - ornaments on lobby shelf | YES | YES | YES |
| Marker 6 - information board | - | - | - |
| Marker 7 - bar counter daily offer (bar) | - | - | - |
| Marker 8 - window daily offer (bar) | - | - | YES |
| Marker 9 - roundabout | YES | - | - |
| Icon caption | - | - | YES |

Source: own edit

6.5 Service perception and development proposals - managerial implementation

The aim of the research is to expand the currently available services and the target audience, to address further new target segments from the local population. Almost without exception, research participants drew attention to the potential of community spaces. According to their opinions and suggestions, the luxury hotel can also serve as a venue for learning, entertainment, and various events.

Due to the historical background, several suggested the development of various treasure hunts or maze games, possibly an educational application, about the history of the hotel. The Dominican courtyard is an excellent venue for outdoor events, cinemas, fashion shows or concerts. Due to the unique design of the curtain, it provides an excellent opportunity to exhibit various objects, and with modern technical solutions, it would give a great atmosphere to the interior with lights.

We have identified the lack of a communication channel; in the course of marketing communication activities, the management of the luxury hotel uses communication in Hungarian only on certain surfaces of social media. According to the ESOMAR social category system, the main target segment is the ESOMAR AB age group between 25 and 40, who are

culturally open, have higher education and higher income.⁴⁵ In order to promote the available hotel services, it is necessary to overcome the negative attitudes of the locals and, if possible, to install as many terraces as possible, possibly opening a catering unit on the street front, which provides direct access for the locals.

6.6 Aggregate research results

The aim of the research is to identify the factors influencing the consumer's perception of services in a luxury hotel environment based on the models applied in service marketing, marketing, environmental psychology and tourism, with special regard to the study of the effect of the physical environment.

The research questions did not include and did not aim, but based on the examined literature and theoretical models, we have identified location-, time-specific elements and atmospheric elements based on the research results in a luxury hotel environment.

6.6.1 Identification of time-specific elements by sample groups

Based on the results of the examined models and in-depth interviews, five elements were identified that characterize the use of the sample groups in terms of time. Frequency of a visit to a high-end or luxury hotel, a visit in the neighborhood of the hotel under investigation, a return to the hotel, historical past and duration of the visit.

Members of the non-user group have not visited a luxury hotel before at the level of a visit, nor do they know the surroundings of the Castle District. Even if they have turned around before, they have not mapped the local area. The intention to return to the hotel was mentioned, they would be happy to return to the hotel for a special occasion, celebration, event or event. The historical past and cultural heritage provided the greatest added value to this group during the visit, which was highlighted several times.

Members of the light-user group have prior experience with luxury hotels, however, the number of visits is less than the number of visits by frequent users. During the research, the time spent in the examined hotel was on average between 20 and 40 minutes, the members of the group

⁴⁵ESOMAR A: for those belonging to social group A, the main earner of the household is a highly qualified top manager with independent or employed intellectuals (with higher education); middle manager or other manager with a relatively large number of (six or more) subordinates; inactive with well-educated assets well above average

ESOMAR B: for social group B, the main earner of the household is a highly qualified lower and middle manager with more than six subordinates; middle manager; other manager with less than six subordinates, labor supervisor; Entrepreneur with six or more employees with tertiary education, at least secondary education and inactive or above-average wealth

are happy to stay and spend time in a high-end environment. At any time in the future, they are welcome to return to the hotel for services, a guest night, an event, an event or even a cultural program. It was considered interesting that the historical past appeared inside the hotel building, but the fact was not given much of significance.

26. Table: Time-specific elements by user groups

| | Non-user | Light-user | Heavy-user |
|--|---|------------------------------------|---|
| Frequency of visits to luxury hotels | - | "+" "-" | + |
| | never | sometimes happy to visit the hotel | often visits the hotel |
| Visit in the area (Budapest Castle District) | - | "+" "-" | + |
| | he had never been here before | sometimes happy to come in | often turns around |
| Return intention to the hotel | "+" "-" | + | + |
| | would be happy to return on occasion, such as to an event | returns with pleasure at any time | can imagine the possibility of returning |
| Historical past | + | + | + |
| | unique element in case of a hotel | interesting, to experience | a journey into the past and the future at the same time |
| Duration of visit | short | long | medium |
| | (10-15 min) | (20-40 min) | (15-25 min) |

Source: own edit

Members of the frequent user group often spend guest nights in luxury hotels and often visit Budapest in the Castle District. The atmosphere in the area is not new to them, but they can still imagine returning to the hotel in the future. Several also emphasized that a stay at a hotel was at once homely, but also special, *“a journey into the past and the future at the same time because of the modern equipment”* HU4.

6.6.2 Identification of tourist milieu elements by sample groups

Based on the research results and the sample groups, the elements of the tourism milieu were grouped (Table 27).

When approaching the hotel and after entering the hotel, different user groups set out to visit the hotel with different prior knowledge and ideas.

None of the user groups had any negative preconceived notions about the exterior of the hotel, the building itself, and what was perceived from the outside had no negative impact on guests.

After entering, the non-user group felt the environment was brittle and erotic, in contrast to the occasional user group, the frequent user group was characterized by a homely internal environment. Regarding the viewpoints of the guests, the non-user group is characterized by rigorous distance, they do not understand the motivation and the purpose of their visit, the phenomenon of visiting a hotel is incompatible for them. For the members of the light-user group, diversity has a particularly positive meaning to the fact that you can meet a wide variety of people in this special place, especially during events, even celebrities.

27. Table: Elements of the tourist milieu by sample groups

| | Non-user | Light-user | Heavy-user |
|-----------------------------|--|---|---|
| Hotel | lifeless, stressful | the atmosphere is pleasant | feel comfortable in the hotel milieu |
| Hotel exterior (atmosphere) | + | + | + |
| Hotel interior (atmosphere) | - | + | + |
| | brittle, closed, formless | pleasant, captivating | homelike |
| Guest circle | - | + | + |
| | rigorous stay, what is a non-hotel guest looking for in a hotel? | like the diversity visitors can meet people from wide variety, especially at events, even celebrities | can't make a decision, where they are expected to be, „where is the place where I am the guest” |
| | disturbed by foreign tourists | „I am pleased with the diverse guest line-up” | exciting, diverse |
| Lobby | a corridor-like, non-contiguous space | living room, waiting | dynamic, full of life |
| Roundabout | maze-like | dull | closed |
| Staff | + | + | + |
| | helpful staff | nice staff | polite staff |
| Colors | orange | blue | brown, beige |
| Feeling of heat | - | - | + |
| | cold | cold | warm |
| Materials | glass, satin | glass, metal, marble | carpet, stone, marble |
| Scents | - | + | + |
| | mild, not feeling | fresh | pleasant |
| Sounds | no data | - | + |
| | | bar, background noise, tv | |

Source: own edit

The frequent user usually feels comfortable in the environment, but it is confusing that not all service providers can decide whether to expect it, because there have already been examples of an area being closed due to a temporary event, for example, and that an area he had previously been able to visit was now inaccessible.

6.6.3 Scope of services and development proposal

The services of the luxury hotel were detected and identified along different user groups. Based on the scope of services, their use, service and product development, the examination of the target segment, we examined the consumer behavior and the return to the hotel. Location-specific, time-specific elements and elements of the tourist milieu were identified in a luxury hotel environment (*Table 28*).

28. Table: Identification of location-specific, time-specific elements and elements of the tourist milieu in a luxury hotel

| | Non-user | Light-user | Heavy-user |
|---|---|---|---|
| Variety of services | + | + | + |
| | surprisingly great variety of services you didn't even expect | wide range of services | several high quality services |
| Service consumption | - | + | + |
| | would do not like to try another service | would also like to spend a guest night and try the wellness and beauty services | would also like to spend a guest night, happy to use the restaurant service |
| Intention to return to the hotel | + - | + | + |
| | would be happy to return on occasion e.g. event | welcome to return at any time | can return occasionally in the future |
| DEVELOPMENT PROPOSAL | | | |
| | treasure hunt, museum / educational exhibition space | bar with terrace | catering unit on the street front |
| Service and product development | plants, "jungle / oasis in the cloister area" | although part separation, making it more cozy | locals would also come in, shops instead of a glassy part of the terrace |
| | use of multiple signage / signage | wine bar advertisement | an event announced among several locals |
| | | garden connection solution | opening up to new sales channels |
| | | relationship with nature - human environment | expanding the target segment |
| | | | e.g. family children's programs |
| Target segment | no specific target segment was identified | marking a more affluent middle-aged class | business people and families in focus |

Source: own edit

Members of the user group, who rarely use hotel services, would like to return to the luxury hotel for an event on occasion, the occasional user group would be happy to return to the hotel at any time, and the frequent user group can imagine the return. The development suggestions proposed by the subjects focused on expanding the target audience, the targeting of the elderly, children and families was included

in the suggestions. All three consumer groups mentioned the closedness of the space in some way, the non-user group lacked nature, plants from the hotel guest room, the occasional user group also mentioned the lack of nature and human connection due to the location of the hotel, the frequent user group development of luxury hotel spaces.

6.6.4 Framework of luxury hotel milieu

In the review part of the dissertation, we discussed the consumer behaviour of guests and analyzed the behaviour of the local society in a luxury hotel environment. The aim of the dissertation is to expand the tourism literature with new results and to examine hotels as tourist scenes providing luxury tourism services with the primary goal from the point of view of local residents based on scientific results and practical phenomena.

Changes in tourism at the domestic and international level can be seen not only in the changes of consumer behaviour and innovative services in practice, but also in the scientific literature, the definition of the space consumed by tourists has changed (Agarwal et al. 2000, Hall, 2005, Michalkó, 2008 , Varley et al., 2019), so we feel, that it is necessary to identify the reasons of the changes. Due to the complexity of tourism research, it can be quite diverse along spatial and temporal planes: it can awaken symbolic images or desires in the traveller (Coleman - Crang, 2002, Baerenholdt et al. 2004, Sterchele, 2020) while physically touchable objects, facilities or examination of a vehicle or transport system (Rickly-Boyd et al., 2017). According to Chen - Chen (2017), the tourism literature distinguishes the concept of tourist place from ordinary places and discusses it separately, which leads to a contradiction with the phenomena in practice, as the latest arenas of tourism are everyday life (Edensor, 2007, Haldrup - Larsen, 2010).

There are many untapped opportunities in public spaces to introduce new services, where locals can also be welcomed by hotels through their various additional services for entertainment (cinema, exhibition, family treasure hunt, business), recreation or healing (wellness, spa and sports services, special medical treatment), hospitality (restaurant, bar, event venue) or even for work (office, meeting room, business corner). The theoretical pillars of the research are the kaleidoscope model of the tourism milieu (Michalkó, 2005), the marketing servicescape model (Bitner, 1992), the hotelscape model (Alfakhri et al., 2018) and the theoretical framework of environmental psychological consumer behavior. Lunardo and Mouangue (2019) found that the luxury environment causes discomfort to many consumers, they can provoke frustration from

future consumers. The research results place the consumption of luxury hotel services by local residents in a completely new perspective.

The local visitors do not enter the luxury hotels on one hand, because they do not want to use the primary services of the hotel, the accommodation service, but it can be assumed that the luxury environment of the hotel also evokes a negative attitude and negative feelings. These two approaches were analyzed separately, examining the reasons for the services of luxury hotels and the perception of the physical environment along different user groups. Our assumptions were confirmed, a significant part of the local residents interviewed had a negative opinion about the luxury hotel in Budapest, but after trying out the physical environment and services, some of them changed their opinion and confirmed their intention to return in the future. *Table 45.* identifies the conceptual framework of the luxury hotel milieu based on the research findings.

Research question 3.

What logical relationship can be identified between the elements of luxury hotel environment and the behavior of luxury hotel guests?

We have identified a logical relationship between elements of the luxury hotel environment and guest behaviour, future guest intentions of return can be identified along three main subcategories (museum-specific factors, hotel-specific factors, and use of other services). We identified elements of location-specific, time-specific and elements of tourist milieu.

Location-specific elements include items that can be related to the urban location, relating to the external and internal physical characteristics of the building: accessibility, location, building size, floor plan, lobby, restaurant, bar, event area, cultural heritage, panorama. Market changes and changes in time along the examined location and urban history also appeared, **the following time-specific elements were identified based on the feedback of the guests: historical past, cultural heritage, frequency of visit, duration of visit.**

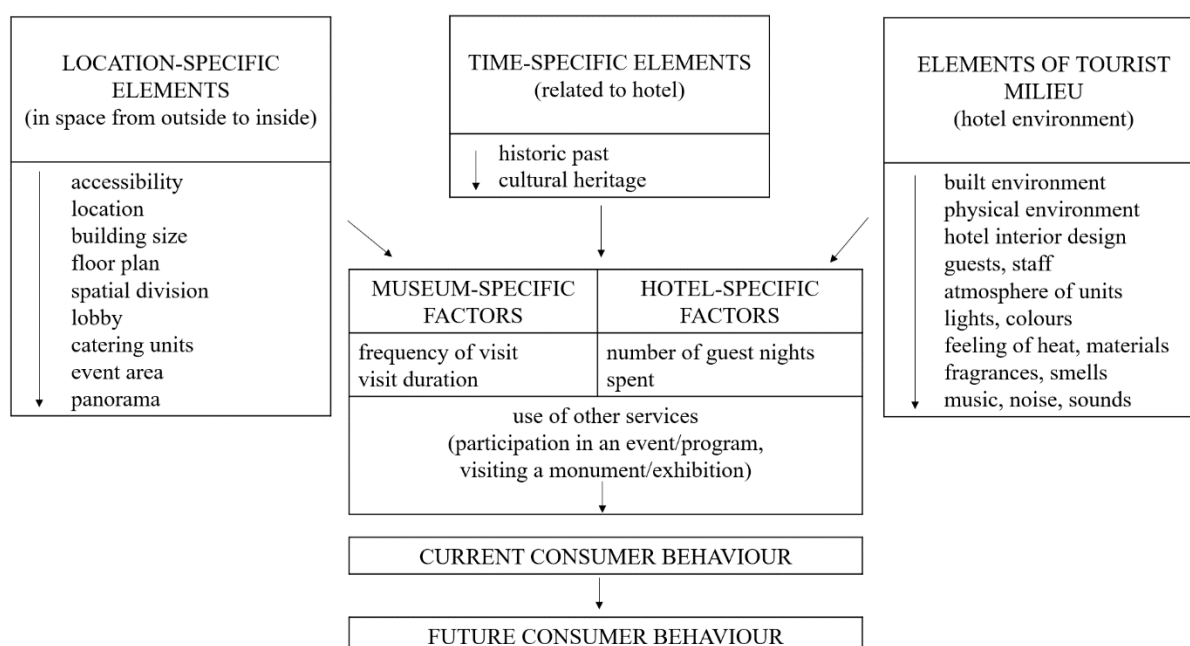
Based on the examination of the sample hotel, guest night spend, use of other services, participating in organized programs or events, and visiting a monument or exhibition are elements of the return intention.

The significant element of the luxury hotel milieu framework is consumer behaviour (current and future), which was identifiable based on guest return intention. Elements of the tourist milieu include the built environment, the physical environment, the hotel interior design, the

guests, the staff, and the atmosphere of the units, furthermore the elements of the atmosphere (light, color, feeling of heat, materials, smell, smell, music, noise, sounds).

An examination of the sample hotels reveals that museum-specific and hotel-specific factors: spending a guest night, using other services, participating in organized programs or events, and viewing a monument or exhibition are elements of the return category.

20. Figure: Conceptual framework of the luxury hotel milieu



Source: own edit

7. Summary

"Space should not be confused with space.

The difference between space and space is that space has a number, space has a face.

The space, unless exceptional, can in all cases be delimited by precise lines, its area can be calculated per square millimeter and its shape can be drawn with a compass and ruler.

Space is always a geometric figure.

The place is always a painting and a drawing, and there is nothing more than that one.

Space has a formula, space has a genius. "

Béla Hamvas (1989): Five Geniuses (excerpt)

7.1 Scientific results

Modern tourism is an integral part of everyday life (Kock et al., 2018), a common topic of business models and scientific articles is the understanding of contemporary travellers and the analysis of today's travel habits (Kroesen - Chorus, 2020; Zhang et al., 2020) and forecasting future trends. The number of scientific researches in the field of tourism has increased (Cheng et al., 2011; Gursoy - Sandstrom, 2014; Mulet-Forteza et al., 2019), which is also supported by the increase in the number of tourism researchers and the number of scientific journals supporting tourism research (Michalkó, 2012).

The aim of the dissertation is the exploratory analysis of the luxury hotel environment and services by the local society based on the theoretical framework, the study of urban hotels as tourist spaces with the primary purpose from the point of view of local residents through a sample of two luxury hotels. In the primary research, two luxury hotels with different forms of operation were examined from two different approaches. The first research was based on the results of a questionnaire from luxury hotel guests, and the second was based on the results of a field survey, an applied eye camera, and in-depth interviews with local residents visiting the hotel. In both cases, the data were collected in an urban luxury hotel, which is the tourism milieu (Lefebvre, 1974, Michalkó, 2005, Rátz, 2008) and the hotel environment and services marketing (Lin et al., 2019; Alfakhri et al., 2018, Ali - Amin, 2014, Countryman - Jang, 2006) and environmental psychological approaches (Dúll, 2009).

In the course of the research, we identified, but due to the limitations of leght and scope aspects, we did not cover in detail the aspects related to design and architecture, neither focused on hotel operation and ownership, as they were not as relevant from the perspective of consumer perception and milieu theory as consumer behavior (*Annex 1*).

The focus of the research was on the examination of the internal environment of luxury hotels from the point of view of local residents, in the case of data collection it is important to mention that primary data collection preceded COVID-19. In the current situation, the research topic is even more topical, due to the pandemic, tourism has partially stopped (Hall et al., 2020, Gössling et al., 2020, Gursoy - Chi, 2020, Nicola et al., 2020) and hotel interiors. and the rooms are endowed with various alternative functions so that they can sell hotel capacity. The hotel rooms are used as a quarantine hospital and office in some cases to attract locals with special services, permanent exhibitions or events for local residents. The staycation has appeared in the

literature for a decade⁴⁶ term, however, has taken on a new meaning in the current context: many tourism providers are targeting local residents with new, innovative products, and where foreign tourists have hitherto been the primary target audience, they are now local residents.

One of our main findings is that the internal environment of hotels hold several untapped opportunities, managerial suggestion that in the future - taking into account the facilities, location and form of operation of the luxury hotel - it is recommended to target the local audience through additional services approach.

Luxury services are a priority and rapidly renewing, special area of services, not only expecting high quality services in this case, but also exceeding the expectations, which variety of situations, not only the satisfaction of the guests, but also the consumer experience. and the return of the guest is also a goal. In the case of luxury hotel services, the role of the internal environment and personal interaction is of paramount importance, and in a situation caused by a pandemic, there is only a limited possibility for their realization. It is clear that luxury hotels have been affected by the greatest change caused by the epidemic, which is being counterbalanced on digital surfaces, but the transition is facing a number of difficulties, namely the combination of personal interaction and the physical environment.

Based on the research results of the literature and the two case studies, we identified the elements of the hotel environment that contribute to the return of the guest, as this issue was significant from the managerial point of view for the behavior of local residents:

- **location-specific elements** (accessibility, location, building size, floor plan, lobby, restaurant, bar, event area, cultural heritage, and panorama)
- **time-specific elements** (historical past, cultural heritage, frequency of visit, duration of visit)
- **elements of a tourist milieu** (built environment, hotel interior design, guests, staff, atmosphere of individual units, lights, colors, feeling of warmth, materials, smells / smells, music, noise, sounds).

The two case studies were conducted in two luxury hotels of historical significance, and the following factors were identified as elements of return:

- spending a guest night, using other services, attending events / programs, viewing a monument or exhibition.

In addition to examining the hotel environment, we identified the hotel services that could be offered to local residents.

⁴⁶ Staycation: a vacation spent at home or near home, doing enjoyable activities or visiting local attractions.

7.2 Hotel Luxury Services - Luxury Hotel Services

The aim of the evaluation is to examine the physical environment and services of luxury hotels from the perspective of a specific consumer segment, local residents. **The review of the literature has identified the factors that distinguish between basic and luxury services (Dubois - Paternault, 1997, Dubois - Laurent, 1996, Deeter-Schmelz et al., 2000, Husic - Cicic, 2008, Moore - Birtwistle, 2005). Bakira et al., 2020, Choi et al., 2020, Wang et al., 2020, Zhang et al., 2020).** We have found that in the case of hotels, the history of the city plays an important role, the functions of the building in each time plane. Ownership and management perspectives on the utilization of hotel space, in the planning process of basic and additional services, are emphasized primarily from a business point of view, and the fact cannot be ignored either,⁴⁷ but they save a shopping center, a castle, a prison, monuments that are going to be destroyed in this way, or they turn an empty factory building into luxury hotels. The unwritten rule of luxury hotels, the possession of spacious space, this expectation is intertwined with the modern-day interpretation of luxury. Further interpretation and investigation is needed to guide each hotel service through each time plane in history. As the urban fabric has changed over the course of history, so have the services available on the market, technology, transport and the social environment, information flow and risk (Michalkó - Rátz, 2019)⁴⁸ also appeared.

Based on the study of the literature, we identify it as a research gap the necessity to identify hotel service spaces and functions, through the complex interpretation of services it raises several questions about whether a consumer needs to visit a luxury hotel and the physical environment contributes to the consumer's perception of services.

Table 46. outlines the temporal transformation of hotel services in the past, today, and presumably in the future. The future conclusions are summarized on the basis of the developments and changes and observations taking place and taking place in the accommodation market. The services of the city luxury hotels were identified along the lines of domestic and international literature, based on the market pattern of the Budapest luxury hotel. It is important to highlight this in terms of highlighting local culture and services. We have identified the services of urban luxury hotels in the past, today, and in the future.

The focus of the study is on the temporal transformation of individual hotel spaces and catering services. Depending on the spaces, we analyze the development of each hotel service, the change of target groups and the additional services. We present the changes in

⁴⁷The focus of the present research is on urban luxury hotels, so we have given examples based on urban fabric. Many luxury hotels are being built in special new destinations or in the desert, we have mentioned urban examples in terms of the relevance of the research.

⁴⁸ Referral Tourism 3.0 see Figure 1 Figure 1

the target group of hotel guests over time, work and leisure activities, entertainment and relaxation are different, and we formulate practical development proposals for the future.

We have found that in the past, the number one target audience of luxury hotels consisted of mainly foreign tourists, who also spent guest nights at the hotel and also used other services, most of them arriving for leisure purposes. Local society was happy to visit the grand hotels for entertainment or work, using the name of the era.

Due to historical events, these places also provided the arena of inaccessible goods and services in Hungary, and provided a meeting point with foreigners, which also supported the operation of intelligence in the given age.

29. Table: Transformation of luxury hotel spaces, functions and services

| Aspects / time planes | IN THE PAST | NOWADAYS (before pandemic) | NOW (during a pandemic) | IN THE FUTURE (after pandemic) |
|-----------------------------------|---|--|---|---|
| Primary function | spending the guest night | spending the guest night | spending the guest night services use in a limited way | spending the guest night use of services |
| Main target segment | foreign guests | foreign and domestic guests | employees, patients, local society | the widest possible target audience |
| Scene of work | luxury hotel cafe | community spaces business corner function rooms | guest room | community spaces business corner function rooms guest room |
| Catering arena | cafe, nightclub, restaurant, promenade, terrace | guest room, lobby, restaurant, bar, function room, terrace | terraces, hotel room, preference for large spaces with physical distance, with increased safety standards | room service, take-away, lobby, fine-dining restaurant, bistro, bar |
| Social life, entertainment | balls, parties, events | lobby, restaurant, bar, function rooms, terrace | - | entertainment center (party venue, cinema) |
| Form of pastime / events | leisure | leisure professional | low staff leisure professional | education / learning leisure professional |
| Rest and recharge scene | luxury hotel spa guest room | spa, wellness area guest room | guest room (healing, withdrawal) | wellness and medical department |
| Buying | black economy, procurement of foreign goods | luxury goods and services | home delivery, takeaway ordering products | shopping mall (wide range of service units and shops) |
| Experience and luxury | milieu services mixing with the aristocracy | milieu services celebrity meeting place | milieu | milieu experience complex |

Source: own compilation

Nowadays⁴⁹ it can be observed that both guest domestic and foreign guests spend their guest nights in luxury hotels, but the public spaces are the scene of work. Spending free time, maintaining health or healing is considered a priority meeting place for hotels. In the future, we can identify luxury hotels as an experience complex, where it is possible to have fun, relax and use the highest quality services of the given time or to buy luxury products. With new catering concepts and business models, it is possible to consume quality food based on the needs of the guests, and it is also possible to serve fast or for a longer period of time by adapting to their behavior. Thanks to the new technological solutions, it is possible to work in public spaces as well as in the guest room.

7.3 Managerial implication

Looking back, we can see that the hotel industry has undergone significant development in recent centuries, both in terms of the range of hotel services and the quality of services. A XXI. century hotel buildings are architectural and technological masterpieces, experience centers, where guests can use complex services.

The dissertation investigates a practical phenomenon based on the theoretical framework: **Chen - Chen (2017) highlighted the fact that the tourism literature distinguishes the concept of tourist place from ordinary places and discusses it separately, which leads to a contradiction with the phenomena in practice. its latest scenes are the spaces of everyday life (Edensor, 2007, Haldrup - Larsen, 2010).** The hotel environment and hotel services are primarily related to the performance of physical activities related to tourism, however, the target audience of the available services may also be the local population. The phenomenon is not new, many city hotels had a local clientele, but with the expansion of service places, international chains, with the proliferation of different forms of operation, opening up to locals in many cases resulted in closure and then slow opening. Based on a thorough examination of the history of the city of Budapest and the past of luxury hotels and the two primary researches, it is clear that opening up to local residents and increasing the number of services targeted at local residents is both an economically and socially sound managerial decision.

⁴⁹ The period before the coronavirus epidemic is examined.

During the development proposals, we applied elements of environmental psychology to explore and solve real environmental problems. Environmental psychology plays a role in the design and maintenance of the physical environment in all phases, both in the research and development phases (Dúll, 2009). Researchers using the tools of environmental psychology assess in order to create a harmony between the person and the environment and, based on various studies, propose changes to a process. Monitoring changes in consumer behavior and recommending targeted services to local residents proves to be a good management decision, building a loyal, returning clientele through a regular program offering is a continuous source of revenue even at low occupancy. Expanding the target audience provides a cosmopolitan sense of life, lending a natural authenticity through the presence of local culture.

Based on the results of the two case studies and the literature on milieu theory and the hotelscape model, the following factors were identified as elements of return: spending a guest night, using other services, attending events / programs, viewing a monument or exhibition. Based on the examined luxury hotels, it can be stated that local residents also visit hotels for entertainment, experience and learning purposes.

At the time of finalizing the dissertation, the coronavirus pandemic (Covid-19) is still raging, and guests are only allowed to travel and stay in different hotels with increased safety standards (Filimonau et al., 2020). The emergence of the pandemic posed challenges to the actors of the economy and tourism (Gössling et al., 2020), but in the case of hotels, the trend observed so far, opening up to local residents, their hospitality and hotel services only intensified. International and domestic guidelines have been developed for the minimization of hygiene risks and hotel regulations concerning physical distance⁵⁰.

In the current situation caused by the pandemic, hotels also responded to the virus situation with various alternative solutions at international level - they tried to use technological and innovative solutions to provide both accommodation and other services without contact: a hotel room or a separate floor can be used as a long-term residence. it functions as a luxury quarantine, office or even ward. Some hotels provided free housing for employees, as well as discounted daytime use of rooms for local residents who were not provided with the right environment to work from home. The current situation has further strengthened the initiatives taken so far,⁵¹.

⁵⁰ World Health Organization: Operational Considerations for COVID-19 Management in the Accommodation Sector, <https://apps.who.int/iris/handle/10665/331638> (downloaded: 31/03/2020), COVID-19 manual for accommodation and catering establishments issued by the Hungarian Tourism Agency, <https://mtu.gov.hu/documents/prod/Covid-19-kezikonyv-szallashelyek.pdf>

⁵¹ As part of the overnight adventure initiative, guests spend only one guest night in a countryside or accommodation in the capital and use a catering service at a specific restaurant.

An outstanding example among the many good examples is the initiative of the Rum Hotel team, who, in collaboration with the Lumas Contemporary Art Gallery, designed an exhibition called Travel Spective. The works of art can be viewed by anyone, the works can be accessed in different spaces of the hotel building, guiding guests through the hotel, introducing the range of services available: Rum Hotel as an accommodation provider and catering units, Salt Restaurant and the roof terrace called Toprum bar available.⁵²

7.4 Significance and experience of the applied methodology

When analyzing the use of hotel services by local residents, it is unavoidable to examine their space consumption and to keep track of how much time consumers spend in which spaces, as well as in which space and in which service unit they use which service. Field research carried out in the original environment of the services is increasingly used in the field of tourism research, and consumer surveys are also conducted many times at the specific location of consumption in order to obtain the most accurate research results possible. Route tracking and analysis of consumers emotional reactions in physical space are already possible with supportive technical conditions.

The novelty of the research is the examination of the service perception and space consumption of the local residents in the luxury hotel environment. We used the software and the tool for the first time, and a number of external barriers (e.g., Internet connection, computer consumer portability) were identified during the research. The study of the internal space consumption of buildings and the physical environment is in any case significant in tourism research and other areas of services as well.

7.5 Research limitations

The research topic is novel, the data collection part of the primary research and the collection of literature on the topic posed a number of challenges. In the field of tourism, the number of scientific sources focusing on the environment of hotel services is rather small, and we have stated our applied theoretical framework on the basis of the field of marketing and environmental psychology.

⁵² Further details on the Travel Spective exhibition can be found at Hotel Rum: <https://www.facebook.com/events/339082514145121/>
downloaded: 05/09/2020

The scope of the research is to examine the physical environment of the luxury hotel and to discover the perceptions of the local residents and the local society about the luxury services. Expectations and experiences with luxury hotel services were compared during the examination and analysis of the physical environment and services.

In the pilot research, we have detailed that hotels do not register and monitor the use of local visitors, which makes it quite difficult to monitor the consumption of guests entering the hotel, so no hotel could support the research with specific data, so the task was to organize primary data collection. In both cases, access to and collection of data from luxury hotels was preceded by several months of consultation and management approval, which resulted in a continuous time lag. During the on-site field research, all hotel regulations had to be taken into account when recording the data.

The limitations of the research were reaching, targeting and examining consumers. Local residents are not the primary target segments of international hotels, most of the time they visit hotels for additional services, it is also difficult for hotel staff to keep track of which guests enter the hotel to use different services and which ones spend their guest nights.

In the first pilot study, the questionnaires were delivered to guests who did not spend the guest night with the helpful support of hotel staff. As the questionnaire was also available in English, it was unfortunately completed by some foreign hotel guests, but these results were not included in the sample.⁵³

In the case of eye-tracking field research, the nature and size of sampling was limited by a number of external factors. Based on the literature, in the case of research and development proposals in three-dimensional space, the sampling size ranged from 16 to 48 in the international research on tourism published so far, in this case we evaluated the results of 28 subjects. The hotel supported consumption for a sampling of 20 people, with a specified time interval of one month. To identify and filter out locals, we used a screening questionnaire and then arranged a date with the subjects, which in several cases was challenging to reconcile with the undisturbed time of hotel guests and the avoidance of high-occupancy days.

During the data collection period of the research, the Red Bull Air Race was held, a thematic room was set up in the hotel, and the hotel management placed football balls in the lobby as decoration for the 2018 World Cup. The periodic decorations did not affect the results, but due to the Red Bull Air Race, the area of the Castle District was closed and it was quite difficult for the subjects to get to the hotel during this period.

⁵³ The use of the foreign language version of the questionnaire was necessary because many foreign spaces living in Budapest enter the hotel for the purpose of using services or attending business meetings, while not spending guest nights.

An obstacle of the eye-tracking camera research was that the research participants had to carry a computer with them in a bag, which had an impact on the consumer experience of the service. An additional to the limitation is that the software was not suitable for analyzing all the results, therefore we watched the recorded recordings and evaluated the results based on it. The use of eye-tracking tools and software is still a novelty, in many cases there was an error in the evaluation of the results, the software could not be properly associated with the device, so the results of the research questions were based on qualitative data and videos.

7.6 Future research directions

Exploratory research results confirm that the physical and material environment of guests is emphasized in terms of consumer behaviour, service and spatial perception. The primary data collection took place in two luxury hotels, however, it is recommended to expand the range of examined hotels, if possible, comparison with foreign data collection. Due to historical and cultural implications, we hypothesized that data collection in another city would add new results to the research.

According to the latest findings in the literature (Figueiredo et al., 2020) identifies a research gap to be explored is the study of the cosmopolitan environment for thematic services and luxury retail. Examination of the furnished physical environment could contribute with new results to the existing theoretical framework (hotelscape model - Alfakhri et al., 2018, cosmopolitan servicescape model - Figueiredo et al. 2020).

We assume, that the impact of Covid-19 currently places local residents in a completely different perspective, through offers specifically targeted at local audiences. According to our preconception, local residents use the services available with special discount-offer, but it would be effective to examine their attitudes towards luxury hotels and consumer perceptions about hotel services in the future.

This dissertation did not cover the digital elements or application and adaptation of technology, as there was no service available for this test element in the luxury hotels examined. At international level, however, we can find a number of interesting examples where the physical environment plays a key role in consumer service perception. Smart mirrors, face recognition sensors, but known for its traditions and innovations in Japan, where the first robotic hotel⁵⁴ we

⁵⁴ The first robot hotel was the Hen na hotel, which opened in Nagasaki in 2015. a futuristic robot hotel in the Dutch-themed leisure park Huis Ten Bosch, where real-size replicas of old Dutch buildings await visitors. At the hotel reception, guests are greeted by three robots: an android shaped like a young Japanese woman, a smaller robot and an English-speaking dinosaur. After check-in, guests can take their luggage with an automated carrier and access their rooms with face recognition software. The hotel is powered by energy-saving, solar-powered devices.

could also meet - already moving slippers⁵⁵ also form the furnishings of the room. In addition to the hotel environment, the study of the role of space perception, comfort and technology from the consumer's point of view is another possible research direction.

From the point of view of the practical implementation of the results, new research directions in hotels may include the study of travel paths, the order of use of services, observational field research or hotel floor plan analysis, and the listing of renewable services in hotels of different categories and operational forms.

According to the hotel builder, due to the robotic staff and energy-saving power supply, the operating cost of the hotel is roughly a third of that of a traditional hotel. In the background, in addition to robots, there are people working in the hotel who also monitor

Robot crew video: https://youtu.be/SuNl_sAv1OM downloaded: 08/08/2020

⁵⁵Staying in a traditional Japanese ryokan can be regarded as a special experience in itself. Elements of the stunning physical environment including traditional wooden houses, traditional kimono-dressed hosts, colorful serene rock gardens, hot tubs and tatami mats. However, ryokan as one of the oldest types of accommodation in Japan is rarely identified with smart mirrors, robots, or sensory sensors. However, ProPILOT Park Ryokan in Hakone offers a number of smart solutions, including slippers and furniture that move on mini wheels at the touch of a button with the help of Nissan. The welcome lobby's collection of slippers from the house - as it is customary to take off shoes before guests enter a Japanese home or temple - is put in place at the touch of a button. In-room specials include self-cleaning furniture, floor pillows and other smart accessories. Video about ProPILOT Park Ryokan: <https://www.youtube.com/watch?v=laVRq3wXSWE> downloaded: 08/08/2020

Attachments

Appendix 1.: Accommodation services in Hungary - legal regulations

The business-like accommodation service can be traced back to antiquity. The development of the modern hotel industry dates back to the 19th century, when, as a result of the industrial revolution, technological advances, accelerating transport and modern architecture made it possible for guests traveling en masse to stay in high-capacity hotels with modern and up-to-date equipment (Györffy, 2004). "Accommodation is defined as all permanent or temporary facilities suitable for short or long stays (but at least 24 hours) that are suitable for temporary human accommodation in such a way that they meet basic comfort needs at a level appropriate to the given age and social needs and habits." (Vadas, 1999, p. 7). The dominant products of the commercial accommodation service are hotels and other types of commercial accommodation. Commercial accommodation is any establishment (hotel, boarding house, tourist hostel, youth hostel, holiday home, campsite) authorized for the purpose, built or converted and used for accommodation purpose, providing accommodation on business purpose, year-round or seasonal basis, with continuous daily operation without interruption. The data also include data on accommodation operated by sole proprietors. (KSH, 2020)

At international level, we come across different definitions from country to country in order to differentiate and define different types of accommodation, in Hungary, according to the decree 239/2009. (X. 20.), which regulates the conditions of accommodation service activities and the basic rules of accommodation operation in Hungary. Regulations related to accommodation services In 2019, in connection with the introduction of the National Tourist Information Center (NTAK), the modern definition of each type of accommodation was amended and new concepts were introduced. A 155/2019. (VI. 27.) Government Decree amended the operating conditions in some points as follows: hotel, boarding house, private accommodation, other accommodation, community accommodation, holiday complex and camping.

Appendix 1. 239/2009. (X. 20.) Government Decree - accommodation types in Hungary

| Hotel | Pension | Camping | Holiday house | Community accommodation | Other accommodation | Rural accommodation |
|--|---|--|---|---|--|---|
| the type of accommodation established solely for the purpose of providing an accommodation service, in which other services are provided in addition to the accommodation service, and where the number of rooms used is at least eleven and the number of beds is at least twenty-one | the type of accommodation established exclusively for the purpose of continuing the accommodation service, in which the breakfast service is obligatory in addition to the accommodation service; the number of rooms used is at least six but not more than twenty-five, the number of beds is at least eleven but not more than fifty | a type of accommodation established in a separate area solely for the purpose of providing an accommodation service, in which a separate area for accommodation for guests and their vehicles (hereinafter: unit) and a holiday home (hereinafter together residential unit) and other service facilities (eg toilet, laundry, cooking, sanitary facilities, reception, etc.) and with at least nine | the type of accommodation established in a public area for the sole purpose of providing an accommodation service, in which guests are accommodated in a separate building or in a part of a building with a separate entrance (holiday unit), regardless of the number of rooms or beds, | the type of accommodation established solely for the purpose of providing an accommodation service, in which the beds in a room are used separately and in which the number of rooms used for that purpose is at least six and the number of beds is at least eleven, | an independent building utilized for the purpose of accommodation services, not exclusively established for the purpose of accommodation services or a delimited part thereof, where the number of rooms utilized for this purpose is not more than eight, the number of beds is not more than sixteen | with the exception of settlements outside the priority resort area and health resorts registered under a separate rural customs and culture and agricultural traditions are presented in a complex way, together with related services where appropriate; |

Source: own editing

Appendix 2: Types of questionnaires used in the pilot research

(1) Questionnaire used in catering units

Let me I ask, are you staying in the hotel? Please indicate your answer in the box below.

1 - yes, I am staying/have stayed in this hotel currently ☐

2 - no, I am not staying in the hotel this time ☐

Hotels offer a great variety of services for the guests. Some of these services are listed below. Please indicate with the letter X, if you have ever used these services at this hotel (CHB) or at another hotel (OTHER).


| | CHB | OTHER |
|--------------|--------------------------|--------------------------|
| guest night | <input type="checkbox"/> | <input type="checkbox"/> |
| spa/wellness | <input type="checkbox"/> | <input type="checkbox"/> |
| beauty salon | <input type="checkbox"/> | <input type="checkbox"/> |
| Event | <input type="checkbox"/> | <input type="checkbox"/> |

In this case name the event type please: _____

| | | |
|------------------|--------------------------|--------------------------|
| business meeting | <input type="checkbox"/> | <input type="checkbox"/> |
| office service | <input type="checkbox"/> | <input type="checkbox"/> |
| flower shop | <input type="checkbox"/> | <input type="checkbox"/> |
| souvenir shop | <input type="checkbox"/> | <input type="checkbox"/> |
| restaurant | <input type="checkbox"/> | <input type="checkbox"/> |
| bar or club | <input type="checkbox"/> | <input type="checkbox"/> |
| patisserie | <input type="checkbox"/> | <input type="checkbox"/> |

other service at this hotel: _____

other service at another hotel: _____



CORINTHIA
HOTEL
BUDAPEST
ROYAL LUXURY SINCE 1896

Dear Guest!


I would kindly ask for your help to assist in the preparation of my dissertation by providing information on your hotel visitation habits. My research focuses on the analysis of the hotel industry in Hungary. Currently I am a third-year Doctoral Candidate at the Doctoral School of Business Administration, Corvinus University of Budapest, but previously was a member of the hotel staff for a period of 5 years.

Completing the questionnaire is voluntary,
the confidentiality of the Research Participants is guaranteed.

Thank you for your generous contribution to the research in advance!

I hope You will enjoy your stay here and we are looking forward to welcoming You here soon!

Katalin Juhász-Dóra



May I ask who accompanied you on your current hotel visit? Please indicate your answer in the box below.

1 - nobody ☐

2 - my girlfriend/boyfriend ☐

3 - my wife/husband ☐

4 - my family ☐

5 - my friends ☐

6 - my colleagues ☐

7 - other company: _____

Some attributes of the Corinthia Hotel are listed below. Please indicate the numbers of the three most relevant ones based on your opinion.

| | |
|---|--------------------------|
| 1 - location, accessibility | <input type="checkbox"/> |
| 2 - iconic hotel history | <input type="checkbox"/> |
| 3 - architectural style | <input type="checkbox"/> |
| 4 - decor & interior | <input type="checkbox"/> |
| 5 - high-level services | <input type="checkbox"/> |
| 6 - reasonable service prices | <input type="checkbox"/> |
| 7 - variety of services offered | <input type="checkbox"/> |
| 8 - great area of event spaces | <input type="checkbox"/> |
| 9 - Corinthia brand name | <input type="checkbox"/> |
| 10 - marketing activity | <input type="checkbox"/> |
| 11 - qualified, discrete & polite staff | <input type="checkbox"/> |
| 12 - opinion of other guests | <input type="checkbox"/> |

Let me ask, from whom/through which channel have you been informed about our hotel services. Please select maximum 3 answers! Please write the numbers indicating your answers in the boxes below.

1 - from my acquaintance(s)

2 - from a member of my family

3 - from a friend

4 - from the hotel website

5 - I have been informed about the hotel services from a printed journal/magazine advertisement

6 - I have seen a printed advertisement/poster of the hotel in the city

7 - I have heard about the hotel services on the TV or in the radio


8 - through the social media (FB, Instagram, LinkedIn, Youtube etc.)

9 - in another Corinthia Hotel or in this hotel on my previous visit

10 from elsewhere: _____

Please, write the numbers indicating your answers in the boxes:

| | | |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|



CORINTHIA
HOTEL
BUDAPEST
ROYAL LUXURY SINCE 1896

Finally, let me ask you some personal information:

May I ask, are you a lady (2) or a gentleman (1)? Please write your answer in the box. ☐

May I ask, where do you live/ where did you spend most of your time in the last years? (1) In Hungary (2) Abroad, in another country. Please write your answer in the box. ☐

If you live in Hungary, may I ask where do you live exactly? (1) In Budapest (capital) (2) in a city (3) in a town (4) in a village Please write the number indicating your answer in the box. ☐

If you live in a foreign country, please specify in which one. _____ (name of the country you live in)

Let me ask, in which year were you born? _____ (year)

May I ask what is your highest qualification? Please write the number indicating your answer in the box. (1) university or college (2) secondary education (3) primary school. ☐

Let me ask, how would you describe your financial level of income in your household. Please write the number indicating your answer in the box. It makes a (1) very good lifestyle available, (2) comfortable lifestyle available, (3) it is ok for a living, (4) it is hard for a living. ☐

Lastly, let me ask you a relatively inconvenient question. If you would not like, please do not answer this question. How much have you spent in this hotel by the occasion of this visit so far? _____ (euro)

Dear Guest!

Thank you for taking the time completing the questionnaire. Please do not hesitate to contact me if you have any further questions. I hope You will enjoy your stay and we are looking forward to welcoming You here soon!

2016
Budapest

Katalin Juhász-Dóra
dorakatalin.juhasz@uni-corvinus.hu

There are a number of reasons which influence the decisions of the guests, which restaurant or other type of catering outlet to choose for a meal or a drink. May I ask what was your main motivation when you visited this outlet? To what extent have the following factors influenced your decision?

Please write the numbers (1-5) indicating your answers in ALL OF the boxes next to the statement.

(1) NOT influenced in any way
(2) had no significant influence
(3) a bit influenced, but not really
(4) influenced
(5) influenced SIGNIFICANTLY

| | |
|----------------------------|--------------------------|
| - the level of service | <input type="checkbox"/> |
| - price of the service | <input type="checkbox"/> |
| - brand name | <input type="checkbox"/> |
| - the history of the hotel | <input type="checkbox"/> |
| - my previous experience | <input type="checkbox"/> |
| - interior design/decor | <input type="checkbox"/> |
| - location of the hotel | <input type="checkbox"/> |
| - gastronomy | <input type="checkbox"/> |
| - other reason: _____ | <input type="checkbox"/> |

(2) Questionnaire used in event areas

Let me ask, are you staying in the hotel? Please indicate your answer in the box below.

1 - yes, I am staying/have stayed in this hotel currently
2 - no, I am not staying in the hotel this time

Hotels offer a great variety of services for the guests. Some of these services are listed below. Please indicate with the letter X, if you have ever used these services at this hotel (CHB) or at another hotel (OTHER).


| | CHB | OTHER |
|--------------|-----|-------|
| guest night | | |
| spa/wellness | | |
| beauty salon | | |
| Event | | |

In this case name the event type please:

| | | |
|------------------|--|--|
| business meeting | | |
| office service | | |
| flower shop | | |
| souvenir shop | | |
| restaurant | | |
| bar or club | | |
| patisserie | | |

other service at this hotel:

other service at another hotel:



ROYAL LUXURY SINCE 1896

Dear Guest!


I would kindly ask for your help to assist in the preparation of my dissertation by providing information on your hotel visitation habits. My research focuses on the analysis of the hotel industry in Hungary. Currently I am a third-year Doctoral Candidate at the Doctoral School of Business Administration, Corvinus University of Budapest, but previously was a member of the hotel staff for a period of 5 years.

Completing the questionnaire is voluntary, the confidentiality of the Research Participants is guaranteed.

Thank you for your generous contribution to the research in advance!

I hope You will enjoy your stay here and we are looking forward to welcoming You here soon!

Katalin Juhász-Dóra



May I ask who accompanied you on your current hotel visit? Please indicate your answer in the box below.

1 - nobody
2 - my girlfriend/boyfriend
3 - my wife/husband
4 - my family
5 - my friends
6 - my colleagues
7 - other company:


Some attributes of the Corinthia Hotel are listed below. Please indicate the numbers of the three most relevant ones based on your opinion.

1 - location, accessibility
2 - iconic hotel history
3 - architectural style
4 - decor & interior
5 - high-level services
6 - reasonable service prices
7 - variety of services offered
8 - great area of event spaces
9 - Corinthia brand name
10 - marketing activity
11 - qualified, discrete & polite staff
12 - opinion of other guests

Let me ask, from whom/through which channel have you been informed about our hotel services. Please select maximum 3 answers! Please write the numbers indicating your answers in the boxes below.

1 - from my acquaintance(s)
2 - from a member of my family
3 - from a friend
4 - from the hotel website
5 - I have been informed about the hotel services from a printed journal/magazine advertisement
6 - I have seen a printed advertisement/poster of the hotel in the city
7 - I have heard about the hotel services on the TV or in the radio
8 - through the social media (FB, Instagram, LinkedIn, YouTube etc.)
9 - in another Corinthia Hotel or in this hotel on my previous visit
10 from elsewhere:

Please, write the numbers indicating your answers in the boxes:



ROYAL LUXURY SINCE 1896

Finally, let me ask you some personal information:

May I ask, are you a lady (2) or a gentleman (1)? Please write your answer in the box.

May I ask, where do you live/ where did you spend most of your time in the last years? (1) in Hungary (2) Abroad, in another country. Please write your answer in the box.

If you live in Hungary, may I ask where do you live exactly?
(1) in Budapest (capital) (2) in a city (3) in a town (4) in a village
Please write the number indicating your answer in the box.

If you live in a foreign country, please specify in which one.
(name of the country you live in)

Let me ask, in which year were you born? _____ (year)

May I ask what is your highest qualification? Please write the number indicating your answer in the box.
(1) university or college (2) secondary education (3) primary school.

Let me ask, how would you describe your financial level of income in your household. Please write the number indicating your answer in the box. It makes a (1) very good lifestyle available, (2) comfortable lifestyle available, (3) it is ok for a living, (4) it is hard for a living.

Lastly, let me ask you a relatively inconvenient question. If you would not like, please do not answer this question. How much have you spent in this hotel by the occasion of this visit so far?
_____ (euro)

Dear Guest!

Thank you for taking the time completing the questionnaire. Please do not hesitate to contact me if you have any further questions. I hope You will enjoy your stay and we are looking forward to welcoming You here soon!

2016
Budapest

Katalin Juhász-Dóra
dorakatalin.juhasz@uni-corvinus.hu

There are a number of reasons which influence the decisions of the guests, which events to attend. May I ask what was your main motivation when you visited the hotel to take part at an event? To what extent have the following factors influenced your decision?

Please write the numbers (1-5) indicating your answers in **ALL OF the boxes** next to the statement.

(1) NOT influenced in any way
(2) had no significant influence
(3) a bit influenced, but not really
(4) influenced
(5) influenced SIGNIFICANTLY

- the level of service
- price of the service
- brand name
- the history of the hotel
- my previous experience
- exhibition spaces
- location of the hotel
- event rooms
- tailor-made requests
- better than competitors
- other :

(3) Questionnaire used for wellness services

Let me I ask, are you staying in the hotel? Please indicate your answer in the box below.

1 - yes, I am staying/have stayed in this hotel currently
2 - no, I am not staying in the hotel this time

Hotels offer a great variety of services for the guests. Some of these services are listed below. Please indicate with the letter X, if you have ever used these services at this hotel (CHB) or at another hotel (OTHER).


| | CHB | OTHER |
|--------------|-----|-------|
| guest night | | |
| spa/wellness | | |
| beauty salon | | |
| Event | | |

In this case name the event type please: _____

| | | |
|------------------|--|--|
| business meeting | | |
| office service | | |
| flower shop | | |
| souvenir shop | | |
| restaurant | | |
| bar or club | | |
| patisserie | | |

other service at this hotel: _____

other service at another hotel: _____



ROYAL LUXURY SINCE 1896

Dear Guest!


I would kindly ask for your help to assist in the preparation of my dissertation by providing information on your hotel visitation habits. My research focuses on the analysis of the hotel industry in Hungary. Currently I am a third-year Doctoral Candidate at the Doctoral School of Business Administration, Corvinus University of Budapest, but previously was a member of the hotel staff for a period of 5 years.

Completing the questionnaire is voluntary, the confidentiality of the Research Participants is guaranteed.

Thank you for your generous contribution to the research in advance!

I hope You will enjoy your stay here and we are looking forward to welcoming You here soon!

Katalin Juhász-Dóra



May I ask who accompanied you on your current hotel visit? Please indicate your answer in the box below.

1 - nobody
2 - my girlfriend/boyfriend
3 - my wife/husband
4 - my family
5 - my friends
6 - my colleagues
7 - other company: _____

Some attributes of the Corinthia Hotel are listed below. Please indicate the numbers of the three most relevant ones based on your opinion.


| | |
|---|--|
| 1 - location, accessibility | |
| 2 - iconic hotel history | |
| 3 - architectural style | |
| 4 - decor & interior | |
| 5 - high-level services | |
| 6 - reasonable service prices | |
| 7 - variety of services offered | |
| 8 - great area of event spaces | |
| 9 - Corinthia brand name | |
| 10 - marketing activity | |
| 11 - qualified, discrete & polite staff | |
| 12 - opinion of other guests | |

Let me ask, from whom/through which channel have you been informed about our hotel services. Please select maximum 3 answers! Please write the numbers indicating your answers in the boxes below.

1 - from my acquaintance(s)
2 - from a member of my family
3 - from a friend
4 - from the hotel website
5 - I have been informed about the hotel services from a printed journal/magazine advertisement
6 - I have seen a printed advertisement/poster of the hotel in the city
7 - I have heard about the hotel services on the TV or in the radio
8 - through the social media (FB, Instagram, LinkedIn, YouTube etc.)
9 - in another Corinthia Hotel or in this hotel on my previous visit
10 from elsewhere:

Please, write the numbers indicating your answers in the boxes:

| | | |
|--|--|--|
| | | |
|--|--|--|



ROYAL LUXURY SINCE 1896

Finally, let me ask you some personal information:

May I ask, are you a lady (2) or a gentleman (1)? Please write your answer in the box.

May I ask, where do you live/ where did you spend most of your time in the last years? (1) In Hungary (2) Abroad, in another country. Please write your answer in the box.

If you live in Hungary, may I ask where do you live exactly? (1) In Budapest (capital) (2) in a city (3) in a town (4) in a village Please write the number indicating your answer in the box.

If you live in a foreign country, please specify in which one. _____ (name of the country you live in)

Let me ask, in which year were you born? _____ (year)

May I ask what is your highest qualification? Please write the number indicating your answer in the box. (1) university or college (2) secondary education (3) primary school.

Let me ask, how would you describe your financial level of income in your household. Please write the number indicating your answer in the box. It makes a (1) very good lifestyle available, (2) comfortable lifestyle available, (3) it is ok for a living, (4) it is hard for a living.

Lastly, let me ask you a relatively inconvenient question. If you would not like, please do not answer this question. How much have you spent in this hotel by the occasion of this visit so far? _____ (euro)

Dear Guest!

Thank you for taking the time completing the questionnaire. Please do not hesitate to contact me if you have any further questions. I hope You will enjoy your stay and we are looking forward to welcoming You here soon!

2016 Budapest

Katalin Juhász-Dóra
dorakatalin.juhasz@uni-corvinus.hu

There are a number of reasons which influence the decisions of the guests, where to relax or which wellness/spa treatment to choose. May I ask what was your main motivation when you visited the wellness or beauty department of the hotel? To what extent have the following factors influenced your decision? Please write the numbers (1-5) indicating your answers in ALL OF the boxes next to the statement.

(1) NOT influenced in any way
(2) had no significant influence
(3) a bit influenced, but not really
(4) influenced
(5) influenced SIGNIFICANTLY

| | |
|----------------------------|--|
| - the level of service | |
| - price of the service | |
| - brand name | |
| - the history of the hotel | |
| - my previous experience | |
| - interior spaces | |
| - location of the hotel | |
| - qualified staff | |
| - special requests | |
| - long opening period | |
| - adult guests/no children | |
| - other: _____ | |

(4) Questionnaire in the lobby (general service focus)

Let me ask, are you staying in the hotel? Please indicate your answer in the box below.

1 - yes, I am staying/have stayed in this hotel currently ☐

2 - no, I am not staying in the hotel this time ☐

Hotels offer a great variety of services for the guests. Some of these services are listed below. Please indicate with the letter X, if you have ever used these services at this hotel (CHB) or at another hotel (OTHER).


| | CHB | OTHER |
|--------------|-----|-------|
| guest night | | |
| spa/wellness | | |
| beauty salon | | |
| Event | | |

In this case name the event type please:

| | | |
|------------------|--|--|
| business meeting | | |
| office service | | |
| flower shop | | |
| souvenir shop | | |
| restaurant | | |
| bar or club | | |
| patisserie | | |

other service at this hotel: _____

other service at another hotel: _____



ROYAL LUXURY SINCE 1896

Dear Guest!


I would kindly ask for your help to assist in the preparation of my dissertation by providing information on your hotel visitation habits. My research focuses on the analysis of the hotel industry in Hungary. Currently I am a third-year Doctoral Candidate at the Doctoral School of Business Administration, Corvinus University of Budapest, but previously was a member of the hotel staff for a period of 5 years.

Completing the questionnaire is voluntary,
the confidentiality of the Research Participants is guaranteed.

Thank you for your generous contribution to the research in advance!

I hope You will enjoy your stay here and we are looking forward to welcoming You here soon!

Katalin Juhász-Dóra



May I ask who accompanied you on your current hotel visit? Please indicate your answer in the box below.

1 - nobody ☐

2 - my girlfriend/boyfriend ☐

3 - my wife/husband ☐

4 - my family ☐

5 - my friends ☐

6 - my colleagues ☐

7 - other company: _____

Some attributes of the Corinthia Hotel are listed below. Please indicate the numbers of the three most relevant ones based on your opinion.

| | |
|---|--|
| 1 - location, accessibility | |
| 2 - iconic hotel history | |
| 3 - architectural style | |
| 4 - decor & interior | |
| 5 - high-level services | |
| 6 - reasonable service prices | |
| 7 - variety of services offered | |
| 8 - great area of event spaces | |
| 9 - Corinthia brand name | |
| 10 - marketing activity | |
| 11 - qualified, discrete & polite staff | |
| 12 - opinion of other guests | |

Let me ask, from whom/through which channel have you been informed about our hotel services. Please select maximum 3 answers! Please write the numbers indicating your answers in the boxes below.

1 - from my acquaintance(s) ☐

2 - from a member of my family ☐

3 - from a friend ☐

4 - from the hotel website ☐

5 - I have been informed about the hotel services from a printed journal/magazine advertisement ☐

6 - I have seen a printed advertisement/poster of the hotel in the city ☐


7 - I have heard about the hotel services on the TV or in the radio ☐

8 - through the social media (FB, Instagram, LinkedIn, YouTube etc.) ☐

9 - in another Corinthia Hotel or in this hotel on my previous visit ☐

10 from elsewhere: _____ ☐

Please, write the numbers indicating your answers in the boxes:



ROYAL LUXURY SINCE 1896

Finally, let me ask you some personal information:

May I ask, are you a lady (2) or a gentleman (1)? Please write your answer in the box. ☐

May I ask, where do you live/ where did you spend most of your time in the last years? (1) In Hungary (2) Abroad. In another country. Please write your answer in the box. ☐

If you live in Hungary, may I ask where do you live exactly? (1) in Budapest (capital) (2) in a city (3) in a town (4) in a village Please write the number indicating your answer in the box. ☐

If you live in a foreign country, please specify in which one. _____ (name of the country you live in) ☐

Let me ask, in which year were you born? _____ (year) ☐

May I ask what is your highest qualification? Please write the number indicating your answer in the box. (1) university or college (2) secondary education (3) primary school. ☐

Let me ask, how would you describe your financial level of income in your household. Please write the number indicating your answer in the box. It makes a (1) very good lifestyle available, (2) comfortable lifestyle available, (3) it is ok for a living, (4) it is hard for a living. ☐

Lastly, let me ask you a relatively inconvenient question. If you would not like, please do not answer this question. How much have you spent in this hotel by the occasion of this visit so far? _____ (euro) ☐

Dear Guest!

Thank you for taking the time completing the questionnaire. Please do not hesitate to contact me if you have any further questions. I hope You will enjoy your stay and we are looking forward to welcoming You here soon!

2016
Budapest

Katalin Juhász-Dóra
dorakatalin.juhasz@uni-corvinus.hu

There are a number of reasons which influence the decisions of the guests, which hotel services to choose and which not.

May I ask what was your main motivation when you visited the hotel because of a specific service? ☐

To what extent have the following factors influenced your decision? ☐

Please write the numbers (1-5) indicating your answers in ALL OF the boxes next to the statement.

(1) NOT influenced in any way
(2) had no significant influence
(3) a bit influenced, but not really
(4) influenced
(5) influenced SIGNIFICANTLY

| | |
|----------------------------|--|
| - the level of service | |
| - price of the service | |
| - brand name | |
| - the history of the hotel | |
| - my previous experience | |
| - location of the hotel | |
| - other : _____ | |

Appendix 3. - Hilton Budapest eye-tracking guide

Preliminary instructions for arrivals:

- if you wear glasses, arrive today with contact lenses, please
- come in clothing in which you are free to take a smartphone (pants with pockets, blazer, etc.)
- devote approximately one hour to the research
- meeting will be in front of the Matthias Church

1. Calibration in the street with laptop, phone and glasses (10 minutes)
2. *Welcome to the research! Are the glasses comfortable? Is the phone comfortable in your pocket? Then we start researching. Today's program starts with a story, then continues with a free-moving task and ends with a conversation where we'll see together what you've been watching at the hotel. Imagine reading with your partner or a friend on Facebook that the 13th-century Dominican nave and monastery are now part of the modern Hilton Budapest. This attraction can be viewed free of charge for everyone at the hotel. You plan to come up to the Castle and see the special attraction. You're thinking of spending your birthday next week at the Hilton with dinner, so you need to book a table.*

Your job is to go into the hotel, find the restaurant first, and book a table called TEST ELEK next week at 7 p.m. Afterwards, check out the Bell Tower in any order - as you see fit - or have a coffee, tea or soft drink in the hotel bar. If you have booked a table and visited the Bell Tower and had a coffee, please come to the reception, we will wait there. Do you have any questions? I will give you a sheet with all the information about the tasks on it. Please spend a maximum of 30 minutes on the tasks!

Behave, of course, as if you were really coming with your partner, your friend. If you want to take photos or videos with your phone, feel free to do so, you can also share them on Facebook or Instagram as you wish!

3. FREE MOVEMENT MAX 30 MINUTES
4. INTERVIEW (WE SEE THE PARTS OF THE EYE CAMERA RECORDING THAT IS AN INTERESTING PART WHICH THE INTERVIEWER DETAILS IN DETAIL)

Please take off your glasses, I quickly went to the recording and open it for shared viewing.

- How did you feel when you went for a walk? What were your expectations for the hotel?
- How did you feel during the visit?
- What was what felt best or what you liked best? Why?
- What was it that you didn't like or was uncomfortable about? Why?
- Do you remember the name of the restaurant? What is that?
 - How do you know his name? Did you know it before or did you know it now? Where?
- Can you tell me what today's offer is at the hotel? What is that?
 - How do you remember how you found out what the daily offer is?
- Let's go through together what you did and why! Your first task was to find the restaurant and book a table. Was it easy to find the restaurant? Why?
 - What was on your mind before you entered the hotel to find the restaurant?
 - Please tell us about the search process!
 - Was there an item or person that helped you find the restaurant? What was that?

- Was there an item or thing you wanted to use in your search but wasn't in the hotel? What was that?
- How did it feel to talk to a hotel staff member when booking a table? Why?
 - You would be the manager of the restaurant, what would you tell your employee what to change or how would you praise it?
- Which table did you choose when booking?
 - Why did you choose this table?
- What did you do first, have coffee or watch the Bell? Why did you choose this order?
- Now let's look at what we have experienced at the Ringer. TAKE THE PHOTO MAP!
 - How easy did you find the Roundabout?
 - When you headed to the hotel, how easy did you think it would be to find the Roundabout? And where did you think the Ringer could be?
 - Compared to that, how easy was your job? Why?
 - What were the items that helped you find the Roundabout?
 - Were there any orientation tools or personal assistance that you anticipated but were not present at the hotel? What are they?
 - How did you like the Ringer? What did you like most about it?
 - Was there something that was a disappointment?
 - Did you notice the exhibition with the pictures? Where was? How much did you like the pictures on display?
 - If you could plan the exhibitions for next year, what guidelines would you follow?
- How did you feel at the bar? TAKE THE PHOTO MAP!
 - Can you tell us how the bar was approached and the beverage was ordered and consumed?
 - What were the best parts? What was your memorable experience?
 - Was there something that wasn't pleasant? Why?
 - Please show me in the picture where your seating place was! Why did you choose this place?
 - If all the seats would have been free, where would you want to sit? Mark it in the picture, please! Please explain the reason why you liked this particular place the most.
 - If you returned to the bar next week, what would you like to eat? You can also say something you haven't seen on offer so far.
- Please think now about who you talked to - even just asking for a quick directions - during the walk! You highlight the people and parts of the speech that made you feel very good, which was a good experience. If there was one.
- Or please tell me when you came into contact with people what your uncomfortable feelings were and what caused it? If there was one.
- Finally, please compare your expectations with what you have experienced! What were the differences? Please explain in detail.

Thank you for your help!

Tables and figures

15. Table: Major eras and main features of the history of tourism

| Factors | Continental (1.0) | Global (2.0) | Total (3.0) |
|---------------------------|---|--|---|
| Period (approx.) | Thomas Cook - Until the End of the Cold War (1841-1963) | From the end of the Cold War a Until the demolition of the Twin Towers in New York (1963-2001) | From the Demolition of the Twin Towers in New York to the Present (2001-) |
| Target area | Europe, spa towns, waterfront mountain resorts | Developed countries, exotic countries, cities, beach resorts | Any country in the world, from the South Pole to the North Pole, from the Mariana Trench to the Himalayas, from the center to the periphery |
| Means of transport | Railway, ship | Car, plane, bus | The entire fleet (bicycles, sailboats, spacecraft) |
| I travel | They are wealthy | Middle class | The whole society (from homeless to billionaires) |
| Social environment | Service participants | Residents of tourist ghettos (tourist districts) | The whole society (population of the destination) |
| Information flow | Guidebook, map, travel agency | Guidebook, map, travel agency, media, websites | All communication channels (social media) |
| Risks | Means of transport (technical safety) | Thieves, pickpockets (public safety) | Complex security interpretation |

Source: Michalkó-Rátz (2019) p.

162

22. Figure: Zero star hotel in Switzerland



Source: <https://villechalet.com/the-zero-star-hotel-without-walls-switzerland/> (downloaded on 15/11/2020)

23. Figure: The public spaces of the Ritz-Carlton Budapest



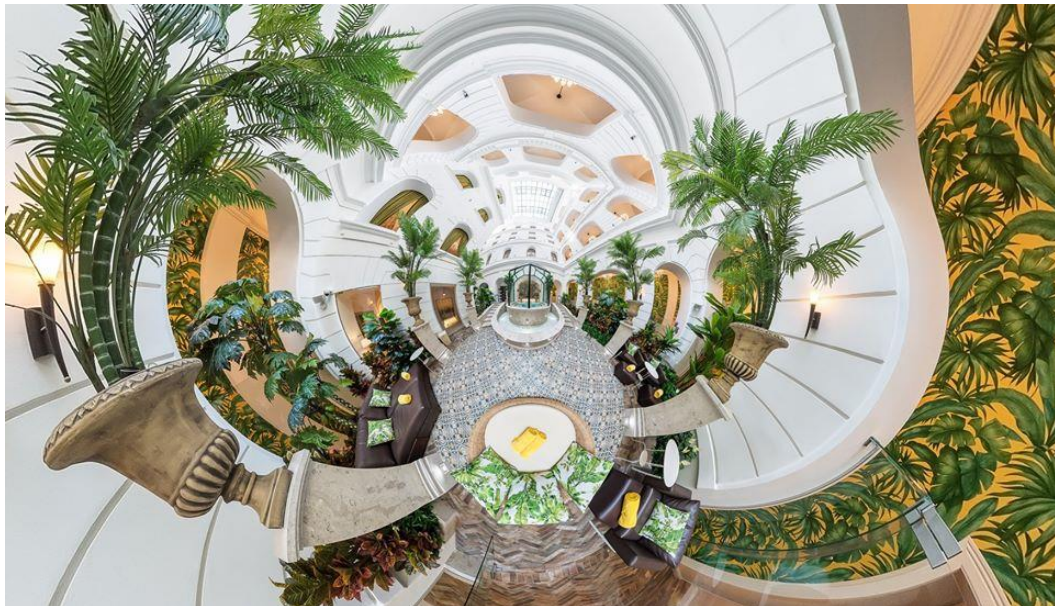
Source: <https://welovebudapest.com/cikk/2016/4/7/a-luxus-lenyege-a-tortenetmeseles-a-ritz-carlton-globalis-gyvezeto-igazgatojaval-talk-to> (downloaded: 15. 11. 2020.) - Photo: Juhász Norbert, We Love Budapest

24. Figure: Illustration of the inner atmosphere of a Burberry store



Source: <http://www.thefutureofluxury.co.uk/retail-store-design/>, downloaded: 15/11/2020

25. Figure: Mysticism in the hotel



"The Secret Garden Day Spa is unique across Europe. The inner courtyard of this beautiful eclectic building is a truly enchanted baroque garden where you can relax under magnificent statues, fountains and huge palm trees. Sitting in the hot tub, the entire façade of the palace and the hundreds of candles in the crystal chandeliers offer stunning views. The Secret Garden Day Spa has a Finnish sauna, steam room and hot tub. The Spa offers a range of beauty treatments, body treatments and massages. "

Source: <https://www.facebook.com/pg/MysteryHotelBudapest/posts/> (download: 07/04/2020)

26. Figure: Mystery Hotel's Glass Room: private universe in the guest room



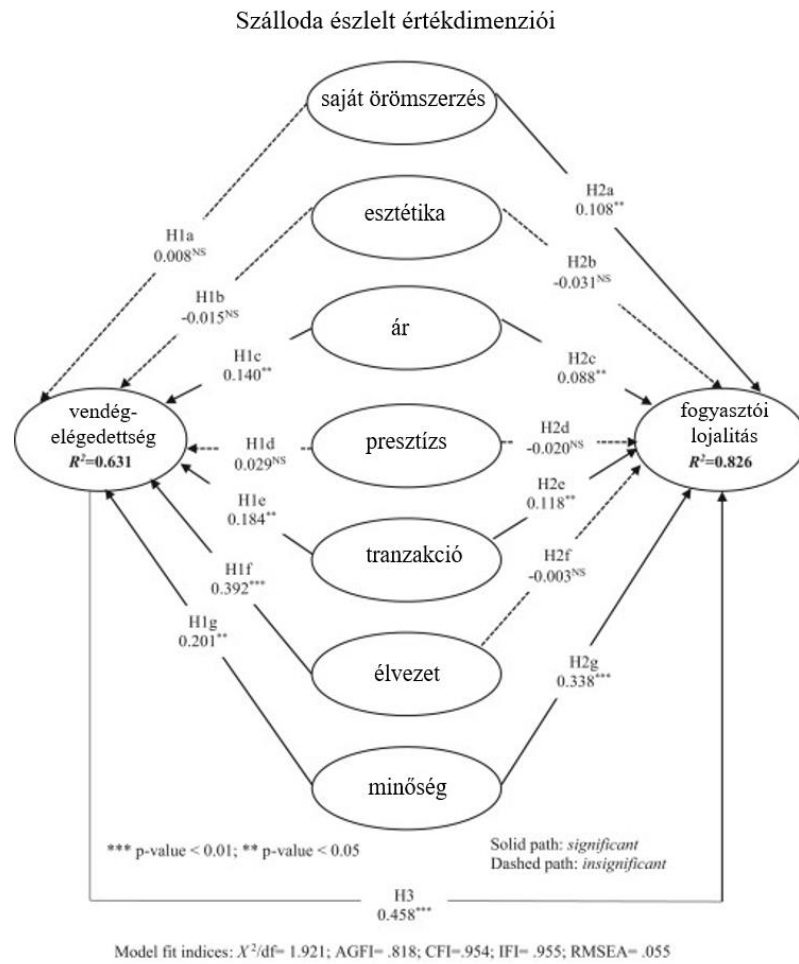
Source: <https://gregimages.com/fotozas/interior-fotozas-varrodesign/> (downloaded: May 25, 2020)

27. Figure: The New York Café in 1894



Source: <https://newyorkcafe.hu/new-york-kavehaz-html/> (downloaded: 08/08/2020)

28. Figure: Hotel model of the relationship between guest satisfaction and consumer loyalty



Source: El-Adly (2019), p.

29. Figure: Spatial perception and behavior in a movie luxury hotel



Snapshot of Shining. from the movie

Source: <https://filmandfurniture.com/2019/06/6-references-to-the-shining-in-the-doctor-sleep-trailer/>
(downloaded on 15/11/2020)

30. Figure: Picture of the ibis / Mercure Budapest Castle Hill lobby



Source: <https://all.accor.com/hotel/1688/index.en.shtml>, downloaded: 20.11.2020.

31. Figure: The Living Room - Kempinski Hotel Corvinus Lobby Bar



Source: <https://www.kempinski.com/en/budapest/hotel-corvinus/vendeglatas/the-living-room/>,
downloaded: 20/11/2020

References

- Agarwal, S., Shaw, G., Williams, A., Ball, R. (2000): The geography of tourism production: Uneven disciplinary development?. *Tourism Geographies* 2(3):241-263. <https://doi.org/10.1080/14616680050082517>
- Albert Tóth, A. – Rechnitzer, J. (2018): A telephelyválasztás lehetőségei a szállodaiparban, *Tér és Társadalom* 32 (3), 128-142. <https://doi.org/10.17649/TET.32.3.3054>
- Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. *International Journal of Hospitality Management*, 25(2), 170-192.
- Alfakhri, D., D., J., Nicholson, T., Harness (2018): The role of aesthetics and design in hotelscape: A phenomenological investigation of cosmopolitan consumers, *Journal of Business Research*, vol. 85, Issue C, Pages: 523-531. <https://doi.org/10.1016/j.jbusres.2017.10.031>
- Ali, F. – Amin, M. (2014): The influence of physical environment on emotions, customer satisfaction and behavioural intentions in Chinese resort hotel industry, *Journal of Global Business Advancement*, Vol. 7., No. 3. pp. 249-266.
- Ali, R. (2016): Exploring the Coming Perils of Overtourism, *Skift*, 23-08-2016 (online), available at: www.skift.com (letöltve: 2020. 08. 08.)
- Altman, I. – Rogoff, B. (1987): World views in psychology: Trait, interactional, organismic, and transactional perspectives. In: Stokols, D., Altman, I. (eds.): *Handbook of environmental psychology*, Wiley & Sons, New York. 7-40.
- Amat-Lefort, N., Marimon, F., Mas-Machuca, M. (2020): Towards a new model to understand quality in collaborative consumption services, *Journal of Cleaner Production*, Volume 266, Pages: 121855 <https://doi.org/10.1016/j.jclepro.2020.121855>
- Atalay, A., Bodur, H., Rasolofoarison, D. (2012): Shining in the center: Central gaze cascade effect on product choice. *Journal of Consumer Research*, 39(4), 848–866. <https://doi.org/10.1086/665984>
- Atwal, G. – Williams, A. (2009): Luxury brand marketing—the experience is everything!, *Journal of Brand Management*, Vol. 16 No. 5-6, pp. 338-346.
- Augustin, A. (2016): *Grand Hotel Royal – Budapest, Hungary, The most famous hotels in the world (series)*, Budapest
- Avermaete, T. – Massey, A. (szerk.) (2012): *Hotel Lobbies and Lounges, The Architecture of Professional Hospitality*, Routledge <https://doi.org/10.4324/9780203137505>
- Babbie, E. (2001): *A társadalomtudományi kutatás gyakorlata*, Balassi Kiadó, ISBN 978 963 456 000 5, Budapest
- Bagozzi, R. P. – Dholakia, U. M. (2002): Intentional social action in virtual communities, *Journal of Interactive Marketing*, Volume 16, Issue 2, Pages 2-21. <https://doi.org/10.1002/dir.10006>
- Bahar, O., & Kozak, M (2007) Advancing destination competitiveness research: Comparison between tourists and service providers. *Journal of Travel & Tourism Marketing*, 22(2), 61-71.
- Bansal, H. – Eiselt, H. A. (2004): Exploratory research of tourist motivations and planning, *Tourism Management*, Volume 25, pp. 387-396. [https://doi.org/10.1016/S0261-5177\(03\)00135-3](https://doi.org/10.1016/S0261-5177(03)00135-3)
- Barker, R. G. (1968): *Ecological psychology: Concepts and methods for studying the environment of human behavior*, Stanford University Press, Stanford
- Baerenholdt, J. O., Haldrup, M., Urry, J., Larsen, J. (2004): *Performing Tourist Places*, Ashgate, ISBN 0754638383, 9780754638384
- Barros, C. P. – Alves, F. P. (2004): Productivity in the tourism industry. *International Advances in Economic Research*, 10(3), 215-225.
- Bauer, A., Berács, J., Kenesei, Zs. (2014): *Marketing alapismeretek*, Akadémiai Kiadó, Budapest ISBN: 978 963 05 9736 4 <https://doi.org/10.1556/9789630597364>
- Beck, R. (1967): Spatial meaning and the properties of the environment. In Proshansky, H. M., Ittelson, W. H., Rivlin, L. G. (eds.) (1970): *Environmental psychology: Man and his physical setting*. Holt, Rinehart and Winston, Inc., New York. 134–141.
- Beggan, J.K. and Brown, E.M. (1994) Association as a psychological justification for ownership”, *The Journal of Psychology*, Vol. 128 No. 4, pp. 365-380. Beggan, J.K. (1992): On the social nature of nonsocial perception: the mere ownership effect, *Journal of Personality and Social Psychology*, Vol. 62 No. 2, pp. 229-237.
- Belk, R. W. (1975): Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157–164. <https://doi.org/10.1086/208627>
- Belk, R., MacInnis, D.J., Yadav, M.S. (2019): Personal accounts and an anatomy of conceptual contributions in the special issue, *Journal of Marketing Management*, Vol. 35 Nos 1-2, pp. 1-12.
- Bell, P. A., Fisher, J. D., Baum, A., Green, T. E. (1990): *Environmental psychology*. Holt, Rinehart and Winston, New York

- Bansal, H. – Eiselt, H. A. (2004): Exploratory research of tourist motivations and planning, *Tourism Management*, Volume 25, Issue 3, Pages 387-396. [https://doi.org/10.1016/S0261-5177\(03\)00135-3](https://doi.org/10.1016/S0261-5177(03)00135-3)
- Benkő, M. (2017): Zárt/nyitott – Városforma és térhasználat, *Építés – Építészettudomány*, 45 (3–4), 327–339. <https://doi.org/10.1556/096.2017.45.3-4.5>
- Barros, C. P. (2005): Measuring efficiency in the hotel sector *Annals of Tourism Research*, 32(2), 456-477.
- Batista e Silva, F., Herrera, M. A. M., Rosina, K., Barranco, R. R., Freire, S., Schiavina, M. (2018): Analysing spatiotemporal patterns of tourism in Europe at high-resolution with conventional and big data sources, *Tourism Management*, Volume 68, Pages: 101-115. <https://doi.org/10.1016/j.tourman.2018.02.020>
- Bauman, Z. (1997): *Postmodernity and Its Discontents*, Kiadó, NYU Press, ISBN 0814713041, ISBN-13 : 978-0814713037, Oxford
- Bauman, Z. (1999): Turisták és vagabundok - A posztmodern kor hősei és áldozatai, *Lettre* 35. szám, online <https://epa.oszk.hu/00000/00012/00019/01bauman.htm>
- Bebko, C., Sciuilli, L. M., Bhagat, P. (2014): Using eye tracking to assess the impact of advertising appeals on donor behavior. *Journal of Nonprofit & Public Sector Marketing*, 26(4), 354–371. [doi:10.1080/10495142.2014.965073](https://doi.org/10.1080/10495142.2014.965073)
- Bei, L.T., Chiao, Y.C. (2001): An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty, *Journal of Consumption Satisfaction Dissatisfaction & Complaining Behaviour*, 14, 125–140.
- Belényesi, E. (2014): *Változásmenedzsment a közigazgatásban*, Nemzeti Köszolgálati és Tankönyv Kiadó Zrt. Nemzeti Köszolgálati Egyetem, ISBN 978-615-5491-09-2, Budapest
- Bell, P., A., Fisher, J. D., Baum, A., Green, T. E. (1990): *Environmental psychology*. Holt, Rinehart and Winston, New York
- Berens, C. (1997): *Hotel Bars and Lobbies*, McGraw-Hill, New York
- Berger, V. (2018): *Térré szőtt társadalmiság - A tér kategóriája a szociológiaelméletekben*, L'Harmattan Kiadó, ISBN 978-963-414-460-1, Budapest
- Berki, M. (2015): A térbeliség trialektikája, *Tér és Társadalom* 29(2). 3–18., <https://doi.org/10.17649/TET.29.2.2658>
- Berleant, A. (1992): *The Aesthetics of Environment* – Temple University Press, USA
- Berthon, P., Pitt, L., Parent, M., Berthon, J.P. (2009): Aesthetics and ephemerality: observing and preserving the luxury brand, *California Management Review*, Vol. 51 No. 1, pp. 45-66.
- Beverland, M. (2004): Uncovering “theories-in-use”: building luxury wine brands, *European Journal of Marketing*, Vol. 38 No. 3/4, pp. 446-466. <https://doi.org/10.1108/03090560410518648>
- Bhabha, H. (1994): *The Location of Culture*, Routledge, London
- Biczó, G. (2011): A hely és a reprezentáció, In: Fejős, Z. (szerk.) *Színre vitt helyek*, Tabula könyvek 11.
- Bihari, M. (2013): *Politológia: a politika és modern állam pártok és ideológiák*, Nemzedékek Tudása Tankönyvkiadó, ISBN: 9789631976281, Budapest
- Bitner, M. J. (1992): Servicescapes: The Impact of Physical Surroundings on Customers and Employees, *Journal of Marketing*, Volume: 56 Issue: 2, Pages: 57-71. <https://doi.org/10.1177/002224299205600205>
- Bódis, G. (2017): A turizmus láthatatlanságának paradoxona: kommunikációs kihívások, *Turizmus Bulletin*, XVII. évfolyam, 3-4. szám, 33-45. old.
- Bódi, J. (2016): A tévéző turista: A médiaturizmus helyeinek kulturális geográfiája. *REPLIKA* (96-97). pp. 59-74. ISSN 0865-8188
- Bodnar, J. (2015): Reclaiming public space, *Urban Studies* 52 (12), 2090–2104. <https://doi.org/10.1177/0042098015583626>
- Boka, L. (2004): *A befogadás rétegei*, Korunk - Komp-Press, Kolozsvár, ISBN: 9789739373569
- Booms, B.H., Bitner, M.J. (1981): Marketing strategies and organization structures for service firms, in *Marketing of Services*, eds. J.H. Donnelly and W.R. George, Chicago: American Marketing Association, pp. 47-51.
- Boorstin, D. J. (1962): *A Guide to Pseudo-Events in America*, Vintage Books, ISBN 0679741801, 9780679741800
- Boros, L. (2017): A közterek átalakulása és a turizmus In: *Turizmus és transzformáció*. Turizmus Akadémia (8). Kodolányi János Főiskola; MTA CSFK Földrajztudományi Intézet; Magyar Földrajzi Társaság, Orosháza, Budapest, pp. 131-149. ISBN 978-615-5075-38-4
- Brodie, R., Brady, M., Saren, M., Pels, J. (2008). A comment on paradox and middle-range theory: universality, synthesis and supplement. *Journal of Business & Industrial Marketing*, Volume: 11, Issue: 1, pp.:75-91. <https://doi.org/10.1177/1470593110393714>
- Brodie, R. J., Hollebeek, L. D., Ilic, A., Juric, B. (2011): Customer engagement: Conceptual domain, fundamental propositions & implications for research in service marketing, *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>

- Brodie, R. J., Ilic, A., Juric, B., Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Brodie, R. J. – De Chernatony, L. (2009): Towards new conceptualizations of branding: theories of the middle range. *Marketing Theory*, 9(1), pp.:95-100. <https://doi.org/10.1177/1470593108100057>
- Brodie, R. J – Gustafsson, A. (2016): Enhancing theory development in service research, *Journal of Service Management*, Vol. 27. No. 1, pp. 2-8. <https://doi.org/10.1108/JOSM-03-2015-0097>
- Brown, J. R. – Dev, C. S. (1999): Looking beyond RevPAR: Productivity consequences of hotel strategies. *Cornell Hotel and Restaurant Administration Quarterly*, 40(2), 23-33.
- Brown, J. R. – Ragsdale, C. T. (2002): The competitive market efficiency of hotel brands: An application of data envelopment analysis, *Journal of Hospitality & Tourism Research*, 26(4), 332-360.
- Bryan, C. – Clegg, K. (2019): *Innovative Assessment in Higher Education, A Handbook for Academic Practitioners*, Routledge <https://doi.org/10.4324/9780429506857>
- Buhalis, D. – Leung, R. (2018): Smart hospitality — Interconnectivity and interoperability towards an ecosystem, *International Journal of Hospitality Management*, Volume 71, Pages 41–50. <https://doi.org/10.1016/j.ijhm.2017.11.011>
- Campos-Soria, J. A., Gonzalez Garcia, L. – Ropero Garcia, M. A. (2005): Service quality and competitiveness in the hospitality sector, *Tourism Economics*, 11(1), 85-102.
- Canter, D. (1977): *The psychology of place*. Architectural Press, London
- Canter, D. (1986): Putting situations in their place: Foundations for a bridge between social and environmental psychology. In Furnham, A. (ed.): *Social behaviour in context*. Allyn & Bacon, London. 208–239.
- Canter, D. (1988): Action and place: An existential dialectic. In Canter, D., Krampen, M., Stea, D. (eds.): *Environmental perspectives*. Avebury, Aldershot. 1–18.
- Canter, D. (1990): In search of objectives. In Altman, I., Christensen, K. (eds.): *Environment and behavior studies. Emergence of intellectual traditions*. Plenum Press, New York. 315–339.
- Canter, D. – Donald, I. (1987): Environmental psychology in the United Kingdom: Origins and current trends. In Stokols, D., Altman, I. (eds.): *Handbook of environmental psychology*. Wiley, New York. 1281–1311.
- Carpenter, R. – Robson, J. (1998): *Vision Research: A Practical Guide to Laboratory Methods*, ISBN-13: 9780198523192 <https://doi.org/10.1093/acprof:oso/9780198523192.001.0001>
- Chan, E. S. W. – Lam, D. (2013): Hotel safety and security systems, bridging the gap between managers and guests, *International journal of hospitality management*, Vol. 32, Pages: 202-216.
- Chang, H. – Wang, H.W. (2011) The moderating effect of customer perceived value on online shopping behaviour, *Computer Science*, 35 (3), 333–359. <https://doi.org/10.1108/14684521111151414>
- Chen, C.F. (2008): Investigating structural relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers: evidence from Taiwan, *Transportation Research Part A: Policy and Practice*, 42 (4), 709–717.
- Chen, P.T. – Hu, H.H. (2010) The effect of relational benefits on perceived value in relation to customer loyalty: an empirical study in the Australian coffee outlets industry, *International Journal of Hospitality Management*, 29 (3), 405–412. <https://doi.org/10.1016/j.ijhm.2009.09.006>
- Chandrasekar, V. – Dev, C. S. (1989): A framework for analyzing technology and structure in the lodging industry. *International Journal of Hospitality Management*, 8(3), 237-245. [https://doi.org/10.1016/0278-4319\(89\)90020-0](https://doi.org/10.1016/0278-4319(89)90020-0)
- Chauhan, A., Shukla-A., Negi, P. (2018): Safety and security measures adopted by the hotels and their impact on customer relationship management, *International Journal of Research - Granthaalayah*, Vol. 6. No. 1., Pages: 118-125. <https://doi.org/10.29121/granthaalayah.v6.i1.2018.1600>
- Chen, S.C. (2012): The customer satisfaction–loyalty relation in an interactive e-service setting: the mediators, *Journal of Retailing and Consumer Services*, 19 (2), 202–210. <https://doi.org/10.1016/j.jretconser.2012.01.001>
- Chen, A.H. – Peng, N. (2018): Examining Consumers' Intentions to Dine at Luxury Restaurants while Traveling. *International Journal of Hospitality Management*. 71, pp. 59-67. <https://doi.org/10.1016/j.ijhm.2017.11.009>
- Chen, J. – Chen, N. (2017): Beyond the everyday? Rethinking place meanings in tourism, *Tourism Geographies*, An International Journal of Tourism Space, Place and Environment, Volume 19, - Issue 1: Proximity and Intraregional Aspects of Tourism, pp. 9-26. <https://doi.org/10.1080/14616688.2016.1208677>
- Cheng, C. K., X. Li, J.F. Petrick, J.T. O'Leary (2011): An examination of tourism journal development, *Tourism Management*, 32 (1), pp. 53-61. <https://doi.org/10.1016/j.tourman.2009.11.004>

- Cherulnik, P. D. (1993): Cambridge series in environment and behavior. Applications of environment-behavior research: Case studies and analysis, Cambridge University Press
- Choi, T. Y. – Chu, R. K. S. (1999): Consumer perceptions of the quality of services in three hotel categories in Hong Kong. *Journal of Vacation Marketing*, 5(2), 176-189. <https://doi.org/10.1177/135676679900500206>
- Choi, T.Y. – Chu, R. (2001): Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, 20 (3), 277–297. [https://doi.org/10.1016/S0278-4319\(01\)00006-8](https://doi.org/10.1016/S0278-4319(01)00006-8)
- Choi, Y. K., Seo, Y., Wagner, U., Yoon, S. (2020): Matching luxury brand appeals with attitude functions on social media across cultures, *Journal of Business Research*, Volume: 117, Pages: 520-528. <https://doi.org/10.1016/j.jbusres.2018.10.003>
- Choi, K.S., Cho, W.H., Lee, S., Lee, H., Kim, C. (2004): The relationships among quality, value, satisfaction and behavioral intention in health care provider choice: a South Korean study. *Journal of Business Research*, 57 (8), 913–921.
- Chua, H., Boland, J., Nisbett, R. (2005): Cultural variation in eye movements during scene perception. *Proceedings of the National Academy of Sciences of the United States of America*, 102(35), 12629–12633. <https://doi.org/10.1073/pnas.0506162102>
- Cizmar, S.– Weber, S. (2000): Marketing effectiveness of the hotel industry in Croatia. *International Journal of Hospitality Management*, 19(3), 227-240. [https://doi.org/10.1016/S0278-4319\(00\)00020-7](https://doi.org/10.1016/S0278-4319(00)00020-7)
- Cohen, E., Cohen, S. (2012): Current Sociological Theories and Issues in Tourism, *Annals of Tourism Research* 39(4):2177–2202. <https://doi.org/10.1016/j.annals.2012.07.009>
- Coleman, S. – Crang, S. (2002): *Tourism: Between place and performance*, Berghahn Books, ISBN 978-1-57181-746-4
- Collins, D. (2001): *New Hotel: Architecture and Design*, Conran Octopus
- Conklin, K, Pellicer-Sánchez, A, Carrol, G. (2018): *Eye-tracking: A guide for applied linguistics research*, Cambridge: Cambridge University Press
- Cooper, G. J. – Hawkins, G. E. (2019): Investigating consumer decision strategies with systems factorial technology, *Journal of Mathematical Psychology*, 92, Article 102258. <https://doi.org/10.1016/j.jmp.2019.03.003>
- Cordes, K. A. (2013): *Application in recreation research, For today and the future*, 4th Edition, Urbana, Sagamore Publishing LLC
- Cottet, P., Lichtlé, M.C., Plichon, V. (2006): The role of value in services: a study in a retail environment., *Journal of Consumer Marketing*, 23 (4), 219–227. <https://doi.org/10.12691/jbms-4-4-1>
- Countryman, C.C. – Jang, S. (2006): The effects of atmospheric elements on customer impression: the case of hotel lobbies, *International Journal of Contemporary Hospitality Management*, Vol. 18, No. 7, pp. 534-545. <https://doi.org/10.1108/09596110610702968>
- Clark, A.N. szerk. (1985): *Longman Dictionary of Geography - human and physical*. Longman, Essex
- Collins, D. (2001): *New Hotel: Architecture and Design*. Conran Octopus Limited: London
- Creswell, J. W. (2007): *Qualitative inquiry and research design, choosing among five approaches*, 2nd edition, SAGE, Thousand Oaks
- Crouch, G. I. (2007): Destination competitiveness and attribute determinance. Paper presented at the First Conference of International Association for Tourism Economics, Palma, Mallorca, Spain
- Csépe, V. (2007): *Általános pszichológia: Észlelés és figyelem*, Osiris Kiadó, ISBN: 9789633899182, Budapest
- Curtis, E. (2001): *Hotel Interior Structures*, Wiley-Academy, London
- Csanádi, G., Csizmady, A., Olt, G. (2011): Social Sustainability and Urban Renewal of Inner-Erzsébetváros of Budapest, *Society and Economy*, 33. évf. 1. 199–217. o.
- Cséfalvay, Z. (1994): *A modern társadalomföldrajz kézikönyve*, Ikva Kft., Budapest
- Csizmady, A. – Olt, G. (2014): Kreatív miliő egy átalakuló negyedben - a romkocsmák belső-erzsébetvárosi világa, *Kultúra és Közösség*, 5 (2). 27-42. o. ISSN 0133-2597
- Curtis, E. (2001): *Hotel interior structures*, Wiley-Academy: London
- Davenport, T. – Beck, J. (2001): *The attention economy: Understanding the new currency of business*, Boston, MA: Harvard Business Press
- Davis, L. – Hodges, N. (2012): Consumer shopping value: an investigation of shopping trip value, in-store shopping value and retail format, *Journal of Retailing and Consumer Services*, 19(2), 229–239. <https://doi.org/10.1016/j.jretconser.2012.01.004>
- Deeter-Schmelz, D. R., Moore, J. N., Goebel, D. J. (2000): Prestige Clothing Shopping by Consumers: A Confirmatory Assessment and Refinement of the Precon Scale with Managerial Implications, *Journal of Marketing Theory and Practice* 8 (4), 43-58.
- Deeter-Schmelz, D. R., Ramsey, R. (1995): A conceptualization of the functions and roles of formalized selling and buying teams, *Journal of Personal Selling & Sales Management* 15 (2), 47-60.

- Deng, Z., Lu, Y., Wei, K.K., Zhang, J. (2010): Understanding customer satisfaction and loyalty: an empirical study of mobile instant messages in China. *Int. J. Inf. Manag.* 30 (4), 289–300. <https://doi.org/10.1016/j.ijinfomgt.2009.10.001>
- Denzin, N. K. – Lincoln, Y. S. (Eds.). (1994): *Handbook of qualitative research*. Sage Publications, Inc.
- DeVeau, L., DeVeau, P., Portocarrero, N., & Escoffier, M. (1996): *Front Office Management and Operations*. (pp. 5-16). Englewood Cliffs, NJ: Prentice-Hall
- Diaz-Bone, R. (2004): Milieu Models and Milieu Instruments in Market Research, Vol. 5 No. 2., Art 28. <https://doi.org/10.17169/fqs-5.2.595>
- Dickenson, G. (2018): Overtourism - shortlisted as Word of the Year following Telegraph Travel campaign. <https://www.telegraph.co.uk/travel/news/overtourism-word-of-the-year-oxford/> (Letöltve: 2020. 08. 10.)
- Dion, D. – Arnould, E. (2011): Retail luxury strategy: assembling charisma through art and magic, *Journal of Retailing*, Vol. 87 No. 4, pp. 502-520. <https://doi.org/10.1016/j.jretai.2011.09.001>
- Dogan, H., Nebioglu, O., Aydin, O., Dogan, I. (2013): Architectural Innovations are Competitive Advantage for Hotels in Tourism Industry?: What Customers, Managers and Employees Think about it?, *Procedia - Social and Behavioral Sciences*, Volume 99 (6) Pages: 701-710. <https://doi.org/10.1016/j.sbspro.2013.10.541>
- Donovan, R. J. – Rossiter, J. R. (1982): Store Atmosphere: an environmental psychology approach. *Journal of Retailing*, 58(1), Pages: 34-57.
- Dooley, L. M. (2002): Case Study Research and Theory Building, *Advances in developing Human Resources*, 4 (3), pp. 335-354.
- Doswell, R. – Gamble, P. (1979): *Marketing & Planning Hotels & Tourism*, Project, London: Barrie and Jenkins
- Downs, R. M. – Stea, D. (1973): *Image and environment. Cognitive mapping and spatial behavior*. Aldine Publ. Comp., Chicago
- Dubois, B. – Duquesne, P. (1993): The Market for Luxury Goods: Income versus Culture, *European Journal of Marketing*, Vol. 27 No. 1, pp. 35-44. <https://doi.org/10.1108/03090569310024530>
- Dubois, B. – Laurent, G. (1996): The Functions of Luxury: a Situational Approach to Excursionism, in *NA - Advances in Consumer Research* Volume 23, eds. Kim P. Corfman and John G. Lynch Jr., Provo, UT : Association for Consumer Research, Pages: 470-477.
- Dubois, B. – Paternault, C. (1997): Does Luxury Have a Home Country? An Investigation of Country Images in Europe. *Marketing and Research Today: The Journal of the European Society for Opinion and Marketing Research*, Volume: 25, Pages: 79-85.
- Dubois, D., Rucker, D. D., Galinsky, A. D. (2015): Social Class, Power, and Selfishness: When and Why Upper and Lower Class Individuals Behave Unethically. *Journal of Personality and Social Psychology*. Advance online publication. <http://dx.doi.org/10.1037/pspi0000008>
- Dubois, B. – Paternault, C. (1995): Observations: Understanding the world of international luxury brands: The "dream formula", *Journal of Advertising Research*, 35(4), 69–76.
- Duchowski, A.T. (2002): A breadth-first survey of eye-tracking applications. *Behavior Research Methods, Instruments, & Computers* 34, 455–470. <https://doi.org/10.3758/BF03195475>
- Duchowski, A. T. (2007): *Eye-tracking methodology: theory and practice*, Springer Science & Business Media, London
- Dúll, A. (2009): *A környezetpszichológia alapkérdései - Helyek, tárgyak, viselkedés*, L'Harmattan Kiadó, Budapest
- Dúll, A. – Urbán, R. (1997): Az épített környezet konnotatív jelentésének vizsgálata: módszertani megfontolások. *Pszichológia*, 17(2), 151–179.
- Dúll, A. – Kovács, Z. (szerk.) (1998): *Környezetpszichológiai szöveggyűjtemény*, Kossuth Egyetemi Kiadó, Debrecen
- Dupont, L., Antrop, M., Van Eetvelde, V. (2014): Eye-tracking analysis in landscape perception research: Influence of photograph properties and landscape characteristics. *Landscape Research*, 39(4), 417–432. <https://doi.org/10.1080/01426397.2013.773966>
- Durán-Narucki, V. (2008): School building condition, school attendance, and academic achievement in New York City public schools: A mediation model. *Journal of Environmental Psychology*, 28(3), 278–286. <https://doi.org/10.1016/j.jenvp.2008.02.008>
- Edensor, T. (2007) Mundane mobilities, performances and spaces of tourism, *Social & Cultural Geography*, Volume 8, 2007 - Issue 2, Pages: 199-215. <https://doi.org/10.1080/14649360701360089>
- Eghbal-Azar, K., Widlok, T. (2013): Potentials and limitations of mobile eye tracking in visitor studies: Evidence from field research at two Museum exhibitions in Germany. *Social Science Computer Review*, 31(1), 103–118. <https://doi.org/10.1177/0894439312453565>
- Eid, R. (2015): Integrating Muslim customer perceived value, satisfaction, loyalty and retention in the tourism industry: an empirical study. *International Journal of Tourism Research*, 17 (3), 249–260. <https://doi.org/10.1002/jtr.1982>
- Eid, R. – El-Gohary, H. (2015): The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction, *Tourism Management*, 46, 477–488. <https://doi.org/10.1016/j.tourman.2014.08.003>
- Eisenhardt, K. M. (1989): Building theories from case study research, *Academy of Management Review*, 14 (4) 532-550.

- El-Adly, M. – Eid, R. (2016): An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context, *Journal of Retail. Consumer Services* 31, 217–227.
- El-Adly, M. I. (2019): Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty, *Journal of Retailing and Consumer Services*, Volume 50, Pages 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- El-Adly, M. I. – ELSamen, A. A. (2018): Guest-based hotel equity: scale development and validation, *Journal of Product & Brand Management*, ISSN: 1061-0421
- El-Bachir, S. (2014): The Influence of the Store Atmosphere on the Consumer Behaviour, *Mediterranean Journal of Social Sciences*, Vol. 5., No. 8. pp. 229-235. <https://doi.org/10.5901/mjss.2014.v5n8p229>
- Emontspool, J. – Woodward, I. (szerk.) (2018): *Cosmopolitanism, Markets and Consumption: A Critical Global Perspective*. Palgrave Macmillan
- Eroglu, S. A. – Machleit, K. A. (2008). Theory in Consumer – Environment Research. In C. P. Haugtvedt, P. M. Herr, & F. R. Kardes (Eds.), *Handbook of Consumer Psychology* (pp. 823-835). New York, London: Taylor & Francis Group
- Evans, G. – W., McCoy, J. M. (1998): When buildings don't work: The role of architecture is human health, *Journal of Environmental Psychology*, 18: 85–94. <https://doi.org/10.1006/jevp.1998.0089>
- Farmaki, A., Miguel, C., Drotarova, M. H., Alekscic, A., Casni, A.C., Efthymiadou, F. (2020): Impacts of Covid-19 on peer-to-peer accommodation platforms: Host perceptions and responses, *International Journal of Hospitality Management*, Volume 91, ISSN 0278-4319 <https://doi.org/10.1016/j.ijhm.2020.102663>
- Feighey, W. (2003): Negative image? Developing the visual in tourism research. *Current Issues in Tourism*, 6(1), 76–85. <https://doi.org/10.1080/13683500308667945>
- Filimonau, V., Derqui, B., Matute, J. (2020): The COVID-19 pandemic and organisational commitment of senior hotel managers, *International Journal of Hospitality Management*, Volume 91, Pages: 102659 <https://doi.org/10.1016/j.ijhm.2020.102659>
- Figueiredo, B., Larsen, H. P., Bean, J. (2020): The Cosmopolitan Servicescape, *Journal of Retailing*, Available online 11 October, In Press, <https://doi.org/10.1016/j.jretai.2020.09.001>
- Finlay, K., Kanetkar, V., Londerville, J., Harvey, H. C. M. (2006): The Physical and Psychological Measurement of Gambling Environments, *Environment and Behaviour*, Volume: 38, Issue: 4, pp. 570-581. <https://doi.org/10.1177/0013916505283419>
- Flick, U. (1998): *An introduction to qualitative research*. London: Sage Publications
- Füstös, L. – Kovács, E. – Meszéna, Gy. – Mosolygó, N. (2004): *Alakfelismerés. Sokváltozós statisztikai módszerek*. Új Mandátum Kiadó, Budapest
- Gallarza, M.G., Arteaga-Moreno, F., Del Chiappa, G., Gil-Saura, I. (2016): Intrinsic value dimensions and the value-satisfaction-loyalty chain: a causal model for services, *Journal of Service Marketing*, 30 (2), 165–185. ISSN: 0887-6045
- George, A. L. – Bennett, A. (2005): *Case Studies and Theory Development in the Social Sciences*, Cambridge, MA: MIT Press <https://doi.org/10.1177/0276146707305480>
- Gibson, E. J. (1988): Exploratory behaviour in the development of perceiving, acting, and the acquiring of knowledge *Annual Reviews of Psychology*, (39) 1-41.
- Greenwell, T.C., Fink, J.S., Pastore, D.L. (2002): Assessing the influence of the physical sports facility on customer satisfaction within the context of the service experience, *Sport Management Review*, 5 (2), 129–148. [https://doi.org/10.1016/S1441-3523\(02\)70064-8](https://doi.org/10.1016/S1441-3523(02)70064-8)
- Gentile, C., Spiller, N., Noci, G. (2007): How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value with the Consumer, *European Management Journal*, Vol. 25, No. 5: p. 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Glaser, B. G. – Strauss, A. L. (1967): *The discovery of grounded theory, strategies for qualitative research*, Aldine, Chicago
- Glaeser, E. (2020): *A város diadala, Pallas Athéné Könyvkiadó, Budapest*
- Gluck, M. – Császi, L. (2011): The Budapest Cow Parade and the Construction of Cultural Citizenship, In: Steven Tötösy de Zepetnek & Louise O. Vasvári (eds.): *Comparative Hungarian Cultural Studies*, Purdue University Press, pp. 308-319.
- Go, F. M., Pine, R., Yu, R. (1994): Hong Kong: Sustaining competitive advantage in Asia's hotel industry. *Cornell Hotel and Restaurant Administration Quarterly*, 35(5), 50-61.
- Goeldner, C. R. – Ritchie, J. R. B. (2012): *Tourism : principles, practices, philosophies*, Wiley, Hoboken
- Gonzalez, V.M., L. Coromina, N. Gali. (2018): Overtourism residents' perceptions of tourism impact as an indicator of resident social carrying capacity- Case study of a Spanish heritage town. *Tourism Review* 73 (3): 227–296. 6. <https://doi.org/10.1108/TR-08-2017-0138>
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: A rapid assessment of COVID-19, *Journal of Sustainable Tourism*, Volume 29, Issue 1, Pages: 1-20. <https://doi.org/10.1080/09669582.2020.1758708>
- Griskevicius, V. – Kenrick, D. T. (2013): Fundamental motives: How evolutionary needs influence consumer behavior. *Journal of Consumer Psychology*, 23(3), 372–386. <https://doi.org/10.1016/j.jcps.2013.03.003>
- Grönroos, C. (1984): A service quality model and its marketing implications. *European Journal of Marketing*, 18 (4), p. 36-44.

- Grönroos, C. (2011): Value co-creation in service logic: A critical analysis. *Marketing Theory*, 11 (3), p. 279-301. <https://doi.org/10.1177/1470593111408177>
- Grossman, G.M. – Shapiro, C. (1988): Foreign counterfeiting of status goods, *The Quarterly Journal of Economics*, Vol. 103 No. 1, pp. 79-100. <https://doi.org/10.2307/1882643>
- Greenwell, T.C., Fink, J.S., Pastore, D.L. (2002): Assessing the influence of the physical sports facility on customer satisfaction within the context of the service experience, *Sport Management Review*, 5 (2), 129–148.
- Grum, D. K. (2018): Interactions between human behaviour and the built environment in terms of facility management, ISSN: 0263-2772
- Gundersen, M. G., Heide, M., Olsson, U. H. (1996): Hotel guest satisfaction among business travelers: What are the important factors? *Cornell Hotel and Restaurant Administration Quarterly*, 37(2), 72-81.
- Gursoy, D. – Sandstrom, J. (2014): An Updated Ranking of Hospitality and Tourism Journals. *Journal of Hospitality & Tourism Research*. 40 (1): pp. 3-18. <https://doi.org/10.1177/1096348014538054>
- Gursoy, D. – Chi, C. G. (2020): Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda, *Journal of Hospitality Marketing & Management*, Vol. 29, Issue 5, pp. 527-529. <https://doi.org/10.1080/19368623.2020.1788231>
- Györfy, A. (2008): Szállodatan: a szálloda, mint szolgáltatás, Nemzeti tankönyvkiadó, Budapest
- Habermas, J. (1999): A társadalmi nyilvánosság szerkezetváltozása. Osiris Kiadó, Budapest
- Hall, M. C. (2005): Time, Space, Tourism and Social Physics, *Tourism Recreation Research* 30(1):93-98, <https://doi.org/10.1080/02508281.2005.11081236>
- Hall, M. C., Scott, D., Gössling, S. (2020): Pandemics, transformations and tourism: be careful what you wish for, *An International Journal of Tourism Space, Place and Environment*, Volume 22, Issue 3: Visions of Travel and Tourism after the Global COVID-19 Transformation of 2020, <https://doi.org/10.1080/14616688.2020.1759131>
- Haldrup, M. – Larsen, J. (2010): *Tourism, performance and the everyday: consuming the Orient*, Routledge, London, New York
- Ham, S, Kim W. G. – Jeong, S. (2005): Effect of information technology on performance in upscale hotels. *International Journal of Hospitality Management*, 24(2), 281-294.
- Han, Y.L., Nunez, J.C., Drče, X. (2010): Signaling status with luxury goods: the role of brand prominence, *Journal of Marketing*, Vol. 74 No. 4, pp. 15-30. <https://doi.org/10.1509/jmkg.74.4.015>
- Hanák, P. (1999): *A kert és a műhely*, Balassi Kiadó, Budapest
- Harvey, D. (1990): Posztmodernizmus a nagyvárosban, építészet és városi design, *Tér és Társadalom*, 4. (3-4). 97-122.
- Hannam, K. (2006): Tourism and development: performances, performatives and mobilities, *Progress in Development Studies*, 6 (3) pp. 243-249. <https://doi.org/10.1191/1464993406ps141pr>
- Havadi, G. – Majtényi, Gy. (2011): Haverok, buli, Politikai Bizottság, Irodalom-művészet-tudomány, 43 (7-8). pp. 192-210. ISSN 0133-056X
- Heide, M., Lærdal, K., Grønhaug, K. (2007) The design and management of ambience—Implications for hotel architecture and service, *Tourism Management*, Volume 28, Issue 5, Pages: 1315-1325. <https://doi.org/10.1016/j.tourman.2007.01.011>
- Hellier, P.K., Geursen, G.M., Carr, R.A., Rickard, J.A. (2003): Customer repurchase intention: a general structural equation model, *European Journal of Marketing*, 37 (11/12), pp. 1762-1800. <https://doi.org/10.1108/03090560310495456>
- Hernandez-Mendez, J. – Munoz-Leiva, F. (2015): What type of online advertising is most effective for eTourism 2.0? An eye tracking study based on the characteristics of tourists. *Computers in Human Behavior*, 50, 618–625. <https://doi.org/10.1016/j.chb.2015.03.017>
- Hilliard, T. W. – Baloglu, S. (2008): Safety and security as part of the hotel servicescape for meeting planners, *Journal of Convention & Event Tourism*, Volume 9, Issue 1, Pages 15-34.
- Hilton, C. (1957): *Be my guest*, Gulf Coast Books, ISBN 9780671761745
- Holmqvist, J., Diaz Ruiz, C., & Peñaloza, L. (2020): Moments of luxury: Hedonic escapism as a luxury experience. *Journal of Business Research*. Volume 116, pp 503-513. <https://doi.org/10.1016/j.jbusres.2019.10.015>
- Hory, G., Major, Z., Müllner, P., Benkő, M. (2017): Exploration of spatial design issues at backpacker hostels in Budapest's historic center: Informality, density, and adaptability, *Frontiers of Architectural Research*, Volume 6, Issue 2, Pages: 157-168. <https://doi.org/10.1016/j.foar.2017.02.005>
- Horváth, D. – Mitev, A. (2015): *Alternatív kvalitatív kutatási kézikönyv*, Alinea Kiadó, Budapest
- Hughes, N. (2018): Tourists go home: Anti-tourism industry protest in Barcelona *Social Movement Studies*, 17 (4), pp. 471-477. <https://doi.org/10.1080/14742837.2018.1468244>
- Hellier, P.K., Geursen, G.M., Carr, R.A., Rickard, J.A. (2003): Customer repurchase intention: a general structural equation model. *European Journal of Marketing*, 37 (11/12), 1762–1800.

- Holahan, C. J. (1982): A környezetpszichológia természete és története, In: Düll Andrea, Kovács Zoltán (szerk.) (1998): Környezetpszichológiai szöveggyűjtemény, Kossuth Egyetemi Kiadó, Debrecen. 9–27.
- Howat, G. – Assaker, G. (2013): The hierarchical effects of perceived quality on perceived value, satisfaction, and loyalty: empirical results from public, outdoor aquatic centres in Australia. *Sport Management Review*, 16 (3), 268–284.
- Hsu, S. B., Li, Y., Waltman, P. (2000): Competition in the presence of a lethal external inhibitor, *Mathematical Biosciences* Volume 167, Issue 2, Pages: 177–199. [https://doi.org/10.1016/S0025-5564\(00\)00030-4](https://doi.org/10.1016/S0025-5564(00)00030-4)
- Hübner, A. (2015): A hely szelleme, mint autenticitás: kultuszregények és városolvasatok, IN: Solt, K. (szerk.) *Alkalmazott tudományok II. fóruma: Konferenciakötet*, Budapest, Magyarország, Budapesti Gazdasági Főiskola, pp. 287–302.
- Hume, M. – Sullivan Mort, G. (2010): The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts, *Journal of Service Marketing*, 24 (2), 170–182. <https://doi.org/10.1108/08876041011031136>
- Hutchinson, E. D. (1999): *Dimensions of human behavior. Person and environment*, Pine Forge Press, Thousand Oaks
- Hui, S., Fader, P., Bradlow, E. (2009): Path data in marketing: An integrative framework and prospectus for model building. *Marketing Science*, 28(2), 320–335.
- Hwang, J. – Han, H. (2014): Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry. *Tourism Management*, 40, 244–259. <https://doi.org/10.1016/j.tourman.2013.06.007>
- Ilyés, N. (2017): Láthatatlan turisták Budapest árnyékában - Invisible tourists under the shadow of Budapest. *E-CONOM*, 6 (2). pp. 56–65. ISSN 2063-644X <https://doi.org/10.17836/EC.2017.2.056>
- Ioncica, M., Draghici, M., Petrescu, C., Ioncica, D. (2009): Services specialization (a possible index) and its connection with competitiveness: the case of Romania, *The Service Industries Journal*, Volume 30, Issue 12, Pages: 2023–2044.
- Ioannides, D. (2006): Commentary: The Economic Geography of the Tourist Industry: Ten Years of Progress in Research and an Agenda for the Future. *Tourism Geographies*. 8. 1. pp. 76–86. <https://doi.org/10.1080/14616680500392515>
- Isaacson, W. (2018): *Leonardo da Vinci: a zseni közelről*. Helikon, Budapest
- Irimiás, A., Jászberényi, M., Michalkó, G. (2019): *A turisztikai termékek innovatív fejlesztése*, ISBN: 978 963 454 408 1, Sorozat: Turizmus és mobilitás, ISSN 2732-1495, Akadémiai Kiadó DOI: 10.1556/9789634544081, <https://mersz.hu/kiadvany/580/dokumentum/info/>
- Ittelson, W. H. (1960): Some factors influencing the design and functions of psychiatric facilities. *Progress Report*, Brooklyn Colledge
- Ittelson, W. H. (1978): Environmental perception and urban experience. *Environment and Behavior*, (10) 2: 193–213.
- Izumi, K. (1957): An analysis for the design of hospital quarters for the neuropsychiatric patient. *Mental Hospitals*, 8: 31–32.
- Jacobsen, J. K. S. (2000): Anti-tourist attitudes: Mediterranean charter tourism, *Annals of Tourism Research*, Volume 27, Issue 2, Pages: 284–300. [https://doi.org/10.1016/S0160-7383\(99\)00069-9](https://doi.org/10.1016/S0160-7383(99)00069-9)
- János, S. (szerk.) *Szemkamerás vizsgálatok a pedagógiai kutatásban*,
- Jakle, J. A. (1987): *The Visual Elements of Landscape*. USA: The University of Massachusetts Press
- Jancsik, A. (2007): Versenyképesség és annak fejlesztési lehetőségei a turisztikai célterületeken, In: Kovács, Zoltán; Szabó, Lajos (szerk.) *Menedzsment a XXI. században*, Pannon Egyetemi Kiadó, 155–173. o.
- Jancsik, A., Michalkó, G., Csernyik, M. (2018): Megosztás megosztottság nélkül – az Airbnb és a budapesti szálláshelypiac átalakulása. *KÖZGAZDASÁGI SZEMLE*, 65 (3). pp. 259–286. ISSN 0023-4346
- Jones, M., Reynolds, K., Arnold, M. (2006): Hedonic and utilitarian shopping value: investigating differential effects on retail outcomes, *Journal of Business Research*, 59 (9), 974–981. <https://doi.org/10.1016/J.JBUSRES.2006.03.006>
- Juhász-Dóra, K. (2017): Analysis of additional hotel services in the international luxury hotels – a case-study from Budapest, *Proceedings of the International Conference on Business Excellence*, 11(1): 884–892. <https://doi.org/10.1515/picbe-2017-0094>
- Juhász-Dóra, K. – Ilyés, Noémi (2017): A budapesti ikonikus szállodák közösségi tereinek átalakulásának vizsgálata a helyi társadalomban betöltött szerepük szempontjából, In: Keresztes, Gábor; Kohus, Zolt; Szabó, P. Katalin; Tokody, Dániel (szerk.) *Tavaszi Szél Konferencia 2017: Nemzetközi Multidiszciplináris Konferencia: Tanulmánykötet*, Budapest, Magyarország: Doktoranduszok Országos Szövetsége (DOSZ) 244. o.
- Jusko, J. (1991): On design, *Hotel & Motel Management*, 206(8), 30.
- Kandampully, J. – Suhartanto, D. (2000): Customer loyalty in the hotel industry: the role of customer satisfaction and image, *International Journal of Contemporary Hospitality Management*, 12 (6), 346–351. https://doi.org/10.1300/J150v10n01_02
- Kapferer, J.N. – Bastien, V. (2009): The specificity of luxury management: turning marketing upside down”, *Journal of Brand Management*, Vol. 16 No. 5-6, pp. 311–322. <https://doi.org/10.1057/bm.2008.51>

- Kapferer, J.N., Bastien, V. (2012): *The luxury strategy: break the rules of marketing to build luxury brands*. 2nd ed., London: Kogan Page
- Kapferer, J.N., Laurent, G. (2016): Where do consumers think luxury begins? A study of perceived minimum price for 21 luxury goods in 7 countries, *Journal of Business* 44, Research, Vol. 69 No. 1, pp. 332-340. <https://doi.org/10.1016/j.jbusres.2015.08.005>
- Kari, Sz. (2016): *Genius Loci – A hely szelleme*, ISBN: 9783330806191, GlobeEdit Publishing
- Kastanakisa, M. N., Balabanis, G. (2014): Explaining variation in conspicuous luxury consumption: An individual differences' perspective, *Journal of Business Research* Volume 67, Issue 10, pp. 2147-2154. <https://doi.org/10.1016/j.jbusres.2014.04.024>
- Kátay, Á. – Kiss, R. (2015): The River Danube as an Attraction in Positioning Hotels Along its Riverside Capitals. *Turizam: International Scientific Journal University of Novi Sad*, 19 (2): pp.56-70.
- Kátay, Á., Michalkó, G., Rátz, T. szerk. (2019): *Turizmus 3.0*, Kodolányi János Egyetem, MTA CSFK Földrajztudományi Intézet, Magyar Földrajzi Társaság, ISBN: 978-615-5075-47-6, ISSN: 1786-2310, Orosháza-Budapest
- Kátay, Á. (2016): *A szállodaipar térbeli és időbeli expanziójának vizsgálata Magyarországon*, PhD értekezés, Pécsi Tudományegyetem
- Kauppinen-Räsänen, H., Mühlbacher, H., Taishoff, M. (2020): Exploring consumers' subjective shopping experiences in directly operated luxury brand stores, *Journal of Retailing and Consumer Services*, Volume 57, 102251, <https://doi.org/10.1016/j.jretconser.2020.102251>
- Kenesei, Zs. – Kolos, K. (2007): *Szolgáltatásmarketing és -menedzsment*, Alinea Kiadó, Budapest, ISBN: 9789639659193
- Kenesei, Zs. – Kolos, K. (2018): Szolgáltatásmarketing: múlt vagy jövő? *Vezetéstudomány - Budapest Management Review*, 49 (1). pp. 2-12. <https://doi.org/10.14267/VEZTUD.2018.01.01>
- Keng, C.J., Huang, T.L., Zheng, L.J., Hsu, M.K. (2007): Modeling service encounters and customer experiential value in retailing: an empirical investigation of shopping mall customers in Taiwan, *International Journal of Service Industry Management*, 18 (4), 349–367.
- Kiefer, P., Giannopoulos, I., Kremer, D., Schlieder, C., Raubal, M. (2014): Starting to get bored: An outdoor eye tracking study of tourists exploring a city panorama. Paper presented at the Proceedings of the Symposium on Eye Tracking Research and Applications, Safety Harbor, FL.
- Kim, D. Hwang, Y., Fesenmaier, D. R. (2005): Modeling tourism advertising effectiveness, *Journal of Travel Research*, 44, 42 –49. <https://doi.org/10.1177/0047287505276590>
- Kim, D., Perdue, R. R. (2013): The effects of cognitive, affective, and sensory attributes on hotel choice, *International Journal of Hospitality Management*, 35:246-257 <https://doi.org/10.1016/j.ijhm.2013.05.012>
- Kim, H. – Kim, W. G. (2005): The relationship between brand equity and firms' performance in luxury hotels and chain restaurants, *Tourism Management*, 26(4), 549-560.
- Ko, E., Costello, J. P. and Taylor, C. R. (2019): What is a luxury brand? A new definition and review of the literature, *Journal of Business Research*, Vol. 99 (June), pp. 405-413. <https://doi.org/10.1016/j.jbusres.2017.08.023>
- Kobal Grum, D. (2018): Interactions between human behaviour and the built environment in terms of facility management, *Facilities*, Vol. 36 No. 1/2, pp. 2-12. <https://doi.org/10.1108/F-03-2017-0040>
- Kock, F., Josiassen, A., Assaf, G. A. (2018): On the origin of tourist behavior, *Annals of Tourism Research*, Volume 73, Pages: 180-183. <https://doi.org/10.1016/j.annals.2018.04.002>
- Koens, K., Postma, A., Papp, B. (2018): Is overtourism overused? Understanding the impact of tourism in a city context, *Sustainability*, 10 (12), 4384 <https://doi.org/10.3390/su10124384>
- Konkoly-Gyuró, É. (2019): A percepció jelentősége a környezet- és táj kutatásban, *Földrajzi Közlemények*, 143. (2): 158-166. o. <https://doi.org/10.32643/fk.143.2.5>
- Kordos, Sz. (2014): *Luxushotel, Hungary – A budapesti szállodák legféltettebb titkai*, 21. Század Kiadó, ISBN 9789638937919
- Kotler, P. (1973): Atmospherics as a Marketing Tool, *Journal of Retailing*, Vol. 49, No. 4, 1973, pp. 48-64.
- Kotler, P. (1984): *Marketing management: Analysis, planning and control*. Englewood Cliffs, NJ: Prentice-Hall
- Kotler, P. (2000): *Kotler a marketingről: jönni, látni, győzni a piacon*. Park, Budapest
- Kovács, D. (2014): Élmény, élménygazdaság, élménytársadalom és turizmus, *Turizmus Bulletin*, 16. Évf., 3-4. szám, 40-48. o.
- Kovács, I. (2009): A szálloda, mint termék, In: Papp Ilona (szerk.): *Szálloda- és vendéglátásmenedzsment*, Akadémiai Kiadó, Budapest
- Kozak, M., & Rimmington, M. (1998). Benchmarking: Destination attractiveness and small hospitality business performance. *International Journal of Contemporary Hospitality Management*, 10(5), 184-188.
- Kroesen, M. – Chorus, C. (2020): A new perspective on the role of attitudes in explaining travel behavior: A psychological network model, *Transportation Research Part A: Policy and Practice*, Volume 133, Pages 82-94. <https://doi.org/10.1016/j.tra.2020.01.014>

- Kulcsár, N. (2013): A magyar falusi turizmus újabb átalakulása, *A Falu*, 28 (3): 5–18.
- Kulcsár, N. – Grotte, J. (2018): Mit várunk a szállodáktól? – avagy a legmeghatározóbb fogyasztói szegmens számára értéket jelentő tényezők a szállodákban, XVIII. évf., 3. szám, 4-14. o.
- Kuo, Y.F., Wu, C.M., Deng, W.J. (2009): The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services, *Comput. Hum. Behav.* 25 (4), 887–896. <https://doi.org/10.1016/j.chb.2009.03.003>
- Lai, W.T. – Chen, C.F. (2011): Behavioral intentions of public transit passengers—The roles of service quality, perceived value, satisfaction and involvement. *Transp. Policy* 18 (2), 318–325. <https://doi.org/10.1016/j.tranpol.2010.09.003>
- Lai, F., Griffin, M., Babin, B.J. (2009): How quality, value, image, and satisfaction create loyalty at a Chinese telecom, *Journal of Business Research*, 62 (10), 980–986. <https://doi.org/10.1016/j.jbusres.2008.10.015>
- Lai, M., Tsai, M., Yang, F., Hsu, C.-Y., Liu, T., Lee, S. W., Tsai, C. (2013): A review of using eyetracking technology in exploring learning from 2000 to 2012. *Educational Research Review*, 10, 90–115. <https://doi.org/10.1016/j.edurev.2013.10.001>
- Lang, J. (1987): *Creating architectural theory: The role of the behavioral sciences in environmental design*. Van Nostrand Reinhold, New York
- Larsen, S. (2007): Aspects of a Psychology of the Tourist Experience, *Scandinavian Journal of Hospitality and Tourism* Volume 7, Issue 1: Tourist Experiences, Pages: 7-18. <https://doi.org/10.1080/15022250701226014>
- Lashley, C. (2001): Costing staff turnover in hospitality service organisations, *Journal of Services Research*, 1(2), 3-24. ISSN:0972-4702
- Lashley, C. (2008): *Marketing hospitality and tourism experiences*, *Handbook of Hospitality Marketing Management*, Routledge
- Lawson, F. R. (2007): *Hotels and Resorts: Planning and Design*, Butterworth Architecture Design and Development Guides. ISBN 0750618612
- Lee, M. – Cunningham, L. F. (2001): A cost/benefit approach to understanding service loyalty, *Journal of Services Marketing*, ISSN: 0887-6045
- Lee, C.K., Yoon, Y.S., Lee, S.K. (2007): Investigating the relationships among perceived value, satisfaction, and recommendations: the case of the Korean DMZ, *Tourism Management*, 28 (1), 204–214.
- Lefebvre, H. (1991): *The production of space*. Blackwell, Oxford
- Lei, S.I., Nicolau, J.L., Xiao, Q., Wang, D. (2020): The effectiveness of tryvertising in hotels, *International Journal of Hospitality Management*. Volume 85, 102403 <https://doi.org/10.1016/j.ijhm.2019.102403>
- Leibenstein, H. (1950): Bandwagon, Snob, and Veblen Effects in the Theory of Consumers' Demand, *The Quarterly Journal of Economics*, Volume 64, Issue: 2, Pages: 183–207., <https://doi.org/10.2307/1882692>
- Lengyel, M. (1992): *A turizmus általános elmélete*, Viva, Budapest
- Lew, A. (2001): Defining a geography of tourism. *Tourism Geographies*. 3. 1. pp. 105–114. <https://doi.org/10.1080/14616680010008739>
- Lewis, B.R. – Soureli, M. (2006): The antecedents of consumer loyalty in retail banking, *Journal of Consumer Behaviour*, 5 (1), 15–31. <https://doi.org/10.1002/cb.46>
- Li, S., Walters, G., Packer, J., Scott, N. (2016): Using skin conductance and facial electromyography to measure emotional responses to tourism advertising. *Current Issues in Tourism*, pp. 1–23. <https://doi.org/10.1080/13683500.2016.1223023>
- Lin, I. Y. (2004): Evaluating a servicescape: the effect of cognition and emotion, *International Journal of Hospitality Management* Volume 23, Issue 2, Pages: 163-178. <https://doi.org/10.1016/j.ijhm.2003.01.001>
- Lin, H.H. – Wang, Y.S. (2006): An examination of the determinants of customer loyalty in mobile commerce contexts, *Information and Management*, 43 (3), 271–282. <https://doi.org/10.1016/j.im.2005.08.001>
- Lin, I. Y. – Mattila, A. S. (2010): Restaurant servicescape, service encounter, and perceived congruency on customers' emotions and satisfaction, *Journal of Hospitality Marketing and Management* pp. 819-841. <https://doi.org/10.1080/19368623.2010.514547>
- Littre, E. (1876): *Dictionnaire de la langue française*, Hachette, Paris
- Liu, Z., Qin, C.-X., Zhang, Y.-J. (2020): Mining product competitiveness by fusing multisource online information, *Elsevier Decision Support Systems*, 113477 <https://doi.org/10.1016/j.dss.2020.113477>
- Lin, H., Gursay, D., Zhang, M. (2020): Impact of customer-to-customer interactions on overall service experience: A social servicescape perspective, *International Journal of Hospitality Management*, Volume 87, May 2020, 102376 <https://doi.org/10.1016/j.ijhm.2019.102376>
- Lockyer, T. (2005): The perceived importance of price as one hotel selection dimension. *Tourism Management*, 26(4), 529-537.
- Lofland, J. (1995): *Analytic ethnography, features, failings and futures*, Volume: 24, Issue: 1, pp.: 30-67. <https://doi.org/10.1177/089124195024001002>
- Lofland, J. – L. H. Lofland (1984) *Analyzing social settings: A guide to qualitative observation and analysis*. 2d ed. Belmont, CA: Wadsworth

- Losonczy, Á. (1977): *Életmód az időben, a tárgyakban és az értékekben*. Gondolat, Budapest
- Lovelock, C. H. (1983): Classifying Services to Gain Strategic Marketing Insights, *Journal of Marketing*, Volume 47, Issue 3, Pages: 9-20. <https://doi.org/10.1177/002224298304700303>
- Lovelock, C.H. – Gummesson, E. (2004): Whither services marketing? In search of a new paradigm and fresh perspectives, *Journal of Service Research*, Vol. 7 No. 1, pp. 20–41. <https://doi.org/10.1177/1094670504266131>
- Lucia-Palacios, L., Pérez-López, R., Polo-Redondo, Y. (2016): Cognitive, affective and behavioural responses in mall experience: a qualitative approach, *International Journal of Business and Retail Distribution Management* 44 (1), 4–21. <https://doi.org/10.24052/JBRMR/V13IS04/ART-03>
- Lunardo, R. – Mouangue, E. (2019): Getting over discomfort in luxury brand stores: How pop-up stores affect perceptions of luxury, embarrassment, and store evaluations, *Journal of Retailing and Consumer Services*, Volume 49, Pages: 77-85. <https://doi.org/10.1016/j.jretconser.2019.03.005>
- Lynch, K. (1960): *The image of the city*, MIT Press, Cambridge
- Lynch, K. – Rodwin, L. (1970): A theory of urban form, In: Proshansky, H. M., Ittelson, W. H., Rivlin, L. G. (eds.): *Environmental psychology: Man and his physical setting*, Holt, Rinehart, and Winston, New York. 84–100.
- MacCannell, D. (1973): Staged Authenticity: Arrangement of Social Space in Tourist Settings, *American Journal of Sociology*, 79 (3) 589-603.
- MacCannell, D. (1976): *The tourist, A new theory of the leisure class*, New York: Schocken Books
- Maglio, P. P., Vargo, S. L., Caswell, N., Spohrer, J. (2009): The Service System is the Basic Abstraction of Service Science. *Information Systems E-Business Management*, 7, Pages: 395-406. <https://doi.org/10.1007/s10257-008-0105-1>
- Malhotra, N. K.– Simon, J. (2008): *Marketingkutató*, Akadémiai Kiadó, Budapest
- Man, T. W. Y., Lau, T., Chan, K. F. (2002): The competitiveness of small and medium enterprises: A conceptualization with focus on entrepreneurial competencies, *Journal of Business Venturing*, Volume 17, Issue 2, Pages: 123-142. [https://doi.org/10.1016/S0883-9026\(00\)00058-6](https://doi.org/10.1016/S0883-9026(00)00058-6)
- Marchiori, E. – Cantoni, L. (2015): Studying online contents navigation: A comparison between Eye-tracking technique and self-reported investigation. In I. Tussyadiah, & A. Inversini (Eds.), *Information and communication technologies in tourism 2015* (pp. 349–359). Lugano, Switzerland: Springer
- Maslow, A. H. (1943): A theory of human motivation. *Psychological Review*, 50(4), 370–396. <https://doi.org/10.1037/h0054346>
- Mattila, A. S. – Choi, S. (2006): A cross-cultural comparison of perceived fairness and satisfaction in the context of hotel room pricing, *International Journal of Hospitality Management*, 25(1), 146-15.
- Mattila, A. S.– O'Neill, J. W. (2003): Relationships between hotel room pricing, occupancy and guest satisfaction: A longitudinal case of mid-scale hotel in the United States. *Journal of Hospitality & Tourism Research*, 27(3), 328-341.
- Mattila, A. S. – Wirtz, J. (2001): Congruency of scent and music as a driver of in-store evaluations and behavior. *Journal of Retailing*, 77, Pages: 273-289. [https://doi.org/10.1016/S0022-4359\(01\)00042-2](https://doi.org/10.1016/S0022-4359(01)00042-2)
- Mayhew, S. (1997): *Oxford dictionary of geography*. Oxford University Press, Oxford
- Mehrabian, A. – Russell, J. A. (1974): *An Approach to Environmental Psychology*. Cambridge, Massachusetts, London, England: The MIT Press
- Mele, M., – Federici, S. (2012): Gaze and eye-tracking solutions for psychological research. *Cognitive Processing*, 13(1), 261–265. <https://doi.org/10.1007/s10339-012-0499-z>
- McAndrew, F. T. (1993): *Environmental psychology*. Brooks – Cole Publishing Company, Belmont, California
- McNeill, D. (2008): The hotel and the city, *Progress in Human Geography*, Volume: 32, Issue: 3, Pages: 383-398. <https://doi.org/10.1177/0309132508089096>
- Michalic, T. (2020): Conceptualising overtourism: A sustainability approach, *Annals of Tourism Research*, Volume 84, September 2020, 103025 <https://doi.org/10.1016/j.annals.2020.103025>
- Michalkó, G. (2001): Turizmus és területfejlesztés. In: Beluszky P.–Kovács Z. (szerk.) *A terület és településfejlesztés kézikönyve*. CEBA Kiadó, Budapest. p. 113–120.
- Michalkó, G. (2005): A turisztikai miliő földrajzi értelmezése, *Tér és Társadalom*, 19(1), o. 43-63. <https://doi.org/10.17649/TET.19.1.983>
- Michalkó, G. (2008): *A turisztikai tér társadalomföldrajzi értelmezésének új dimenziói*, MTA doktori értekezés, Budapest
- Michalkó, G. – Fazekas, I. (2016): Jó helyek, jó gondolatok, jó cselekedetek: a turisztikai desztinációk szerepe az utazók inspirálásában, In: Kókai, S. szerk.: *A változó világ XXI. század kihívásai*, 409-420. o.

- Michalkó, G. – Irimiás, A. (2019): Csalódásmenedzsment a turizmusban: új szemlélet a turisztikai célterületek irányításában, *Marketing & Menedzsment*, 45(2), 4-10. o.
- Michalkó, G. – Rátz, T. (2006): The Mediterranean Tourist Milieu, *Anatolia, An International Journal of Tourism and Hospitality Research*, Volume 17, 2006 - Issue 1, Pages: 93-109. <https://doi.org/10.1080/13032917.2006.9687029>
- Michalkó, G. – Rátz, T. (2013): Rejtett dimenziók a Kárpát-medence turizmusában. In: Kárpát-medence: természet, társadalom, gazdaság. Bocskai István Gimnázium Nyíregyházi Főiskola Turizmus és Földrajztudományi Intézete, Nyíregyháza; Szerencs, pp. 463-476. ISBN 978-615-5097-61-4
- Michalkó, G. – Rátz, T. (2019): Turizmus 3.0 – Támpontok a turizmustörténet legújabb korának megértéséhez, IN: Kátay, Á., Michalkó, G., Rátz, T. szerk. (2019): Turizmus 3.0, Kodolányi János Egyetem, MTA CSFK Földrajztudományi Intézet, Magyar Földrajzi Társaság, ISBN: 978-615-5075-47-6, ISSN: 1786–2310, Orosháza-Budapest, 9-14. old.
- Michalkó, G. (2012): Turizmológia, Akadémiai Kiadó, Budapest, ISBN 978 963 05 92106 1, HU ISSN 2061-3504
- Michalkó, G. (2016): Turizmológia, Akadémiai Kiadó (online), ISBN: 978 963 05 9717 3, <https://doi.org/10.1556/9789630597173>
- Milliman, R. E. – Fugate, D. (1993): Atmospherics as an emerging influence in the exchange of design environment. *Journal of Marketing Management*, 3, 66-74.
- Mill, R. C. – Morrison, A. M. (1985): *The Tourism System: An Introductory Text*, Prentice-Hall International
- Mitchell, D. (2003): *The right to the city: Social justice and the fight for public space*. The Guilford Press, New York
- Mitchell, L. – Murphy, P. (1991): Geography and tourism. *Annals of Tourism Research*. 18. 1. pp. 7–70. [https://doi.org/10.1016/0160-7383\(91\)90039-E](https://doi.org/10.1016/0160-7383(91)90039-E)
- Mitev, A. – Kelemen-Erdős, A. (2017): Romkocsmá mint bricolage: Élményközpontú szolgáltatásérték-teremtés a romkocsmákban, *Turizmus Bulletin*, 17. Évfolyam, 1-2. szám, 26-34. o.
- Mokatren, M., Kuflik, T., Shimshoni, I. (2018): Exploring the potential of a mobile eye tracker as an intuitive indoor pointing device: A case study in cultural heritage, *Future Generation Computer Systems*, Volume 81, Pages 528-541. <https://doi.org/10.1016/j.future.2017.07.007>
- Moliner, M.A. (2009): Loyalty, perceived value and relationship quality in healthcare services, *Journal of Service Management*, 20 (1), 76–97. <https://doi.org/10.1108/09564230910936869>
- Moore, C. M. – Birtwistle, G. (2005): The nature of parenting advantage in luxury fashion retailing - the case of Gucci group NV, *International Journal of Retail and Distribution Management*, 33, (4): 256-270, ISSN: 0959-0552
- Moore, G. T. – Golledge, R. G. (szerk.) (1976): *Environmental knowing: Theories, research and methods*, Dowden
- Morey, R. C. – Dittman, D. A. (1995): Evaluating a hotel GM's performance: A case study in benchmarking. *Cornell Hotel and Restaurant Administration Quarterly*, 3(5), 30-35.
- Morgan, N., Hastings, E., Pritchard, A. (2012): Developing a new DMO marketing evaluation framework. *Journal of Vacation Marketing*, 18(1), 73–89. <https://doi.org/10.1177/1356766711432225>
- Mulet-Forteza, C.; Genovart-Balaguer, J.; Mauleon-Mendez, E.; Merigó, M. J. (2019): A bibliometric research in the tourism, leisure and hospitality fields, *Journal of Business Research*, Volume 101, pp. 819-827. <https://doi.org/10.1016/j.jbusres.2018.12.0>
- Murray, D. – Howat, G. (2002): The relationships among service quality, value, satisfaction, and future intentions of customers at an Australian sports and leisure centre, *Sport Management Review*, 5 (1), 25–43. [https://doi.org/10.1016/S1441-3523\(02\)70060-0](https://doi.org/10.1016/S1441-3523(02)70060-0)
- Nagaj R. – Zuromskaitė B. (2016): Incomes and the Willingness of Students in Poland and Lithuania to Participate in Charitable Activities., *Journal of International Studies*, 9(2).
- Nanu, L., Ali, F., Berezina, K., Cobanoglu, C. (2020): The effect of hotel lobby design on booking intentions: An intergenerational examination, *International Journal of Hospitality Management*, Volume 89, Pages: 102530, <https://doi.org/10.1016/j.ijhm.2020.102530>
- Nash, J. B. (1953): *Philosophy of recreation and leisure*, Dubuque, IA: William C. Brown
- Nasar, J. L., Stamps, A. E. III, Hanyu, K. (2005): Form and function in public buildings. *Journal of Environmental Psychology*, 25: 159–165.
- Neulinger, Á., Simon, J., Kelemen, K., Hofmeister Tóth, Á., Bódi, E. (2010): Fogyasztói magatartás a hazai utazási szolgáltatások piacán, a hibrid vásárlói magatartás vizsgálata, *Vezetéstudomány*, 16. évf., 6. szám, ISSN 0133-0179
- Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., Agha, M., Agha, R. (2020): The socio-economic implications of the coronavirus pandemic (COVID-19): a review, *International Journal of Surgery*, 78 (2020), pp. 185-193, <https://doi.org/10.1016/j.ijsu.2020.04.018>
- Ngan, H. F. B. – Yu, C. E. (2018): To smile or not to smile—an eye-tracking study on service recovery. *Current Issues in Tourism*, pp. 1-6.
- Noller, P. (2000): *Globalisierung, Raum und Gesellschaft. Elemente einer modernen Soziologie des Raumes*, Berliner Zeitschrift für Soziologie, Berlin, 1: 21-48.

- Norberg-Schulz, C. (1980): *Genius Loci: Towards a Phenomenology of Architecture*, Rizzoli
- Oey, D., Bruggen, M. V., Hoogendoon, E. (2018): *Coworking Hotels*, Industry Report, Horwath HTL, Hotel, Tourism and Leisure https://corporate.cms-horwathhtl.com/wp-content/uploads/sites/2/2018/11/IR_COWORKING_ENG.pdf
- Ogle, A. (2009): Making sense of the hotel guestroom, *Journal of Retail Leisure Property* 8, pp. 159–172. <https://doi.org/10.1057/rlp.2009.7>
- Oliver, R. L. (1997). *Satisfaction: A behavioural perspective on the customer*. New York: McGraw-Hill.
- Olsen, D. M. (1995). Events shaping the future of the hotel industry. In P. Slattery, G. Feehly, M. Savage (Eds.), *Quoted hotel companies: The world markets 1995*. London: Kleinwort Benson Securities, Limited.
- Olsen, M. D. – Connolly, D. J. (1999). Antecedents of technological change in the hospitality industry. *Tourism Analysis*, 4(1), 29–46.
- Orfila-Sintes, F., Crespi-Cladera, R. – Martinez-Ros, E. (2005): Innovation activity in the hotel industry: Evidence from Balearic Islands, *Tourism Management*, 26(6), 851–865.
- Oh, H. (1999): Service quality, customer satisfaction, and customer value: a holistic perspective, *International Journal of Hospitality Management*, 18 (1), 67–82. [https://doi.org/10.1016/S0278-4319\(98\)00047-4](https://doi.org/10.1016/S0278-4319(98)00047-4)
- Oxley, D., Haggard, L. M., Werner, C. M., Altman, I. (1986): Transactional qualities of neighborhood social networks. A case study of „Christmas street”. *Environment and Behavior*, (18) 5: 640–677. <https://doi.org/10.1177/0013916586185004>
- Osmond, H. (1957): Function as the basis of psychiatric ward design. *Mental Hospital*, 8: 23–30.
- Qu, H., Xu, P., Tan, A. (2002): A simultaneous equations model of the hotel room supply and demand in Hong Kong, *International Journal of Hospitality Management*, 21(4), 455–462. [https://doi.org/10.1016/S0278-4319\(02\)00031-2](https://doi.org/10.1016/S0278-4319(02)00031-2)
- Page, S. (1989): Geographical approach to international tourism. *Tourism Management*, 10. 1. pp. 74–75.
- Palmer, A., Koenig-Lewis, N., Jones, L. E. M. (2013): The effects of residents' social identity and involvement on their advocacy of incoming tourism, *Tourism Management*, Volume 38, Pages: 142–151. <https://doi.org/10.1016/j.tourman.2013.02.019>
- Pan, B., Hembrooke, H., Gay, G. K., Granka, L., Feusner, M., Newman, J. (2004): The determinants of web page viewing behavior: an eye-tracking study. Paper presented at the Proceedings of the 2004 symposium on Eye tracking research & applications, New York
- Pappas, N. (2018): Hotel decision-making during multiple crises: A chaordic perspective, *Tourism Management*, Volume 68, Pages 450–464. <https://doi.org/10.1016/j.tourman.2018.04.009>
- Patton, M. Q. (2002): *Qualitative research and evaluation methods*, SAGE, Thousand Oaks
- Pawaskar, P., Goel, M. (2014) A Conceptual Model: Multisensory Marketing and Destination Branding, *Procedia Economics and Finance* 11:255–267. [https://doi.org/10.1016/S2212-5671\(14\)00194-4](https://doi.org/10.1016/S2212-5671(14)00194-4)
- Pearce, D. (1979): Towards a geography of tourism. *Annals of Tourism Research*. 6. 3. pp. 245–272.
- Pedersen, D. M. (1999): Dimensions of environmental competence. *Journal of Environmental Psychology*, 19: 303–308.
- Perjés, G. (1988): *Clausewitz és a háború praxeológiája*. Zrinyi, Budapest, ISBN:9633265819
- Phau, I. – Prendergast, G. (2000): Consuming luxury brands: The relevance of the ‘Rarity Principle’, *Journal of Brand Management*, Volume 8, Pages: 122–138. <https://doi.org/10.1057/palgrave.bm.2540013>
- Phau, I. – Prendergast, G. (2010): Conceptualizing the country of origin of brand, *Journal of Marketing Communications*, (6), 159–170. <https://doi.org/10.1080/13527260050118658>
- Phillips, P. A. (1999): Performance measurement systems and hotels: A new conceptual framework. *International Journal of Hospitality Management*, 18(2), 171–182. [https://doi.org/10.1016/S0278-4319\(99\)00016-X](https://doi.org/10.1016/S0278-4319(99)00016-X)
- Pine, J. – Gilmore, J. H. (1999): *The Experience Economy. Work is Theatre & Every Business a Stage*, Harvard Business School Press, Boston Massachusetts
- Pizam, A., Uriely, N., Reichel, A. (2000): The intensity of tourist–host social relationship and its effects on satisfaction and change of attitudes: the case of working tourists in Israel, *Tourism Management*, Volume 21, Issue 4, Pages: 395–406. [https://doi.org/10.1016/S0261-5177\(99\)00085-0](https://doi.org/10.1016/S0261-5177(99)00085-0)
- Pizam, A. (2020): Hospitality as an Organizational Culture, *Journal of Hospitality & Tourism Research*, Volume: 44 issue: 3, Pages: 431–438, <https://doi.org/10.1177/1096348020901806>
- Potocka, I. (2013): The lakescape in the eyes of a tourist. *Quaestiones Geographicae*, 32(3), 85–97.
- Proshansky, H. M., Ittelson, W. H., Rivlin, L. G. (eds.) (1970): *Environmental psychology: Man and his physical setting*. Holt, Rinehart, and Winston, New York
- Proshansky, H. M. (1973): Theoretical issues in environmental psychology, *Representative Research in Social Psychology*, 4: 93–108.

- Proshansky, H. M. (1976): Environmental psychology and the real world. *American Psychologist*, 31(4), 303–310. <https://doi.org/10.1037/0003-066X.31.4.303>
- Proshansky, H. M. (1978): The city and self-identity, *Environment and Behaviour*, Volume: 10, Issue: 2, Pages: 147-169. <https://doi.org/10.1177/0013916578102002>
- Puczko, L. – Rátz, T. (1998): A turizmus hatásai, Kodolányi János Főiskola, Aula Kiadó, Budapest
- Puczko, L. – Rátz, T. (2011): Az attrakciótól az élményig: A látogatómenedzsment módszerei, Akadémiai Kiadó, Budapest
- Pyke, J., Pyke, S., Watuwa, R. (2019): Social tourism and well-being in a first nation community, *Annals of Tourism Research*, Volume 77, Pages: 38-48. <https://doi.org/10.1016/j.annals.2019.04.013>
- Quach, S., Thaichon, P., Lee, J.-Y., Weaven, S., Palmatier, R. W. (2020): Toward a theory of outside-in marketing: Past, present, and future, *Industrial Marketing Management*, Volume 89, Pages: 107-128. <https://doi.org/10.1016/j.indmarman.2019.10.016>
- Radach, R., Kennedy, A., Rayner, K. (szerk.) (2004): Eye movements and information processing during reading, *European Journal of Cognitive Psychology*, Special Issue
- Rátz, T., Michalkó, G., Kovács, B. (2008): The Influence of Lake Balaton's Tourist Milieu on Visitors' Quality of Life, *Tourism: An International Interdisciplinary Journal* 56(2):127-142.
- Rátz, T., Smith, M., Michalkó, G. (2008): New Places in Old Spaces: Mapping Tourism and Regeneration in Budapest, *Tourism Geographies, An International Journal of Tourism Space, Place and Environment*, Volume 10, Pages 429-451. <https://doi.org/10.1080/14616680802434064>
- Rayner, K. (szerk.) (1983): Eye Movements in Reading Perceptual and Language Processes, Academic Press, <https://doi.org/10.1016/B978-0-12-583680-7.X5001-2>
- Régi, T. (2017): A turizmus és társadalmi változás kapcsolatának néhány antropológiai és szociológiai értelmezése, IN: Turizmus és transzformáció (szerk. Régi, T. – Rátz, T. – Michalkó G.), Kodolányi Főiskola, ISBN: 978-615-5075-38-4 ISSN: 1786–2310, 11-28. old.
- Régi, T., Rátz, T., Michalkó, G. (2018): Turizmus és transzformáció, Kodolányi János Főiskola, MTA CSFK Földrajztudományi Intézet, Magyar Földrajzi Társaság, ISBN: 978-615-5075-38-4 ISSN: 1786–2310, Orosháza–Budapest
- Reynolds, D. (2004): An exploratory investigation of multiunit restaurant productivity assessment using data envelopment analysis. *Journal of Travel & Tourism Marketing*, 16(2–3), 19-26.
- Reynolds, D. – Biel, D. (2007): Incorporating satisfaction measures into a restaurant productivity index. *International Journal of Hospitality Management*, 26(2), 352-361.
- Reynolds, D. – Thompson, G. M. (2007). Multiunit restaurant productivity assessment using three-phase data envelopment analysis. *International Journal of Hospitality Management*, 26(1), 20-32.
- Richards, G. (2020): Designing creative places: The role of creative tourism, *Annals of Tourism Research*, Volume 85, 102922, <https://doi.org/10.1016/j.annals.2020.102922>
- Rice, C. G., Talbott, J. A., Stern, D. (1980): Effects of environmental agents on social behavior of patients in a hospital dining room, *Hospital & Community Psychiatry*, <https://doi.org/10.1176/ps.31.2.128>
- Riewoldt, O. (2002): New hotel design, Watson-Guptill, New York, NY
- Rickly-Boyd, JM, DC Knudsen, DC, Braverman, LC (2017): Tourism, Performance, and Place: A Geographic Perspective (New Directions in Tourism Analysis), ISBN: 978-1409436133, Routledge
- Ritchie, J. R. B., & Crouch, G. I. (2000). The competitive destination: A sustainability perspective. *Tourism Management*, 21(1), 1-7.
- Ritchie, J. R. B., Crouch, G. I., & Hudson, S. (2001). Developing operational measures for the components of a destination competitiveness/sustainability model: Consumer versus managerial perspectives. In J. A. Mazanec, G. I. Crouch, J.
- Ritchie, R. B. – Woodside, A. G. (Eds.), *Consumer psychology of tourism, hospitality and leisure* (pp. 1-17), Wallingford, UK: CABI Publishing
- Rosa, P. (2015): What do your eyes say? Bridging eye movements to consumer behavior. *International Journal of Psychological Research*, 8(2), 91–104.
- Roy, S. (2010): Competitiveness in Service Sector: a case of hotel Industry in India, <https://doi.org/10.1177/097215091001200104>
- Ryu, K., Han, H., Kim, T.H. (2008): The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27 (3), 459–469. <http://doi.org/10.1016/j.ijhm.2007.11.001>
- Ryu, K., Jang, S. (2008): Dinescape: a scale for customers' perception of dining environments, *Journal of Foodservice Business Research*, Volume 11, Issue 1, Pages 2-22. <https://doi.org/10.1080/15378020801926551>

- Ryu, K., Lee, H.R., Gon Kim, W. (2012): The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24 (2), Pages: 200–223. <https://doi.org/10.1108/0959611211206141>
- Russell, J. A. – Ward, L. M. (1982): Environmental psychology. *Annual Review of Psychology*, 33, Pages: 651–688. <https://doi.org/10.1146/annurev.ps.33.020182.003251>
- Rutes, W. A., Penner, R. H., Adams, L. (2001): *Hotel Design, Planning, and Development*, W. W. Norton & Company
- Sánchez-Fernández, R., Iniesta-Bonillo, M. (2009): Efficiency and quality as economic dimensions of perceived value: conceptualization, measurement, and effect on satisfaction. *J. Retail. Consum. Serv.* 16 (6), 425–433.
- Sarmah, B., Kamboj, S., Rahman, Z. (2017): Co-creation in hotel service innovation using smart phone apps: an empirical study", *International Journal of Contemporary Hospitality Management*, Vol. 29 Issue: 10, Pages: 2647–2667, <https://doi.org/10.1108/IJCHM-12-2015-0681>
- Schulze, G. (1992): *Die Erlebnisgesellschaft . Kultursoziologie der Gegenwart*. Frankfurt am Main, New York: Campus
- Scott, N., Zhang, R., Le, D., Moyle, B. (2019): A review of eye-tracking research in tourism, *Current Issues in Tourism*, pp. 1244–1261. <https://doi.org/10.1080/13683500.2017.1367367>
- Séra, L. (1990): A pszichológia és a környezet. *Pszichológia*, (10) 4: 609–639.
- Seol, H., Choi, J., Park, G., Park, Y. (2007): A framework for benchmarking service process using data envelopment analysis and decision tree. *Expert Systems with Applications*, 32(2), 432–440.
- Sheller, M. – Urry, J. (2006): The New Mobilities Paradigm, The new mobilities paradigm. In *Environment and Planning* (pp. 207–226), Great Britain: Pion
- Shaffir, W. B. – Stebbins, R. A. (1991): *Experiencing Fieldwork: An Inside View of Qualitative Research*, An inside view of qualitative research, SAGE Publications, <http://dx.doi.org/10.4135/9781483325514>
- Shaw, G. (1992): Culture and tourism: The economics of nostalgia, *World Futures*, 33, Pages: 199–212.
- Shaw, G. – Williams, A. M. (2004): *Tourism and Tourism Spaces*, Sage Publications, London, Thousand Oaks, New Delhi
- Sigala, M. (2004): Using data envelopment analysis for measuring and benchmarking productivity in the hotel sector. *Journal of Travel & Tourism Marketing*, 16(2–3), 39–60.
- Sigala, M., Airey, D., Jones, P., & Lockwood, A. (2004): ICT paradox lost: A stepwise DEA methodology to evaluate technology investments in tourism settings. *Journal of Travel Research*, 43(2), 180–192.
- Sigala, M., Airey, D., Jones, P. Lockwood, A. (2004): ICT paradox lost: A stepwise DEA methodology to evaluate technology investments in tourism settings. *Journal of Travel Research*, 43(2), 180–192.
- Siguaw, J. A. – Enz, C. A. (1999): Best practices in hotel architecture, *The Cornell Hotel and Restaurant Administration Quarterly*, Volume 40, Issue 5, Pages: 44–49. [https://doi.org/10.1016/S0010-8804\(99\)80232-8](https://doi.org/10.1016/S0010-8804(99)80232-8)
- Sime, J. D. (1984): Social research and design: the nature of appraisal. In J. A. Powell, I. Cooper and S. Lera (eds), *Designing for Building Utilisation*, London: E. & F. Spon
- Sime, J. D. (1986): Creating places or designing spaces?, *Journal of Environmental Psychology*, (6): 49–63. [https://doi.org/10.1016/S0272-4944\(86\)80034-2](https://doi.org/10.1016/S0272-4944(86)80034-2)
- Sime, J. D. (2002): What is environmental psychology? Texts, content and context, *Psychology*, Volume 19, Issue 2, pp. 191–206. <https://doi.org/10.1006/jevp.1999.0137>
- Singh, J. (2014): Safety & Security Concerns in Hospitality Industry. *International Journal of Management, Commerce Innovations* 2: 1–5.
- Sirdeshmukh, D., Singh, J., Sabol, B. (2002): Consumer trust, value, and loyalty in relational exchanges. *J. Mark.* 66 (1), 15–37. <https://doi.org/10.1509/jmkg.66.1.15.18449>
- Smith, M. – Puczkó, L. (2010): *Egészségturizmus: gyógyászat, wellness, holisztika*. Akadémiai Kiadó, Budapest
- Smith, M. K., Egedy, T., Csizmady, A., Jancsik, A., Olt, G., Michalkó, G. (2017): Non-planning and tourism consumption in Budapest's inner city, *Tourism Geographies: An international journal of tourism space place and environment*, 20: (3) Pages: 524–548. <https://doi.org/10.1080/14616688.2017.1387809>
- Smith, M. K., Pinke-Sziva, I., Olt, G. (2019): Overtourism and resident resistance in Budapest, *Tourism Planning & Development*, Volume 16, Issue: 4, pp. 376–392. <https://doi.org/10.1080/21568316.2019.1595705>
- Sterchele, D. (2020): Memorable tourism experiences and their consequences: An interaction ritual (IR) theory approach, *Annals of Tourism Research*, Volume 81, 102847 <https://doi.org/10.1016/j.annals.2019.102847>
- Small, J. – Witherick, M. (1989): *A Modern Dictionary of Geography*. Edward Arnold, New York

- So, K.K.F., King, C., Sparks, B.A., Wang, Y. (2013): The influence of customer brand identification on hotel brand evaluation and loyalty development, *International Journal of Hospitality Management*, (34) 31–41. <https://doi.org/10.1016/j.ijhm.2013.02.002>
- Soja, E. W. (1980): The socio-spatial dialectic. *Annals of the Association of American Geographers* 70(2): 207–225.
- Spies, K., Hesse, F., Loesch, K. (1997): Store atmosphere, mood and purchasing behavior, *International Journal of Research in Marketing*, 14, Pages: 1-17. [http://dx.doi.org/10.1016/S0167-8116\(96\)00015-8](http://dx.doi.org/10.1016/S0167-8116(96)00015-8)
- Stebbins, R.A. (1992): Concatenated exploration: notes on a neglected type of longitudinal research. *Qual Quant* 26, 435–442. <https://doi.org/10.1007/BF00170454>
- Steele, F. (1980): Defining and developing environmental competence. *Advances in Experimental Social Processes*, 2: 225–244.
- Steklács, J. (2019): Szemkamerás vizsgálatok a pedagógiai kutatásban, Kaposvári Egyetem Pedagógiai Kara, ISBN 978-615-5599-66-8
- Stoel, L., Wickliffe, V., Lee, K. (2004) Attribute beliefs and spending as antecedents to shopping value. *Journal of Business Research*, 57 (10), 1067–1073. [https://doi.org/10.1016/S0148-2963\(03\)00016-X](https://doi.org/10.1016/S0148-2963(03)00016-X)
- Stokols, D. (1987): Conceptual strategies of environmental psychology, In: D. Stokols, & I. Altman (Eds.), *Handbook of environmental psychology* (Vol. 1., pp. 41–70). New York: Wiley & Sons.
- Stokols, D. – Shumaker, S. A. (1981): People in places: A transactional view of settings. In Harvey, J. H. (ed.): *Cognition, social behavior, and the environment*. Lawrence Erlbaum, Hillsdale. 441–489.
- Sukhu, A., Seo, S., Scharff, R., Kidwell, B. (2018): Emotional intelligence in transcendent customer experiences, *Journal of Consumer Marketing*, ISSN: 0736-3761
- Sterchele, D. (2020): Memorable tourism experiences and their consequences: An interaction ritual (IR) theory approach, *Annals of Tourism Research*, Volume 81, 102847, <https://doi.org/10.1016/j.annals.2019.102847>
- Szatmári, Zs. (2017): Gyógyító építészet – Az ipari épületek továbbélése, *International Journal of Engineering and Management Sciences*, 2(1), 73-78. <https://doi.org/10.21791/IJEMS.2017.1.14>.
- Sziva, I. (2012): Turisztikai desztinációk „klaszterterképei”, (Ki a felelős a desztinációk versenyképességéért?), *Tér és Társadalom*, 26. évf., 1. szám, 113-122. o.
- Talias, M. (2018): Global governance conceptualization and the case of hotel classification, *International Journal of Hospitality Management*, Volume 72, Pages: 132-139. <https://doi.org/10.1016/j.ijhm.2018.01.012>
- Tanford, S., Raab, C., Kim, Y.S., 2012. Determinants of customer loyalty and purchasing behavior for full-service and limited-service hotels, *International Journal of Hospitality Management*, 31 (2), 319–328. <https://doi.org/10.1016/j.ijhm.2011.04.006>
- Tarlow, E. P. (2014): Hotel and Motel Security, *Tourism Security*, Chapter 3, In: *Strategies for Effectively Managing Travel Risk and Safety*, Pages: 49-78. <https://doi.org/10.1016/B978-0-12-411570-5.00003-9>
- Thaler, R. (1980): Toward a positive theory of consumer choice, *Journal of Economic Behavior & Organization*, Volume 1, Issue 1, Pages 39-60. [https://doi.org/10.1016/0167-2681\(80\)90051-7](https://doi.org/10.1016/0167-2681(80)90051-7)
- Thomsen, T., Holmqvist, J., von Wallpach, S., Hemetsberger, A., Belk, R. (2020): Conceptualizing unconventional luxury, *Journal of Business Research*, *Journal of Business Research*, Volume 116, August 2020, pp. 441-445, <https://doi.org/10.1016/j.jbusres.2020.01.058>
- Tombs, A. – McColl-Kennedy, J. R. (2003): Social-Servicescape Conceptual Model, *Marketing Theory*, Volume: 3, Issue: 4, pages: 447-475. <https://doi.org/10.1177/1470593103040785>
- Trasorras, R., Weinstein, A., Abratt, R. (2009): Value, satisfaction, loyalty and retention in professional services, *Marketing Intelligence and Planning*, 27 (5), 615–632.
- Trung, D. N. – Kumar, S. (2005): Resource use and waste management in Vietnam hotel industry. *Journal of Cleaner Production*, 13(2), 109-116.
- Tsai, H., Song, H., Wong, K. K. F. (2009): Tourism and hotel competitiveness research, *Journal of Travel and Tourism Marketing*, Volume 26, Issue 5-6., Pages: 522-546. <https://doi.org/10.1080/10548400903163079>
- Tsiotsou, R.H. – Wirtz, J. (2015): The three-stage model of service consumption, IN: *Handbook of service business-management, marketing, innovation and internationalisation*; Bryson, J.R., Daniels, P.W., eds., pp. 105-128.
- Tynan, C., McKechnie, S., Chhuon, C. (2010): Co-creating value for luxury brands, *Journal of Business Research*., Vol. 63 No. 11, pp. 1156–1163. <https://doi.org/10.1016/j.jbusres.2009.10.012>
- Tversky, B. (2003): Structures of mental spaces. How people think about space? *Environment and Behavior*, (35) 1: 66–80. <https://doi.org/10.1177/0013916502238865>
- Ulker-Demirel, E., Ciftci, G. (2020): A systematic literature review of the theory of planned behavior in tourism, leisure and hospitality management research, *Journal of Hospitality and Tourism Management*, Volume 43 , Pages 209-219. <https://doi.org/10.1016/j.jhtm.2020.04.003>

- Urry, J. (2002): Mobility and Proximity, *Sociology*, Volume 36(2): 255–274, <https://doi.org/10.1177/0038038502036002002>
- Uzgoren, E., Guney, T. (2012): The Snop Effect in the Consumption of Luxury Goods: *Procedia - Social and Behavioral Sciences*, Volume: 62, Pages: 628-637. <https://doi.org/10.1016/j.sbspro.2012.09.105>
- Van Lennep, D.J. (1987) The Hotel Room. In: Kockelmans J.J. (eds) *Phenomenological Psychology. Phaenomenologica* (Collection Fondée par H.L. van Breda et Publiée sous le Patronage des Centres D'Archives-Husserl), vol 103. Springer, Dordrecht
- Varley, P., Schilar, H., Rickly, J. M. (2020): Tourism non-places: bending airports and wildscapes, *Annals of Tourism Research*, Vol. 80, Pages: 102791 <https://doi.org/10.1016/j.annals.2019.102791>
- Walker, N. (2002): Viewing guestroom perfection, *Asian Hotel & Catering Times*, (27): 12–15.
- Wedel, M. – Pieters, R. (2008): *Eye tracking for visual marketing*, Now – the essence of knowledge Publishing Inc., Boston-Delft, <http://dx.doi.org/10.1561/17000000011>
- Veres, Z. (2009): *A szolgáltatásmarketing alapkönyve*, (Akadémiai Kiadó, Budapest, ISBN: 9789630586702
- Vera, J. – Trujillo, A. (2013): Service quality dimensions and superior customer perceived value in retail banks: an empirical study on Mexican consumers, *Journal of Retailing and Consumer Services*, 20 (6), 579–586. <https://doi.org/10.1016/j.jretconser.2013.06.005>
- Vickers, J.S., Renand, F. (2003): The marketing of luxury goods: an exploratory study – three conceptual dimensions, *The Marketing Review*, Vol. 3, pp. 459-478. <https://doi.org/10.1362/146934703771910071>
- Vigneron, F.–Johnson, L.W. (1999): A Review and Conceptual Framework of Prestige Seeking Consumer Behavior, *Academy of Marketing Science Review*, Volume:1, Pages: 1-15.
- Virág, M. – Kristóf, T. (2009): Többdimenziós skálázás a csődmódellezésben. *Vezetéstudomány*, 40(1), 50-58.
- Vliet, H. v. (2018): *The measurement of atmospherics*, Plan B Publishers, Deventer, ISBN 978-90-813161-8-7
- Volo, S. (2021): The experience of emotion: Directions for tourism design, *Annals of Tourism Research*, Volume 86, January 2021, Page: 103097, <https://doi.org/10.1016/j.annals.2020.103097>
- Wakefield, K.L. – Blodgett, J.G. (1994): The Importance of Servicescapes in Leisure Service Settings, *Journal of Services Marketing*, Vol. 8 No. 3, pp. 66-76. <https://doi.org/10.1108/08876049410065624>
- Wakefield, K.L. – Blodgett, J.G. (1996): The effect of the servicescape on customers' behavioral intentions in leisure service settings", *Journal of Services Marketing*, Vol. 10 No. 6, pp. 45-61. <https://doi.org/10.1108/08876049610148594>
- Wakefield, K.L. – Blodgett, J.G. (1999): Customer response to intangible and tangible service factors, *Psychology & Marketing*, Volume 16 (1), 51-68. [https://doi.org/10.1002/\(SICI\)1520-6793\(199901\)16:1<51::AID-MAR4>3.0.CO;2-0](https://doi.org/10.1002/(SICI)1520-6793(199901)16:1<51::AID-MAR4>3.0.CO;2-0)
- Wall, E. A. – Berry, L. L. (2007): The Combined Effects of the Physical Environment and Employee Behavior on Customer Perception of Restaurant Service Quality, *Cornell Hospitality Quarterly*, <https://doi.org/10.1177/0010880406297246>
- Walls, A., Okumus, F., and Wang, Y.C. (2011). Understanding the Consumer Experience: An Exploratory Study of Luxury Hotels. *Journal of Hospitality Marketing and Management*, 22(2), Pages: 166-197. <http://dx.doi.org/10.1080/19368623.2011.536074>
- Wang, Y., So, K. K. F., Sparks, B. (2016): Technology Readiness and Customer Satisfaction with Travel Technologies: A Cross-Country Investigation, Volume: 56, Issue: 5, pp. 563-577. <https://doi.org/10.1177/0047287516657891>
- Wang, Y., John, D., R., Griskevicius, V. (2020): Does the devil wear Prada? Luxury product experiences can affect prosocial behavior, *International Journal of Research in Marketing*, In Press, <https://doi.org/10.1016/j.ijresmar.2020.04.001>
- Wapner, S. (1987): A holistic, developmental, system-oriented environmental psychology: Some beginnings. In Stokols, D., Altman, I. (eds.): *Handbook of environmental psychology*. Wiley, New York. 1433–1465.
- Warszyska, J.–Jackowski A. 1986: Studies on the geography of tourism. *Annals of Tourism Research*. 13. 4. pp. 655–658.
- Wei, Y. – Li, F. (2020): Omnichannel supply chain operations for luxury products with conspicuous consumers, *Transportation Research Part E: Logistics and Transportation, Review*, Volume 137, 101918 <https://doi.org/10.1016/j.tre.2020.101918>
- Werner, C. M., Altman, I., Oxley, D. (1985): Temporal aspects of homes: A transactional perspective. In Altman, I., Werner, C. (eds.): *Home environments*. Plenum Press, New York. 1–32.
- Werner, C. M., Brown, B. B., Altman, I. (2002): Transactionally oriented research: Examples and strategies. In Bechtel, R. B., Churchman, A. (eds.): *Handbook of environmental psychology*. Wiley and Sons, New York. 203–221.
- Wicker, A. W. (2002): Ecological psychology: Historical contexts, current conception, prospective directions. In R. B. Bechtel & A. Churchman, *Handbook of environmental psychology* (pp. 114–126). New York: Wiley
- Williams, P. – Soutar, G.N. (2009): Value, satisfaction and behavioral intentions in an adventure tourism context, *Annals of Tourism Research*, 36 (3), 413–438. <https://doi.org/10.1016/j.annals.2009.02.002>

- Wiesing, L. (2015): Luxus, Berlin: Suhrkamp Verlag
- Williams, P. – Soutar, G.N. (2009): Value, satisfaction and behavioral intentions in an adventure tourism context. *Ann. Tour. Res.* 36 (3), 413–438. <https://doi.org/10.1016/j.annals.2009.02.002>
- Winkel, G. H. – Holahan, C. J. (1985): The environmental psychology of the hospital: is the cure worse than the illness? <https://doi.org/10.1080/10852358509511159>
- Wirtz, J., Holmquist, J., Fritze, M., P. (2020): Luxury Services, *Journal of Service Management*, 31 (4), pp. 665-691., <https://doi.org/10.1108/JOSM-11-2019-0342>
- Wong, K. K. F. – Kwan, C. (2001): An analysis of the competitive strategies of hotels and travel agents in Hong Kong and Singapore. *International Journal of Contemporary Hospitality Management*, 13(6), 293-303.
- Worsfold, K., Fisher, R., McPhail, R., Francis, M., Thomas, A. (2016): Satisfaction, value and intention to return in hotels, *International Journal of Contemporary Hospitality Management*, 28 (11), 2570–2588. <https://doi.org/10.1108/IJCHM-04-2015-0195>
- Wu, C.H.J. – Liang, R.D. (2009): Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management*, 28 (4), 586–593.
- Xia, H., Vu, H. Q., Law, R., Li, G. (2020): Evaluation of hotel brand competitiveness based on hotel features ratings, *International Journal of Hospitality Management*, Volume 86, 102366 <https://doi.org/10.1016/j.ijhm.2019.102366>
- Yeung, P. K. – Lau, C. M. (2005): Competitive actions and firm performance of hotels in Hong Kong. *International Journal of Hospitality Management*, 25(4), 611-633. <https://doi.org/10.1016/j.ijhm.2005.06.005>
- Yang, S. (2012): Eye movements on restaurant menus: A revisitation on gaze motion and consumer scanpaths. *International Journal of Hospitality Management*, 31(3), 1021–1029. [doi:10.1016/j.ijhm.2011.12.008](https://doi.org/10.1016/j.ijhm.2011.12.008)
- Yang, C. – Lu, W. M. (2006): Performance benchmarking for Taiwan's international tourist hotels. *INFOR*, 44(3), 229-245.
- Yang, W. – Mattila, A.S. (2016): Why do we buy luxury experiences? Measuring value perceptions of luxury hospitality services, *International Journal of Contemporary Hospitality Management*, 28 (9) 1848–1867.
- Yin, R. K. (1994): Discovering the Future of the Case Study, *Method in Evaluation Research*, Evaluation Practice, Volume: 15, Issue: 3, pp. 283-290. <https://doi.org/10.1177/109821409401500309>
- Yin, R. (2003): Case study research, SAGE, Beverly Hills
- Zainal, Z. (2007): Case Study As a Research Method, Volume 5, Number 1, *Journal Kemanusiaan*, pp. 1-6.
- Zakariya, K., Harun, N. Z., Mansor, M. (2015): Place Meaning of the Historic Square as Tourism Attraction and Community Leisure Space, *Procedia - Social and Behavioral Sciences*, Volume 202, Pages: 477-486. <https://doi.org/10.1016/j.sbspro.2015.08.196>
- Zátori, A. (2014). Élményszemlélet a turizmusban: A turisztikai élményteremtés koncepciói, *Turizmus Bulletin*, 16. Évfolyam, 2. szám, 51-60. o.
- Zeisel, J. (1993): Inquiry by design: Tools for environment-behavior research. Brooks-Cole, California, Monterey
- Zeithaml, V.A., Parasuraman, A., Berry, L.L. (1985): Problems and strategies in services marketing, *Journal of Marketing*, Vol. 49 No. 2, pp. 33-46. <https://doi.org/10.1177/002224298504900203>
- Zeithaml, V.A. – Bitner, M.J. (1996): Services Marketing. McGraw-Hill, New York
- Zelenák, F. (2018): Tájépítészet és környezetszichológia: a szabadtéri minőség és a helykötődés összefüggései budapesti lakótelepeken, Doktori értekezés, Szent István Egyetem, Budapest
- Zemke, D. M. V., Chen, Y., Raab, C., Zhong, Y. (2017): Hotel design, guest satisfaction, and behavioural intentions, *Anatolia An International Journal of Tourism and Hospitality Research*, Volume 28, Pages 338-350. <https://doi.org/10.1080/13032917.2017.1319868>
- Zupic, I. – and Cater, T. (2015): Bibliometric methods in management and organization, *Organizational Research Methods*, 18(3), pp. 429-472. ISSN 1094-4281
- Zhang, Y., Xiong, Y., Lee, T.J. (2020): A culture-oriented model of consumers' hedonic experiences in luxury hotels, *Journal of Hospitality and Tourism Management*, Volume 45, December 2020, Pages 399-409. <https://doi.org/10.1016/j.jhtm.2020.07.009>