

14: Changing Trends in Hotel Housekeeping

This chapter will help you to:

- Understand the changing trends in hotel guest room and bathroom design.
- Learn about the impact of Covid-19 on the hotel housekeeping operation and international hotel brands' initiatives.
- Review the changing dimensions of customer behaviour and the role of the housekeeping department.

The hotel industry is constantly evolving and adopting new trends to meet the expectation of the customer. The housekeeping department's role is critical in creating customer satisfaction, and therefore to keep up with the changing world and customer behaviour, traditional housekeeping has evolved in a new era of housekeeping. If hotels are to stay ahead in the business, they need to keep up with the trends that lead to more efficient processes, and follow the best practice guidelines.

This chapter will highlight some of the trends and innovation in guest room design, and the amenities offered to the guest for convenience and to meet changing needs. Among the key changes are the enhanced use of technology and equipment to counter the impact of virus and offer a safe environment to guests and employees. The operational implications of the changing cleaning protocols, and the adaptation of processes in various international hotel brands are discussed.

Design

Good design attracts customers and enriches their guest experience by adding value to the facility's aesthetics and enhancing the visual appearance. But design should be geared to match the tastes and needs of the type of customers that the hotel sees as its key market segments.

Wellness

A significant segment of customers travelling today are looking for an overall wellness experience and therefore the hotel brands are constantly innovating their in-room design, amenities, and products to meet their needs and provide them with a holistic wellness experience. Some of the common healthy design considerations are biophilia, energising lighting, air purification system, exercising facilities, yoga space, vitamin infused shower water, healthy minibar amenities and fresh menu options. Several hotel brands some or all of the above features, either in the room or elsewhere in the hotel, to offer a peaceful and resting experience, impacting the psychological wellbeing of the guests.

Circadian lighting

Circadian lighting is designed to people's internal 24-hour clock. This is controlled by the brain's response to the quality of light, releasing more melatonin – which makes us sleepy – when it gets dark. Circadian lighting is possible because the brightness and colour of LED lighting can be adjusted in different ways.

- With **intensity tuning**, the colour remains the same, but the fixtures have a dimming system, set to low intensity in the early morning and evening, and reaching a high intensity in the middle of the day.
- With **colour tuning**, the intensity and colour are changed through the day to mimic the natural light and colour cycle. .

Biophilic design

This includes natural elements like the use of natural light, and having plants in the room interior, to help establish a connection with the nature, as this results in enhancing the mood and rejuvenating the mind, body, and soul.

Eco-conscious design

Incorporating energy efficient products in the room design is another important trend, for example triple glazed windows offer efficient insulation and greatly reduce the energy requirements, as well as reducing external noise. Blackout window shades offer better sleep. A new design trend is called the 'dual-purpose building', which combining a hotel and a business space into one. This offers a premium working environment for the guests as well as saves the energy of the hotel from being wasted during the day due to the building being only partially occupied.