

# How to Create Heart-Based Hospitality The Future of the Hotel Guest Experience Through Spiritual Intelligence

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Heart-Based Hospitality radiates unconditional love, loving-kindness, compassion, and heart-warming care through the power of Spiritual Intelligence.

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**“Here’s to the Crazy Ones!”**

**“Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status-quo. You can quote them, disagree with them, glorify, or vilify them. But the only thing you cannot do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”**

**Apple**

The message here is simple. People should question the hotel industry status quo and not blindly accept the ideas, direction, and guest experience concept of the big hotel groups. Change is not in their financial interests because they are perfectly set up and organised to provide the outdated SOP-Customer Satisfaction concept of guest experience – a concept which I believe is obsolete and that does not meet the holistic needs of guests. The hotel industry would benefit from an infusion of rebels and non-conformists – lots of them!

## **Section 1**

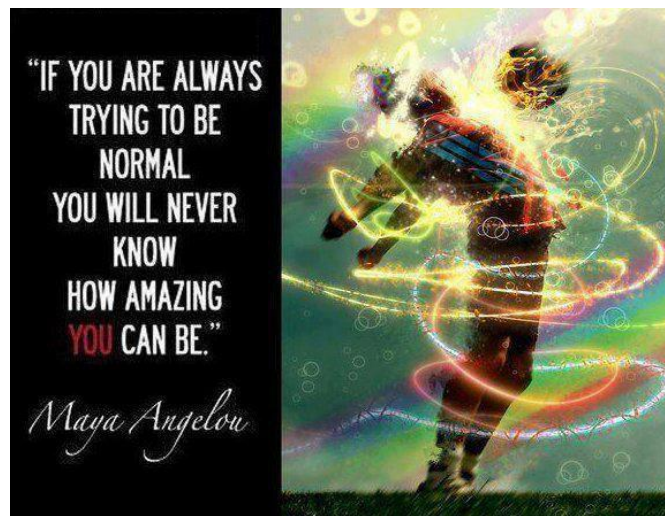
### **The Foundation for Creating Heart-Based Hospitality**



## **The Foundation for Creating Heart-Based Hospitality**

1. An Introduction to Spiritual Intelligence and Heart-Based Hospitality.
2. The Need for a New Concept of Hospitality.
3. The Spirit of Hospitality is Declining.
4. Some Ways to Create Heart-Based Hospitality.
5. The Importance of Understanding Heart Energy.
6. The Relevance for the Hotel Industry of Masaru Emoto's Research.
7. Understanding How Guests and Others Often Feel.
8. Opening the Hearts of the Hotel Staff.
9. Using Spiritual Quotations to Soften the Heart.
10. Focusing Attention on People's Positive Characteristics.
11. Summary of How to Create a Heart-Based Hospitality Guest Experience.

## Part 1 An Introduction to Spiritual Intelligence and Heart-Based Hospitality



### 1. What the Book Is About

When the hotel industry eventually discovers that human beings are essentially spiritual beings with a spiritual nature; that the human body has an energy field; and that everything in our world (including hotels, guests, and employees) is made of vibrating energy, hoteliers will have discovered the means to making a revolutionary transformation of the hotel guest experience. Until then though, the hotel industry will remain stuck in the rut of the obsolete and materialistic tradition of SOP-Customer Satisfaction.

This book is about how to create a spirit of hospitality and limitless levels of guest experience that are impossible to create with the pervasive standards-based concept of **SOP-Customer Satisfaction**. To achieve this, we must look toward the integration of **Spiritual Intelligence (SQ)** into hospitality by means of **Heart-Based Hospitality**. This will require a revolution in the hospitality industry.

### 2. What is Spiritual Intelligence?

Spiritual Intelligence (SQ) in the context of Heart-Based Hospitality is the capacity to move beyond the mere mechanics of service and operate from the dwelling place of the soul and the spiritual essence of a human being. It is the conscious integration of one's inner spiritual life with the outer act of care, transforming a professional role into a sacred calling. It enables the global hotel industry to create hospitality whose spirit is infused limitlessly with its spiritual essence.

At its essence, it is the ability to:

- **See the Unseen:** To look past the physical presence of a guest or colleague and recognize the divine spark within them, treating every interaction as a meeting of souls rather than a transaction of business.
- **Radiate Intentional Warmth:** To master one's own heart energy so that unconditional love and Loving-Kindness (Metta) are not just concepts, but felt vibrations that soften the environment and put others at peace.
- **Practise Creative Unity:** To act with the discernment that there is no separation between the server, the served, and the Creator, thereby restoring harmony and wholeness through every gesture of gentleness and compassion.
- **Surrender the Ego:** To willingly set aside the "self" and its need for recognition, allowing the heart to become a clear channel for unconditional love, compassion, Loving-Kindness (Metta), and heart-warming care" to flow without limit.

In this framework of hospitality, SQ is the wisdom and essential nature of the human heart in action. It is the realization that the highest form of hospitality is not found in the perfection of a standard operating procedure, but in the limitless *spirit of the heart* that elevates a guest's experience from mere satisfaction to a profound sense of being truly loved and valued.

### **3. Is Creating Such Hospitality Possible?**

Absolutely! But it is IMPOSSIBLE with the current pervasive thinking about the nature of the guest experience; the industry-wide guest experience concept of SOP-Customer Satisfaction; with the usual staff development practices; and with the normal set-up of organisational systems. It is like building a F1 racing car. You cannot build an F1 racing car with the systems and structure of normal cars, and the thinking behind their creation.

### **4. The Core of Spiritual Intelligence**

SQ is not merely a set of high-level soft skills and core values; it is the fundamental framework within which **Heart-Based Hospitality** is embedded. You cannot have one without the other, as they are part of a singular energetic and spiritual reality. While Emotional Intelligence (EQ) helps us manage feelings, SQ enables us to transcend the ego and connect with unconditional love, Loving-Kindness (Metta), compassion, and heart-warming care that defines the spiritual nature of a human being and the essence of hospitality. It also enables us to infuse the hotel operation with the limitless spirit of this essence.

### **5. SQ: The Engine of Limitless Hospitality**

By developing Spiritual Intelligence, hoteliers can create limitless levels or degrees of hospitality far above the traditional 5-Star, SOP-Customer Satisfaction ceiling. This is achieved by:

- **Developing Spiritual Capacity:** SQ increases the innate desire of the staff to show unconditional love, Loving-Kindness (Metta), heart-warming care and compassion to others from a place of authenticity.
- **Working with Energy:** In SQ we recognize that hospitality is an energetic and spiritual concept that is also created by working with heart energy.
- **Breaking the SOP Chains:** SQ frees the staff from mechanical, emotionless performance standards so they can soar to new heights of service based on spiritual connection to people and to the spiritual essence of hospitality.

### **6. Embedding Heart-Based Hospitality in SQ**

Heart-Based Hospitality is the practical application of Spiritual Intelligence in a hotel setting. It is embedded in SQ and it requires the staff to develop their spiritual capacity and heart coherence to open their hearts fully to the guests. When a staff member operates from a high level of SQ, they do not just "perform" a service; they infuse the space and the guest experience with soft, gentle, and compassionate energy.

Moreover, the more that hotels develop the spiritual capacity, heart coherence, and heart intelligence of their staff, the more the staff can change the energetic vibration of themselves, the guests, and the hotel environment. This leads to a "to die for" spirit of hospitality that goes beyond "wellness" into the realm of energetic rejuvenation and healing.

### **7. Beyond the Ceiling of Emotional Intelligence EQ: Spiritual Intelligence (SQ) is the Next Frontier for Hospitality**

Describing SQ in hospitality involves moving beyond standardized procedures and tapping into deeper, invisible connections between staff and guests. In this context, SQ is the limitless capacity and ability to act with intuition, and the spiritual & energetic essence of hospitality (unconditional love, Loving-Kindness (Metta), compassion, and heartwarming care) while maintaining inner and outer peace, regardless of the circumstances.

**SOP-Customer Satisfaction took the industry to the ceiling of the ground floor.  
EQ took the industry to the ceiling of the next floor.  
SQ will take the industry up the limitless number of floors above.**

## 8. A Description of Spiritual Intelligence

Here is how to describe SQ effectively:

### 8.1 The Shift from SOP-Customer Satisfaction to the Soul

Traditional hospitality relies on Standard Operating Procedures (SOPs)—the "what" and "how" of service. SQ focuses on the deep, intangible "why" and the spirit and the energy behind the actions.

- **SOP-Customer Satisfaction:** Mechanical service and a smile because it is required by the SOP manual.
- **Spiritual Intelligence:** A smile that stems from a genuine, heartfelt desire to uplift and heal the guest's spirit.

### 8.2 The Core Pillars of SQ in Hotels

To make the concept tangible for a hospitality team, I will break it down into these 4 dimensions:

- **Unconditional Loving-Kindness:** Serving every guest with ever-increasing unconditional Loving-Kindness (Metta), care, and compassion, without judgment or expectation of a tip or reward. It is the practice of "seeing" the *walking wounded* human being behind the guest folio and wanting to heal the person through unconditional love, kindness, compassion, and care.
- **Deep Empathy & Intuition:** The ability to sense a guest's emotional state, such as exhaustion, anxiety, or loneliness, and adjust the spirit of hospitality so that it touches the guest's heart and provides the ideal level of comfort before the guest even asks. Intuition is increased by developing heart intelligence.
- **Presence and Mindfulness:** Being fully "in the moment" during a guest interaction. A staff member with high SQ does not look past the guest toward the next task. They create a "sacred space" of total attention with the spiritual essence of hospitality.
- **Equanimity:** Maintaining a calm, loving energy even when faced with a difficult guest or a high-pressure situation. This prevents the "stress contagion" that often plagues hotel lobbies.

### 8.3 The "Energetic Warmth" Concept

You can describe Spiritual Intelligence as the thermostat of the hotel's atmosphere. While interior design provides the physical luxury, SQ provides the energetic and spiritual warmth.

If a hotel's luxury is the body, Spiritual Intelligence is its heart. It is the difference between a stay that is merely comfortable and a stay that is truly healing.

### 8.4 Defining the "Guest Experience"

When a hotel is driven by Spiritual Intelligence (SQ), hospitality transforms from a cold business transaction into a deeply human experience. The guest journey becomes soft, gentle, and heart-warming, moving the goalpost from mere 'Customer Satisfaction' to a deep, authentic human connection.

In this environment, you are no longer just selling a room night; you are stewarding a living person's well-being. By channeling SQ into a capacity for unconditional love, a hotel is elevated from a simple place of lodging into a genuine, loving-kind sanctuary.

When you unpack the phrase "**stewarding a living person's well-being**," you are looking at the exact point where traditional customer service ends and true, Heart-Based Hospitality begins.

To understand this phrase it helps to break down the two most important words: **stewarding** and **living**.

## A. What It Means to "Steward"

In the corporate hotel world, people talk about *managing*—managing check-ins, managing room keys, managing complaints. Management is about control, efficiency, and checklists.

**Stewarding is completely different.** A steward is a guardian. When you steward something, you are taking sacred responsibility for something precious that has been entrusted to your care.

- In a hotel context, it means you aren't just looking at the guest's credit card or room number.
- You are looking at their current state of being. You are taking responsibility for protecting their peace, easing their travel stress, and nourishing their energy while they are under your roof.

## B. Why "Living Person" matters

It sounds obvious—of course guests are alive. But in the daily grind of hotel operations, guests are frequently reduced to abstractions. They become "Arrivals," "VIPs," "Room 402," or "Check-outs." They become data points on a spreadsheet used to calculate occupancy percentages.

By explicitly using the words "**living person**," you shake the reader awake. You remind them that the guest is a breathing, feeling human being who:

- Might have just stepped off a gruelling 14-hour flight.
- Might be traveling for a stressful business meeting or a sensitive family event.
- Carries their own unseen burdens, exhaustion, or anxieties.

## C. The Big Picture

When you put it together, **stewarding a living person's well-being** means shifting the staff's mindset from operational to energetic.

**D. The Shift:** "I am not just handing over a plastic key card to fill an empty bed. I am welcoming a living, feeling human being into this space, and for the next 24 hours, I am the guardian of their comfort, their peace, and their emotional well-being."

It elevates hotel work from a standard, low-wage job to a high-calling, purposeful practice of care. It makes clear that hospitality is a profound opportunity to positively impact another human being's life, even if only for a night.

## 9. What Capacities Does Spiritual Intelligence Consist of?

### 9.1 The Capacity for Unconditional Love and Loving-Kindness

In the traditional 5-star model, service is often a transaction: "I provide excellence because it is my job and I am paid to do so." Heart-based hospitality disrupts this by introducing the spiritual essence of hospitality, especially **unconditional love**, as the primary driver. This capacity requires staff to cultivate a state of being where their care for a guest is not contingent on the guest's behaviour, their status, or the tip they might leave. It is an intelligent force that seeks the highest good for the other person simply because they exist.

To develop this, one must practice **Loving-Kindness (Metta)**, which is the active desire for others to be happy and at peace. When a staff member operates from this space, the "5-star ceiling"—which is limited by Standard Operating Procedures (SOPs)—is shattered. Instead of just following a script, the staff member acts from an overflowing heart. This creates an environment where guests feel a rare sense of being "seen" and cherished. It turns a hotel into a sanctuary where the staff member's primary intention is to be a source of benevolence, making the guest's well-being their own reward.

**Note:** The kind of Loving-Kindness (Metta) in Spiritual Intelligence is **Loving-Kindness (Metta)** not **loving kindness**. What is the difference?

The difference between **Loving-Kindness (Metta)** and lowercase **Loving-Kindness (Metta)** comes down to the depth of the concept: one is a foundational spiritual framework, while the other is a general human emotion or behaviour. Here is how they contrast:

### A) Loving-Kindness (Metta / Mettā)

When capitalized and linked with the Pali word *Metta*, you are referring to a specific, highly developed spiritual practice and state of consciousness rooted in Buddhist philosophy.

- **Universal and Unconditional:** *Metta* is the aspiration that *all* sentient beings be happy, free from suffering, and at peace. It does not require the other party to earn it, and it does not exclude anyone—even those who cause harm.
- **An Energetic State:** It is viewed as a cultivated heart energy or a frequency. It is not just a passive feeling but an active, radiant spiritual force that dissolves barriers between self and others.
- **Free from Attachment:** True *Metta* is pure because it lacks ownership or expectation. Unlike romantic or familial love, it does not demand reciprocity or approval. It is given completely freely.
- **A Systematic Practice:** It is developed intentionally through specific meditation practices (*Metta Bhavana*) and applied as a core guiding principle for living, interacting, and—as seen in concepts like *Heart-Based Hospitality*—working.

### B) loving-kindness

When used as a standard, lowercase phrase in everyday English, Loving-Kindness (Metta) is a descriptive term for a warm, benevolent human virtue.

- **Behavioural and Situational:** It generally refers to being considerate, affectionate, gentle, and compassionate toward others in daily life.
- **Often Relational:** Standard loving-kindness is usually felt or expressed toward specific people—family, friends, pets, or those in immediate need. It is often triggered by personal connection or proximity.
- **Emotional Rather Than Spiritual:** It is viewed more as a personality trait, a moral choice, or an emotional response rather than a disciplined spiritual attainment or a cosmic, energetic force.

### C) Summary

While **loving-kindness** is an everyday act of being warm, gentle, and nice to those around you, **Loving-Kindness (Metta)** is an infinite, unconditional spiritual energy cultivated to encompass the entire universe without boundary or exception.

## 9.2 The Capacity for Energetic Awareness and Warmth

Everything in a hotel environment carries a vibration, from the lighting to the mood of the person behind the front desk. This capacity focuses on the **energetic field** that a staff member carries. Spiritual Intelligence in hospitality recognizes that we are not just physical bodies, but energetic beings. Staff are trained to become "energetically literate," and to learn to sense their own internal state as well as discover how it impacts the "space" around them at any time.

Developing this awareness involves "heart-coherence"—aligning one's breathing and emotions to create a stable, warm frequency. When a staff member enters a guest's room or approaches a table, they are not just bringing a tray; they are radiating an **energetic warmth** that can be felt physically and emotionally. This warmth acts as a buffer against the stress of travel. By consciously modulating their heart energy, staff can "soften" the atmosphere, making the physical environment feel more vibrant, welcoming, and alive. It is the difference between a cold, professional smile and a presence that actually makes a guest feel "lighter" just by being near it.

## 9.3 The Capacity for Compassion and Empathy

While empathy is feeling *with* someone, compassion is the intelligent movement toward alleviating their discomfort. In Heart-Based Hospitality, this capacity is the "refinement of discernment." It is the ability to look past a guest's outward "mask"—perhaps they are being demanding or irritable—and recognize the underlying fatigue, anxiety, or loneliness that often accompanies travel.

This capacity allows a staff member to see the "**divine**" or **universal humanity** in every traveller. It transforms service into a restorative act. For example, a compassionate staff member doesn't just check in a guest who arrives late and frustrated; they sense the "hidden suffering" and respond with a tone of voice, a gesture of gentleness, or a thoughtful adjustment that honours the guest's current state. This level of care feels deeply personal because it addresses the guest's emotional reality rather than just their logistical needs. It creates a "soft" experience where the guest feels safe enough to drop their own defences and truly rest.

#### 9.4 The Capacity for Presence and Mindfulness

High-end hospitality is often fast-paced and task-oriented, which can lead to a "rushed" energy that guests find draining. The capacity for **Presence and Mindfulness** is the antidote to this. It is the ability of the staff member to be fully anchored in the "now," giving their undivided attention to the person in front of them. When a staff member is mindful, they move with a sense of **gentleness and softness** that is impossible to achieve when the mind is racing toward the next task.

By being present, every interaction—no matter how small—becomes a "meaningful connection" rather than a checkbox on a list. Mindfulness allows the staff member to catch the subtle cues that others miss: a slight hesitation in a guest's voice or a fleeting expression of confusion. This capacity ensures that the hospitality experience is "heart-warming" because the guest feels that. For those moments of interaction, they are the only person in the world who matters to the staff. It elevates "efficiency" into "grace," creating a flow where time seems to slow down, allowing the guest to feel truly pampered and respected.

#### 9.5 The Capacity for Spiritual Unity and Oneness

This capacity involves a fundamental shift in perception: moving from "I am serving you" to "We are part of the same whole." In many luxury settings, there is a rigid hierarchy—a barrier between the "server" and the "served." Spiritual Intelligence seeks to dissolve this "**I-Thou**" barrier, recognizing that at a soul level, there is no separation. When staff see themselves as unified with the guest and the environment, service becomes a natural expression of self-care.

When the staff member operates from a sense of **Spiritual Unity**, they no longer view the guest as an "outsider" to be managed, but as an extension of their own community. This leads to a profound sense of harmony within the hotel. The environment becomes a "unified field" of care where the guest feels they belong. This oneness eliminates the friction that often exists in service environments, replacing it with a fluid, intuitive harmony.

The result is a hospitality experience that feels "organic" and deeply inclusive, where the guest is not just a customer, but a vital part of a beautiful, shared human experience.

#### 9.6 The Capacity for Self-Refinement and Humility

The ego is often the greatest obstacle to true hospitality. The capacity for **Self-Refinement and Humility** requires staff to engage in the constant process of "polishing (or deepening) the heart." (This is why the **13 Pillars** includes a **Deepening Programme**.) It is the practice of self-surrender—letting go of the need for recognition, the desire to be "right," or the urge to control the guest's experience for one's own ego-satisfaction.

By practising humility, the staff member becomes a **clearer channel** for unconditional love and hospitality to flow through. They are not performing; they are participating in a spiritual service or spiritual hospitality. This process of self-refinement means that as the hotel staff member grows in their career, they also grow as a human being. They learn to receive feedback without defensiveness and to serve with a quiet, powerful grace that doesn't demand attention. This yields the "fruit of authentic love" because the care provided is pure and untainted by personal agendas. It allows the spiritual capacity of the individual to expand, creating a staff culture characterized by sincerity, depth, and a lack of pretension.

## 9.7 The Capacity for Gratitude and Joy

A heart-based environment cannot survive on duty alone; it must be fuelled by **Gratitude and Joy**. This capacity is the ability to sustain an internal state of contentment regardless of external circumstances. In the "hardship" of daily operations—long shifts, difficult requests, or technical failures—a staff member with high Spiritual Intelligence uses these challenges as opportunities for service rather than reasons for complaint.

This joy is not a forced, "plastic" happiness; it is a deep, vibrant spirit that comes from the realization that serving others is a sacred path. Gratitude acts as a protective shield against burnout. When staff are grateful for the opportunity to connect with people from around the world, their energy remains vibrant and infectious. This "spirit of hospitality" becomes a light that guests can sense immediately upon entering the property. It turns every operational challenge into a "spiritual workout," where the staff member remains anchored in the joy of giving, ensuring the hotel's atmosphere remains uplifted, resilient, and genuinely welcoming at all times.

## 10. Beyond the Ceiling of EQ: Why Spiritual Intelligence (SQ) is the Next Frontier for Hospitality

From the above we can see that building a hospitality experience rooted in SQ requires shifting from the "mechanics of service" to the "energy of being." By developing these seven capacities, we can better understand how they transform a standard luxury stay into a profound human connection. When you create Heart-Based Hospitality you develop these capacities. By developing these seven capacities, a hospitality organization moves from a transactional business model to a transformational spiritual practice.

In 2003, the hospitality industry experienced a paradigm shift. We moved beyond the era of checklists and efficiency to embrace **Emotional Intelligence (EQ)**. We stopped just delivering suitcases and started delivering empathy. It revolutionized customer service, teaching us to "read the room" and respond to a guest's mood with tailored care.

For over two decades, EQ has been our gold standard. But today, we have hit a ceiling.

As we look at the rising rates of burnout in our frontline teams and the increasing "commodity" feel of luxury service, we have to ask: **What comes after EQ?**

The answer is **Spiritual Intelligence (SQ)**.

## 11. The Strategic Triad of SQ: Meaning, Purpose, and Presence

Many people mistakenly confuse Spiritual Intelligence (SQ) with religion. In a professional context, however, SQ is something far more strategic, transformative, and boundless. While Emotional Intelligence (EQ) allows a person to read a room, manage emotions, and adapt to social dynamics, SQ goes deeper—it alters the very energy of the space. It is the intelligence of **Meaning, Purpose, and Presence**.

When applied to hospitality, these three elements shift the paradigm from a transactional exchange of services to a transformational connection of souls.

### 11.1 Meaning: The Spiritual Architecture of the Experience

In the realm of SQ, *Meaning* is not merely an intellectual understanding of a job description; it is the spiritual lens through which an individual perceives their work. It answers the fundamental question: "*What is truly happening in this interaction?*"

Without SQ, an employee sees a check-in, a food delivery, or a room cleaning as a repetitive, mechanical task governed by Standard Operating Procedures (SOPs). With SQ, the employee understands that every guest arrives carrying the invisible weight of the world—travel fatigue, stress, emotional exhaustion, or a subconscious longing for comfort.

Meaning is the realization that a hotel is not just a building of concrete and luxury finishes, but a sanctuary. When staff operate from this level of intelligence, a simple welcome drinks ceremony or a brief greeting is infused with genuine significance. They understand that their primary role is to create an atmosphere of safety, warmth, and unconditional loving care, making the guest feel profoundly seen, valued, and safe.

### **11.2 Purpose: The Commitment to a Higher Contribution**

Within the framework of SQ, *Purpose* is defined as the absolute alignment of daily, minute-to-minute actions with a desire to make a higher contribution to the well-being of others. It moves the individual past the ego-driven desires of recognition or tips, and into a state of selfless contribution.

Purpose is the conscious, unwavering commitment to being a "light" in someone else's journey. In Heart-Based Hospitality, this means the staff member's inner compass is continuously set toward elevating the guest's state of being. It is the understanding that one's energy and intent have the power to alter a guest's day, ease their mind, or uplift their spirit.

When purpose is grounded in SQ, the hospitality professional views their career not as a means to earn a living, but as a vehicle to express the highest human virtues—such as *Metta* Loving-Kindness, compassion, and gentleness. The daily work becomes a spiritual practice in itself, where the ultimate goal is to leave every human being in a better, lighter state than when they arrived.

### **11.3 Presence: The Channel for Energetic Elevation and Healing**

*Presence* in SQ is the state of being so radically grounded in the current moment, and so anchored in one's higher purpose, that the ego quietens, and a deep, authentic connection takes its place. It is the antidote to the "robotic friendliness" that plagues the traditional luxury hospitality sector.

True presence requires the staff member to be fully available—mind, body, and heart—to the person standing in front of them. When a member of staff is truly present, they are not thinking about their next task, their shift end, or their personal worries. This absolute stillness creates a powerful energetic field.

In this state of high-vibrational awareness, every single interaction ceases to be just a task to be completed; it becomes a sacred opportunity to elevate and heal. Guests intuitively feel this warmth and authenticity. Presence allows the staff to listen with their hearts, perceive unexpressed emotional needs, and project an energetic warmth that physically relaxes and comforts the guest. It transforms an ordinary service delivery into an energetic transmission of unconditional love and care.

## **12. The Evolution: From 2003 to 2026 and Beyond**

2003: Service with Empathy —► 2026 & Beyond: Hospitality with a Soul & Healing

(Emotional / Friendly)

(Spiritual / Energetically Transformative)

In 2003, the hospitality industry began to understand the value of "service with empathy," which focused heavily on emotional connection, warmth, and breaking free from rigid, robotic scripts. It was a vital step forward, driven by Emotional Intelligence.

However, in 2026 and beyond, the challenges of the world, escalating global stress, and shifting climate patterns demand a much deeper, more resilient response from the industry. "Service with empathy" is no longer enough to meet the deep-seated exhaustion and anxiety of the modern traveller. The industry must now evolve to provide "service with a soul" and to actively "heal."

This evolution requires moving past the ceiling of traditional 5-Star SOP-Customer Satisfaction and stepping into the limitless realm of Spiritual Intelligence. To provide service with a soul means working directly with heart energy and cultivating the spiritual capacity of the hotel staff. When hospitality is driven by SQ, the hotel environment becomes a place of profound emotional and energetic restoration. The staff do not just serve; they become instruments of unconditional love, Loving-Kindness (*Metta*) (*Metta*), and compassion, transforming the hotel experience into a journey of genuine healing.

### 13. The Path to Implementation

The implementation of the **13 Pillars** is the roadmap for embedding Heart-Based Hospitality into the spiritual architecture of the hotel. These pillars, ranging from deepenings, meditations (“the Meditation Room”), and planning to the Emotional Freedom Techniques, are designed to systematically open the gates of the heart and elevate the Spiritual Intelligence of the entire organization.

Once the industry focus shifts to these energetic and spiritual needs, the "dinosaur-like Age of SOP-Customer Satisfaction" will end, giving way to an era where hospitality is truly a "work of the heart".

### 14. What You Will Learn

#### 14.1 How the Future of Hospitality Will Be Different

In this book you will learn how to create Heart-Based Hospitality. This involves creating a spirit of hospitality and limitless levels of guest experience that are impossible with the pervasive standards-based concept of SOP-Customer Satisfaction. 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; by developing the heart’s intelligence; by increasing heart coherence so as to open the heart to experience ever-stronger emotions of love; and by developing spiritual capacity which increases the desire to show unconditional love, kindness, heart-warming care, and compassion from the heart to others. These activities and many more mentioned in this book enable hotels to transform, indeed, revolutionise, the emotionless and mechanical SOP-Customer Satisfaction style of hospitality.

The future guest experience will be energetic and spiritual. Hotels in the future will use heart field energy techniques to change the energetic vibration of the hotel staff, the guests, and spaces. They will also infuse spaces, facilities, and guest accommodation with pleasant-feeling energy through specific meditations. The Training function will change and it will embrace the development of spiritual capacity with the result that hotels will provide their guests with very soft, loving, and compassionate hospitality. Moreover, the energetic and spiritual nature of the guest experience will be the leading area of competition between hotels and hotel groups.

Hoteliers have no idea how wonderful hospitality will become after they have freed themselves from the chains of SOP-Customer Satisfaction, which are like chains around the legs of a bird and which are preventing the bird from soaring up to the sky.



Heart-Based Hospitality is not a level of hospitality as such. It is a concept and a direction that enables the spirit of hospitality and the guest experience to evolve energetically and spiritually. In comparison, hotels and hotel groups that have made SOP-Customer Satisfaction their guest experience concept are stuck in the mire of the SOP-Customer Satisfaction guest experience and cannot evolve.

#### 14.2 A Revolution Is Needed

I have written the book in order to bring about a revolution of change in the hotel industry. This revolution will most likely not happen in my lifetime because the whole hotel industry is dominated

by a rational and emotionless concept of guest experience for the foreseeable future. In addition, I foresee problems with the word **spiritual** in **Spiritual Intelligence** being accepted by corporate folks.

Conservative and traditional hoteliers may oppose and resist such change, but one day they or their successors will have no choice but to adapt to the changes that will come. Nothing stays the same forever. Energetic and spiritual Heart-Based Hospitality will be very difficult for the current generation of corporate hoteliers to accept because it breaks so radically from traditional corporate ideas about service, so I do not expect this generation of hotel industry leaders to show any serious interest. Indeed, none has in the last 15 years during which I have been promoting Heart-Based Hospitality.

I am aiming this book at the future generations of hoteliers who will replace the current leaders, and also at hoteliers who have no respect for the status quo and who can see that the traditional, corporate service model does not meet mankind's holistic needs, particularly the emotional, energetic, inspirational, and spiritual needs. It is a great shame that the world will have to wait so long when the revolution of change could start today.

I have provided a lot of detail about Heart-Based Hospitality because I hope that the book will help future hoteliers to implement change and to develop Heart-Based Hospitality's limitless possibilities beyond what I can.

Once the current leaders have been replaced by people who can see the business potential and the possibilities offered by creating **Heart-Based Hospitality** and **Spiritual Intelligence**, the chains which are holding back the hotel industry globally will finally be broken and the hotel industry will then focus more and more on creating a loving, kind, caring, compassionate, and energetic guest experience with a "to die for" spirit of hospitality.

The guest experience is currently created essentially by training staff how to carry out the SOPs, which are described in detail in the operational manuals. The belief is that, if the staff carry out the SOPs correctly and efficiently with a smile, the guests will be *satisfied* with the service. Staff do not need to think much. They just have to smile and carry out their SOPs. ... Don't forget the no-guest-contact technology!

### **14.3 Heart-Based Hospitality Can Create This Much-Needed Revolution**

While standards are, of course, important, Heart-Based Hospitality infuses these standards with love and compassion by developing the capacities of **Spiritual Intelligence** in the staff, by deepening them in the application and spirit of the essential spiritual core values of genuine hospitality, by increasing heart coherence, and by opening their heart so that unconditional love flows out like when a dam breaks. This increases their natural desire to show Loving-Kindness (Metta), compassion, and heart-warming care. The process is enhanced by using ancient knowledge about energy, which the New Science has discovered, and by combining the development process with a supporting structure of leadership activities and systems called *thee 13 Pillars*.

This is quite in contrast to the globally pervasive, corporate concept of SOP-Customer Satisfaction, which by nature is a rather robotic and emotionless concept of service. The feelings you can create in the employees as you implement the concept of Heart-Based Hospitality are like when you are in love. It can feel that wonderful. This in turn makes them *want* to show more Loving-Kindness (Metta), compassion, and heart-warming care. The guest experience is very different as a result.

Heart-Based Hospitality opens the doors to limitless and far more evolved hospitality by taking advantage of ancient knowledge and the new scientific discoveries about energy; knowledge about spiritual development, the heart, and energy that you find 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.

Hotels could use this knowledge to change the energy of the staff, guests, and the physical environment of the hotel. I have not even mentioned in this book how the work of Dr. William Tiller can be used to change the energy and vibration of hotels. His work creates immensely significant applications. If all this knowledge was used, the hotel guest experience could be revolutionised.

#### **14.4 The Concept of SOP-Customer Satisfaction Is Obsolete**

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. Are the hotel industry’s leaders really not aware of this and/or unable to fathom the possibilities it provides for the guest experience?

It is time for hoteliers around the world to stop copying the big hotel groups because their concept of SOP-Customer Satisfaction is based on an obsolete worldview, which dates back to the time of Sir Isaac Newton over 350 years ago. I do not think that the hotel corporate offices realise this. Corporate hoteliers would benefit by studying the New Science and its implications.

The hotel industry is stuck in the deep Rut of Tradition. 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 fundamentally wrong? To do so would put a hotelier in danger of becoming an outcast and a rebel, and like me you would not be able to speak at the major hotel conferences. But the hotel industry needs rebels to point out the true nature of this rut and to invite hoteliers to climb out of it and into the light of immense possibilities.

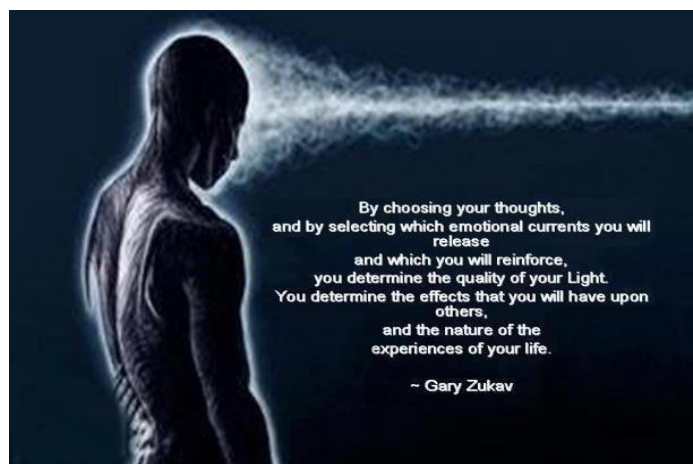
It is time for the hotel industry to undergo a revolution. When the winds of change blow, I doubt if the largest hotel groups in the world will survive in their current form because they are too big and too stuck in their traditional ways to be able to change in time. Indeed, I think that many will refuse to change because their corporate offices will confuse past success with future success.

The Newtonian worldview used by the hotel industry is a major problem for the industry because the New Science has discovered that 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 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.

“By choosing your thoughts and by selecting which emotional currents you will release and which you will reinforce, you determine the quality of your Light. You determine the effects that you will have upon others, and the nature of the experiences of your life.”

**Gary Zukav**

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. It is a great shame that hospitality has been shackled.

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 knowledge should have relegated the concept of 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.

Moreover, the more that hotels develop the spiritual capacity of their staff, their heart coherence, and heart intelligence, the more the staff can change this energy in ways that enhance the loving, kind, and caring nature of the guest experience. It 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 inter-connected relationship between the individual and the world around us exists, and we simply did not believe them until the 20th century.



*The photograph shows a woman radiating energy.*

#### **14.5 We Radiate Energy That Influences the World Around Us**

The photograph above shows a woman radiating energy which is pink in the actual film. The energy that she radiates is stronger on the out-breath than when she inhales. So many experiments have been carried out over previous decades to show and measure our ability to radiate energy in order to affect people, cities, murder rates, traffic accident rates, and general events even when the energy is sent at huge distances, including from an Apollo spacecraft on its way back from the Moon, and I refer to some of them in the book. Why do hotel corporate offices ignore the research? Are they really that afraid of change? Or is laziness the problem?

Now the wisdom of our past and current quantum science is 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.

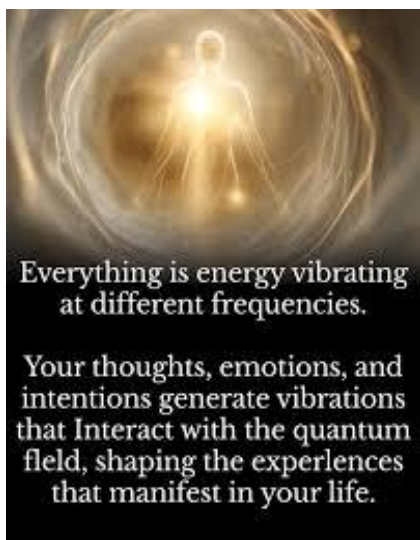
In contrast, hotel corporate offices see staff as being a bit like robots and unable to influence the guest experience except to the extent that they perform the SOPs correctly and efficiently. The hotel industry needs to accept and work from the new quantum worldview that we are all connected energetically 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. By developing spiritual capacity we can change the nature of the feelings and emotions in beautiful ways.

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?" We know that the world around us is made up of energy with electrical and magnetic fields everywhere. What 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, or 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 spirit of hospitality 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. We have far more ability to affect the world around us than we are aware of.

#### **14.6 Evidence That Our Energy Can Influence the World**

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 listen to the New Science?

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 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 8 billion people, it is just 8,944 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 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.

### 14.7 The Global Coherence Project

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 a large number of people around the world change the way they feel in their heart 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 strikingly measurable way.

The Global Coherence Project is the first science-based initiative which is now investigating this connection. The scientists at HeartMath are building a series of global sensors that 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 Project has shown that when a significant number of people create a feeling of coherence in their hearts in a moment of time, it influences that layer of the atmosphere. The Project has shown 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 small 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. Other research projects have shown this too. This is very relevant to the hotel industry and it shows the value of developing spiritual capacity and teaching hotel staff how to feel the feelings of the spiritual core values of Heart-Based Hospitality, namely unconditional love, Loving-Kindness

(Metta), compassion, and heart-warming care. By doing so with increasing intensity, the staff can affect the feelings of their colleagues and the guests, as well as the spirit of hospitality in 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.

#### **14.8 The 13 Pillars**

A part of the process of creating a Heart-Based Hospitality guest experience is the implementation of the 13 Pillars. They are essential because without them the guest experience will not become energetically stronger in a continuous way. I am certain that other Pillars will be added over time as hotel groups and hotels experiment with the concept. Generally, I think that the additional Pillars will be other energy techniques, especially techniques which focus on the Chakras; healing techniques; Reiki; etc., and other deepening material. For example, one hotel added the Five Tibetans and an energy healing technique called The Healing Codes, which eradicates negative cellular memories. Perhaps pranic healing techniques will become another Pillar one day.

I think that in the future, hotels will not just be places where you stay and sleep. They will also become places where you go to become energetically stronger, and for healing and rejuvenation. Their role will change and will extend beyond the current understanding of wellness.

But at the moment, the hotel industry is dominated by the large Western hotel groups, which are 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.

The 13 Pillars are as follows, and they will be explained in the book:

1. The Mission and Vision Statement
2. The Daily Planner
3. The Vision Statement Deepening Manual
4. The Vision Statement Deepening Stories
5. Heart-Based Hospitality Workshop Follow-up Deepening Briefings
6. The Meditation Room. *(This includes several heart energy and coherence techniques.)*
7. Heart-Based Positive Emotion Enhancement Techniques
8. Skills Training That Combines the Skill and the Core Values
9. The Use of Visualisation in Reinforcing the Core Values
10. Using Coaching to Deepen About the Core Values
11. The 7 Questions
12. Personalised Career Development Planning
13. The Emotional Freedom Techniques

The starting point is for the hotel to create a mission and vision statement, which is very different to a typical SOP-Customer Satisfaction mission and vision statement, and which focuses on creating a guest experience that is strong in Loving-Kindness (Metta), compassion, and heart-warming care. This should be followed by workshops, which start the process of opening the heart, and developing spiritual capacity and heart coherence.

The workshops should include a focus on energy and on showing how energy works and how it can be used in a way that makes people happier. They should also teach energy techniques; touch the hearts of the participants; and create in them the desire to infuse the guest experience with Loving-Kindness (Metta), compassion, and heart-warming care. A typical, corporate-style "Service Care" workshop is not the same and is only useful in maintaining the obsolete concept of SOP-Customer Satisfaction.

The other Pillars can then be implemented in any order, though starting off with the Daily Planner and the three vision statement deepening Pillars would be advantageous as these are effective in starting off the daily process of increasing the desire to show love to the guests and to colleagues.

I hope that you will consider implementing Heart-Based Hospitality. It is easier than you may think. You just have to do things differently. The staff will be happier because they can be their true, authentic, loving, kind, and caring selves, and because their job will change from carrying out SOPs robotically to opening the gates of their heart as wide as possible so as to let their love flow out without asking if too much is flowing out. As they become more loving, compassionate, and caring, the guests will also feel happier, the hotel will feel energetically different, the hotel will become more profitable, and if Heart-Based Hospitality spreads globally which I believe it will, the dinosaur-like Age of SOP-Customer Satisfaction will come to an end.

