

"The Boutique Hotel: Fad or Phenomenon"

Purpose – The paper looks to clear up the stylish and operational attributes of UK boutique lodgings in order to acquire a clearer meaning of boutique inns.

Design/methodology/approach – Since an authority rundown of boutique lodgings is not accessible, the study took a gander at 15 consortia recognised as working true blue boutique inns by a couple of definitive sources (e.g. Pricewaterhouse Coopers, the RAC). Sites of every boutique inn were scrutinised by substance examining crucial operational attributes and stylish characteristics that were displayed. A similar dissection was then completed with the discoveries and meetings got from four boutique inn directors to secure the regular attributes of boutique lodgings.

Findings – The paper depicts the style and operational aspects of UK boutique inns, showing what might be found in a boutique lodging. One of the numerous significant discoveries of this study infers that the dominant part of boutique inns are not exclusive, disaffirming past studies.

Research limitations/implications – The agenda of attributes is not exhaustive, despite the fact that the investment in UK boutique lodgings is somewhat later. The exploration strategy utilized within this study has not been utilized in the recent past, and it is thusly suggested that research on purchaser recognitions of boutique inns ought to help to increase and equalization the discoveries of this study.

Practical implications – A significant and useful meaning of boutique inns will empower exchange forms and important cooperations to update their reviewing frameworks, better serving the inn business, and also business and relaxation travellers.

Originality/value – This paper expects to offer believability to the part so not any inn can claim to be boutique, as particular attributes must be satisfied.

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