

Heart-based hospitality hotel industry's untrodden path

BY PETER MCALPINE

THE spiritual essence of hospitality is selfless loving kindness, genuine compassion, and sincere heart-warming care. Heart-based hospitality (HBH) restores this missing, timeless essence to the hotel guest experience, and thereby transforms a hotel's spirit of hospitality and the energetic feeling a guest has of the hotel.

In the future, hospitality will be different, and hotels will have to meet the unspoken emotional, healing, and wellness needs of guests, not just provide efficient service. Knowing how to touch the heart; how to heal a hurting heart; how to create in employees and guests the soft and gentle feelings of inner peace and happiness; how to create in the employees a burning, heartfelt desire to show loving kindness and compassion; and how to change the energetic feel of a guest room or facility, all belong to the essence and the future of hotel hospitality. This is what HBH provides.

HBH creates a very different spirit among employees and guests because it is based on love and energy - two elements, which are missing from the industry's guest experience concept of Customer Satisfac-

tion, which is long overdue for change. HBH enables the hotel industry to move on from Customer Satisfaction and to return the hospitality experience to its spiritual essence in loving kindness, compassion, and heart-warming care.

By ignoring the scientific discoveries about consciousness and the energetic nature of human beings and our world; heart energy research and research about energy generally; and the ancient wisdom about energy found in the monasteries of Tibet and the Andes, and in ancient cultures which still thrive, and in religious texts going back thousands of years; as well as ignoring the power and needs of our spiritual nature; the leaders of the hotel industry are providing a disservice to mankind by holding back the evolution of hospitality in favor of a shareholder-oriented guest experience concept.

The operations manual concept of hospitality does not create the much sought-after emotional connection to the human heart. Erroneously, technology has become the latest solution to this problem. But technology only provides comfort, convenience, and some entertainment. It does not touch the human heart or meet the growing emotional, energetic,

well-being, and healing needs of mankind. HBH does, though.

For many years the leaders of the hotel industry have been looking outwards for the Next Big Thing in hospitality, but the irony is that it is closer than their life's vein. The industry's leaders will never find it until they choose the only untrodden and untouched path left, which leads inside to the heart.

Heart-Based Hospitality combines this direction with hotel systems by incorporating ancient wisdom, scientific research into energy, and discoveries about the powers of the heart in order to soften the guest experience and to increase the happiness of employees and guests. Energetic hospitality based in love sounds New Age-like, but nevertheless, it is practical, very profitable, and the future of the hotel industry guest experience.

There is a far more beautiful future out there for the hotel industry once it opens its eyes, heart, and mind. There is a pressing need for a new concept of hospitality, and HBH provides it in a limitless way because there is no ceiling to the energy of love and to the application of consciousness. Current industry initiatives, such as the proliferation of brands, simply provide new variations

of the old and familiar. Change is inevitable and the new path is available. It has always been available in fact, but the hotel industry is ignoring it.

HBH meets people's needs to feel loved and to be understood in a spirit of compassion. Love in HBH is not romantic love. It is compassionate love for fellow human beings, which is developed in the employees by using a synergistic variety of ways, which include energy techniques and meditations that open up the heart; develop each employee's power of intuition; and not only increase their desire to show loving kindness and compassion to the guests, but also develop their capacity to do so.

The approach to creating hospitality is very different to Customer Satisfaction where the focus is on training people how to carry out the brand standards and procedures efficiently. Nowadays more and more guests want an experience, which is strong in loving kindness, compassion, and heart-warming care, and they will choose to stay at a hotel, which can provide it.

As the process of implementing HBH in a hotel unfolds, the energy of the employees and the property changes, which in turn affects the guests posi-

tively. When you change the energy of the employees, you change the guest experience in many aspects. Knowing how to change the energy of hotel employees is actually the key to creating levels of guest experience above the artificial limit of 5 Stars.

One day, this will be understood throughout the hotel industry, and HBH will become the new norm. Unlike with Customer Satisfaction where 100% compliance with the standards and procedures is the ceiling, there is no ceiling to the spirit of hospitality which you can create in HBH because it is based on forgotten ancient wisdom and the timeless values of love, kindness, compassion, and sincere care.

HBH enables a hotel to distinguish itself from the global competition by becoming known for providing hospitality, which is strong in the energy and spirit of love and compassion. Each hotel can become and feel unique according to how much effort it puts into opening the hearts of its employees and increasing their spiritual capacity to infuse their service activities and the hotel property with love, kindness, compassion, and warmth.

I think that when hotel groups finally realize that they

have come to a dead-end with Customer Satisfaction, and that it cannot be improved any further, even by improving efficiency; by adding more apps; by incorporating more technology into the hotel; by changing the design, the Lobby layout, the amenities, the bed, the colors, the smells, etc.; even by creating a new brand or by changing the CEO; they will have to explore the only direction left to them. Then they will discover how by using a guest experience concept based on love, energy, and consciousness they can transform the hotel industry and open up new levels of hospitality considered impossible with the hotel industry's current worldview.

The human heart and energy are the last untouched areas in the hotel industry, and they are where the money will be made in future. We will provide you with all the help you need to create HBH in your hotel, if you wish to travel on this exciting and rewarding journey.

For more information and articles about Heart-Based Hospitality (HBH), a new approach and concept which can revolutionize the hospitality industry, please contact us @hatsglobal.

We look forward to bringing you more news about HBH very soon.

Genetec's innovative technologies to help protect systems, assets from external threats

DUBAI — For the past 13 years, Genetec has been an active participant of Intersec's long-running flagship security trade show in Dubai, UAE.

In the recently concluded 2nd edition Intersec Kingdom of Saudi Arabia, Genetec also participated.

"At the still relatively young Intersec Saudi Arabia, this is the second time that we are joining the event in line with our strategy to bring the latest, clever IP security technology innovations to the Kingdom where there is a growing demand for a future-proof, flexible, secure, resilient, and unified security platform in adherence to Saudi Vision 2030," said Firas Jadalla, Regional Director, Middle East, Turkey and Africa, Genetec, said in an interview.

During this year's event in the Kingdom, Genetec - which offered a broad range of solutions addressing security, operations, and intelligence - engaged with security integrators, consultants, and end-users as well as showcased the benefits of its sophisticated and powerful unified security solutions.

Genetec highlighted its diverse portfolio of products and services. It also featured many of its camera, access control, and software technology partners during the event.

Excerpts from the interview made prior the event follow:

• What motivated your organization to participate at Intersec Saudi Arabia 2018?

As an important regional market, Saudi Arabia is a crucial part of our business growth strategy. Participating for the second year at Intersec Saudi Arabia 2018 reflects our solid commitment to share our expertise in offering a unified and simplified approach to physical IP security. Government and private organizations alike will benefit from our modern security measures designed to stop any types of threats and other fraudulent incidents.

• Will you be getting for new partners during the event or you will be focused only on end-users?

Intersec Saudi Arabia is an opportunity to feature our products and solutions as well as engage with our numerous technology partners. By doing so, we will be able to help both integrators and end-users to safeguard and protect their IP



Firas Jadalla

security systems. As a trusted technology advisor to a broad ecosystem of partners for the past 20 years, Genetec has successfully established a multi-faceted portfolio of physical security solutions that are used by many of the world's largest enterprises, businesses, governments, and education organizations today.

• What are the new products you will be launching during Intersec KSA 2018? Please share the details.

Citigraf, a decision support system that unifies public safety operations across city departments for inter-agency collaboration, is one of our many new 'intelligence' and 'operations' platforms that will be featured during the event. Other solutions are Genetec Traffic Sense, a unified Traffic Operations Platform driven by advanced analytics; and our flagship unified security platform, Security Center 5.7, which is an open-architecture system that combines video surveillance, access control, automatic license plate recognition (ALPR), communications, and analytics.

• What do visitors expect to achieve with this participation?

Our experts will be present to discuss the features of our unified security solutions as well as our flexible, open-architecture Security Center platform, in addition to other innovative technologies developed to help organizations protect their systems, people, data, and assets from external threats. They will also tackle how our powerful, scalable, and unified security solutions can help cities and communities, schools, businesses, and enterprises protect the every-day.

Tech key economic enabler

RIYADH — As Saudi Arabia welcomes a series of reforms and initiatives as part of its on-going economic diversification drive, Mastercard, a leading technology company in the global payments industry, has further reiterated its commitment to bringing to the Kingdom cutting-edge payment technologies that will support the growth of the Kingdom's digital economy.

Speaking at a panel session on the topic, 'The Saudi and Global Economy 2018 - 2019' Mastercard's Cluster Head for Saudi Arabia and Bahrain, J.K. Khalil, emphasized the role of technology as an important enabler of the Kingdom's transformational agenda.

Highlighting the positive impact of innovative payment solutions, such as Masterpass, on the Kingdom's e-commerce sector, Khalil stressed the importance of advanced technologies in driving the country's long-term social and economic growth. In addition, he also underlined the significance of developing a strong local payments ecosystem through partnerships like Mastercard's recent agreement with Saudi Arabia's domestic payment network, mada, to enable online payment transactions in the country through Mastercard Payment Gateway Services.

Meanwhile, Mastercard host-



Euromoney KSA

ed its first CMO Forum in Dubai to explore the impact of digital transformation on brand strategy and consumer engagement. The forum welcomed top executives from leading companies including Emirates, Nestlé and McDonald's.

Hosted by Raja Rajamannar, Chief Marketing & Communications Officer, Mastercard, the panel discussion, titled "I Don't Want Your Ads"; Marketing in an Ad-Blocking World, drew attention to the evolving role of marketing in connecting brands to a new generation of consumer. During the

session, Mastercard, who was recently named among the world's top companies by Brandwatch for Best-in-Class Customer Experience and Most Pleasing Brand, shared insights on the transformation of its marketing and brand strategy, including the evolution of its globally acclaimed campaigns such as 'Priceless'.

"The birth of the 'expectation economy' has necessitated the need for brands to engage with consumers through experiential marketing. With a booming population of millennials, and a long

history of innovative thinking, the Middle East and Africa offers an excellent opportunity for marketers to leverage this trend to their advantage and drive richer brand experiences that wow their consumers and enable them to create and tell their own stories. Forums like these allow the marketing community to explore these evolving consumer behaviors from an industry-wide perspective and share best practices, helping us unlock the next phase of growth for the regional marketing landscape," said Rajamannar. — SG

'5G IoT to change how we work and live'

DUBAI — A new Internet of Things-focused (IoT) 5G R&D center in Russia will soon help to transform the lives of people, businesses, and society - in Russia and beyond - Ericsson President and CEO, Börje Ekholm, said.

Speaking at the official opening of the joint Ericsson/MTS facility in the Russian Federation Republic of Tatarstan, announced at the recent Mobile World Congress, Ekholm emphasized that 5G will make transformative IoT a reality.

"Ericsson is making 5G happen right now," he said. "Evolving mobile broadband will be the first 5G business case, so service providers can cope with data traffic doubling every 18 months. But 5G will also bring new capabilities in low latency and long battery life. This is especially important for IoT, the focus of this center."

Ekholm told the assembled guests that Ericsson predicts 20 billion IoT-related connected devices globally by 2023.

"With so many connected devices, we believe that relying on Wi-Fi won't deliver the reliability needed. Licensed spectrum is therefore critical," he said. "In this center, Ericsson and MTS experts are collaborating on 5G-enabled ecosystems, prototypes, and business cases."

Cities will be one of the development focuses at the center, including the areas of ecology,



Börje Ekholm

utility optimization, infrastructure, environmental monitoring, and transport.

Ekholm said the center would benefit from Ericsson technology leadership including the IoT Accelerator Marketplace and enhanced 5G Platform - which will allow service providers to launch 5G from the fourth quarter of 2018.

"Many of the faces you see here today will change how we work, live and socialize," he said. "They will also be part of Ericsson's global IoT and 5G R&D ecosystem, which includes collaborating with service provider partners, industrial partners, and universities. It's great to see students of Innopolis University

present today. What an exciting time to start in our industry."

Ekholm acknowledged the support of Tatarstan government and Innopolis City Management.

"I also want to acknowledge our partner MTS. We have a long-standing and successful relationship," he said.

MTS President, Alexey Kornya, told guests that MTS and Ericsson have been working together on the practical implementation of 5G, IoT and Big Data technologies.

"With the support of the authorities of Tatarstan, the R&D Center will become a place of attraction for partners, leading enterprises and universities in the development and implementation of viable commercial products and projects. In the future, we intend to replicate successful solutions in other regions of Russia, and our ambition is to bring joint developments to the global market."

Tatarstan Prime Minister, Alexey Pesoshin, also attended the opening.

"Today we welcome the opening of the joint research center of the world brands Ericsson and MTS in Tatarstan. Thank you for choosing Innopolis," he said.

"One of the areas of cooperation will be the development of technologies associated with the digitalization of urban infrastructure in the municipalities of Tatarstan. We hope that smart tech-

nologies developed by the joint facility will spread across Russia in the near future."

The first R&D Center-supported projects were also announced at the launch ceremony.

• Ericsson and MTS have signed a cooperation agreement with PJSC KamAZ, the largest manufacturer of heavy trucks in Russia, to support autonomous vehicles.

• MTS and the city administrations of Almet'yevsk and Arsk have signed agreements on the deployment of Narrow Band IoT Smart City solutions for the utility sector, city infrastructure management, urban transport and environmental monitoring.

Ericsson and MTS have also organized hackathons with local partners

The MTS and Ericsson roles at the center include developers, engineers, business analysts and business development managers.

MTS provided the premises, data center facilities, test environment and will share expertise and resources from its innovation center and IoT Lab. Ericsson is providing cloud and telecommunications technologies (Ericsson IoT Accelerator, Massive IoT solutions for NB-IoT development), global expertise, educational resources, partner ecosystem, startups, and universities. Consulting support from Ericsson Garage and Ericsson Business Labs is also provided. — SG