

Changes in Hotel Accommodation Trends in the Past Decades

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Abstract

One of the things that everyone loves most about staying in a hotel, or in the city or on the far corner of the world, is getting to know each other. For years, the hotel plan was almost the same, whether you live in a \$ 100 room or a \$ 1,000 suite. But that model - a comfortable entrance with a front desk and a carriage; a room full of small toiletries and a turndown service with a folded duvet and one chocolate in your pillow - has been transformed. Popular products have long since disappeared or been found in large chains. The services we rely on have been removed or replaced with a new set of features designed to benefit the new generation of travelers. The hotel room trend has changed to accommodate changing needs and tastes. Wasn't it only a few years ago that free Wi-Fi was the most talked-about "thing" in the hotel industry? What a shift in focus to robot butlers, out-of-pocket settlement methods, and "mesmeric" experiences! Indeed, hotel styles are quite transcendent. So, passing by quickly, we thought it would be interesting to take a step back in time and point out some of the best hotel routes in the last hundred years. Some have come and gone (whatever happened to all those vibrating beds?), While others, like the chocolates in our pillows continue to be a pillar of today.

Keywords: Hotel, Trends, Amenities, Wifi, Traveler

LITERATURE REVIEW

When it comes to the accommodation industry, the luxury hotel sector is truly unique in many aspects. These hotels offer top-notch service and sumptuous amenities to its customers, but they are among the most difficult to manage and pose a significant risk to developers and owners. Luxury hotels are one of the most unstable segments of the industry, doing well in jubilation but suffering severely in bad.. In this regard, determining the most recent trends

in luxury hotel research and identifying potential gaps that could lead to new study ideas would be extremely beneficial. The majority of the publications found by the current author evaluated the performance of luxury hotels from various viewpoints (e.g., consumer behaviour, financial performance, and others), while just a few studies looked into the concept of luxury hotel and luxury brand in general Bernstein (1999), for instance, was an example of the rare type of person to study lavish hotel brands by their own doing, contending that extravagance ought to be characterized on both an enthusiastic and an experiential level. Since the experience of extravagance is dynamic and cognizant, which implies purchasers' perspectives and sentiments are additionally a piece of it, extravagance isn't just with regards to lodging stylistic theme or administrations (Bernstein). Bernstein's study was only the tip of the iceberg in terms of inspiring me to learn more about this particular section of the hotel industry. The literature review is considered as making a significant contribution to scientific progress. A well-written literature review can help future researchers explain where we've been and where we need to go. This type of review can be used to identify gaps in the current knowledge base and recommend new research initiatives. The fact that such initiatives are deemed valuable is evident in the number of articles written on the subject each year (Guzzo et al., 1987).

Reviewing the research literature is done for a variety of reasons. One motivation is to evaluate the existing state of knowledge. A literature review, in a nutshell, examines what is unknown—the knowledge gap. Second, it is average in a writing audit to talk about future examination bearings on a subject. Such debates are beneficial to the extent that they identify promising research directions and encourage the integration of new results with existing knowledge. The headway of hypothesis is a third reasoning for playing out a writing audit. Good

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literature reviews can make significant comments about the soundness of theories while also stimulating fresh theoretical development. The fourth reason is to respond to the query “so what?” In other words, literature reviews can include assertions regarding the policy implications of study findings, as well as actions that can be justified based on research findings (Guzzo et al., 1987).

INTRODUCTION TO CHANGE IN ROOM TARIFF AS PER THE TREND

1900s

Daily Rate (1900): \$ 2.00

In the early 1900's, many people were enjoying the cross-country skiing as the railroad reached its climax. To oblige this new class of travelers, lavish inns are opening up all around the country. In Canada, many modern railway hotels are designed to accommodate the largest European chateaus.

The early 1900s also marked the emergence of custom-made donations, in the room. When opened in 1904, St. Regis in New York City turned into the primary spot to give movable warming and cooling to all visitor rooms.. Towards the end of the decade, telephones and radios also began to appear for the first time in the room.

Example: Fairmont San Francisco; Moana Surfider (Waikiki, Hawaii); St. Francis (San Francisco, California); Taj Mahal (India).

1910s

The 1910s were a decade of great turmoil. War broke out in Europe as Mexico, Russia, and China fended off fights. But in the last ten years, the very beginning of the beginning of a few major industries has changed for the better.

Commercial flights began with the departure of car trainers, while the introduction of the Model T Ford changed the car. Boating also became a common occurrence, although the two largest ships sailing - the Titanic and the Lusitania - were also badly lost.

The opening of the Panama Canal in 1914 brought great excitement to international travel, especially to the West Coast, where the expansion of shipping lanes revived

new port infrastructure and new hotels to accommodate travelers.

Example: Beverly Hills Hotel, (California); Chateau Laurier (Ottawa, Canada); Clift Hotel (San Francisco), Huntington Hotel (Pasadena, California); Halekulani (Honolulu, Hawaii).

1920s

Average room rate (1920): \$2.50

The Roaring 20s were a time of great prosperity when cars, telephones, movies, electricity, and the official holidays were all part of the popular language.

The concept of sleep has also changed as more and more people start using their cars to relax. Route 66 was just a year away from being completed, but the world's first car hotels (motels) were opening alongside American roads.

Craftsmanship Deco turned into a well known plan thing with lavish hotels. At the point when the Ritz-Carlton Boston opened in 1927, it charged \$ 15 short-term yet additionally spearheaded various firsts, remembering the principal private baths for the room.

This decade, Savoy in London - presently Fairmont - was quick to send its delegate abroad to New York City, “to assist with voyaging specialists book their customers.” The lawyer asked some of the top hotel owners to join the group, which eventually became the Leading Hotels of the World.

Example: Biltmore Hotel (Los Angeles); Copacabana (Rio de Janeiro, Brazil); Drake Hotel (Chicago); Hotel Le Bristol (Paris), Hotel Pontchartrain (New Orleans); Peninsula Hong Kong.

1930s

Average room rate (1930): \$5.60

The prosperity of the 20s led to Great Depression and the most difficult 1930s. Around one out of five laborers were jobless when despotism and Naziism flourished in Europe, all of which put the figure in the developing the travel industry. Despite the chaos, the decade also brought to the fore much art, literature, and architecture. The Empire State Building, the tallest on the planet

has opened in New York, while Americans have their first taste of technicolor motion pictures, including *The Wizard of Oz*. The monetary circumstance implies that lodgings are battling for under 50% of the convenience. Many of them announced the demise. Despite inflation, room prices have risen, which means hotels must be more sophisticated with their guest offerings. At the point when Waldorf Astoria opened in New York in 1931, it was the main lodging to offer a 24-hour room administration, a component that immediately became well known in some lavish hotel.

Examples: Chateau Marmont (Los Angeles); Hotel Nacional de Cuba (Cuba); King David (Jerusalem); Los Flamingos (Acapulco, Mexico).

1940s

Average room rate (1940): \$3.21

Although the 1940s saw the coming of World War II, the decade also marked a return to normalcy. The conflict has made many new positions, with numerous ladies joining the labor force interestingly. Waste disposal has led to concurrent growth in tourism.

Innovation has likewise started to assume a significant part in mainstream society. With burning through cash on the developing traveler market, Western Hotels (then, at that point, claimed by United Airlines and the archetype of present day Westin Hotels and Resorts), presented the main inn Mastercard in 1946. A year later, Western introduced its first hotel reservation program.

Examples: Ashford House (Ireland); Dan Hotel (Tel Aviv); Flamingo Las Vegas; Royal Palms Hotel & Casitas (Phoenix).

1950s

Average room rate (1950): \$5.91

The Korean War, the first start of the Space Race and the Cuban Revolution, dominated the news in the mid-1950's, but it was also the first time that people had made headlines on commercial television. Notwithstanding TVs, numerous Americans purchased vehicles, which prompted a relating expansion in business and recreation travel. In response, hotels are starting to expand their

tourist facilities. At the Mayfair Hotel in St. The Manager kept on setting chocolates on his visitors' pads, making another endless pattern. The role of technology has continued to grow in hospitality. In 1951, Hilton Hotels became the first to display television in all hotel rooms. Widespread charge cards have been presented -, for example, Diners Club and American Express, which is having a colossal effect in purchaser conduct. By the late 1950's, Sheraton had introduced its first automatic booking system. It also introduced the first number of free bookings in the same year.

Examples: Disneyland Hotel (Anaheim, California); Fontainebleau (Miami); Half Moon Rose Hall (Jamaica).

1960s

Average room rate (1960): \$10.81

The 1960's were a time of great upheaval. It was a time of war, civil rights, women's rights and gay rights. It was also the Summer of Love and the city of San Francisco. Travelers also traveled. Air travel is on the rise, and rushing hotels will open up areas close to the airport - the idea that the Hilton Hotels claim began with the opening of the San Francisco Airport Hilton in 1959. Some hotels were using the fee to raise their money, and many immediately copied the Hong Kong Hilton (which was closed in 1995) after installing the first in-room bikes. On the opposite side of the range, Kemmons Wilson, originator of the Holiday Inn, was very burnt out on lodging charges, saying that every one of his structures were outfitted with ice machines on all floors. As per Hospitality Gecko, it was during the 60s that inns started to present little cleanser bottles in every restroom.

Examples: Mauna Kea (The Island of Hawaii); Sheraton Foxhead Motor Inn, now Sheraton on the Falls (Niagara Falls, Canada); Sheraton Marie Isabel (Mexico City).

1970s

Average room rate (1970): \$19.83

Space exploration, power crisis and the rise of terrorism all saw their roots in the 1970s, but technology also continued to take major steps. Structures rose higher than ever this time around, as designers contended to construct the tallest structures on the planet, including CN Tower

of Toronto, New York's World Trade Center and Sears Tower and John Hancock Tower in Chicago.

Ten years gave birth to Amtrak, which led to the revival of domestic train interest. It was also a time of a reduction in aviation regulations, which permanently changed the way planes and hotels would later market to potential buyers. Americans have continued their love for television and have been encouraged to accompany the release of the most popular tourist television series ever, the Love Boat. The use of large media has been transferred to hotels. In 1973, Sheraton Anaheim became the first hotel to offer movie theaters. Sometime thereafter, HBO was conceived and numerous inns immediately added to their room contributions. A popular location, motels often included mention of HBO availability in their road signs. In the mean time, the energy emergency of the 1970s gave the business the primary reception by the business of ecological security rehearses as inns started requesting that visitors turn off lights and fans prior to leaving the room.. Overseas, America was just beginning to sprout. Hotel Gordon Gorman calls attention to that the 1970s were when staff at his inn in Great Britain wondered about the advancement produced using America known as Club Sandwich.

Examples: Hooters Casino Hotel (Las Vegas); Hyatt Regency New Orleans; Keio Plaza Hotel (Tokyo, Japan); Shangri-La's Fijian Resort (Fiji).

1980s

Average room rate (1980): \$45.44

While people in the mid-80s were listening to Madonna, Boy George and Michael Jackson, they were also attached to their televisions, particularly interested in a series of high-level disasters, including the destruction of the NASA Space Shuttle Challenger, the eruption of Mount St.

Innovation has kept on driving the advancement of lodgings, and for 10 years has been the principal electronic key cards. Mastercard installments became ordinary, and Westin Hotels kept on driving the improvement of the framework by acquainting the first with permit booking and checking utilizing a charge card. Competition and loyalty of visitors first appeared in the decade and, by 1983, both Holiday Inn and Marriott had presented their first tourist loyalty awards. Hotels have also begun to focus more on showing the lower stages of travel. In the

extravagance market, Four Seasons turned into the primary lodging organization to present an extensive organization, an European attendant service in all structures It likewise opened its first lodging, the Four Seasons Dallas, to offer a completely useful spa. Meanwhile, Hyatt was referring to family travel with the launch of Camp Hyatt in 1989, the first official children's program for the hotel industry. Marriott Hotels was checking out the money manager with the launch of its Courtyard image.

Examples: Arizona Biltmore; Disney's Grand Floridian Beach Resort (Orlando); Four Seasons Houston; Westin Century Plaza (Los Angeles).

1990s

Average room rate (1995): \$65.84

Multiculturalism and alt culture helped define the 1990s, which also saw the end of the Cold War. Basically, though, the 90s was an internet age — without a dot com bubble. By 1995, hotels had launched their first website. In 1996, Microsoft launched the first OTA, Eppedia.com. Shortly after that it was introduced with Travelocity and Priceline. While the advent of the Internet has caused travelers to turn their backs on tourist agents, hotels are still looking for agents as an important part of the market. It was not until the 1990s that Carlson (Radisson) lodgings dispatched the "Hope To Book," one of the main web-based stages intended to compensate a travel planner's believability.

Examples: Barcelo Bavaro Palace Deluxe (Dominican Republic), Hard Rock Hotel & Casino (Las Vegas); MGM Grand (Las Vegas).

2000s

Average room rate (2000): \$85.89

Globalization became a reality after the end of the millennium as it made a commitment to society. All things considered, one exceptionally huge second over the most recent ten years was the September 11 assaults in New York City, Washington D.C. furthermore. Pennsylvania. Then came the global economic crisis, which put an end to travel and created a general climate in the tourism industry. With a significant reduction in leisure travel, hotel owners are increasing taxes on their contributions to business

travelers. The idea of free-in-room Wi-Fi originally flourished during this period, particularly in the center of the market and financial plan structures. Hotels also faced an increase in demand for energy or “raw” products. Signs asking guests to save their towels were not enough. In 2008, Hilton Vancouver Washington impacted the world forever when they turned into the principal resource for become LEED and an ensured Green Seal Toward the decade’s end, voyagers started to depend on their cell phones as a wellspring of data and lodging applications then, at that point, started to show up more rapidly.

Examples: Four Seasons Resort Lanai (Lanai, Hawaii); Grand Palladium Jamaica Resort & Spa; Hong Kong Disneyland Hotel; Lebua at State Tower (Bangkok, Thailand); Mandarin Oriental Miami; The Standard High Line (New York City).

2010s

It is too early to write history in this fast-paced decade. Protected to say, it began clearly when recently chose president Barack Obama advised business explorers to keep away from Las Vegas. The momentary difficulties of that talk have prompted the acknowledgment that the business needs to meet up with one voice to accentuate the significance of portability. Probably a coincidence that 2010 saw the creation of Brand USA, a marketing organization responsible for promoting the U.S. as a tourist destination.

THE VERY FOOTPRINT OF A HOTEL ROOM HAS EVOLVED TO ACCOMMODATE CHANGING NEEDS AND TASTES

Chain Reaction

There may be no more obvious manifestations of changes in the hotel industry than the frustrating number of mergers and acquisitions acquired, integrated and rebuilt some of the most popular hotel products. According to hospitality industry data from STR, about two-thirds of all U.S. hotels were privately owned by 1990. Twenty years later, that figure dropped to 40%. Chains now dominate the industry.

In 2015, Marriott International announced that it would purchase Starwood Hotels & Resorts to make the world’s

largest hotel chain. It took years for the ink to dry and their fidelity plans came together, but it completely changed the hotel’s environment and fidelity. However the fragmentation of acquisition and consolidation in the last half of the decade began before Marriott committed to buying Starwood.

In 2014, the InterContinental Hotels Group (IHG) reached an agreement to buy Kimpton Hotels for \$ 430 million - a step that demonstrated the product’s commitment to expanding its influence in the desirable retail market. Also, by 2019, IHG has added Six Sense hotels and resorts to its portfolio.

In 2015, Accor bought Fairmont, Raffles and Swissôtel, greatly improved its high-profile hotel offerings, and then bought an 85% share at 21c Museum Hotels in 2018.

In 2017, Hyatt acquired Miraval Resort & Spa in Tucson, Arizona. As Miraval continues to expand - opening a venue in Austin in February 2019 and a reservation in Berkshires expected to open in the spring of 2020 - Members of the World of Hyatt earn their points by opening rooms in many new locations. A year later, Hyatt announced plans to acquire two guests, namely the management team of Thompson Hotels, Joie de Vivre, Destination Hotels and Alila Hotels & Resorts.

This merger and acquisition has not only expanded and expanded the ranks of the largest hotel brands in the world. They have made it easy for travelers to use points and miles to stay in their favorite boutique hotels and resorts.

Like the companies that manage them, loyalty programs have changed dramatically over the past 10 years. We’re going to go into a lot with a different piece, but it’s clear that the biggest change across the industry has been the high redemption and high prize pool, and while it might be hard to predict how much your hotel stay will cost, it’s fun the spots stay.

Going Green

Newspaper printed on your doorstep. One chocolate on your pillow. Arranging small bathroom fixtures for your bathroom items. These high-quality trademarks have, in many cases, gone the way of the dinosaur in the last decade.

These small bottles of shampoo and conditioner, at least, may go before 2021 for major brands including IHG,

Marriott and Hyatt. Switching to more fulfilling providers is one of the most obvious indicators of how hotels have transformed their service and service delivery to provide a sense of environmental friendliness to travelers - and to reduce costs at the same time.

Visitors, for example, are now given incentives to skip housekeeping and reuse towels. In May, Hyatt began offering points to visitors who had decided to give up housing services, and hotels are now full of signs encouraging visitors to keep towels on the floor so they don't get cleaned up.

At one Staybridge Suites in New York City, a \$ 5 reservation fee now comes from calls when guests do not refuse the service. And throughout the IHG portfolio, overnight booking guests can participate in the "A Greener Stay" program and earn points for the IHG Rewards Club when choosing to be housed.

New Purpose

It's not just the interior of the hotel room that has changed so much over the last decade. The entire hotel building may feel unfamiliar to a visitor who has not booked a stay since 2010. Desks and cabinets have been reduced and, in many cases, removed. Even the front desk has been replaced by other hotels by tablet or in-app access. Conrad introduced the first hotel branding program in 2012, and hotel apps are very important for many travelers. In many cases, travelers may now avoid contact with anyone at all when entering the hotel. With the Marriott Bonvoy app, for example, travelers can book, track and change reservations; use mobile login to notify the hotel that they have arrived; receive notifications when the room is ready, and, where it is, use the mobile key to unlock it. Even the days of plastic key cards slide quickly on the rear screen. The hotel's reception, in fact, is less on sale now than it was a decade ago. With technology making it possible for guests to pass through the front desk and kindergarten, the hotel's reception areas have become public and cooperative. Social work space in the reception area at The Hoxton, Williamsburg, NYC. (Photo by Darren Murph/ The Points Guy) While many hotel brands have partnered with their partner companies to legalize the space, some simply change the floor plan. Once your en suite desk has disappeared, for example, you may be encouraged to go downstairs to get to the top of the public table. The technology also makes Wi-Fi a recommendation, with high speed expectations among travelers, not a

"good thing" to have resources. It means the stores have overflowed, and USB ports have begun to appear next to the bed. It also means you often control your hotel room without putting down your cell phone.

Home Away from Home

For more than a decade, Airbnb - founded by Joe Gebbia and Brian Chesky in August 2008 - completely disrupted our journey.

According to a 2018 report from the Boston Hospitality Review, Airbnb's supply to the top 10 US hotel markets increased by more than 100% annually between 2008 and 2017, bringing hotel revenues per room available (RevPAR) down by -2% everywhere. all parts of the hotel. In the luxury sector, that loss was close to 4%. For travelers, that means that there are now more than six million new accommodations than there were just over a decade ago. That includes unusual habitats such as tree houses, Airstreams and igloo. And that doesn't even include the special launch of other holiday rental platforms like Vrbo, which has been in place since the 1990s and was acquired by HomeAway in 2015. They both used the internet to bring temporary rental to travelers. But no one has changed the sharing economy like Airbnb, focusing on management/management rooms, guest houses and apartments in urban markets. Suddenly, the empty bedroom in the apartment became an acceptable - and popular - destination for budgets in a new city. According to VRMintel, a 2016 Phocuswright report on private residences in the US found that the number of holidaymakers living on rent increased from one in ten in 2011 to one in three in 2015. As the holiday rental market has begun, hotel products are forced to follow suit. In 2016, Accor acquired the luxury home sharing product Onefinestay and Choice Hotels and began offering holiday rentals. In fact, more and more hotel products than ever before offer accommodation and rental accommodation. Both Four Seasons and Marriott unveiled holiday and rental collections for homes and homes in 2019.

HOW THE CHANGE IN TREND HAVE EFFECTED THE BUSINESS AT LARGE

Marketing and Distribution

The cost of marketing and distribution is one of the most important changes in the industry that has been observed

in recent decades, Corcoran said. “The cost of importing hotel customers was largely changed by the business model, which relied heavily on brands and travel agents who were paid 10 percent of the OTAs,” he said. “In addition, traditional marketing - be it billboards, newspapers, television, radio - made by hotel companies has replaced digital formats in the form of ads via social media, Google, etc.” When third-party intermediaries arrived on the scene 20 years ago, they were welcomed by hotel owners as new hotel marketing and visitor, according to Rogers. In time, that relationship changed. “The relationship between hoteliers and TPIs has created a number of different challenges ranging from commission charges, tax cuts equal to increased market share and reliability,” he said. Corcoran said another change seen in that relationship was the commission’s numbers. When the TPIs were introduced, commissions were higher than they are today. However, the look of the world looks different than it does now. “You have a low demand going on. You still have the remnants of tourism organizations that were slowly disappearing, but they are still part of our business back then,” said Corcoran. “A lot of people initially see OTAs that could grow and not be in business at the time.” “However, he said because of their marketing dollars, OTAs had a huge impact on consumers” ‘morale - the belief that visitors can get a better and cheaper price when booking through foreign companies, helping to increase OTA market share and bring a higher mindset to wallets.’

Consumer Behavior

Today’s consumer, thanks to online travel agencies and technology in general, has become much more sophisticated and educated than 20 years ago. That complexity has affected many areas in the industry.

“Twenty years ago, the only travelers who fully understood the diversity of products were regular business visitors,” Rogers said. “Now with the availability of online ratings and a small world track, the consumer still has the power to research and better understand your options.”

However, Corcoran said consumers are also confused, in part because of OTA’s large marketing budgets that allow them to buy more keywords than hotel owners. For example, a customer can type in “Holiday Inn Dallas,” a keyword that a third party has purchased. If customers ignore the URL, click the link and book from there, they may not see you booking with a third party.

“That’s the digital world we live in today,” Corcoran said. And that consumer behavior, which sees visitors visit up

to seven sites before making a reservation decision, has increased the cost of today’s distribution compared to yesterday. Improved consumer awareness has also led to the entry into the industry, such as hotel hotels, increased product accommodation and a focus on all types of visitors who have seen the emergence of new services, Rogers said. “Consumers are already expecting more services and services at a lower cost, and these donations can make a huge difference,” he said. “These demands have led to the proliferation of services such as high-speed Wi-Fi, high-quality breakfast, expanded technological food in the room and entertainment venues, and gymnasiums.”

Ownership and Assets

The need to adapt to a new customer saw the emergence of a current industry lover, a hotel of preferred services — and that’s not a bad thing for hotel owners. “Selected service hotels are often more able to adapt to the needs of consumers than larger fully operational hotels,” Rogers said. “For hoteliers, it’s cheaper and faster to upgrade and repair selected equipment.” Corcoran said selective hotels have been moving slowly in the industry for the past 10 to 15 years. Over the past five years, the model has been considered the only one that offers benefits other than the average cost of a fully functional product, allowing for the highest operating profit and earning invested dollars.

“It is clear now that they will have a sustainable financial value,” he said. Rogers said some of the older hotels are not able to keep up with the changes because many of the selected buildings are becoming more and more sophisticated and cater to all the guests they want. restaurants and room services, they did not wish to receive additional charges for inclusion in other types of hotels, “he said. Once more available, consumers no longer had to rely on hotels for food.

Operations

As the hotel industry changed over the years, it became more and more difficult to use facilities. Answer: third-party management companies.

“As technology and the internet became more and more part of our society, it became increasingly difficult to use hotels so there was a need for foreign companies and good franchisees,” Rogers said. “It has had an impact on smaller operators but it delivered what the customer expected.”

Third-party workers also appeared due to investors' willingness to raise money, he said. With more investors / owners, it is easier and more productive to allow a foreign company manager to use the properties and receive a lower return on investment.

When Corcoran founded FelCor and Herve Feldman in 1991, he said the two did not want to get into the management game.

“Even before we became public and REIT, we decided that it would be better to grow our company through a third party company than to establish our own management company because we thought focusing on owning and managing assets compared to day-to-day management was something we should do as owners,” said Corcoran.

CONCLUSION

In the next 10 years, technology will continue to minimize and, in some cases, eliminate the need for human interaction. Robots haven't taken over the hospitality industry yet, but there's no telling just how common they might be in another decade. Perhaps the check-in desk will have a great resurgence — but it will be helmed by droids, not humans.

And hotels are just one aspect of the travel industry caught up in monumental change. Instagram (and social media, in general) is increasingly responsible for influencing the way travelers make decisions about where they go — and it's become a valuable component of hotel marketing. In aviation, technology and social media have changed the way airlines and their customers interact.

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