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# ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS

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## STAFF AS CULTURAL CUSTODIANS IN HERITAGE HOTELS

Heritage hotels are castles, cathedrals, palaces, etc. that have been converted into hotels, which deliver unique guest experiences and preserve cultural heritage.

This study, done by [Prof Nigel Morgan](#) and colleagues, based on interviews in three Welsh heritage hotels, reveals that their staff consider themselves as stewards and storytellers of local culture as much as hospitality workers.

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## STAFF IN HERITAGE HOTELS: CULTURAL STEWARDS OR HOSPITALITY WORKERS?

**Prof Nigel Morgan**

Many heritage hotels are buildings (such as castles, cathedrals, and palaces) that have been converted into hotels; they are buildings rich in history and a sense of place and hold cultural meanings for their localities and communities. They range in size and can be boutique and/or upscale luxury hotels, independently owned or managed by one of the large international hotel chains. What they have in common and what sets them apart from other hotels is that they deliver unique guest experiences and preserve cultural heritage.

This paper reports a study conducted in three Welsh rural heritage hotels: a former priory, a former windmill, and a twelfth-century castle.

The interviews with employees and managers in these hotels reveals the pride they derive from the hotels' histories. They described how they were keen to relate their stories to guests and spoke of the importance of preserving and protecting the buildings.

This study suggests that historic sites repurposed as heritage hotels have distinctive qualities as hospitality environments. As such, their staff regard themselves as stewards and storytellers of local culture as much as receptionists, servers, etc.

It concludes by setting out possibilities for further research on heritage hotel employment.

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**Heritage hotels are rich in history, a sense of place and hold special meanings for their local communities. As such their staff regard themselves as stewards and storytellers of local culture as much as hospitality workers.**

Marghany, M., Morgan, N., Finniear, J. & White, P. (2023). Heritage Hotels: An Exploration of Staff Experiences in These Unique Hospitality Environments. *Tourism & Hospitality Research*.

Link: [bit.ly/3STbffb](https://bit.ly/3STbffb)