

We live in the marketer's world. Ideas, products, dreams sold well are craved after and form a part of our wish list. Marketers also shape our demands by enticing us with their company's R&D and innovation. But they know that regardless of the novelty, the snazziness, the glitz and the glamour; all their products will have to go through the tried and tested touchstone of purpose, use, relevance and effectiveness. Perhaps that may be the number one reason, why companies bring back on demand the bygones as the newest fad in an almost cyclic fashion. Hotels, as products, are no different. We attempt to present the old pie in a new packaging. We enclose ourselves in focus groups and mega think tank meetings to develop exciting, new ideas, services and systems that we feel our guests will cherish and look out for. We rise up to the challenges of changing times to reinvent ourselves. We ensure that, as hospitality companies, we keep abreast of latest in product development, concepts, technology and guest expectation.

However, in the race to run up the hill and get on top of competition, we sometimes fail to realize that more things change, the more they stay the same.

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