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The hotel business is not just a practical field within the hospitality industry but also a profound theoretical area of academic research. Modern trends foster rethinking hotels' connotations behind the traditional accommodation practices. In this context, *The Future of Hotels: Creating What's Next*, edited by Hanneke Assen, Elena Cavagnaro, Erwin Losekoot and Ian Yeoman, offers a systematic review of the key changes that are happening in the hotel business. Moreover, it offers visions and predictions for the hotels of 2030 and 2050. The book combines theoretical approaches and practical examples, that will help in the analysis and evaluation of innovation, challenges and trends in the development of future hotels.

Part 1 introduces a conceptual framework for understanding for the hotel industry transformation. In Chapter 1, "Creating What's Next: The Future of Hotels," Ian Yeoman, Hanneke Assen, Elena Cavagnaro, and Erwin Losekoot offer a review of the main themes and perspectives of the book. Various narratives of the hotel's appearance and its historical evolution are presented in Chapter 2, "The Hotel's Complex Histories" by Kevin J. James. The author highlights the role of western expansion and capitalism in spreading this form of accommodation around the world. In Chapter 3, "Creating What's Next: A Historical and Futuristic Perspective of Disruption, Innovation and New Phenomena in the Hotel and Accommodation Sectors," Ian Yeoman, Alexander Schmidt, and Una McMahon-Beattie revise the examples of modern disruption and innovations (e.g., COVID-19, Airbnb, Booking.com). This part supports the logical understanding of the future readings.

Part 2 is dedicated to the topics of hospitality practices, evolution of concepts, and change in customers' expectations. In Chapter 4, "The Future of Co-Creating Luxury Hotel Experiences in New Zealand," Tracy Harkison speaks about the increasing use of SMARTer technologies for personalized services. Moreover, the author underlines the growing role of sustainability, human interaction, and digital detox in luxury hotels. Keshia Groenendaal in Chapter 5, "Hybrid Hospitality is the Future" explains that hotels of the future will be the combination of accommodation, workspace, co-living, wellness, and retail services. The author also states that hotels are turning into experience spaces that are highly interconnected with the local community. Chapter 6, "Designing Wellness Hotels of the Future," by Ingrid Y. Lin and Pauline Sheldon, explains the concept of experiencescapes. Such aspects as sustainability, health, and mindful consumption should be incorporated into the hospitality experience of wellness hotels. Overall, in Part 2, the transition from the classical hotel service approach to a more complex one is discussed.

Part 3 presents the future of hospitality education, focusing on the rapid changes of the workplace requirements. In Chapter 7, "Preparing for Tomorrow's Hospitality Workplace: Exploring Future Essential Skills," Mengni Fu, Barry Fraser, and Charles Arcodia argue that hospitality education must continuously adapt to changing industry demands. Based on the document analysis of hospitality job descriptions, hotel training programs, and industry reports, authors reveal the skills that will be the most important for future employment in the hospitality industry. Cooperation between hospitality education and the hotel industry is examined in Chapter 8, "It Takes Two to Tango: Boundary Crossing between Hospitality Education and the Hotel Industry Towards Lifelong Learning." According to authors Marte Rinck de Boer, Marco Mazereeuw, Macillion B. Fernandes, Inga Mons, and Hanneke Assen, continuous development of the industry depends on the cooperation between hospitality education and the hotel industry, providing the opportunity for employees' lifelong learning. Chapter 9, "Embedding Immersive Learning Experiences in Hotel Management Education to Future-Proof Hotel Professionals," by the authors Dai-In Danny Han, Pasi Tuominen, Henri Kuokkanen, and Malu

Boerwinkel reflects the future implementation of immersive educational technology in the training of hotel managers. The creation of highly interactive virtual and physical space will allow applying the theoretical knowledge in practice. In Chapter 10, “Global Minds 2.0: Nurturing Tomorrow's Globally Competent Hotel Leaders Through Design-Based Education Approach," Latifa Benhadda and Edwin Tarus identify three key components of global competence. They emphasize the importance of cultural understanding, openness to diversity, adaptability, and intercultural communication skills. Thus, Part 3 illustrates that effective hospitality education is possible in tight cooperation with industry, where students, teachers, and industry professionals are equal participants of the educational process.

Part 4 covers key hospitality transformation processes, which are related to disruption, innovation and new phenomena. Chapter 11 “Designing the Future Sleep Experience” looks at the hotel accommodation through the lens of sleep quality. The authors, Pasi Tuominen and Ron Swidler, highlight that a hotel room becomes a complex ecosystem, which is focused on individual hotel guest needs. The future of hotel marketing is presented in the Chapter 12 “Checking into Tomorrow: Navigating the Future of Hotel Marketing” by David Proctor. Hyperpersonalisation goes beyond traditional customer-orientated service from accommodation search to after-stay experience. Chapter 13 “How Humanoid Robots Will Alter the Future of Hotels: A Realistic Look at the Possibilities” by Klaas Koerten, analyses current progress in humanoid robotics and their potential to be applied in a hotel environment. Moreover, it is emphasised that robots should complement, but not replace human workers. In Chapter 14 “Attribute-Based Pricing: A Holistic Approach to Personalisation of the Hospitality Experience” Ricardo Mahshi and Sonja Kobinger explain that guests should be able to choose specific product attributes and services according to their preferences. They argue that this approach improves customer satisfaction while helping hotels optimise revenue and strengthen customer loyalty. Hence, Part 4 demonstrates that the future of the hotel industry is determined by a combination of technological innovation, personalisation and new business models. These changes are already redefining the very essence of the hotel product and guest experience.

Part 5 is focused on the issues related to sustainable development in the hotel industry. It examines environmental, social, and economic aspects of the hotels of the future. In Chapter 15, “Sustainable Innovation for Future Hotel Buildings," the local supply chain, the use of bio-based products, and collaboration with the local community have been discussed by Vanessa Borkmann, Constanze Heydkamp, and Carina Pardek. Hotels of the future will become a part of a broader complex of the Circular Hotel Ecosystem Framework. Further, the use of robotics from the perspective of social sustainability is discussed in Chapter 16, "Robotic Futures of Hotels: A Social Sustainability Viewpoint," by Anu Harju-Myllyaho and Heli Väätäjä. The authors argue that the development of robotics and artificial intelligence brings new chances for enhancing the hotel efficiency. However, at the same time, ethical issues arise concerning the impact of such innovations on the labour market. In Chapter 17, “From Food Waste to Sustainable Hospitality: A Forward-Looking Design Futures Approach," Marco Bevolo and Andrew Shaw suggest using a zero-waste supply chain concept facilitated with digital technology and data-based solutions. The authors believe that artificial intelligence and employee training can assist hotels to minimize food waste and become more sustainable. Chapter 18 “Shaping the Future of Hotels: Sustainable Practices and Communication Strategies in the Hospitality Sector” is devoted to the communication of sustainable practices by Sofia Almeida and Ana Sofia Duque. Growing guest interest in sustainability issues is becoming an important factor in hotel marketing. Overall, Part 5 demonstrates that sustainable development is becoming an important part of the hotel management.

Environmental innovation, social responsibility, waste reduction, and effective communication form the foundation for developing the hotels of the future.

The final chapter of the book serves an integrative function. In Chapter 19 Ian Yeoman, Hanneke Assen, Elena Cavagnaro и Erwin Losekoot offer a detailed timeline of hotel industry development for the period from 2027 to 2050. It helps to organize the forecast and think about how the hotel industry will probably change. Furthermore, authors question whether the traditional role of the hotel general manager could be replaced by an artificial intelligence by 2048. The part "Shaping the Future of the Hotel: A Practitioner's Perspective" offers several issues that practitioners can focus on to get ready for the future ahead. The book ends with a section called "Afterword: The Future of Hotels: Creating What's Next (2nd Edition)." This inspiring part offers to think of the hotel's future in 2101 as it will be shaped by what researchers, educators, and professionals who work in the industry today.

The book has a number of significant strengths that make it a valuable contribution to hotel management literature. First and foremost, it has a logical structure and clear organisation of the material. The authors managed to successfully combine contemporary perspectives and visions from hotel management, marketing, sustainable development, educational research, robotics and futurology. At the same time, the forecasts presented are often scenario-based and visionary, stimulating the strategic thinking. Still, the reader might find it challenging to assess their practical applicability. As such, the successful balance of theoretical analysis and practical orientation deserves special attention. This book is particularly useful for researchers, educators, master's students and people working in the hotel industry. The book is a timely contribution to the growing field of hotel futures research. The book provides insights into the transformation of the hospitality industry and helps make sense of those changes. It deserves the attention of anyone interested in the future of the hospitality industry.