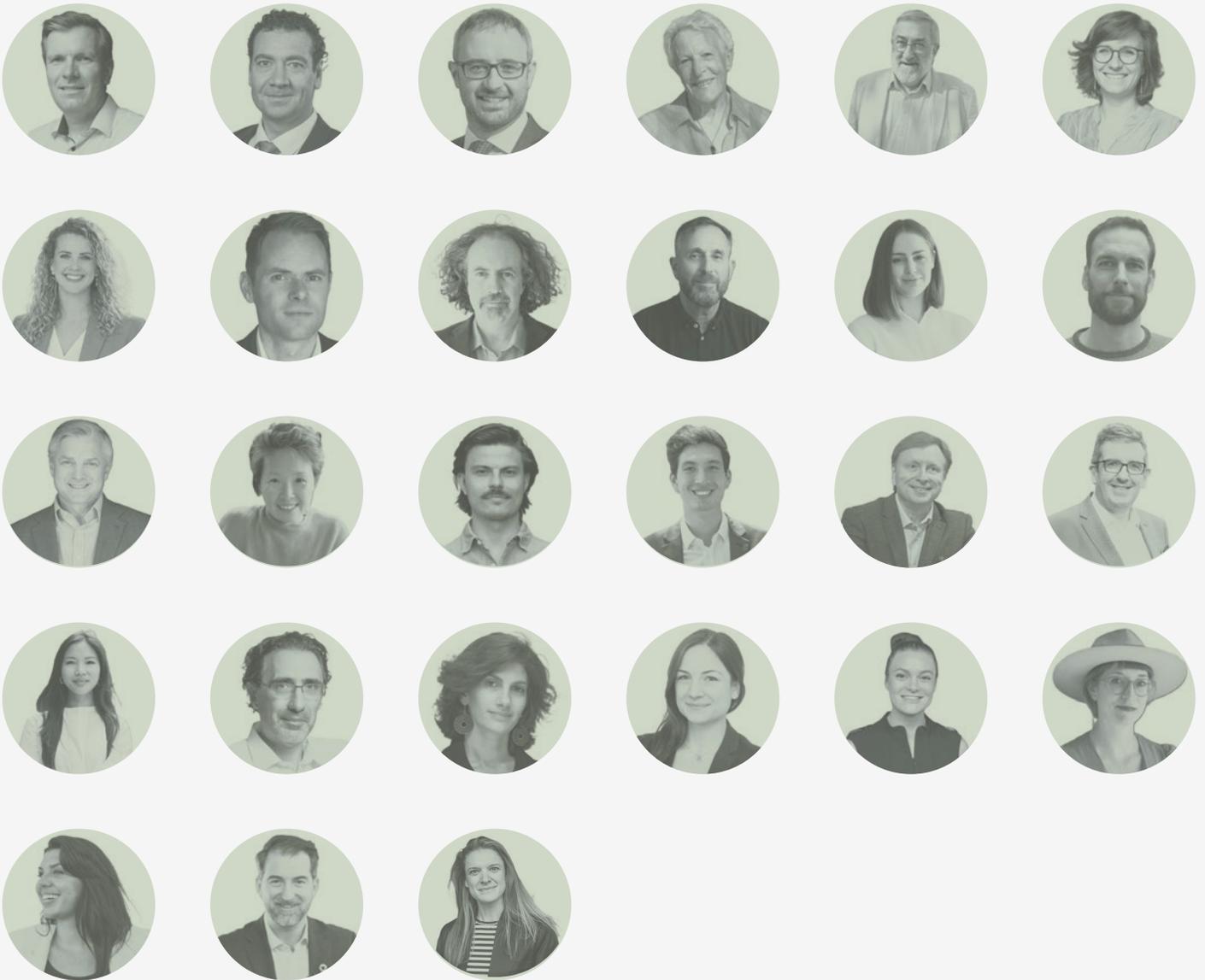


# HYB26

## Sustainability Edition

The Regenerative Question - What Hospitality Must Become



**The Hotel Yearbook**

Foresight and innovation in the global hotel industry



HYB



# Luxury Hospitality as a Regenerative Way of Life

Luxury hospitality

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*Yasemin Oruc argues that luxury hospitality is uniquely positioned to lead a shift from “doing less harm” to regenerative, net-positive impact, treating hospitality as a living system embedded in people and place. This article explores how regenerative hospitality turns experiences into co-created, transformative journeys that support personal well-being while restoring ecosystems and communities. Luxury hotels, with their resources and cultural influence, can act as pioneers and prototypes for this regenerative way of life.*

## A MOMENT OF PRESENCE

In a world of constant stimulation and ‘doing’, hospitality rarely pauses. Perhaps this is the moment to return to the present, to simply ‘be’ – the only moment in which hospitality actually happens. For a long time, such mindful reflections came mainly from spiritual thinkers and philosophers. Today, they increasingly show up in strategic sessions, design sprints, and development conversations.

Strategies built solely on control, logic and analysis no longer feel fitting. What is emerging instead is a growing awareness that progress requires balance – between head and heart, logic and creativity, performance and care. This is where the art of hospitality takes center stage.

## FROM SURVIVAL TO LEGACY

The hospitality industry is at a significant crossroads, where we increasingly observe a readiness to shift. We are beginning to realise that all we are currently trying to do to preserve our planet may no longer be enough.

Decades of research into sustainability have provided valuable insights and created a strong foundation to depart from. In essence, sustainability is much about ‘doing less bad’ by minimising harm to the environment and aiming for net-zero as an outcome.

This is where regenerative hospitality comes in: the focus is on increasing impact through a net-positive mindset, where ‘doing more good’ is the starting point. The goal is to restore ecosystems, strengthen communities and create net-positive outcomes. Regeneration becomes more than just an upgrade – it can turn into a viable business model.

## HOSPITALITY AS A LIVING SYSTEM

Hospitality is much more than ‘just’ an industry; it operates as something deeply connected and relational. Every hospitality organisation is shaped by the people we work with, who visit us, who live around us, and the place we are embedded in.

Unlike many other industries, hospitality is rooted in local communities, guest groups, supply chains, partner networks and ecosystems. Here, loyalty shifts from being a transaction to becoming stewardship. It moves beyond the individual guest and recognises responsibility toward the people and places that carry the impact long after a guest’s stay has ended.

This uniquely positions hospitality to embrace a regenerative mindshift, as it relies on the integration of human and natural systems.

## FROM LIVING SYSTEM TO LIVING EXPERIENCE

When hospitality is understood as a living system, regeneration is no longer an abstract ambition. It becomes something that is lived and felt through the entire experience.

Experiences become more than moments of enjoyment; they become invitations to transformation – for the self, for others and for the place one temporarily stays in. Regenerative hospitality creates the conditions for such experiences by shifting the focus from staged delivery to co-creation, and from exclusive to inclusive.

Rather than positioning guests as passive recipients and hosts as static servers, regenerative experiences invite everyone to take part and immerse themselves in local flows. This collective sense of purpose and belonging is not only created through branding; it is felt through connection – with hosts who are visible, communities that endure and environments that last.

Focusing on the health of ecosystems from both a place and people perspective also aligns with a more transformative understanding of well-being. Health is becoming wealth, not just through additions to a wellness menu, but by integrating well-being throughout the entire journey.

The combination of personal well-being with the health of the environment offers opportunities to curate experiences that leave guests, employees and communities better than they were found. Regenerative hospitality is not a general recipe for transformation; it creates the context in which transformation can occur.

## LUXURY THAT RESTORES

One segment offering a great opportunity to bring regeneration to life is luxury. The settings of luxury properties allow – generally due to more time and resources available – to truly set the stage. Their cultural influence, visibility and the empowerment of employees to personalise experiences by understanding guests’ real ‘jobs to be done’ create unique leverage.

Luxury has long been understood as a symbol of material ownership and conspicuous identity. Current developments signal a clear paradigm shift toward experience-driven engagement through personal, co-created moments that generate emotional resonance, meaning and lasting impact beyond the stay itself. This form of luxury offers experiences that can transform and restore.

Luxury hospitality often sets the tone for what follows. Due to its space, resources and impact, it has the valuable ability to act as a regenerative inspirator, where new practices can be prototyped, adapted and shared as inspiration for the wider hospitality ecosystem and beyond.

## ON A FINAL NOTE

If regeneration is a way of relating to life, the real question becomes: what kind of future does hospitality choose to contribute to?



“Show me only chemical-free,  
bed bug-safe hotels.”



What becomes searchable  
becomes bookable.

