



Welcome

BMGM5001 Marketing and Sales

Week Three Maslow



Maslow's Hierarchy of Needs (Maslow, 1943)



<https://www.youtube.com/watch?v=8fb71U8OMoc>

Physiological Needs



Hotel Response

- Comfortable beds
- Food and drink
- Clean rooms
- Heating and air conditioning



Safety Needs



Hotel Response

- Secure rooms and key cards
- Health and safety procedures
- 24-hour reception
- Clean and hygienic environments



Love and Belonging Needs



Hotel Response

- Restaurants and bars
- Social spaces
- Group activities
- Friendly customer service



Esteem Needs



Hotel Response

- Luxury suites
- VIP services
- Loyalty programme rewards
- Personalised service



Self-Actualisation Needs



Hotel Response

- Unique travel experiences
- Cultural activities
- Wellness retreats
- Luxury bucket-list holidays





In hospitality, hotels meet different levels of customer needs

- Basic needs through accommodation and food,
- safety through secure environments
- Social needs through shared experiences,
- Esteem through luxury and recognition,
- Self-actualisation through memorable and meaningful travel experiences.

