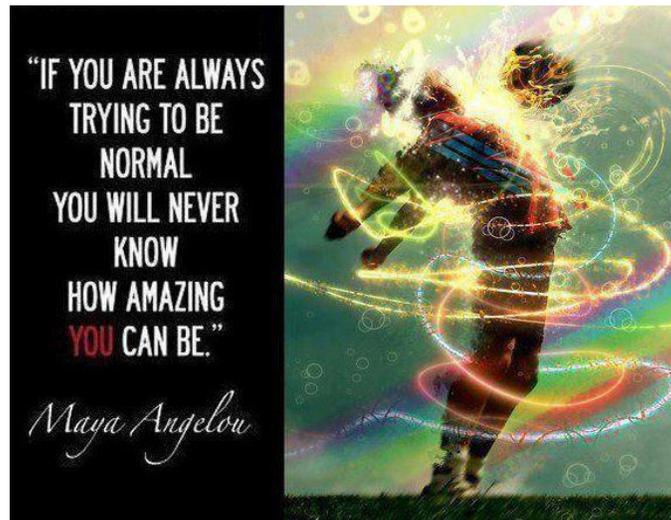


Part 1 Introduction



When the hotel industry generally discovers one day that the body has an energy field and that everything is made of energy, hoteliers will have discovered the means to making the greatest transformation in the guest experience since the hotel industry began.

This book is about how to create a level of guest experience far above the pervasive Five-Star level, which in my opinion is a level that is nothing to be proud of. I call the level “Heart-Based Hospitality” because it is created by knowing how to work with human energy, especially with the electromagnetic energy of the heart; hence the name, *heart-based*. I believe that the guest experience of the future will be created by focusing on energy, in particular, but not only, heart energy and thought energy; by using the energetic power of belief and intention; by changing the energetic vibration of the hotel staff, the guests, and spaces; and by knowing how to infuse spaces and accommodation with pleasant-feeling energy.

I have written the book in order to bring about massive change in the hotel industry, and I have provided a lot of detail because I am hoping that the book will inspire young hoteliers to implement change; and to develop and implement the concept beyond what I can in order to take the hotel industry to the levels far above the tradition of Five Stars. Heart-Based Hospitality opens the door to those many higher levels.

Conservative and traditional hoteliers may oppose and resist such change in favour of corporate tradition, but they will have no choice but to adapt to the changes, which are coming. Energetic, Heart-Based Hospitality will be very difficult for the current generation of corporate hoteliers to accept, so I do not expect the CEOs and leaders of the big hotel groups to show willingly any interest in energy for years to come. I am aiming this book at the young generation of hoteliers who will replace the current leaders who seem to prefer the status quo and the traditional shareholder-oriented model.

Once the current leaders have been replaced by younger people who can see the business potential of creating a guest experience based on energy and love, the hotel industry will most certainly focus on creating an energetic guest experience, and hotels will apply quantum science

and the knowledge and wisdom of ancient traditions to create the guest experience. The world just has to wait for these changes to happen first, but I believe that the chains, which have been holding back the hotel industry globally, will at last be broken within the next 10-15 years.

The guest experience is currently created essentially by training staff how to carry out the Standards of Performance (SOPs), which are described in detail in the operational manuals. The belief is that, if the staff carry out the SOPs correctly and efficiently, the guests will be *satisfied* with the service. Staff do not need to think much. They just have to carry out their SOPs.

While standards are, of course, important, Heart-Based Hospitality is created by making the employees' motivation for providing hospitality heart-based; by changing the energetic frequency of their thought energy and heart energy; by increasing their natural desire to show loving kindness, compassion, and heart-warming care; by opening up the gates of the heart so that love flows out like a torrent; and by using ancient knowledge about energy, which the New Science has rediscovered. All of this is enhanced and developed continuously by a structure of leadership activities, which are appropriate to levels of hospitality above what is common at the Five-Star level.

This is quite in contrast to the pervasive, corporate concept of SOP-Customer Satisfaction, which by nature is a rather robotic, left brain, and emotionless concept of service. The feelings you can create in the employees with this concept are like when you are in love. It can feel that wonderful. This in turn makes you *want* to show more loving kindness, compassion, and heart-warming care. The guest experience is very different as a result.

Heart-Based Hospitality opens the doors to limitless, higher levels of guest experience by taking advantage of ancient knowledge about energy; knowledge in the texts of religious traditions; scientific discoveries about the field of energy that surrounds and permeates everything; and scientific research into thought energy and heart energy.

Paradigm-shattering experiments published in leading-edge, peer-reviewed journals have revealed that we are bathed in a field of intelligent energy, which fills what people think is empty space. Discoveries show beyond any reasonable doubt that this field responds to us – indeed it rearranges itself – according to our heart-based feelings and beliefs. The ancient knowledge and the science have shown that by changing their own energy and sending energy, staff can create levels of hospitality, which are not considered possible.

It is time for hoteliers around the world to stop copying the big hotel groups, particularly the western hotel groups, such as Accor, Marriott, Best Western, Hyatt, and Intercontinental, for example, and their many imitators, because their concept of SOP-Customer Satisfaction is based on an obsolete worldview, which stems from now obsolete science. Indeed, the hotel industry is based on an obsolete worldview, which dates back to the time of Sir Isaac Newton over 300 years ago. I do not think that the hotel corporate offices realise this. Corporate hoteliers should study the New Science.

The SOP-Customer Satisfaction concept of service, which pervades the hotel industry globally, is an obsolete concept, which should have been buried long ago. The principles it was created upon come from the worldview created by the science of Descartes and Sir Isaac Newton, and from a scientific point of view it is as outdated as saying that the Earth is at the centre of the universe.

The hotel industry globally is stuck in an extraordinarily deep rut, and it does not seem to know this. This rut is the Rut of Tradition and the mantra that echoes up and down this rut is, “SOP-Customer Satisfaction Rules! OK!” But it *is* a very respectable rut, which corporate offices approve of because it is clinically clean and orderly, and supported by the most highly respected hotel group founders. Indeed, this obsolete worldview maintains the status quo in the hotel industry. Questioning it and showing how it is obsolete will, without a doubt, cause the status quo to collapse, but this is a good thing because without change there can be no progress.

But who in the hotel industry will dare to question the nature of this rut when all of the major hotel groups are in it; enjoying being in it; and encouraging everyone to join them in it? Who will dare to be like the little boy in the fairy tale, “The Emperor’s New Clothes”, and say that something is wrong? To do so would put a hotelier in danger of becoming an outcast, a rebel, and unemployable. Well, I am the rebel who is pointing out the true nature of this rut and inviting hoteliers to climb out of it and into the light.

The hotel industry has based its guest experience on obsolete science and it is time for the industry to undergo a revolution. When the winds of change blow inevitably, I doubt if the largest hotel groups in the world will survive in their current form unless they adapt in time. They are just too big and too stuck in their traditional ways to be able to change in time. Indeed, I think that they will refuse to adapt because their corporate offices will say, “Don’t they know who we are? We don’t need to change!” How many companies and corporations said this before their demise?

The laws that Newton put into place include two false assumptions about the world around us. The first assumption is that the space between things is empty. The belief is that whether we are looking at an electron orbiting the nucleus of an atom, or if we are looking at the space between the stars or between people, when we see nothing in the space it means that it is truly empty space. We now know that this is false.

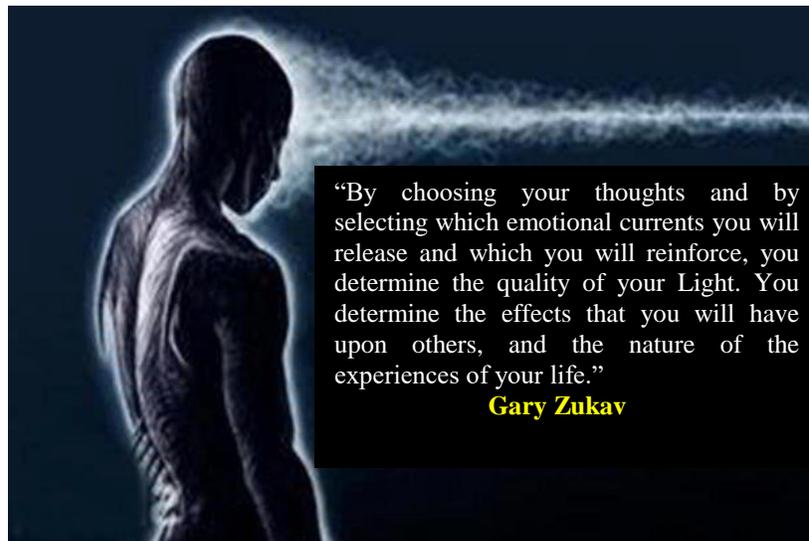
The second false assumption is that our inner experiences of thoughts, feelings, emotions, and beliefs have no effect upon the world around us because, if the space is empty, then there is no conduit to carry them from our body to anywhere else.

Now we know that both of these assumptions are absolutely false. However, the hotel industry continues to uphold a service concept that is based on these two assumptions, and I cannot see the current senior level corporate hoteliers caring the least about this as their focus seems to be mainly on shareholder value.

The New Science has found that there is a field of intelligent energy that occupies what we previously thought of as empty space, and people are giving it different names while scientists continue to explore it. Some are calling it the Quantum Hologram, the Mind of God, the Field, the Matrix, Consciousness, and the Divine Matrix, which are all names for a field of energy that peer-reviewed research papers now agree exists.

Unfortunately, hotel groups continue to base their service concept on Newton’s mechanistic worldview in which everything is made up of parts and is predictable. To them, as long as there is an SOP for absolutely everything that can happen in a hotel; that the systems and SOPs are neatly in place; and that the staff are performing the SOPs perfectly with the aid of technology, then the resulting customer service will *satisfy* the guests and the hotel operation will run

correctly. The staff just have to carry out their SOPs. More and more technology is now being introduced to reinforce this mechanical and emotionless guest experience.



But science is showing us that we have the ability to create conditions inside our body through our feelings and emotions to influence the world around us in ways that we are only beginning to understand. This relegates SOP-Customer Satisfaction to the Museum of Hospitality because now we know that we can use energy to influence the energy field and feelings of the staff and guests; to change the energy of the hotel environment; and also to change the feeling of the guest experience. This makes it possible to take hospitality to levels, which we can only imagine.



Our most cherished spiritual traditions have always told us in non-scientific terms that this interconnected relationship between the individual and the world around us exists, and we simply did not believe them until the 20th century. So now the wisdom of our past and current quantum science are showing us that we can be the powerful architects of our lives and of our reality, if we choose to speak the nonverbal language based in the human heart - the language of feeling and emotion. This is interesting because what our science has finally evolved into is where ancient traditions began. For the ancients, this knowledge was a given. They knew that everything is energetically connected, that we are a part of it, and that we can influence the world around us through our thoughts and feelings.

In contrast, hotel corporate offices see staff as being like robots and unable to influence the guest experience, except to the extent that they perform the SOPs correctly and efficiently. The hotel industry needs to accept and work from the new worldview that we are all connected

energetically to each other, and that we truly have the ability to influence the world around us by means of the nonverbal language of feeling and emotion, which is based in the human heart.

One of the first things that the Western mind will ask is, “How can feelings in our bodies possibly influence the physical world around us?” This is a very good question. We know that the world around us is made up of energy with electrical and magnetic fields everywhere. What quantum science has found is that the human heart is the strongest generator of electrical fields within the human body. So when we create a feeling in our heart the way the ancients told us to do so - by creating feelings of appreciation, gratitude, healing, love, and compassion - what we are really doing is creating very powerful waves of electrical and magnetic energy inside our heart, which then flood our body energetically.

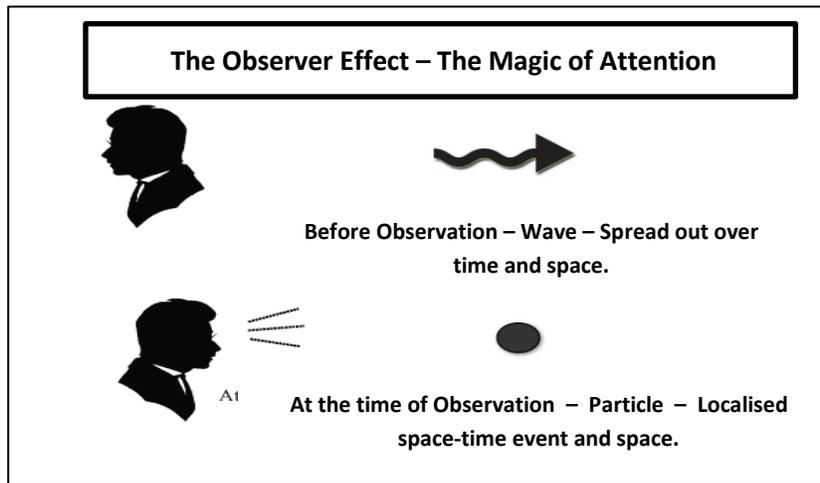
At the same time this energy extends beyond our body and the body’s energy field into the world around us, and that is how we influence the physical world around us. We can literally rearrange the atoms of physical matter through these fields, if we learn to focus and hone this language. The radiating energy can change the feeling of the guest experience in a way that will increase the hotel’s revenue and repeat-business.

What is important here is that both electrical energy and magnetic energy have the power to change the energy of atoms, and we create both types of energy through our thoughts, feelings, emotions, and beliefs. When we form heart-centred beliefs within our bodies, in the language of physics we are creating the electrical and magnetic expression of them as waves of energy, which are not confined to our hearts or limited by the physical barrier of our skin and bones.

We are "speaking" to the world around us in each moment of every day through a language that has no words, namely, through the feeling-waves and belief-waves of our hearts. In addition to pumping the blood of life *within* our bodies, the heart converts our feelings and beliefs into the coded language of waves that communicates with and influences the world *beyond* our bodies.

A growing number of mainstream scientists are now suggesting that the universe, the world around us, and our bodies, work like a computer. Rather than being based on electronic circuits, it is a computer based in consciousness. We know that for a computer to work and to do things for us it has to have programmes. In the “consciousness” computer of the universe and our world our beliefs are those programmes. When we believe something in our hearts, and I am defining beliefs now as the certainty of something that we experience in our minds coupled with the acceptance of the feeling that this something is true in our hearts, we are programming the consciousness of the world around us.

There is a direct relationship between the world around us and the world within us, and what we expect to happen and what we believe. 5,000 years of spiritual traditions have told us that this is the way things work, and we have always kept that understanding somehow separate from our world of science. But in 1909 scientists began finding that their expectations - their feelings about an experiment that was about to take place or was taking place - actually influenced how that experiment turned out, and they began realizing that the role of consciousness in the world cannot be discounted. I am referring here to the famous Double-Split Experiment where the expectations of the observing scientists influenced whether light behaved as particles or waves.



In contrast, Newtonian science leaves us right out of the equation. It leaves out consciousness and our relationship to the world around us. As a result, for over 300 years we have believed that we are separate from our world and that we have no influence on the world around us. Now all that is changing. However, when is the hotel industry going to sit up and listen? Well, I am hoping that this book will shake up the industry.

Quantum science has shown that we are all connected on an energetic level through a field of energy. Studies have found that only a small number of people are needed to influence the world in very positive ways. So when people in one location are feeling the feeling of peace in their hearts (not merely thinking it in their minds), studies have found that the peace affects a broad geographic area in ways that scientists have found statistically significant. In other words, it is not an accident.

In the International Peace Project that was carried out in the Middle East in the early 1980s during the first Israeli-Lebanese war, 200 researchers were trained to feel peace in their hearts while believing that it was already present within them, rather than simply thinking about it in their minds or praying for it to occur. For this particular experiment, those involved used a form of meditation known as Transcendental Meditation to achieve that feeling.

At certain times on specific days of the month, these people were positioned throughout the war-torn areas of the Middle East. During the period of time when they were feeling peace, terrorist activities ceased, the rate of crimes against people went down, the number of emergency room visits declined, and the incidence of traffic accidents dropped. When the participants' feelings changed, the statistics were reversed. This study confirmed the earlier findings that when a small percentage of the population achieved peace within themselves, it was reflected in the world around them.

The experiments took into account the days of the week, holidays, and even lunar cycles; and the data was so consistent that the researchers were able to identify how many people are needed to share the experience of peace before it is reflected in their part of the world. The number is the square root of one per cent of the population.

This formula produces figures that are smaller than we might expect. For example, in a city of one million people, the number is about 100. In a world of 7 billion people, it is just under 8,367 people. This calculation represents only the minimum needed to begin the process. The more people involved in feeling peace, the faster the effect is created. The study became known as the

International Peace Project in the Middle East, and the results were eventually published in the Journal of Conflict Resolution in 1988. Since that time that affect has been accepted and explored in many empowering ways throughout the world.

But the key in the Western world is for people to recognise the difference between having a feeling in their heart and just thinking something in their mind. I think that this is one of the great challenges of our times because we have been conditioned to be a very thought-based society. It is essential to teach this difference to hotel staff, and the ability to create feelings in the heart has to be developed to create Heart-Based Hospitality.

The indigenous, ancient traditions have acknowledged that thoughts are powerful, but that the feelings are more important. Because our heart is 100 times stronger electrically and 5,000 times stronger magnetically than our brain, we can actually get things done much quicker with much less effort, if we learn the language of feeling in the heart rather than trying to think our way into healing or into peace or compassion, abundance, or the perfect relationship, or whatever it is. We just need to acknowledge the very powerful language of heart intelligence and Heart-Based feelings.

There is a pioneering organization in northern California called the Institute of HeartMath, which is studying the power of the human heart. They have been finding and publishing in accredited, mainstream, medical, scientific, and technical journals proof that our heart has its own intelligence. The heart actually has brain-like neural tissue that allows it to have its own intelligence and to create effects inside and outside our bodies.

The Institute of HeartMath has pioneered a new project called the Global Coherence Project. What they have found is that there is a layer in the atmosphere above the Earth called the ionosphere, which pulses in the same range of frequencies that our heart pulses in when we are in a *coherent* state. In short, when we change the way we feel in our hearts that layer of the atmosphere changes, and when that layer changes, everyone hooked up to that layer is affected.

This connection between the heart and the planet has become evident on several occasions, such as at the time the planes hit the World Trade Centre and when Princess Diana died in a car crash. On these two occasions the outburst of emotion around the world affected the electromagnetic field of the planet in a measurable way.

The Global Coherence Project is the first science-based initiative which is now investigating this connection. In the first of the two phases of the project the scientists at HeartMath are building a series of global sensors that will enable them to measure this layer of the atmosphere. They post the readings in real time on a website so that at any time, at any moment on any day, we can go and see what this layer of the atmosphere is telling us.

The second phase involves training a significant number of people to create a feeling of coherence in their hearts in a moment of time so as to influence that layer of the atmosphere. The aim is to show that because every human on the Earth is to some degree tuned into that layer, when a large number of people around the world create coherence in their heart by creating the feelings of love and peace inside their heart, they can affect the whole of mankind.

When we have coherence in our body, we think better, we solve problems better, we are less aggressive, our immune system is enhanced, and our cognitive abilities increase. All of these

things happen when we are in coherence with that layer of the atmosphere. So when a relatively few number of people feel the feelings, which create that coherence, they can actually influence that layer, and the whole of mankind benefits from that.

The Global Coherence Project is showing that we can influence the world around us with our feelings. This is very relevant to the hotel industry and it shows the value of teaching hotel staff how to feel the feelings of the core values of Heart-Based Hospitality, namely loving kindness, compassion, and heart-warming care. By doing so with increasing intensity, they can affect the feelings of the staff and the guests as well as the guest experience. In addition to explaining some of the science that hoteliers must know before they start to create a Heart-Based Hospitality guest experience, this book also provides guidance about how to create it.

To create a Heart-Based Hospitality guest experience there are at least 11 different elements, which I call “The 11 Elements”. They are essential because without them the guest experience will not become energetically stronger. I am certain that other Elements will be added over time as hotel groups and hotels experiment with the concept. Generally, I think that the additional Elements will be other energy techniques, especially techniques which focus on the Chakras; self-healing and distant healing techniques; Reiki; etc. For example, one hotel has added the Five Tibetans and an energy healing technique, which eradicates negative cellular memories. Perhaps pranic healing techniques will become another Element one day.

I think that in the future, hotels will not just be places where you stay and sleep, but where you also go to become energetically stronger, and for healing and rejuvenation. Their role will change for sure, and will extend beyond just wellness. But at the moment the hotel industry is dominated by the large Western hotel groups, which are only interested in an obsolete concept of guest experience, which facilitates the cloning of an energetically weak, corporate template that makes it easy to amass more rooms and hotels for the sake of the shareholders. Does this sound too harsh a comment? I don’t think so.

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I wish you a lot of fun and success as you embark on this journey. It is easier than you may think to create a Heart-Based Hospitality guest experience because the staff just have to be their true selves; and to open the gates of the dam in their heart as wide as possible so as to let their love flow out, without asking if too much is flowing out. Both the staff and the guests will be happier, the staff will be more loving, compassionate, and caring, hotels will become more profitable, and the dinosaur-like Age of SOP-Customer Satisfaction will rapidly come to an end.

