



Redefining the idea of Luxury in the Hospitality Industry

Bachelor Thesis for Obtaining the Degree
Bachelor of Business Administration
in Hotel Management and Operations

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

Topic: Redefining the idea of Luxury in the Hospitality Industry

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Content: Sustainability and time play an important role in the redefinition the idea of luxury. The modern idea of luxury is therefore strictly related to a shifting in a more sustainable friendly production. Most industries in this sector are approaching this and in particular gastronomy.

The objective of the thesis is to provide an overview of the term luxury by understanding the difference between traditional and modern luxury, specifically in gastronomy and therefore how the term luxury is been redefined by the varied consumer needs together with the sensibilization of the sustainability concept. The principal research question that can be identified is: How can luxury be defined and what are the main difference between traditional and modern concepts?

The problem that the author is facing is finding out how the value of modern luxury can be in correspondence with sustainability. The main hypothesis can be defined as follows:

Sustainability and time are becoming leading factors in redefining the idea of luxury.

The research question is then being analysed by focusing on a case study about a typical mountain restaurant " San Brite". A deep interview was conducted to investigate modern luxury which goes hand in hand with the sustainable concept. The result shows that there is a significant correlation between luxury and sustainability. The needs of consumers have resulted in have changed perspective concerning the luxury concept and for this reason, the introduction of sustainable processes is leading to a new vision of luxury.

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