

Abstract

of the thesis „Luxury in the hotel industry—a study of the perception concerning luxury in the upscale hotel business”

Mag. (FH) Katharina Enzinger

“Luxury“ is a term which constantly occurs in the media as well as in our habitual language use. As a consequence, this term is also applied to the hotel industry and therefore, 5-star hotels are often referred to as luxury hotels.

The aim of this diploma thesis is to identify those features of a hotel which positively affect the guests’ perception of the luxury provided, and to answer the research question “What makes a hotel a luxury hotel?”

As a result of a research of the relevant literature and an enquiry of experts, who were interviewed on this subject matter, luxury regarding the hotel industry is explored in this thesis. Further fields of investigation in this thesis are the categorisation of hotels, as well as the difference between chain hotels and privately owned ones are. Additionally, this thesis takes the

historical and etymological development of the term luxury into account.

Within the empirical study, expert interviews with managers of some selected Austrian top-hotels were carried out. These results are included in the theoretical part and form as well the basis of the two further methods. The guests’ view was examined by the means of a group discussion and besides, first tendencies could be detected as a result of a guest survey.

On the basis of the study’s findings, recommendations can be deduced for a hotel’s service in order to increase the perception of luxury and eventually customer satisfaction.

Many thanks for your interest!

www.studien.at offers a great number of selected studies!