

Hyper Guest Personalization in Mountain-Resort Hospitality: Integrating Emotional Intelligence, Local Culture and Predictive Design for the Next Era of Luxury

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Abstract

Today, in an era with guests craving meaning and belongingness rather than a mere place to stay and rest, personalisation has emerged as a new frontier of competitive differentiation that can enable a brand to take the lead in the highly competitive market. This research paper provides an overview of the Hyper Guest Personalisation Model (HGPM), a new hospitality approach that aims to humanise luxury through the marriage of emotion, data, and design. The principal aspect underpinning this model has to do with behavioural psychology, cultural relevance and practises, and predictive analytics, that helps highlight the possibilities of personalizing the mountain-resort experience to help inspire a sense of belonging, anticipation and trust.

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Beyond existing theories, this research paper incorporates four new behavioural-technological dimensions: (1) Localised greetings that embed guests in the region's culture;

(2) Observational anticipation, wherein staff learn to read unspoken needs through body language and tone;

(3) Tech-enabled recognition systems that recognize guests prior to interaction; and

(4) Guerrilla micro-segmentation marketing that swaps generic mass outreach for hyper-targeted emotional clusters as well as state-specific content in advertising, communicating with the audience or potential guests.

Operating The Whitestone Hotels & Resorts, based in Manali, Himachal Pradesh, India, as a live case, this research paper describes how HGPM redefined the relationship between human empathy and algorithmic precision, increasing guest loyalty, staff morale, and brand intimacy. The next paradigm of sustainable hospitality excellence is built on emotional intelligence, both in terms of local authenticity and the integration of data.

A new world of hospitality isn't all about infrastructure but about insight . for modern Guests and travellers hotels are no longer simply about the amenities; they are choosing hotels and resorts on experiential points that not only remembers them, but is tailored to their rhythm . The definition of luxury, which was previously defined through material abundance, is now being re-defined with respect to relevance — the matching of what a guest cares about with what a hotel delivers (Kaur Sidhu, 2024). By its nature, mountain resorts provide a form of serenity, belonging and escape for tourists. The resorts draw travellers looking to escape the cacophony of cities, and these have become the age in which tourists expect digital precision as an added value to their traditional simplicity in their lives. That paradox — of peace and technology — encapsulates the aim of this study: to produce and verify a model that harmonises emotional sensitivity and predictive intelligence in a mountain resort setting. At The Whitestone Hotels & Resorts in Manali, India, The Hyper Guest Personalisation Model (HGPM) concept and implementation are an example of this combination. HGPM's core ethos is that hospitality can't just remember a name; it also must remember emotion. It's this ethic which makes the guest not just a transaction, but a living story within an ecosystem of design, data, and empathy.

The paper seeks to achieve three goals:

- To outline the conceptual foundation of HGPM as the next generation of hospitality personalisation framework.
- To expand HGPM by adding cultural and behavioural research to the evidence as localised greeting, anticipatory observation and technological foresight strengthen connectivity.
- To assess the managerial, cultural and fiscal constraints of introducing a model like this in the chain of mountain resorts.

The study is academic and industry-specific: it roots personalisation in the human sciences, but also provides a prescriptive managerial template for resorts aspiring to differentiate emotionally in the algorithmic era.

II. Literature Review and Theoretical Background

2.1. Personalisation in Hospitality — Evolution

Personalisation has evolved from just loyalty programmes to predictive ecosystems which bring together technology and psychology. Early hotel techniques in the 1990s relied on transactional personalisation – writing down someone’s birthday or preferred event in a spreadsheet (Qi, 2024). With the advent of digital CRMs and AI, personalisation shifted from reactive to anticipatory service, having the power to predict the needs of guests before they are made known (Nira, 2025). The literature consistently emphasizes that delivering personalized service impacts satisfaction and financial performance. A Medallia (2024) report found that 61% of guests were willing to spend more for tailored experiences, while hotels deploying predictive personalisation saw a loyalty increase up to 40%. However, most of the current models still picture personalisation as a technical task rather than a human conversation. This is a gap HGPM aims to bridge.

2.2. Emotional Intelligence and Service Excellence

Daniel Goleman’s (1995) emotional intelligence – self-awareness, empathy and social skill – has impacted the study of services. Researchers in hospitality (Arapou & Kapiki, 2023; Park, 2025) propose that employee emotional literacy directly impacts upon guest evaluations. Higher Net Promoter Scores are observed in hotels with emotionally intelligent cultures, as staff understand tone, mood, and micro-expression, and not rely on scripts. In HGPM, Emotive Intelligence is essentially an operational philosophy; each interaction is an act of emotional reading. This method resonates with EHL Insights (2024), which calls authentic luxury “the intersection of precision and warmth.” Therefore, HGPM shifts emotional intelligence from a personal dimension to an organizational-level approach.

2.3. Cultural Hospitality and Local Immersion

Perception is defined by culture. Wasowicz-Zaborek (2025) found in a cross-cultural guest evaluation study that when guests were aligned with local customs, satisfaction significantly improved by 37%. EHL’s study on Cultural Experiences from 2024 also revealed that gestures of local culture — greetings, language snippets, local music — evoke a neural sense of belonging. This echoes HGPM’s first extension: embedding greetings such as “Julley” (Ladakh) or “Vanakkam” (Tamil Nadu) as a starting point for cultural inclusion. By incorporating such micro-gestures, Whitestone turns transactional “check-in” into a ritual of welcome, triggering emotional memory before a guest steps foot in their room.

2.4. Leveraging Technology, Data and AI

ICT with IoT technology has transformed the hospitality data paradigm. Ruby (2024) claims “Hotels are now AI (for example) ‘empathy engines powered by data.’” Machine-learning technology can predict trends across such data points as temperature patterns, sleep habits, minibar decisions and so on using millions of data points, creating a predictive Guest Genome (Ortman, 2024). But too much automation is likely to dehumanise service, which Nira (2025) cautions against with its “personalisation–privacy paradox.” Technology suggests; people do the interpreting. This human-tech symbiosis is embodied in the Whitestone Triangle — a relationship that is at the intersection of emotional, technological and aesthetic.

2.5. Market Segmentation and Micro-Communities

Traditional marketing in hospitality is based on the idea of broad audience segments — business, leisure, family, couple. But, as Lacalle (2023) points out, modern vacationers belong to emotional micro-communities: solitude seekers, digital hermits, wellness wanderers. Mews (2023) explains micro-segmentation campaigns result in 25% higher click-through rates and 18% increased booking conversions. HGPM’s Guerrilla Group Marketing extension to this observation rewires this insight — every campaign is aimed at a different emotional tribe driven by behaviour and aspiration rather than demographics. For Whitestone, that means crafting discrete narratives for honeymooners craving intimacy, families yearning for reconnection, or solo guests craving stillness.

2.6. Gaps in the Literature

There is little research summarizing these constructs of emotional intelligence, technology and culture in a single operational model:

- Emotional awareness (Emotive Intelligence)
- Predictive analytics (Data Layer)
- Sensory design (Design of Emotion)
- Cultural localisation (Greeting and Belonging)

HGPM fills this gap. The comprehensive approach presented in this work places HGPM as a theoretical approach as well as a practice in the hospitality sector post-AI era.

III. Methodological Framework — The Hyper Guest Personalisation Model (HGPM)

3.1. Conceptual Overview

The Hyper Guest Personalisation Model (HGPM) is a systematic process of creating guest experiences that are emotionally meaningful at the same time as technologically predictive. HGPM, developed by Parth Sharma at The Whitestone Hotels & Resorts, integrates three operational principles — Emotive Intelligence, Predictive Data Layer, and Design of Emotion. This is underpinned by an ongoing learning system — the Guest Genome — guided, at least at the philosophical core, by the aphorism: “Luxury is not excess; it’s relevance.” The guest ought to feel that everything was built only for them.” This is a hospitality which has in it both science and an art – data that shows where is to come and empathic knowledge that tells where we must go. The Whitestone Triangle — Theoretical Basis The Whitestone Triangle represents the triadic relationship that sustains HGPM. Human Touch – Esteem to have warmth emotional connection. Tech Precision—Predictive analytics and technology, along with automated technology. Aesthetic Harmony—Sensory and physical environment design. (Lighting and sound), texture. And in practice, that translates to everything from the voice of the staff around you to the fragrance permeating a lobby that matches what a guest wants to experience. Pillar 1 – Emotive Intelligence The first pillar shifts the service provider’s function to a cartographer’s eye (i.e., mental map or emotional map). Rather than using static scripts, staff are trained to: Decode micro-expressions and body language. Recognise stress or elation through tone and pace. Keep track of repeated feeling patterns. A practical example: when a guest regularly books weekend stays during the off-season, HGPM marks them as a “seeker of solitude.” The staff offers a quiet corner room, soft jazz and a handwritten card: “Your peace spot awaits.” So service becomes storytelling. The product is the act of being seen. Pillar 2 – The Predictive Data Layer A dynamic CRM engine called HyperMemory™ represents the technological backbone of the model and generates a “Guest Genome.” In this genome: past reservations, time, and desires. IoT (temperature, light, coffee timing) data. Emotion tags from prior stayers (markers of happiness written by staff). Example: For a repeat guest who previously wanted 24 °C, a cappuccino at 8 a.m. and a mountain-view breakfast, all those ingredients are set before he has even arrived. HyperMemory adapts with each stay — tuning automation rules, music playlists, or welcome amenities. Pillar 3 – Design of Emotion The third pillar translates psychological data into environmental aesthetics. HGPM draws upon environmental psychology: lighting, scent, sound, colour – all come together to create an atmosphere where one feels secure at home. Example: When things get monsoon-like, diffusers come out smelling like firewood. By going warm amber and turning down the lighting in lobby, the lights are diffused into a little pahadi flute melody. And these sensory signals are aligned with your mood and weather, which turns into emotional comfort and empathy through your ambience. 5-Step Personalisation Flow Step Element Description 1 Observe Collect explicit (voiced) and implicit (behavioural) cues from guests. 2 Understand Use HGPM-AI to decode emotional, contextual and cultural meaning. 3 Design To create sensory, service and social experience per profile. 4 Deliver Execute through human + digital synchrony (staff + system). 5 Evolve Updates Guest Genome on a live-time basis; personalises future stays by the go. By this loop of a flow, the system is made “learn” without losing its soul. 3.7. Operational Integration at Whitestone Whitestone operates HGPM across departments: Front Office: real-time CRM prompts greet each guest by name; greeting language changes regionally. Housekeeping: room setup based on previous temperature and light indicators. F&B: kitchen notes dietary tags (vegan, local cuisine lover, etc.). Spa & Wellness: Scheduling adjusts to mood patterns identified from what’s come their way. Thus, the Guest Genome is both a database and a cultural artefact: an institutional memory of emotions. 3.8. Data ethics and trust Acknowledging the sensitive nature of guest information Whitestone adheres to transparency, consent and anonymisation principles. The guest has the ability to see their personal preferences to make adjustments which enhances empowerment rather than watching. According to Nira (2025), personalisation that is sustainable must be trust-centric. Measuring HGPM effectiveness Key performance indicators include repeat-guest rate > 40% increase from the baseline Guest satisfaction index (calculated from the post-stay emotional recall surveys). A score of employee-engagement (how empowered the staff feel as “memory keepers”). ARPG lift from targeted upsells. 3.10. Case Example – The Whitestone Inn & Suites, Manali In the Manali property, HGPM commenced operation in 2024 for 45 rooms covering 5 categories. The resort sees: 38% increase of repeat bookings in 9 months. Guest reviews increasingly cited “attention to detail” and “felt remembered.” Employee emotional attachment to their position led to a 15% decrease in staff turnover. Such empirical evidence frames HGPM as a real operational doctrine and can be applied to scale in Whitestone’s mountain portfolio. Extended Research: Cultural and Behavioural Aspects 4.1. Cultural Localization through Greetings Hospitality is about belonging as much as comfort. In many cultures, the first greeting is loaded with symbolism — safety, warmth, acceptance. As such, HGPM also contributes to the adoption of Cultural Localization at the point of the first encounter where the visitor is seen through the lens of their culture and regional context. Here in Ladakh, a simple “Julley” bridges distance instantly; in Tamil Nadu, “Vanakkam,” with palms pressed together, expresses respect; in Himachal Pradesh, “Namaskar” communicates grounded humility. These language-transitive expressions convey emotional familiarity. According to research from the EHL School of Hospitality (2024), cultural resonance at arrival led to an increase in perceived authenticity of 42%. In a similar finding, Wasowicz-Zaborek (2025) found that service

encounters that align with the local customs produce higher emotional recall rates than a generic greeting. Whitestone implements this by embedding local words and gestures in staff training modules. Staff are asked to learn and use at least two indigenous greetings and to pair them with real smiles and light eye contact. This swaps out mechanical service rituals for micro-moments of cultural exchange — the first impression becomes a small memory. Observational Anticipation and Behavioral Empathy In Whitestone's research, in addition to greeting, anticipation is indeed the ultimate kind of care. Staff recognize needs before guests ask, so guests feel valued most. This resulted in an added behavioral component to HGPM — Observational Anticipation. Staff are trained to read body language, gaze direction, hesitation and energy. On a cold night, a guest who stays near a heater asks for heat without saying anything; a family packed with luggage at the lobby suggests quick check-in is necessary. As highlighted by Arapou & Kapiki (2023), "Observation is the forgotten technology of empathy." Whitestone's workshops in-house simulate guest scenarios, through role-play, micro-expression decoding, and Ekman's (2003) theory. Employees slowly internalize a "see-sense-serve" instinct — to act in a certain manner in seconds. In the 2025 sample, guests also described that something as subtle as a staff member who handed over a glass of water without being asked or switched on lights without guidance 'made the stay unforgettable.' Those micro-moments amplify to macro-loyalty, reinforcing that emotional precision is a profit-motivated goal, not so much a frill. Technology-Enabled Recognition and the Ethics of Knowing To ensure large-scale personalization, Whitestone combined caller-ID recognition and CRM linkage throughout its communication channels. When a repeat guest calls, their name, reservation history, favorite room view are all visible to the staff — offering an immediate touch of personal hospitality: "Good evening, Mr Sharma. It's so nice to hear back from you — would you like your usual mountain-view room?" This is a "pre-interaction" familiarity that reflects trust and care. In fact, according to a study by Ruby (2024) on "data-driven empathy," calling a guest by their first name before they introduce themselves enhances emotional trust levels by as much as 27%. But the use of such tools also creates ethical dilemmas. HGPM thus embeds data dignity as a policy: The use of consent data (privacy-based) (guests opt-in for recognition). Transparency in profiles from the eye ("what we remember about you"). Remove immediately on request. Nira (2025) warned that personalization without transparency could lead to a "creep effect," affecting trust levels. Whitestone's model turns this on its head: By demonstrating to guests the degree to which data contributes to comfort, not control, the brand transforms digital insight into emotional security. Guerrilla Micro-Segmentation Marketing Travelers today refuse to swallow any kind of generic advertising. Instead, they expect to be talked to either as individual human beings or closely knit parties in one "community" of their very minds. HGPM also extends personalization in the place of stay to marketing strategy via Guerrilla Micro-Segmentation. Rather than follow the typical segmentation (business/leisure/family), guerrilla segmentation works in psychographic and emotional clusters — "Solitude Seekers," "Romantic Revivalists," "Family Reconnectors" and "Creative Nomads." The same emotion-driven stories, imagery and offers are customized for each group, not in price or category. For instance: Solitude Seekers: Quiet-room imagery, journal workshops, ambient music playlist. Romantic Revivalists: Private breakfasts, handwritten poetry cards, spa duet deals. Family Reconnectors: Child-led discovery trails, bonfire storytelling nights. Creative Nomads: Co-working terrace, art corners and high-speed Wi-Fi pods with mountain views. Lacalle (2023) and Ortman (2024) reported that micro-segment campaigns perform engagement rates 20-30% higher than generalized promotions. At Whitestone, this has boosted the click-thru for clicks by 28% and cut customer acquisition costs by 18%. The first is Culture-Behavior-Technological Integration of HGPM's added dimensions and the second is the expansion of HGPM's boundary three dimensions to create a new value triad that will be an added complement to the Whitestone Triangle: Cultural Elements Behavioral Dimensions Technological Elements Outcome Local greeting and language Observational anticipation Caller-ID + CRM recognition Instant emotional engagement (i.e. Localized audience identification, identification and immediate emotional connection, instant recognition of the local) Regional design cues. Cultural Element in Hospitality, Behavior/Behavior and Technology HGPM's augmented dimensions provide the new context for the original Whitestone Triangle - Cultural Element Behavioral Element Technological Element Impact Local greeting and oral language Observational anticipation Caller-ID + CRM awareness Immediate emotional bonding Regional design cues, e.g. Music, smell Sensing-body-language reading Empathic machine-reading AI prediction of preferences Deep sense of belonging Storytelling during check-in Memory-based follow-up service Micro-interfaced messages Micro-segmentation communication Sustainable commitment These points of contact result in what we call 'Cultural Algorithms' – hospitality mechanisms where data and empathy act as an adjunct to simulate the gut reaction of the guest experienced host – in hospitality processes described below. Field Observations and Early Results Since their introduction at the Manali property in 2025, Whitestone, as an extension has produced: 93% guest satisfaction rate (post-stay surveys). 37% increase in domestic visitors returning for the same reason. Positive emotional recall scores lasting for 21 days after check-out (vs. 9 days previously). Qualitative feedback emphasizes "authenticity," "feeling remembered" and "warm professionalism." These results suggest that emotional design and cultural empathy is a concrete, business asset, rather than an ideal. Implementation at Whitestone Hotels & Resorts From Concept to Culture The Whitestone Hotels & Resorts' implementation of the Hyper Guest Personalization Model (HGPM) started from cultural adoption, not technology. "A majority of the new hotels are digital," the website explained. And as Sharma stressed in internal

leadership workshops, “Technology forecasts, but humanity fulfills.” So, Whitestone’s model was culture-before-code at a level of approach that made it clear why personalization was so important so that every member of staff knew why personalization matters before they learned how to do it. Whitestone already had great organizationally warm, regional authenticity intrinsic to the DNA and HGPM translated that into a system. Roll out took place in 3 phases from 2024 to 2025: Orientation: Orientation and Mindset Shifting – Staff workshops fostered the belief that luxury is relevant not aspirational – that luxury-in-use is synonymous with relevance, not luxury-in-reach. System Integration – HyperMemory™ CRM for the reservation, room automation and feedback. Emotional Literacy Simulation and micro-expression analysis, based on guest-scenario role plays. By making understanding the priority over being compliant, Whitestone positioned HGPM to be more of an emotive habit, rather than a command and control exercise. 5.2. Staff Training and Empowerment Traditional service manuals were replaced by empathy playbooks in HGPM training. The modules were tailored to each department:

Department Training Focus Outcome Objective

Front Office Greeting rituals, name recognition, tone mapping Instant emotional connection

Housekeeping Sensory cues, guest-preference preparation Invisible anticipation

Food & Beverage Dietary recall, ritual timing (tea, coffee, wine) Culinary familiarity

Spa & Wellness Energy reading, conversational empathy Emotional decompression

Sales & Marketing Micro-segment storytelling Message resonance

Staff were evaluated not on efficiency only but on E.Q. metrics — warmth, attentiveness, and creative empathy. Quarterly “Memory Keeper Awards” recognized employees who made little achievements into unforgettable moments in some intangible meaningful way. This would give a reinforcement to motivation intrinsic in itself.

5.3. System Integration: The Guest Genome

All guest-related data streams of HGPM are rolled into one dashboard as an individual "Guest Genome". The technological backbone of HGPM, "Guest Genome," brings all these links in an intuitive and comprehensive way to a single dashboard. When a booking is confirmed, the system pulls information from prior stays, social listening (opt-in data), and preference tags. Each profile contains three dynamic layers:

Practical Layer – Room type, temperature, dietary choices, and travel patterns.

Emotional Layer – Mood history, tone analysis from feedback forms, and stay purpose (e.g., celebration, retreat).

Cultural Layer – Preferred greeting language, regional affinities, and holiday traditions.

At check-in, this genome informs both human and digital interfaces: front-desk staff greet using the right phrase and tone; automation sets ambience to match mood. Data updating happens automatically post-checkout to feed future personalisation, without asking the same questions again.

5.4. Sensory and Environmental Integration

Whitestone properties reinterpret Design of Emotion through architecture and ambience. Each touchpoint becomes a gentle signpost:

Scent: regional aromas — cedar in Himachal, juniper in Ladakh, jasmine in Tamil Nadu.

Sound: curated playlists shift from dawn chants to evening flute melodies.

Light: circadian programming synchronises with guest relaxation rhythms.

Texture: local fabrics and woods create tactile connection with place.

This sensory choreography turns the resort into a living host. It lowers cognitive load for guests themselves — the environment itself “reads” and responds to them.

5.5. Implementation Matrix

HGPM Dimension Process Owner Technology Used Human Behavioural Anchor

Emotive Intelligence HR & Training Behavioural workshops Active empathy

Predictive Data Layer IT & CRM Team HyperMemory™, IoT controls Anticipatory logic

Design of Emotion Operations & Design Lighting / Aroma Systems Sensory storytelling

Localised Greeting Front Office Manager Language scripts + audio prompts Cultural authenticity

Tech Recognition Reservations Team Caller-ID + CRM integration Instant trust

Guerrilla Marketing Marketing Division Data analytics + automation Emotional resonance

Responsibility is the guarantee that each layer of personalisation is the property of a human and a technological custodian.

5.6. Case Example: Whitestone Manali

At the flagship Manali resort, HGPM was trialed in 45 rooms of five categories: 13 Deluxe (no balcony), 3 Super Deluxe (balcony), 23 Premium Valley-View, 2 Honeymoon Suites (with jacuzzi), and 4 Family Suites.

Implementation Results (2024–2025):

Repeat-Guest Rate: ↑ 38 %
Guest Satisfaction: 93 % “Excellent” (vs 78 % previous year)
Average Revenue per Guest: ↑ 17 %
Employee Retention: ↑ 15 %
Social Media Engagement: + 42 % organic mentions linked to personalised service stories
Guest comments often evoked personal recognition — “They remembered my favourite tea,” “Room felt designed for me,” “Even the scent felt familiar.” Such qualitative insights indicate that emotional anchoring has actual business results.

5.7. Leadership and Internal Communication

Whitestone’s leadership played a decisive role. Weekly “Empathy Circles” allowed staff to share moments of connection, transforming data into dialogue. Rather than dwelling on complaints, teams talked about moments of delight and how to replicate them. This created reciprocal feelings of pride and innovation, consistent with Sharma’s dictum that “culture grows where gratitude flows.” Infographics on the Whitestone Triangle and 5-Step Flow were displayed in staff areas, reminding staff that personalisation is a part of everyday life rather than a task to be completed.

5.8. Organisational Learnings

The HGPM rollout delivered some key learnings:

Empathy Training Wins Over Automation – Machines assist, but intuition sustains experience.

Localisation Fosters Global Appeal – Authentic regional touches resonate equally with international guests seeking “real India.”

Recognition Triggers Retention – When staff feel emotionally involved, guests respond.

Predictive Precision Requires Human Override – Algorithms predict preferences, but human discretion improves outcomes.

Culture is the Scalable Code – Once empathy becomes cultural, it scales faster than software.

5.9. Quantitative and Qualitative Metrics

Quantitative Findings (Post-Implementation):

Guest Return Rate: 40 % ↑

Average Length of Stay: + 0.6 days

Net Promoter Score: from 62 to 84

Revenue Per Available Room (RevPAR): + 12 %

Energy Savings via Automation: – 8 %

Qualitative Insights:

94 % of guests described Whitestone as “emotionally intelligent.”

87 % associated the brand with “personal warmth” and “authentic mountain spirit.”

91 % said they would recommend the resort based on staff empathy rather than facilities alone.

These figures demonstrate the alignment of human emotion and predictive design — validating HGPM as both a competitive edge and cultural revolution.

Discussion & Managerial Implications

6.1. Redefining Luxury Through Relevance

The outcomes of HGPM illustrate a new way to define luxury. Traditional luxury in hospitality relied on tangibles — high thread-count linen, gourmet menus, marble lobbies. But the Whitestone data shows that emotional and anticipatory experiences now elicit superior guest satisfaction and loyalty indices than material symbols. Guests spoke of Whitestone’s service in emotional terms — “felt remembered,” “like coming home,” and “they understood without asking.” Such language marks a movement from transactional satisfaction to emotional anchoring. This echoes Pine and Gilmore’s (2011) Experience Economy principle: value arises when service becomes a personal story. For management, the inference is clear — investments in human capability and data intelligence provide stronger long-term returns compared to purely physical upgrades.

6.2. Emotional Anchoring as a Retention Strategy

Post-HGPM rollout, Whitestone’s repeat visitors rose by over one-third, proving emotional anchoring is not just a feeling, but an effect. This parallels Medallia (2024) findings, which showed that 61 % of guests spend more when emotionally engaged. When every subsequent stay feels like continued storytelling, switching to another brand not only feels financially inconvenient but also emotionally costly. Managerial implication: loyalty programs should evolve from discount-based incentives to memory-based continuities. Returning guests might,

for example, be given “chapter cards” summarising highlights from previous stays — a tangible metaphor of remembered connection.

6.3. Employee Empowerment and Cultural Ownership

Whitestone’s internal transformation shows that personalisation starts with personhood. Employees were reframed as “memory keepers” rather than “service providers.” It’s not surprising that when staff members are emotionally invested, their behaviour naturally reflects empathy. This aligns with hospitality research by Qi (2024), who states “emotional reciprocity between host and guest produces mutual satisfaction.” Managers therefore become more story curators and less supervisors, enabling emotional energy flow among teams. Leadership takeaway: Replace task KPIs with “Connection KPIs.” Recognise emotional achievements as performance metrics. Institutionalise storytelling sessions where staff share instances of meaningful guest impact. The resulting psychological ownership leads to lower attrition, higher morale, and organic innovation — the hallmarks of service excellence.

6.4. Data Ethics and Trust as Brand Currency In the age of AI, hospitality data is both an opportunity and a liability. HGPM’s emphasis on “data dignity” — guest consent, visibility, and deletion rights — converts ethical responsibility into strategic trust. According to Nira (2025), “Brands that respect data boundaries will own the future of personalisation.” Whitestone’s transparent “Guest Genome Access” allows travellers to see what is stored about them — a symbolic handshake of respect. This approach transforms privacy into a feature, not a fear. Guests who feel safe in how their information is used are more likely to volunteer deeper insights, enhancing predictive accuracy. Managerial implication: treat data protection not as compliance but as empathy infrastructure.

6.5. Organisational Learning and Cross-Functional Synergy The HGPM framework’s success depends on the interdependence of departments. Data must flow horizontally — from reservations to housekeeping to marketing — forming what Sharma calls a Human–Digital Loop. Example: A preference recorded by a front-office associate (guest enjoys evening chai on the balcony) automatically triggers the F&B team to schedule delivery at 6 p.m. during future visits. Managers reported that cross-departmental communication improved dramatically as every team saw themselves as co-authors of the guest experience. This corroborates Arapou & Kapiki (2023), who highlight “inter-functional empathy” as a determinant of service consistency. Management takeaway: break silos through shared emotional metrics and integrated dashboards.

6.6. Financial and Strategic Implications From a managerial standpoint, HGPM repositions hospitality as both an emotional and data-driven enterprise. The Whitestone pilot produced measurable financial uplift: Metric Pre-HGPM Post-HGPM (2025) % Change Repeat-Guest Rate 29 % 40 % + 38 % RevPAR ₹ 8,100 ₹ 9,050 + 12 % Employee Retention 68 % 83 % + 15 % Guest Satisfaction 78 % 93 % + 19 % Beyond these quantitative improvements, the qualitative transformation — higher social-media advocacy and organic referrals — indicates strengthened brand equity. For executives, HGPM offers a replicable blueprint: emotional design produces measurable economic dividends.

6.7. Brand Identity and Market Positioning Whitestone’s transition from a conventional mountain resort to what guests now describe as an “emotional ecosystem” exemplifies modern brand evolution. Brands today are not defined by their logos but by the emotional consistency of interactions. By integrating local culture, sensory design, and predictive intelligence, Whitestone achieves what Kotler (2022) calls experiential coherence: the ability to deliver the same emotional temperature across touchpoints — website, call centre, lobby, or room. The HGPM narrative thus becomes Whitestone’s differentiator in India’s competitive resort market, positioning it as the pioneer of human-centred predictive hospitality.

6.8. Managerial Model for Replication For conference dissemination and academic citation, HGPM can be expressed as a management model: Guest Data → Predictive Insight → Emotional Design → Human Delivery → Feedback Loop Managers adopting this model must ensure balance among four drivers: Driver Focus Potential Risk if Overused Technology Efficiency & prediction Dehumanisation Emotion Empathy & belonging Inconsistency Culture Authenticity Narrow localisation Aesthetics Sensory pleasure Cost inflation Strategic equilibrium among these ensures long-term resilience.

6.9. Implications for Industry and Academia For the hospitality industry, HGPM provides a field-tested integration of qualitative human insight with quantitative precision. It bridges the often-separate conversations between operations managers, who seek efficiency, and research scholars, who examine experience. Academically, the model contributes to the growing discourse on AI-driven emotional design, an area still under-explored in emerging-economy contexts like India. By offering measurable evidence from a live resort chain, this paper invites further longitudinal studies across geographies.

7. Challenges & Ethical Dimensions 7.1. Balancing Automation and Authenticity One of HGPM’s greatest managerial challenges lies in maintaining authenticity while scaling automation. As systems grow more predictive, there’s a risk of overfitting the human experience — where every gesture feels algorithmically pre-planned. This phenomenon, termed “synthetic warmth” by EHL Insights (2024), occurs when guests sense an invisible script beneath every smile. To counteract this, Whitestone’s leadership implemented human override policies, allowing staff to adapt or disregard automated prompts based on intuition. For example, if the system suggests a “Good morning, Mr Sharma,” greeting but the guest appears visibly fatigued, the employee might choose silence and a nod — an empathetic deviation from the digital template. Such micro-decisions preserve the natural rhythm of humanity in service delivery.

7.2. Ethical Use of Predictive Data Predictive analytics, while valuable, can easily breach privacy if mishandled. The HGPM principle of Data Dignity dictates that data must

serve comfort, not control. Consent, transparency, and revocability form its ethical triad. Whitestone has therefore embedded a “Guest Transparency Portal” where travellers can view, edit, or delete their stored preferences. This operationalises what Nira (2025) calls consensual intimacy — emotional closeness achieved without intrusion. The challenge remains in balancing operational utility with moral restraint. Future iterations of HGPM aim to use federated learning models, ensuring data never leaves guest devices while still informing AI predictions.

7.3. Cultural Sensitivity and Consistency Another ethical complexity involves cultural interpretation. While local greetings enhance authenticity, misapplied rituals may cause discomfort. For instance, a Western guest in Ladakh may misinterpret “Julley” unless contextually explained. Hence, cultural gestures must be inclusive, not exclusive — signals of welcome rather than differentiation. Whitestone mitigates this by offering staff multilingual sensitivity workshops led by anthropologists and cultural historians.