

Designing Alzheimer-Friendly Hotel Services: Innovations in Hospitality for Cognitive Impairments

C. Rekha William¹, R. Cecil William²

¹Associate Professor & Head Department of Catering & Hotel Management RVS College of Arts and Science

²Associate Professor Department of Catering Science and Hotel Management, RVS College of Arts and Science

Abstract—The growing aging population has highlighted the need for specialized hospitality services for individuals with cognitive impairments, such as Alzheimer’s disease. This study explores the design and implementation of Alzheimer-friendly amenities and services in hotels, emphasizing safety, accessibility, cognitive stimulation, and well-being. A detailed framework encompassing room design, bathroom amenities, public areas, dining, front office operations, and specialized services is proposed. The findings provide a replicable model for inclusive hospitality, offering practical strategies for hotel managers to enhance guest satisfaction and safety while addressing an underserved niche market.

Keywords—Alzheimer’s, dementia-friendly hospitality, elderly tourism, hotel management, cognitive care services, service innovation

I. INTRODUCTION

Context: Global increase in aging populations and Alzheimer’s prevalence.

Challenges: Traditional hotels often lack safety, accessibility, and specialized services for cognitively impaired guests.

Aim: To propose a comprehensive Alzheimer-friendly hotel service framework.

Significance: Enhances hotel inclusivity, guest satisfaction, and social responsibility, while creating a niche market.

II. LITERATURE REVIEW

Elderly and Tourism: Aging population trends and tourism participation.

Special Services

Service	Description	Caption
Personalized Assistance	Support with mobility, bathing, medication	“Care tailored to every step of the guest’s day.”

Dementia-Friendly Design: Built environment adaptations, therapeutic gardens, wayfinding, and lighting.

Hospitality Service Innovations: Specialized services for elderly or guests with disabilities.

Research Gap: Limited studies on integrating Alzheimer-specific amenities and operational services in hotels.

III. RESULTS AND PROPOSED FRAMEWORK

Safety & Environmental Design

Wayfinding signage, room layout, lighting, flooring, handrails, secure access.

Bathroom adaptations: walk-in showers, grab bars, anti-scald faucets, night lighting, raised toilets.

Specialized Guest Services

24/7 trained staff assistance.

Memory aids and structured routines.

Therapeutic & Recreational Facilities

Sensory gardens, music/art therapy rooms, reminiscence areas, social lounges.

Alzheimer-Friendly Dining & Room Service

Structured meal times, high-contrast tableware, soft-textured foods, personalized in-room service.

Monitoring dietary restrictions and preferences.

Front Office Requirements & Packages

Trained staff, simplified check-in/out, caregiver support.

Package suggestions: wellness & memory care, caregiver assistance, day visit, long-stay.

Public Area Access

Accessible, safe, and calming public areas; secure entry/exit; recreational zones.

Cognitive Programs	Music therapy, reminiscence activities	“Engaging the mind, nurturing the spirit.”
Wellness Monitoring	Routine health checks	“Wellness care designed for every guest.”
Caregiver Support	Respite and guidance	“Supporting both guests and their loved ones.”
Customized Dining	Texture-modified meals, labeled menus	“Meals made easy, safe, and delightful.”
Recreational Therapy	Walking paths, lounges, themed activities	“Spaces designed for relaxation, engagement, and joy.”
Emergency Services	24/7 monitoring and alarms	“Peace of mind, always within reach.”

Implementation Plan

Planning, training, setup, pilot, full launch phases.

Budget considerations: room modifications, safety equipment, training, marketing.

IV. DISCUSSION

Operational Implications: How hotels can implement frameworks with minimum disruption.

Economic Implications: Attracting niche market, increasing occupancy and guest loyalty.

Social Implications: Supporting elderly guests with dignity, contributing to inclusive tourism.

Challenges: Staff training, initial investment, adherence to dementia-care standards.

V. CONCLUSION

The study provides a comprehensive, replicable model for Alzheimer-friendly hotel services. By integrating safety, cognitive engagement, specialized dining, front office operations, and public area access, hotels can offer inclusive, dignified, and high-quality experiences for cognitively impaired guests while positioning themselves as leaders in socially responsible hospitality.

REFERENCES

- [1] Harvard Health Publishing. Memory Care: A Senior Living Option for Those with Dementia.
- [2] Alzheimer’s Association. Dementia-Friendly Communities & Facilities.
- [3] Times Union. Memory Care Diner Concept for Alzheimer Patients.
- [4] International Journal of Hospitality Management. Guidelines for Elderly-Friendly Hospitality Design.
- [5] Wikipedia. Hogeweyk: Village-Style Dementia Care.