

Inventive Marketing for Advanced Design and Profitable Hotel Operation for Extravagance Experiences

Athanasios Zisopoulos¹, Georgia Broni¹, Konstandinos Panitsidis², Nikos Kartalis¹

¹International and European Economic Studies Department, Economics Faculty, University of Western Macedonia, Kila Campus, Kozani 50100, Greece

²Management Science and Technology Department, Economics Faculty, University of Western Macedonia, Kila Campus, Kozani 50100, Greece
zisopoulos.athanasios.dim@gmail.com

Abstract. Usually, marketing is remembered too late at the last stages before the products enter the market. In this research, all manifestations of marketing are used only for the knowledge base initialization long before any investment or promotion action. At the outset, through this knowledge, we created numerous Data Science - Big Data modeling, neuro-linguistic programming, and databases, both experimental and theoretical. Initially, the engine used in all tourism actions has two theoretical and one implementation axes. The theoretical groundwork was the basic seven innovation marketing types per the European Union and twelve selected marketing types up to twenty marketing guidelines.

At the customization level, on top of these, human distinguishability marketing rules are applied. A Data Science model incorporating all guest behavioral data, considering human uniqueness, is the binding factor of various promotional actions. During the hotel-experiences design phase, with the help of a semi-automatic operation, we conclude with an initial number of developments like zero clean rooms, living in the fifth dimension, artistic utilitarianism on demand, and a room tended to infinity. In this research, we define the triggering event of hotel reservations along with results like exotic marooned islet variations, Phobias and Manias support, and a customized version of hotel quest Marketing. The profitability of such a huge investment is still being determined, and possibly new developments are necessary, like more experience creation devices and hetero determination avoidance.

Keywords: Tourism, Hospitality 5.0, islets, zero clean room, complicated systems, Innovative Business Research, Business Ecosystems, quantum marketing, psychoanalysis, behavioral patterns, purchase intention.

1. Introduction

Society purity softened a century ago after the world economic crisis of 1929. The term "crisis" is an ancient New Testament word meaning the results of the judgment. After World War II, maize tourism started gaining public attention. At about the same time, "influencing public opinion" actions, mostly known as propaganda, borrowed their methodologies from the primitive marketing of that time. Then they follow different directions.

Tourism remained close to basic human needs. Hospitality gained the hearts of ordinary hard-working people. As we know it, the world changed to fulfill consumer-guest needs with frequent airplane connections, colossal resort hotels, virgin flora places, unlimited food and leisure options, and recently with, eco-friendly destinations. On the other hand, marketing faced two major evolutions: unlimited spending money and digitalization.

This research highlights innovation in tourism marketing, innovative hotels, incredible experiences creation, limited neuro-marketing adoption, marketing tools, invention patents, Property rights, Econometric models and databases for guest satisfaction and guest-consumer behavior, Marketing in creating infrastructures, investment, and services.

2. Literature Review

Hotel building differs from standard constructions, from reinforced concrete structure category and elevator security class to room dimensioning and overall marketing plan. The value and profit of a hotel property are accumulated from hundreds of thousands of guests' specific payments and satisfaction. This calculation is a generic problem, and various diversified techniques could be evaluated:

- Behavioral Economics.
- Historical and current Media drama.
- Quantum Marketing.
- Personalized Tourism packets.
- New Scientific Achievements and Technologies.

Exaggeration and Rationalism in architecture initially appeared as the use of symmetric mathematical and geometrical structures in ancient Greece and Rome and gained international importance in Italy a century ago (Washburn & Crowe, 1988). Current research advances in Rational Architecture include Illusionistic realism (Vaidya, 2022). Another study inspired Irrational Architecture endorsement to solve various problems from psychology to regional development. Finally, Bauhaus (Seelow, 2018) brought a non-paternalistic approach to the forgotten art of Irrational Architecture and Rationalism to spark the behavioral economics marketing details. Bauhaus (Torchia et al., 2023) brought a non-paternalistic approach to the forgotten art of Irrational Architecture and Rationalism to spark the behavioral economics consumer behavior details.

Aristoteles started the story by introducing the preposterous behavioral economics in his famous "beast or God" lemma from Aristoteles Politics (Rackham 1944): "Anyone who lacks the capacity to live in a community, because of his own self-sufficiency, is no part of the city and as a result is either a beast or a god".

Even in the invention patents world, the Message is the medium (Zisopoulos et al., 2022) (p. 1963), all ancient indulgences are obsolete, and abnormality normal is a psychiatric problem. In a television episode drama, the solution was to visit a level 1 zero clean room (Breckman & Gaeta, 2006). The hero there suffers from OCD (Obsessive Compulsive Disorder), an anxiety disorder in which the sufferers have repeated, unwanted thoughts which compel them to perform specific actions which provide temporary relief from the unwanted thoughts. Our consumer lifestyle approach is that OCD and any other human need or

pseudo-need are welcome to our hotel facilities and unique rooms.

The Big Data nature of modern marketing facts introduces two known "Quantum Marketing" definitions. These are now in the fifth stage, or Fifth Paradigm, raising the concept from evolution to revolution, according to Rajamannar (2021). An updated recent Data Science definition found in several patent-enabled apicultural, cultivation, and fishery products that Quantum Marketing must support all different types of quanta. The selection list includes interrelations between entities, human and machine weaknesses concerning trade methods, and full support of pico-addressing actions (Zisopoulos & Broni, 2021). There are various "Quantum Marketing" design purchase intention chunks to be transformed into engineering technicalities like "room in a room" modules at the hotel apartment, unlimited clean room options, time-space, and artistic living at the psychographic customer satisfaction level.

Hotel construction is an essential part of our research primarily due to the considerable cost and expected long, prosperous life. Hotels built centuries ago will remain operational after the third millennium. More than 200,000 hotels are worldwide, with around 17 million rooms (Statista, 2018). Inside a hotel room, the happy guest meets his happy moments outside the threats of the real world. The hotel room protects guests from natural or phenomenal threats; patients and hypochondriacs are treated equally. From a realistic perspective, threats are multi-pliced daily in our consumer-based civilization. We were not afraid of threats, manias, and phobias; we only studied and prepared the appropriate hotel room.

The Fourth Industrial Revolution, or Industry 4.0, was a technosphere that started long ago. Later European Community endorsed their study with Industry 5.0 (European, 2021). According to the European Union multi-billion research funding framework, the definition of marketing innovation concerns all production phases of design, placement, promotion, or pricing (EUROSTAT, 2023). Our research integrates all of these and complies with the rest eight significant points:

- Better addressing customer needs,
- Opening up new markets
- Newly positioning a firm's product on the market,
- Increasing the firm's sales.
- Method not previously used by the firm.
- A significant departure from the firm's existing marketing methods.
- The innovating firm can develop the new marketing method
- New marketing methods for new Products

All these are followed in the various stages of our work.

3. Research Media and Methodology

The innovative hotel design resulted from EU business guidelines (EUROSTAT, 2023) and various more straightforward marketing types. The exact conformity will be specified in the results chapter of our research. All items presented here intentionally are exaggerated unforeseen building items explicitly designated to fulfill the customer-hotel quest inner thoughts and needs. Media and Methods presented here as the necessary creative part, on top of which all promotional and marketing stages will be applied.

Our research suggested an innovative hotel room as an isolated, comfortable living entity and a tool to attract guests. A typical room is altered in the three constituting parts outside, on the wall line, and inside:

- Outside the wall, we installed systems for a zero-clean room.
- Exact on the wall line, we studied a multi-dimensional layout in history, time, and space.
- Finally, inside the room, we use an Artistic but altogether Utilitarian design.
- The tiny marooned islet is used as a room.

The methodology illustration in Figure 1 presents an integrated graph of our research. More detailed

pictures and material are in the Dataset due to the colossal size (Zisopoulos & Broni, 2023). Two rules guide the research: external EU rules for innovative marketing and the internal exact calculation of hotel guest preferences. The three together affected the design of all four different types of guest rooms: Zero cleanliness, living in different dimensions, advanced logistics, and islets as guest rooms. After media and methodology formulation, the results are a marketing-oriented reservation procedure, an exotic islet room selection, Phobias and manias compliance, and the reservation as a foretaste in the hotel.

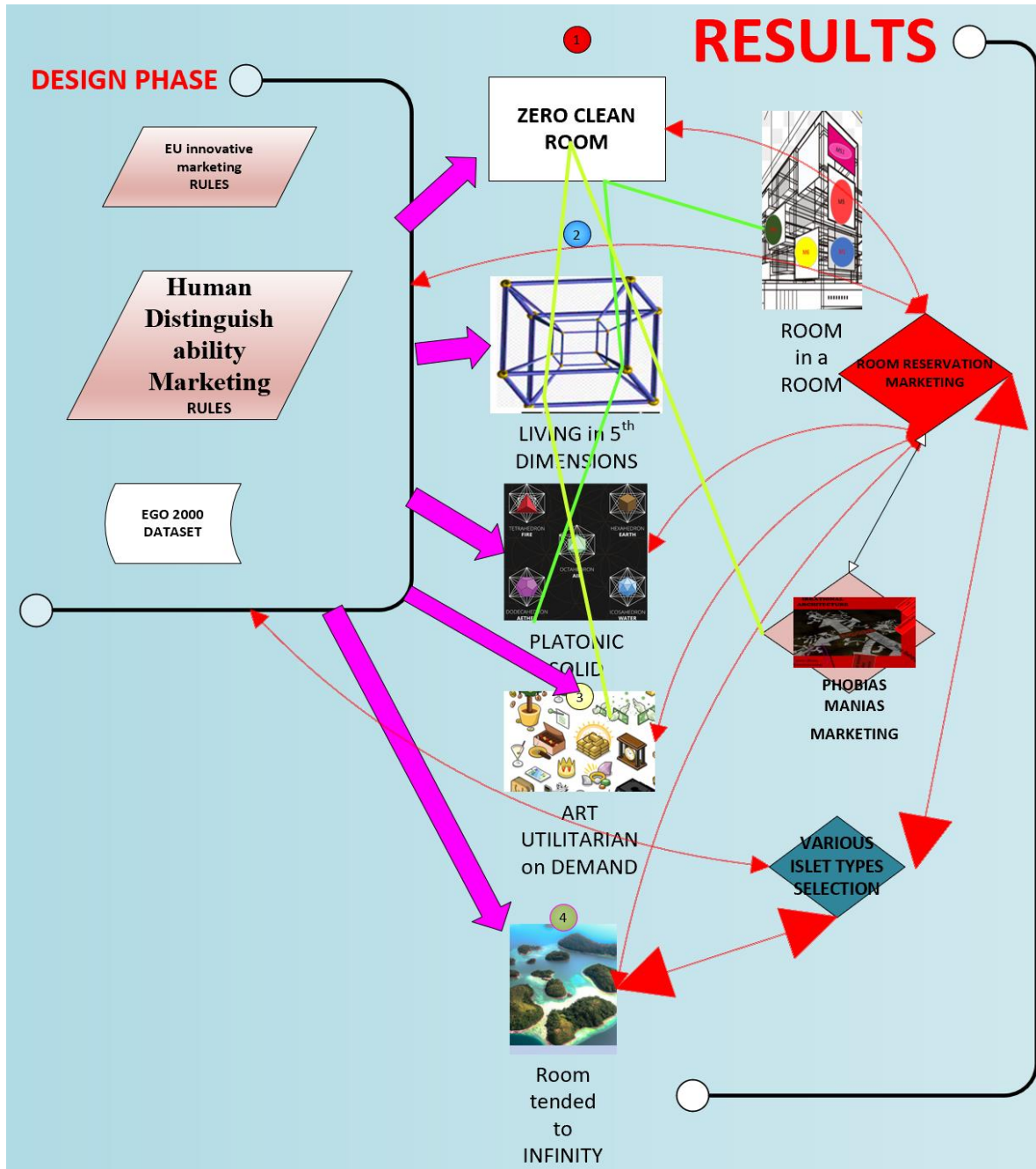


Fig. 1: Use Innovative marketing tools for the design and Profitable operation of Extravagance Hotel.

3.1. Full spectrum Zero Clean-Room

Room living threats are unlimited, and nature is reflected in human cocooning last resort. In a hotel room, typical threats to be cleaned away in a home environment are:

- Low frequency, the electromagnetic spectrum includes commercial radio, television, microwaves, radar, infrared radiation, visible light, ultraviolet radiation, X-rays, and Gamma rays.
- Ionizing radiation typically with Alpha and Beta particles.
- Electric Currency circuitry in high voltage or significant currency.
- Outdoor dust and inside the room dust and food ingredients like essential oils.
- Human biological materials, insects, mites, and any ectoparasites.
- Solid, liquid, and air chemicals.
- Humidity directly and as a carrier.

According to cost and localization, hundreds of media and methods exist to fight these hazards. However, a short list could contain all types of shields, Faraday cages, heat, steam, ultraviolet, chemicals, and sprays. In addition, the "zero clean room" procedure also runs in a sealed area.

The "Zero Air Clean Hotel Room" is the primary room type. Depending on the application, the euphemism "zero clean" is devoted to mechanisms purifying the room air (Zhao et al., 2021). Air cleaning is the principal purification technique because air "washes away" the wastes of all other cleaning procedures. Environmental overload for clean room operations issues starts to be overcome.

Hotel construction follows national and European legislation, Building standards from Civil Engineering Societies, and appropriate financial planning. International Standards Organization (ISO) 14644-1 describes air cleaning for regular hotel rooms, with all necessary procedures and machinery (ISO, 2020). This ISO standard includes several cleanroom classes: ISO 1, ISO 2... to ISO 9. For hotel purposes, clean classes five and above are sufficient. Room's components and ambiance isolation primary re-engineering points are:

- Electronics: Television, computer, room temperature controls, refrigerator
- Sockets: electric socket, Internet socket, fiber internet, USB charger
- Lighting: pipeline wave guidance, electric lines guidance
- Room: windows, curtain, floor, walls, ceiling
- Furniture: bed, sofas, table, textile use as bedding, textile bed covers, linen,

The "Semiautomatic Room Fitting" is the best thing before automation; human control is constantly superset of Artificial Intelligence in indoor air quality (Wei, 2022). All this perfect sanitization and purity is lost when a housemaid enters the room. Hotel room cleaning and tying up need human intervention. Some researchers assigned housekeeping tasks to hotel customers (Knezevic et al., 2021). Such a humiliating approach did not acquire general adoption. In our room case is impossible. To keep the zero-cleaning perception alive, we adopted a semiautomatic procedure.

The "Zero-Clean Universal Standalone Bathroom" is an old invention with new patented techniques. The zero clean principles above concern all three states of matter: solid, liquid, and gases. The zero-clean bathroom liquid is enough to perform even zero-clean results. The bathroom design did not replicate the existing solution; it adopted a holistic new approach with different design principles:

Special care for zero eco operability.

Oval inside form with all points keeping the water down-streaming.

Expensive rigid outside and inside a modular cell, most rationally called walls.

Water, electric, electronic, and computing systems, regardless of external connections.

The market for such a bathroom is several times bigger for standalone units. The zero-clean bathroom needs only some micro-triggering technicalities for realization.

3.2. Varying Shapes and Dimensions

Escape rooms gained wider attention recently as virtual reality games, pseudo training, and education (Makri et al., 2021). The irrational hotel room necessarily resembles some "escape-room" features. However, it remains mainly a hotel room with time and space for sleeping, relaxing, bathing, watching TV, Internet chat-talking, dressing, and other everyday activities. In this action, we varied our guests surrounding outer life cells and the background environment. Our intervention in Shapes and Dimensions concerns only the external and internal thin layers of the hotel and living space.

The "Platonic Solid Room" is the first shape development. Traditionally a standard hotel apartment's basic shape is a rectangular parallelepiped. However, the best-looking three-dimensional rooms have every face as a regular polygon of the same size and shape. These shapes are regular polyhedral, consisting of the tetrahedron, cube (or hexahedron), octahedron, dodecahedron, and icosahedron, altogether called Platonic solid (Cavicchioli et al., 2010).

The traditional cuboid hotel room shape is not included in these perfect shapes. From the dawn of human civilization, all designs have had horizontal floors, corridors, and the general orientation of horizontal floors with vertical pillars. However, gravity and available materials limited our ancestor's archaic architectural imagination. This gravity factor brought us today in extremely conservative apartment shapes.

All these hyperbolic room interesting shapes are not in the mainstream agenda of Architecture, but human preferences are unlimited. A restriction explanation could be found in Italian writer Luigi Pirandello's famous phrase "Così è (se vi pare)", which is in international language, "Right you are (if you think so)" (Pirandello, 2017). The saying is an excuse for all exaggerated consumer marketing actions.

The dream of living in a "Four-Dimension Space" became true. A British mathematician proposed the term "tesseract" and described the four-dimensional space as a four (Grk τέσσερα Tesseract) axis (Grk ἄκτις Actis). Apart from the Ellenic name has nothing to do with Platonic Solid. The term is often used in fiction rather than science and, of course, not in engineering since the film-making Motion Picture business and hotel are similar leisure businesses. According to Robert Webb's initial programming, the four-dimensional room is shown in a film strip in Figure 3 (Webb, 2023). Artistic representations of all these are depicted in Figure 2, picture 1.

The more sophisticated "Spatiotemporal Room Design" concerns a more complex application. Closer to our concept are Virtual reality systems with significant scientific results for tourism (Tsiotas et al., 2021) and love (Berscheid, 2010). However, ordinary people think philosophically that the fourth dimension is about time from popular science and fiction publications.

3.3. Artistic and Utilitarian design

Art holds a special place inside the tourist traveler's heart due leisurely nature of the hotel industry. Architectonic design is, by definition, artistic, although modern architects almost ignored the basic human need that life is not bread only (Winkelman, 2018). Artistic design for a hotel usually stops in high-flying external design modeling. Architecture is neither irrational nor rational; in most everyday cases, it is simply Architecture. Older hotel manufacturers should have paid more attention to artistic design inside the guest bedroom with their early statement must be notified: "The artistic room features are pure, unadulterated, genuine, classic, modern building Architecture". Bauhaus and irrationality concern only two room concept tiers out of the three. The third would be the inevitable return to the art and utilization roots.

Along with aesthetics and creativity comes functionality, services, supplies, music, food, and bread (Winkelman, 2018). The obtrusive hotel guest demands everything and complains about any service variation between home and hotel. The magic of travel and tourism relaxation is the inability to offer a full range of services and materials. After all, vacations are about exploring and enjoying new things. The

demanding hotel customer wants to define these new things personally.

Artistic and utilitarian interactive assistance to the guest for this research is restrained in tangible objects installed inside the room before arrival. The hotel has an extensive collection of items available for storage, but the list is limited by cost and space constraints. While some items may seem unrealistic, melodramatic, extravagant, hyperbolic, or of high value, the logistics system for both practical and artistic items is impressive. The hotel has multiple storage rooms with mixed ownership and a transportation system that considers specific transfer needs such as clean linens and bedding. Training new employees can be challenging, as Fraihat et al. (2022) documented. However, the hotel's advanced computer information system, highlighted by Davidavicius et al. (2015) and Knezevic et al. (2020), is worth admiring.

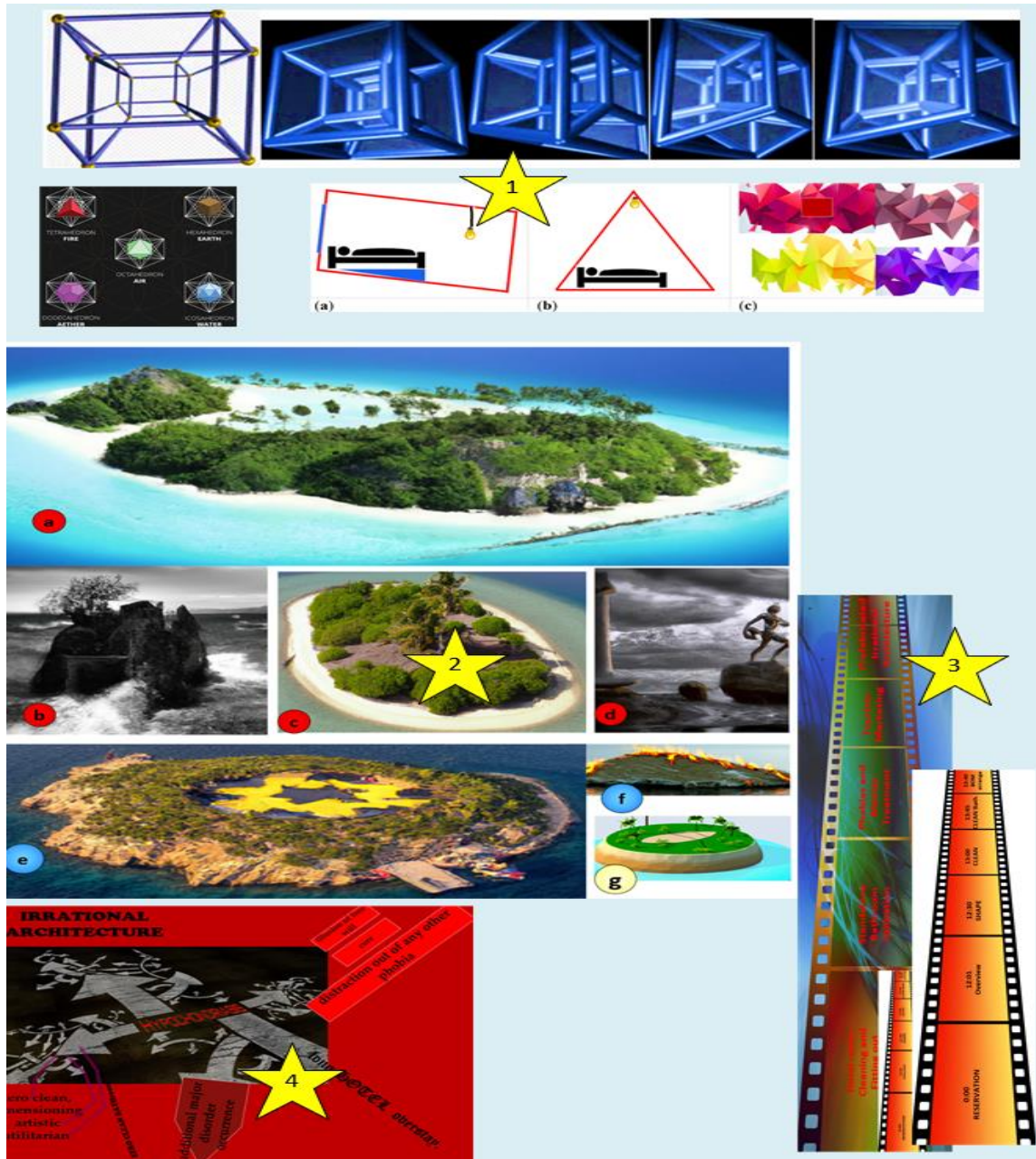


Fig. 2, Five-dimension living (1), Aegean resort (2), Hotel reservation (3), Hypochondriasis (4)

3.4. An Islet as a hotel Room tented to infinity

Any Hotel room has minimal space, and even presidential suites measure a single figure in meters. According to equation 1, the result is an islet when the room dimension tends to infinity. This principle has been applied recently in a business proposal and associated research. The Aegean islet/room was designed environmentally friendly from scratch years ago with legislation, political, defense, and engineering developments (Zisopoulos et al., 2020). The approach for Temporospatial analysis is similar to Ernawati et al. (2022).

The Aegean archipelago has several thousand islets without inhabitants and several million meters of coastline, certifying the "Coastline Paradox". The fundamental concept of a guest room on a tiny isolated island is ecological vacations in the Aegean Sea, the marooning–stranded vacations, the myth created for the loneliness concept. The noninhabitant islands will initially be revitalized from vacant salinity virgin lands to beautiful paradises, with new flora and fauna, human living facilities, and optionally overnight sleeping space. All these workouts establish the Aegean Island resort hotel. All islets will be used as hotel rooms hosting various tourist and business activities (Figure 2 picture2)

Once again, in our research, irrationality prevails.

- The room in the room is the islet surrounded by the endless deep blue sea.
- There are 6000 rooms-islets space covering all desired chronologies from Homer and Belle Hellene times to the foreseen future of our generation.

4. Results and Discussion

The three contrasting new room living styles offer new experiences to hotel guests. The exact interoperability of old procedures with new applications is given in a fancy film strip in Figure 5. These many contrasting new room living styles offer unique experiences to hotel guests. Experiences creation is the new approach in Hospitality 5.0 future actions. Creative Tourism is a brilliant subset of the creation of the incident, as described in research for the Azores islands (Santos et al., 2022). The article examined creative tourism as a catalyst for regional economic development in ultra-peripheral territories like the Aegean, Azores, and Nigeria (Bari et al., 2023). A similar hotel in Indonesia has a different approach (Roz, 2023). The main result is hotel room preparation and fitting out. The clean bathroom is studied detached from the hotel since it is small. Phobias and Manias are reviewed separately from the main tourism Marketing study. Finally, the prefabricated room in room hotel was analyzed as the final implementation detail.

4.1. Marketing Reservation and Overstay

The story of our room stay starts with the room reservation with the desired options (Figure 2, picture 3). Then, when the last guest leaves the hotel, cosmogony restarts with all procedures like a few selected minutes clarify the technology used and results achieved by example:

- 0:00 RESERVATION: As a discerning traveler, one must ensure that the room they will stay in meets their specific requirements. This includes verifying the layout and cleaning options, as well as the room's dimensions, artwork, and overall functionality. Ultimately, the responsibility for this final verification lies with the traveler. Once the decision to book a hotel through the innovative quantum marketing campaign has been made, one can reserve a room with state-of-the-art amenities in their desired destination either directly or through a trusted travel agent. The traveler's final verification of the exact room layout and options for cleaning, dimensioning, art, and utilization is for the traveler. The traveler's final verification of the exact room layout and options for cleaning, dimensioning, art, and utilization. After our successful Quantum Marketing purchase intention

campaign, the happy tourist decides, directly or through his traveling agent, to reserve a hotel in the desired destination with some progressive rooms.

- 12:01 OVERVIEW: Human eye and hand for cleaning up an overview made by a housemaid. After the hotel guest leaves the room, a human eye, mouth, ear, nose, and hands are necessary for cleaning up, preliminary tidying, and communicating with other hotel personnel and computers.
- 12:30 SHAPE: The automatic initial room configuration for shape and time shift made by the operator. As described in the previous chapter, several exaggerated changes are committed to the room during room changing.
- 13:00 CLEAN: Automatic initial automatic near zero room cleaning made by the operator.
- 13:45 CLEAN Bath: Automatic complete bathroom cleaning, the final stage, and the room is locked by the operator.
- 13:40 BOM arrange: The Bill of Material equipment is transferred and arranged inside the room by the housemaid. Bill of material arrangements and execution follows simple and complicated logistic procedures.

Conformity to the EU's innovative marketing guidelines lies on several levels (Eurostat, 2023). First, there is a better-addressing customer requirements, with the endless, creative, fruitful, fantastic reservation procedure. All hotel rooms and elements open up an uncommon hotel market until now in science fiction movies. This hotel product is presented for the first time on the market, which is suitable for exaggerated guest attention, but it takes a lot of effort and money to put a new product in the Leisure market.

Increasing company sales is accomplished by a higher reputation due to contraption, unheard technology, and new extravagance guest experiences (Davidaviciene et al., 2020). A services pricing dilemma concerns the "price is right" question without an initial or obvious answer. The price selection list has many options: dubbing to gain market share, standard cost coverage prices, and up to rocket-high prices for a monopoly in Hospitality.

The compliance to various specific marketing types is:

- AI-powered marketing: Implementing artificial intelligence and machine learning technologies to optimize marketing campaigns and improve customer targeting and engagement.
- Content marketing: We create and promote valuable, relevant, and consistent content from the experiences offered to drive profitable customer action.
- Experiential marketing: The unprecedented eudaemonistic experiences are the methodology's heart without a heavy internet presence.
- Gamification: The experiences are designed as gaming elements.
- Hyper-personalization: Guest experiences are generated later after a hotel stay.
- Inventive Marketing: The use of Invention to fulfill all Marketing actions and Marketing to produce patents.
- Quantum Marketing: By definition, this hotel room supports all different types of quanta, interrelations between entities, and full support of pico-addressing actions.

4.2. Exotic Eco Time Shift Romantic and Eccentric Rooms.

The Aegean islet resort hotel follows the earth's cosmogony; it could have rooms in any historical period of humankind. Some are original, while others are Artificially tailored to guest needs without violating GDP and personal rights (Oleksii et al., 2021; Zisopoulos et al., 2020). These tiny islets are, by definition, motion generators. Indicatively the room-islet of Figure 5(b) is the horror itself. (Figure 2 picture2)

There are three types of rooms in Figure 2. Types "a,b,c,d" islets guests are simple or complex guest apartments. Types e and f are amusement or non-desired areas. Finally, the "g" type is the isolated business development areas.

The approach is simple but realistic. Like an island surrounded by the endless blue sea, any closed system could be converted into travel to space and time. This metaphor is exact since there are no competitive systems or confusing views.

Table 4.

Island-Islet room type with temporospatial definition.		
Room type	Time	space
Arsonist (euphemism)	5783 years ago	35°35'52.69" N 25°34'36.58" E
Imperial Rome	31 BC.	35°48'50.79" N 26°21'26.58" E
Tourism Area Life Cycle	2035 AC.	35°55'28.20" N 26°30'34.27" E
Research and Development	2030	39°28'58.28" N 24°59'30.62" E

The "Arsonist islet" denotes an undesired room type still under study. The temporospatial relocation game started 5783 years ago, a little after the GENESIS zero moment, 3760 BC, on a pyromaniac island Figure 5(f). The Aegean resort plans to incorporate recreational beach fires into its tourism activities. Beach fires are a popular attraction feature for tourists, providing a unique and enjoyable experience associated with camping, romance, and outdoor recreation.

The "Imperial Rome" islet room typically denotes heterochronism. For example, in Figure 5 (d), a room-islet is decorated at the dawn of our civilization in 31 BC. The room layout is a miniature of a Roman seaside island of that time. The guest lives there with minimal comfort to resemble the living style of that time.

The most sophisticated "Tourism Area Life Cycle" concerns revitalizing abandoned islands for agriculture tourism use. In our case, proceeding with complete deep analysis and restoration is impossible. Instead, the islands in Figure 5 (a, c) could be revitalized from deserted saline to profitable land. Revitalizing islets and islands can encompass various activities to restore or improve their ecological, social, and economic value. This revitalization has all types of aspects:

The "Research and Development Facilities" is the money-making islet-island. Figure 5 (g) describes a current high-tech research remoteness facility as part of a sustainability research strategy. This type of facility can provide a unique and isolated working environment for researchers, which may be particularly suitable for certain types of research that require absolute secrecy, total solitude, and 24/7 dedication.

The enormous investment cost for Aegean Resort needs research funding. Supported innovative marketing types in all EU research framework (EU, 2023) headlines compliance is:

1. Better addressing customer requirements through the support of unlimited options.
2. Opening up new markets is an investment with 10,000 miles of beach coastline.
3. newly positioning a firm's product on the market,
4. Hopefully, increasing the firm's sales
5. Significant TOTAL DEPARURE from the existing marketing methods.
6. The innovating firm can develop the new marketing method
7. It concerns unrivaled marketing methods for unparalleled Products.

The compliance to various specific marketing types is:

- Content marketing: All material from islet moments is unique to attract and retain a clearly defined audience.

- Experiential marketing: There are millions of authentic experiences, although this marketing type applies to artificial experiences.
- NLP Marketing: Neuro Linguistics Programming at the Limits of Marketing and Propaganda with therapeutic results.
- Personalized marketing: Since the concept limitations to specific vacations, our implementation focuses only on proposing new experiences inside the hotel resort area

4.3. Phobias and Manias Treatment in Hospitality Marketing

The room concept team was looking for implementation technologies many years ago. Unfortunately, the pandemic stopped the development; we thought our work was an intertemporal effort, separate from a temporary panic product. Although the project initially focused on treatment, today is more of a promotion effort. The critical element of irrational architecture room preferential status would result from our effort to deal with specific manias and phobias.

From the Greco-Latin origin of Architecture and Medicine, Phobias and Manias' distinctive names frighten people as a manifestation of the unknown closer to evil. Hundreds of Phobias and Manias differ worldwide in context and naming convention. From this relatively vast corpus, a few Phobias and Manias were selected, fulfilling specific criterium (Table 1):

- Direct or indirect correlation with one or more of the hotel-room elements.
- Possibility of temporary or permanent disordering healing.
- A few days of relaxation without the particular phobia.

Table 1, Selected Phobias and Manias for Hotel Quantum Marketing.

PHOBIAS	MANIAS
Ablutophobia	Ablutomania
Achluophobia	Agromania
Algophobia	Clinomania
Arachnophobia	Drapetomania
Catoptrophobia	Hydromania
Chronophobia	Islomania
Claustrophobia	Kleptomania
Eisoptrophobia	Lypomania
Entomophobia	Monomania
Hypochondria	Nosomania
Leukophobia	Pathomania
Nosocomophobia	Plutomania
Olfactophobia	Sophomania
Pathophobia	Squandermania
Arachnophobia	Technomania

The selected phenomena disordering list does not obey personality attitude, revealing mania fulfilling the rest of this article. All selected Phobias correlate to the hotel room developments in a medical practice or engineering way. Much effort and money will be spent on something other than just perceptions, beliefs, and attitudes. Our work is significant for marketing, relief, and investment opportunities.

Initially, we intended to fight against Hypochondria with dual battles. The first and foremost battle was our sympathy (and treatment?) for the suffering people. Then we discovered that some of them could reduce their symptoms while staying in such an apartment (Douzenis & Seretis, 2015). Medical doctors use the term "Hypochondriac subject", but we prefer our consumer psychiatrist terminology as our "fellow unfair suffering patient and customer". They are all our hotel guests with some problems, but everybody has issues. Others have a different approach to the medical hotel (Yoon & Kim, 2022).

This Hypochondriasis is illustrated in Figure 2 (picture 4) with arrows big, small, wandering, and sometimes

reverted. The diagram shows big thoughts along with some minor actions:

- The attention and curiosity that irrational architecture initially triggered customer awareness.
- The illusion of free will decision
- The hope that a cure arises staying overnight in a "phobia-free" room.
- The instinct says that such unique people deserve a long journey and overstay.
- The distraction out of any other phobia through all these unique hotel offerings (zero clean, dimensioning, artistic, utilitarian).
- The deliberation from the chains of mind games but additional significant disorder occurrence.

The compliance to various generalized marketing types lies in all EU directive levels (Eurostat, 2023), but it is more relaxed concerning human souls. Therefore, only three types are applied to this result. Better addressing customer needs at all levels of the human body and soul.

- The irrational hotel innovating firm can develop a fantastic marketing method.
- New marketing methods are based on phobias and personal psychology for the exotic hotel.

Compliance with various generalized marketing types

- Gamification: Gaming elements are shown as therapeutic tools.
- Hyper-personalization with unlimited (literally) options
- Interactive Advertising as a time-spending tool.
- Inventive Marketing: The use of Invention to fulfill all types of Marketing actions and Marketing to produce all patents needed for Phobia-Mania cure.

It has to be clear that Irrationality Architecture Hotel does not take advantage of the suffering from phobias or manias person. On the contrary, it offers an alternative path to his long and winding road but is more closely related to the leisure business than the sanatorium.

4.4. Human Distinguishability and Hotel Quest Marketing

In recent years shopping patterns for leisure and tourism adopted various tools and opportunities. Also, advanced research investigated many social media marketing plans (Katsikari et al., 2020). The pairs "knowledge/intellectual", "activities/sports", "novelty/adventure", "escape/entertainment/prestige", "activities/sports", and "security/luxury" did not agree with our theory, at least for Greece. Results were expected due to research methodology and marketing strategies. Such hetero-determination is widespread in our troubled world today with dominated role of the Shatatlovych study (2015).

The heart of our marketing method is to fulfill all types of stranger guests' desires. Starting from scratch, we tried to define the human space for this study. The Dataset was designed for Neuro-Linguistic Programming (Kanavas & Zisopoulos, 2017) but is currently implemented and used for simple consumer Quantum Marketing applications (Zisopoulos & Broni, 2023). The results of the calculation distinguishability are:

- The human being internal-external space has 2011 EGO elements.
- The different people with one or more of these is a number with 1844 digits.

Table 2, Number of different people

Powers of ten	name
10^9	Billion
...	...
10^{15}	Quadrillion
10^{100}	Googol
10^{303}	Centillion
10^{googol}	Googolplex

Table 2 has the maths space of known numbers. The number of different persons is the result of the calculation always in orders of magnitude:

$$\text{Human_Distinguishability} = 10303 * 10303 * 10303 * 10303 * 10303 * 10303$$

We interpret the results in the Quantum marketing era. First, the mechanism works like all promotional actions:

- First, all twenty innovative humanitarian hotel room options actions are communicated, not necessary in hotel industry-related Media.
- Then, travelers start looking for all these advanced hotel room options.
- Finally, the hotel's standard room is reserved for a luxury, expensive holiday step.

The room Reservation as a foretaste of room overstay is a side effect of the whole methodology. The hotel reservation procedure in time-lapse "00:00" is the triggering event of the entire concept. Initially, we examined some alternatives to define the innermost thoughts, desires, and wishes for various personalized experiences. Here is a brief overview of each option:

- A specialized help-desk marketing-oriented psychiatrist talks to the customer: This option involves having a trained professional speak directly with the customer to gain insights into their innermost thoughts and desires. This approach may be more personalized and nuanced than other methods, but it may also be more time-consuming and expensive.
- The customer defines his ego preferences of the Ego dataset directly: This option allows the customer to input their preferences straight into a dataset, which can then be used to tailor their experience (Zisopoulos & Broni, 2023). This approach may be more efficient than the first option but requires the customer to understand their preferences clearly.
- Semi-automated combination of all the above: This option involves using various methods, possibly through an automated system, to gather as much information as possible about the customer's preferences and desires. This approach may be the most comprehensive but requires a significant investment in technology and resources.

Table 3 gives the orders of magnitude that the actual database has. An array of 2011 numbers, each representing the accumulative impact on customer virtues, manias, or phobias in the Dataset

Table 3, Database and math calculations

Database name	Array element value	Number records
EGO	A single negative or positive integer	2011
ROOM_ELEM	An array with 2011 numbers, each one representing the room element impact on the Ego element.	100,000
PREFERENCES	An array of 2011 numbers, each representing the accumulative impact on customer virtues, manias, phobias.	100,000

The room searching and preferences procedure is a typical semiautomatic Data Science procedure. The oldest part is the EGO dataset, describing the human distinction points that everybody has differently. This is the linear array EGO with 2011 elements. All room elements, service options, and pricing encounter a Big Data set similar to research (Zisopoulos et al., 2020). Table 3 defines the programming and technical data. The final match of Preferences and non-zero Room_Elements gives an array of accumulated numbers. There are three initial approaches in the early stages before NLP implementation:

1. The first simple case defines a subset of virtues, phobias, and manias. Then, according to equation (1), the overall experiment satisfaction is calculated, and further options for cost are proposed.
2. In the second application, the experienced customer preliminary defines several options, and the system proposes a few more according to price and availability.

3. The third option concerns an old customer. The previous personal experience is used for the next one.

The room reservation procedure is a foretaste of the forthcoming hotel overstay leaving detailed information but surrounding it with the myth of the unknown. Full compliance with all generalized marketing types lies in all EU directive levels (Eurostat, 2023). Specific compliance to various generalized marketing types is:

- AI-powered marketing: Machine learning technologies to optimize marketing crusades.
- Content marketing: The above Data-Science method is typical for attracting profitable customer action.
- NLP Marketing: Neuro Linguistics Programming at the Limits of Marketing and Propaganda
- Omni channel Marketing: Various room options and materials to gauge their interests and preferences.
- Quantum Marketing: As a result of the above data science analysis, all different types of quanta, interrelations between entities, and full support of pico-addressing actions are supported.

4.5. Discussion

Analytical methods have previously dominated the sphere of marketing research, employing tactics such as questionnaire evaluation, continuous public sentiment analysis, user satisfaction insights, and overall marketing data scrutiny. Regrettably, the authenticity of data has recently posed a significant challenge, supplanting these traditional analytical practices. Platforms like Google prioritize familiarity, reinforcing what we already know, while WIPO Patentscope illuminates current patents and "claims," following the hetero-determination philosophy propounded by distinguished Professor Shatatlovych (2015). In the quest for genuine innovation, we welcome the discovery of novel, unforeseen contexts.

While it's acceptable to ponder over pre-existing data, opinions, and designs, our preference leans toward a more inventive strategic approach to thinking and execution.

This research does not delve into the specifics of cost considerations, despite each hospitality-related item having a corresponding price tag attached to its marketing processes. There are no financial or other obstacles in the realms of pure science and technology. Such a perspective about the Technosphere within hotel marketing irrevocably marks our brave new world, full of our aspirations and missteps. Greek statesman and ancient Athenian orator Demosthenes once claimed that money is the only necessity (Sharpley, 2023). By Applying his philosophy to the present day, adequate funding could pave the way for significant research and the creation of a better world. However, given the current global investment crisis, actualizing an innovative hotel equipped with supportive infrastructure is a formidable challenge. As such, we anticipate and strive towards an alternative investment model that navigates between unchecked global economic systems and various Pax American-inspired financial models.

We foresee substantial evolution in the world economic system with the expected implementation of the Cross Border Interbank Payment System, a Global Reset, and the abolition of Asset Deposits. Such developments could usher us towards an Industry 6.0 era, encompassing a new wave of "Hospitality 6.0".

This investigation reveals initial, unpatented research, marketing, and realization advancements. A key focus has been the digitization of promotional materials and processes. This transition to automation is inevitable as all human activities and sciences now have digital counterparts. The hospitality industry, viewed as a social experiment, will be constructed atop these marketing actions. Each guest room option has been curated to cater to each customer's unique motivations, perceptions, beliefs, and attitudes. The profitability of investments is not critically threatened following the initial deployment of a consumer behavior archetype creation and efforts to boost purchase intention.

5. Conclusions

The initial objective of the study was to find new frontiers in hotel marketing to facilitate two targets, initial design, and profitable operation. In this comprehensive report, we delve into the innovative approaches and technologies adopted by the hospitality industry, focusing on marketing strategies. The research explores various concepts, such as creative tourism, inventive marketing, neuro-linguistic programming (NLP), and quantum marketing.

The study emphasizes the significance of novel hotel experiences, ranging from room customization to unique stay experiences in eccentric marooned islets. The process of hotel room preparation, referred to as 'zero clean,' entails a series of automated procedures that transform the space to meet individual guest preferences. This intricate process enhances the guest experience and increases hotel reputability and profitability.

The concept of Quantum Marketing was found to be highly effective, with several subtypes of marketing strategies involved. These include AI-powered marketing, content marketing, experiential marketing, gamification, hyper-personalization, and innovative marketing. These strategies work together to create an interactive and unique customer journey, providing an entirely new hotel product.

The idea of creative tourism in ultra-peripheral territories such as the Aegean was also examined. The study suggests that these isolated islets offer unparalleled experiences to guests and contribute significantly to regional economic development. With offerings from simple guest apartments to high-tech research facilities, these islets are becoming popular tourist destinations. Further, various marketing strategies like content, experiential, NLP, and personalized marketing are leveraged to promote these eccentric marooned islets.

The research also explored utilizing innovative concepts to address and alleviate guests' phobias and manias, transforming them into promotional efforts for the hospitality industry. As a result, specific rooms cater to these fears and obsessions, aiding guests' relief and relaxation.

The study also introduced a new concept - 'Human Distinguishability'. This system uses a dataset prepared for NLP but is now used for consumer quantum marketing applications. The goal is to create highly personalized guest experiences, ensuring each customer's unique preferences and desires are met.

Overall, this study posits that creative, personalized, and therapeutic approaches in hospitality marketing can revolutionize the industry, offering guests unique, unforgettable experiences while improving business performance.

As with any descent research, the questions generated from the research are more than the topics answered. Expected research to be accomplished further is intradisciplinary from Philosophy to engineering with Marketing as the main ingredient: Device application to count up the accumulated experience for marketing and self-esteem; New hardware and software invention patents to various concepts analyzed here, zero clean, maroon island, psychopathology marketing, and GDPR compliance; Technology and research focus on Quantum marketing as a gathering Big-Data system.

Based on this research most important would be Philosophical research to promote the human ideas of singularity and auto-determination avoidance against Google's mainstream algorithm with products:

- Device application to count up the accumulated experience for marketing and self-esteem;
- New hardware and software invention patents to various concepts analyzed here, zero clean, maroon island, psychopathology marketing, and GDPR compliance;
- Technology and research focus on Quantum marketing as a gathering Big-Data system;
- Inner Space technology, like laryngophone applications to keep personal life out of reach;
- Philosophical research to promote the human ideas of singularity and auto-determination avoidance against Google's mainstream algorithm;

- A practical web application at the exact opposite of mainstream hetero determination searching;
- Specific Manias&Phobias treatment through hospitality marketing actions.

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