

# BOUTIQUE HOTEL

# Table of Contents

Literature Review.....	1
Typology & Locations.....	11
History & Precedent Studies.....	16
Client Owner.....	38
Location & Site.....	43
Client User.....	51
Project Goals & Objectives.....	61
Quantitative Requirements.....	64
Site Documentation & Building Selection.....	69
Design Guidelines Summary.....	76
Appendix	
Case Study.....	78
References.....	88
Annotated Bibliography.....	90
Articles.....	109



# Literature Review

# Literature Review

## INTRODUCTION

### Background

For decades hotels have dominated the lodging industry with large chains creating a monopoly of hotel brands (Anhar, 2001, p1) Majority of these hotel chains are in North America with franchises spread throughout the world. Their standards have paved the way we see a traditional hotel chain and have been successful at creating a comfortable and convenient lodging experience. But guests became bored with this “typical” hotel style and were looking for something new and interesting. Rather than simply viewing the hotel as accommodation, clients are looking at the hotel to provide an experience in itself. (Aggett 2007 pg 169) In the 1980’s boutique hotels were introduced as an intimate, stylish, and hip hotel that is different from tradition. Among the first of these hotels was The Blake’s Hotel in South Kensington, London and the Bedford Hotel in San Francisco.(Anhar, 2001, p.1)

The definition of a boutique is rather vague and varies among different people in the hospitality industry. Locum Destination Review’s consultant Kristen Lea special research on the topic states:

“Architecture NOW predictably defines the boutique hotel from a design stand point:

‘Boutique hotel has become shorthand for a hotel with a high concept design and unique atmosphere.’ It goes on, inevitably, to cover the boutique hotel as a micro city...as fantasy environment...as a lifestyle...and as the ultimate merge of design and fashion.”(Lea 35)

Sometimes referred to as lifestyle hotels, boutique hotels are classified as a smaller hotel, around 100 - 400 guestrooms and provide amenities and services unique to their particular hotel. Many of these hotels also offer themes to their design to create a hip chic style or a historic symbolism. Their target markets are to “leisure and business travelers, particularly women. They stress a homelike atmosphere and a high personalized service, and distinctive style with generous amenities. For the sophisticated traveler they are the ‘right’ place to stay.” (Lea 35) With these unique qualities boutique hotels have become more popular and are surpassing the traditional chain hotels.

# Literature Review

## Purpose of the Study

Since the 1980's when boutique hotels began to change the way people saw the traditional hotel many questions were asked as to why this came to be. What made them different from the 'chain hotels' that were the premiere lodging experience? This question is one of many that spearheaded this research. The purpose of this study is to understand the qualities they provide guests that keep coming back. To create a better understanding of the psychological and physical characteristics that makes up the unique boutique hotel experience. The idea is to be able to recognize the qualities of the interiors of the hotel that support its demand in the travel market.

Another purpose of the study to research the sustainable practices boutique hotels are implementing to be more eco-conscious. With the recent push for global responsibility consumers and business owners are trying to do their part in reducing their carbon footprint. But does this effect guests in a hotel setting? Are they eager to stay in a boutique hotel that is green or have they not noticed the sustainable practices used. This research will help to gain further knowledge of the push for green and if business owners are taking advantage of this in their hotel designs.

## Research Questions

Central Question:

What are the physical characteristics of the boutique hotel environment that would improve the users experience and enhance sustainable awareness?

Sub-Questions:

1. What defines a boutique hotel?
2. What type of users stay in a boutique hotel?
3. What user activities are associated with boutique hotels?
4. What are psychological factors that determine who stays at a particular hotel?
5. What sustainable practices can be implemented in hotel design?
6. What are guests overall expectation when deciding on hotel accommodations?

# Literature Review

## Significance of the Study

People are exposed to many psychological and physical environments on a day to day base. A stay in a hotel is one such environment whether it is once a year, every few months, or every few days, in the case of a business person. There are different ways people can interpret their experience in the environment and decide based on emotion and well being if that space has a positive effect on them. The hotel industry can learn from research conducted analyzing the users experience in these spaces that can influence the new design or re design of their boutique hotels. The benefit is for the consumer and the proprietors to gain valuable information about needs.

## LITERATURE REVIEW

### Hospitality -The Boutique & Standard Hotel

Like Art, a Boutique Hotel is hard to define, but you'll know it when you see it. Some key aspects may help to distinguish the concept behind its trend in hospitality. Just like a "boutique" in French defines a small upscale shop to differentiate it from a big department store, similarly a Boutique Hotel distinguishes itself from a large hotel chain, which is identifiable with standardized features and looks. (BHM 2011) The traditional hotel dates back centuries when people were lodging in small homes or townhouse for a short length of time. Travelers who often needed a place to stay became the first hotel guests. The definition according to the dictionary is an establishment that provides lodging and usually meals and other services for travelers and other paying guests. Hotels have become much more than that today, lodging has become guestrooms, suites or penthouses, and meals have become restaurants and fine dining. With the addition of amenities such as pools, spas, and gyms a hotel is a very comfortable place to stay. But traditional hotels always have the same thing. Because more hotel chains have standards and design direction, you can go to them anywhere in the world and expect them to look and feel the same. With new boutique hotels there is not standard other than quality service and there look will never be duplicated. Boutique hotels "provide intangible experiential qualities for guests, facilitate feelings, emotions, imagination, knowledge, satisfaction, and beneficial experiences" (McIntosh and Siggs, 2005, p 75). Location is also a big factor for hotels of any kind, "good locations for boutique hotels are not determined only by manner of convenience but also by the 'trendiness' and 'chic-ness' of their respective neighborhoods. Accordingly, most existing city boutique hotels are located in vivacious cities" (Anhar, 2001, p2)

# Literature Review

## User Characteristics

“Business and leisure travelers are the two major segments served by hotels, a number of studies in the past investigated business and leisure travelers’ hotel selection behavior and related issues. For instance [one study] indicated that the important attributes influencing business traveler’s hotel choice were cleanliness and location. According to [another study] security, personal interactions, and room rates were important considerations for leisure travelers. Knutson’s comprehensive study showed that both business and leisure travelers considered clean, comfortable, well maintained rooms, convenient location, prompt and courteous service, safe and secure environment, and friendly and courteous employees important when selecting a hotel for the first time or repeat visits’ (Yava and Babakus, 2005, p 360). Boutique hotels pride themselves on accommodating to all types of guests; they provide a stimulating, relaxing and unique experience. However each guest, depending on the purpose of their stay will experience the hotel differently. This is important for hotel owner to provide the experience and amenities from both points of view. The experience of technology, function, and comfort are needed for the business guests and the experience of relaxation, luxury, and personal service for the leisure guests.

## Affordance Requirements

With any hotel interior the affordances are what make the experience. Affordances are the physical elements in the space that provide an individual to perform an action, such as a chair allows for sitting. In the case of a boutique hotel the affordances provide luxury and a homely feel. Traditional hotels also provide affordances but sometimes they are not allowed the flexibility to create a unique design. Because of the standards and uniformity of some traditional hotels it can be unappealing or non-arousing. “Hotels do not provide luxury so much as they make it possible for guest to experience luxury. The hotel offers the stimuli; the guest brings the mind-set” (Bernstein, 1999, p 49) In order to create the right atmosphere designers should use comfortable residential feel furnishings with commercial quality (so they will last longer). Lounge chairs, ottomans, desks, or armoires are all non-traditional furniture for a guest room but adding them to a space creates a personal feel. Adjustable lighting and thermal controls are also affordances that allow the guest to provide their personal preference of setting.

# Literature Review

## Experiential Relationships

As mentioned before the experience is what the boutique hotel is all about. Personal service and original design are key factors in creating this experience. Interiors are designed to create a unique look sometimes even a theme is evident in the décor and finishes. Boutique hotels are also known to incorporate a story or theme to their hotel to help them stand out from the rest. To stay in a boutique hotel is to experience a boutique hotel intellectually, culturally, and experientially. Not only does the hotel provide a space to stay but an opportunity to introduce you to a location you have not yet been. One study on the experiential nature of a boutique hotel commented, “The enjoyment of boutique accommodation can be shown through the sensory and experiential aspects reported by guests. Indeed, analysis of the guest interview transcripts revealed the importance of emotion and personalized attention as important integral aspects of the boutique accommodation experience...emotions described included feelings of warmth, security, homely, welcomed, comfort, delight, serenity, wonder, peacefulness, and restful.” (McIntsh and Siggs, 2005, p.77)

## Physical Context

Not only do affordances location and design of a boutique hotel create an experience the physical conditions of any interior space create the mood and feeling in that space. Lighting, sound, layout and wayfinding also contribute the guest experience. Boutique hotel design focus’ on creating a home-like atmosphere where guests feel comfortable and safe. Lighting design is important to provide ample light throughout the space but also to set a mood. To provide views to the exterior and allow optimum interior lighting natural daylighting is often used in public and private spaces. “In our time, daylighting is an indispensable method for saving energy and furthermore daylighting is assumed to be good for occupants” (Oyama, 2004, p 70)



# Literature Review

Sound is also another context used to create a pleasant atmosphere for the guests. Some research suggests that music can influence customer- staff interactions; [one hotel manager] discussed a situation where it was important for music to facilitate interaction among customers:

“...you know the old expression ‘elevator music’, that’s where it came from didn’t it? Because people don’t want to stand there looking at each other because it makes them uncomfortable. If they can pretend to be listening to something else, there’s a degree of comfort factor in that.”

This is a great example of why music is a great option for guest comfort. “Hospitality managers suggested that atmospheric music must be varied as the day progresses to fit the desired level of arousal and circadian rhythms of customers” (Areni, 2003, p264) On the other hand acoustics are very important to stop the sound such as in the guestrooms. Wall material and floor finishes contribute to reduction of sound transmission. Another physical condition is layout and wayfinding. Layout of the hotel and wayfinding go hand in hand with creating legibility. Guests should be able to understand the space, what its function is, and how to maneuver thru it. With boutique hotels the desired look and feel is that of a luxurious residential home with personal design and function. This concept allows for easy design of the layout as you would a home, for example the lobby would be like the living room of a home. Wayfinding is created with legible signage that guides the guest through the space.

## Psychological Context

Psychological effects on the guest experience within the boutique environment come from the different surroundings they encounter. Boutique hotels provide various amenities, activities, and services throughout the hotel experience to provide arousal, stimulation, and relaxation during their stay.

# Literature Review

Amenities such as internet, business facilities, spa, swimming pools, restaurants, and lounges are provided for guest use. What sets them apart is the cutting edge design of these amenities. "Renowned interior designers and architects are often engaged in decorating and shaping the contemporary boutique hotel. Ultramodern conveniences, high-tech equipment, and trendy furniture assure the guest a compelling hotel experience" (BHM 2011). The benefit of these environments is an overall calming and relaxed feel. The personal service provided by a boutique hotel is unlike any other; you can really sit back and relax. With all the amenities provided including food and entertainment there really is no need to leave the hotel.

Majority of hotels provide amenities and services but they do not always have the personal touch or design. Elements in the design of the hotel create attraction, arousal, and social influence. Attraction is what draws you in, whether it's to a place or a person. With eye catching and unique décor and features the boutique hotel provides attractive qualities to those how are looking for something new. To provide arousal stimulating colors, artwork, sculptures and furnishings can be used to excite the guests. The understandings of private and public spaces are also important in the design so they may be used by guests of different personally.

## Sustainable Practices

"Green development and sustainable operations are certainly getting the attention of everyone in the hotel industry" (Butler, 2008, p 234). Miami hotels have made a great push for green certification to benefit them economically and benefit guests personally. Miami has many programs such as the Green Lodging program and the Green Business Certification program. These state wide programs have branched off from the larger USGBC's LEED (Leadership in Energy and Environmental Design) certification, which is a nationwide program that "promotes sustainable building and development practices through a suite of rating systems that recognize projects that implement strategies for better environmental and health performance" (USGBC 2011). Becoming environmentally conscious and implementing those practices in the design process give hotels an advantage when guests select accommodations. "The development community has long been involved in environmental issues, and the U.S. Green Building Council has taken an important leadership role in certifying the design and construction of sustainable buildings" (Butler, 2008, p235)

# Literature Review

## Green Design

More often hotels are incorporating green design in their construction or re-designs. Not only do they want to do what is best for the environment they want to keep up with other green designed hotels. This most important factor to them would be the benefits financially. “Results suggest that the prospect of reducing costs by increasing levels of operational efficiency was a prime motive behind the introduction of environmental measures” (Tzschentke, Kirk, and Lynch, 2004, p 118). The decision to incorporate these green practices greatly affect the employees and guests physically and psychologically. “Green hotel development will become easier as developers share information about green building processes, products, vendors, and contractors. As more hard data and numbers are shared, more intelligent decisions can be made. Greater flexibility will help everyone, as owners, developers, and lenders work with hotel management companies and brands to develop standards which will facilitate green development and green operations” (Butler, 2008, p242)

## Sustainable Products and Services

In addition to the introduction of sustainable practices are the use of sustainable materials and products. Many boutique hotels are supplying guests with recycled plastic products such as water bottles and toiletries bottles. In room recycle bins are provided to promote recycling by the guests. Housekeeping cleaner products are being converted to non harmful chemicals to create less toxins and harsh emissions for employees and guests. Also programmable thermostats allow the guest to adjust their own thermal comfort while inside the guest room but automatically readjust when no one is in the room, this keeps cost down as well as energy consumption low. “The study also noted that green buildings seem to show noticeable improvements in the health and productivity of people working in them. Beneficial features include better sitting, better use of daylight improved thermal comfort and better ventilation; reducing toxic materials; and low emissions adhesives, sealants, paints, carpets, and other materials” (Butler, 2008, p 239)

# Literature Review

## CONCLUSION

This study sought to provide insight to the qualities provided to guests in a boutique hotel. Also to create a better understanding of the psychological and physical characteristics that makes up the unique boutique hotel experience. The guest must feel comfortable, secure, and relaxed as this accommodation is a get away from the norm. Physical qualities such as lighting, music, and wayfinding need to be executed to create a cohesive atmosphere. The outcome is to be able to recognize the qualities of the interiors of the hotel that support its demand in the travel market.

Many factors go into the concept and design of a hotel, but what sets apart the boutique hotel from a traditional hotel chain is the personalized service and all around character it provides. The users of this type of accommodation are in demand of different experiences so boutique hotels must provide for all guests. Sustainability is also a major part of hotel design today and new or redesigned hotels need to keep up with the times and implement sustainable practices just as eco friendly products, recycled materials and good quality indoor air. Certification of green design is also recommended to become competitive with other certified hotels.

“In a world that is becoming increasingly standardized, society in general is developing into a homogenized entity, Boutique Hotels are a beacon for diversity and originality among the hospitality industry” (BHM 2011).

# Characteristics of a Boutique Hotel

## Areas of Focus

Hospitality -The Boutique vs. Standard Hotel

User Characteristics

Affordance Requirements

Physical Context

Psychological Context

Sustainable Practices

Green Design

Sustainable Products and Services



# Typology & Locations

# TYPOLOGY

Hospitality

Approx. 20,000 sf

## PUBLIC

- Lobby – Main Club House
- On Site- Restaurant/Kitchen
- Pool

## SEMI-PRIVATE

- Spa
- Private Beach (for guests only)
- Guestrooms

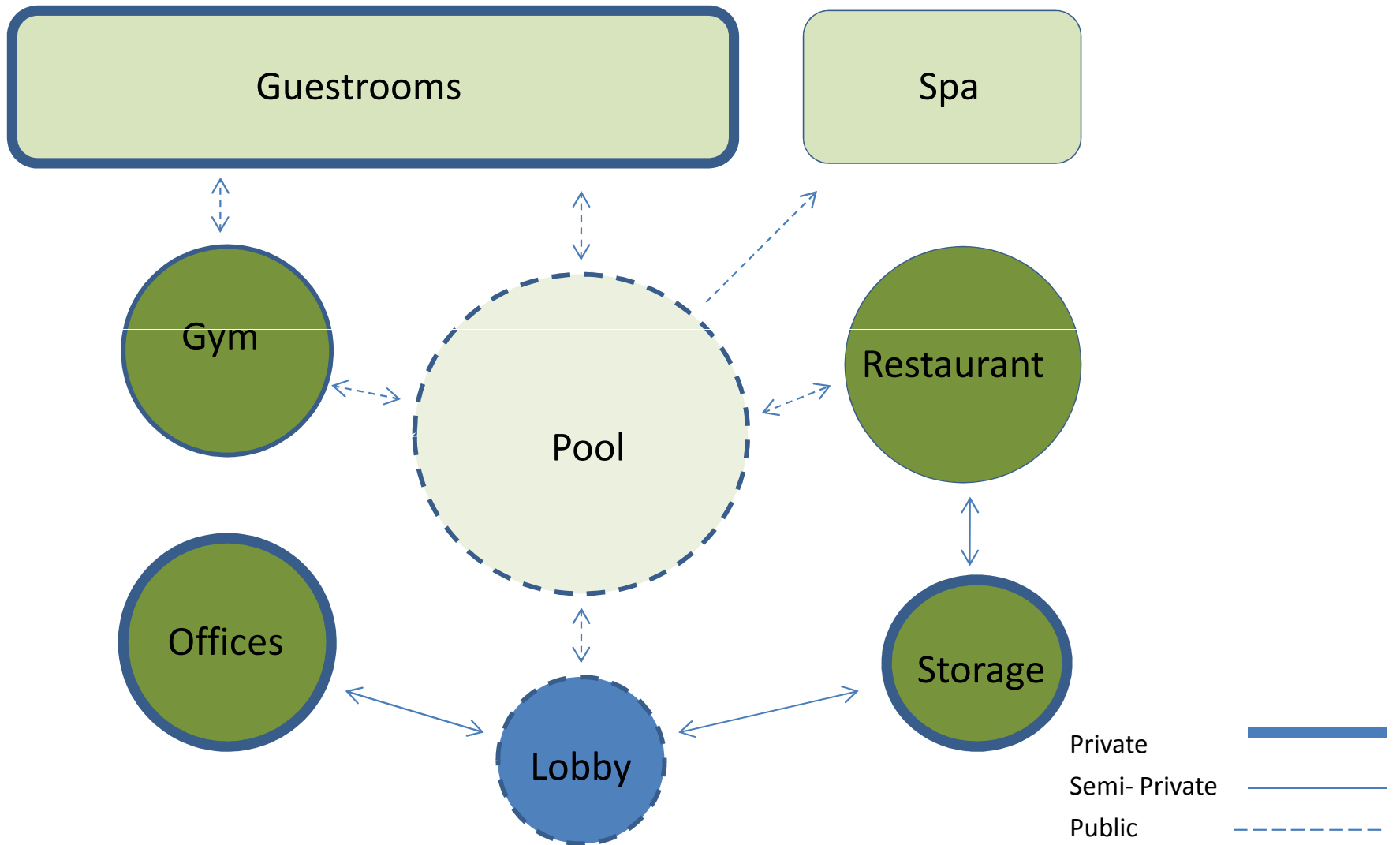
## SEMI – PUBLIC

- Fitness Center
- Kids Room

## PRIVATE

- Offices
- Back of House Area
- Storage

# ADJACENCY DIAGRAM





# Crete, GREECE

Crete is the largest island in Greece, and the fifth largest one in the Mediterranean Sea

- **Population:** 600,000
- **Location:** In the Mediterranean Sea at 35°N 24°E
- **Total area:** 3,190 sq mi
- **Climate:** Mild, rainy winters and hot, dry summers.
- **Language:** Greek
- **Economy:** Main income is agriculture and tourism
- **Religion:** Greek Orthodox
- **Currency:** Euro



# Affordances

- Archeological sites
- Museums
- Festivals
  
- White Sandy Beaches
- Mountain Villages
  
- Water sports
- Hiking
- Whale Watching
- Snorkeling
  
- Traditional cuisine
- Wine vineyards
- Shopping
- Nightlife



## Reasons for Location

- Many are drawn to Crete because of its unique mixture of culture, tradition and laid-back charm.
- Crete has a very low crime rate.
- Crete has excellent hospitals, schools and universities
- Opportunities to start a business are growing in the travel and tourism industry
- The warmth and hospitality of the Cretans. Crete is world famous for its friendly, helpful people.
- The climate, with an average of 310 days of sun, Crete has spectacular sunrises and sunsets, and brilliant star and moonlit nights
- The diverse landscape and environment



# History & Precedent Studies

# Precedent Studies

## History

- The word *hotel* is derived from the French *hôtel* (coming from *hôte* meaning *host*), which referred to a French version of a town house or any other building seeing frequent visitors, rather than a place offering accommodation.
- Boutique hotels are characterized by their intimate atmosphere and idiosyncratic style. They distinguish themselves from larger chain hotels by offering personalized attention and styled accommodations which play on a motif.



# Precedent Studies

## History

- The 'boutique' style was invented in New York somewhere around 1984. This occurred when 2 businessmen, Ian Schrager and Steve Rubell, started the hotel "Morgans" on Madison Avenue, Manhattan. It looked fairly strange and unique, and was nothing like the 'chain' hotels, who had a domineering presence in the hotel industry.



Morgan Hotel, New York

- Hotels (as well as other forms of accommodations) are generally segmented by the services and amenities offered. There are 3 types of classification of hotels, Budget, Business, and Luxury. With the lines between business and personal becoming more blurred, many entrepreneurs and business executives will attend conferences or embark on business trips with family in tow. Hotels are aware of this common occurrence and have become adept at providing facilities and services both business and recreational travelers enjoy

# EPIC Hotel

Miami, Florida

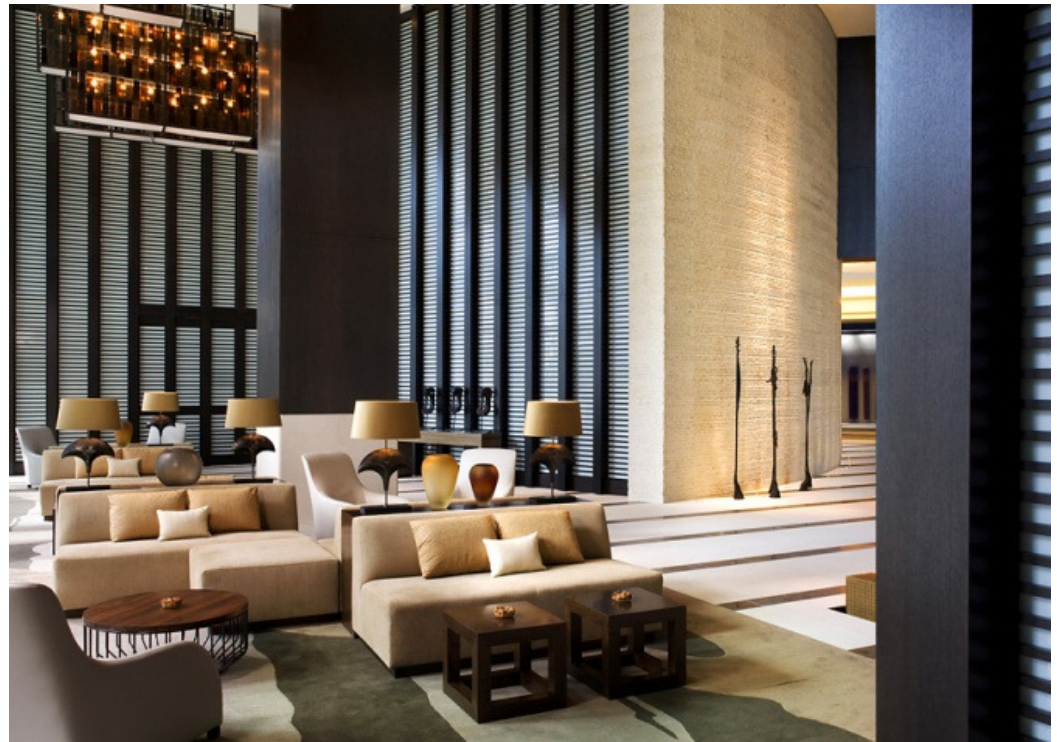
The new EPIC Hotel is the premier luxury hotel in Miami, a sparkling cosmopolitan destination on the bank of the Miami River where it meets Biscayne Bay. A stunning addition to Miami and the latest addition to the collection of Kimpton Hotels, this hotel epitomizes urban design while offering guests an unmatched level of style and service. True to our name, we do everything on a grand scale with an authenticity that attracts travelers from around the globe.

## Activities

- Restaurants
- Spa
- Pool
- Gym
- Ballrooms/  
Conference

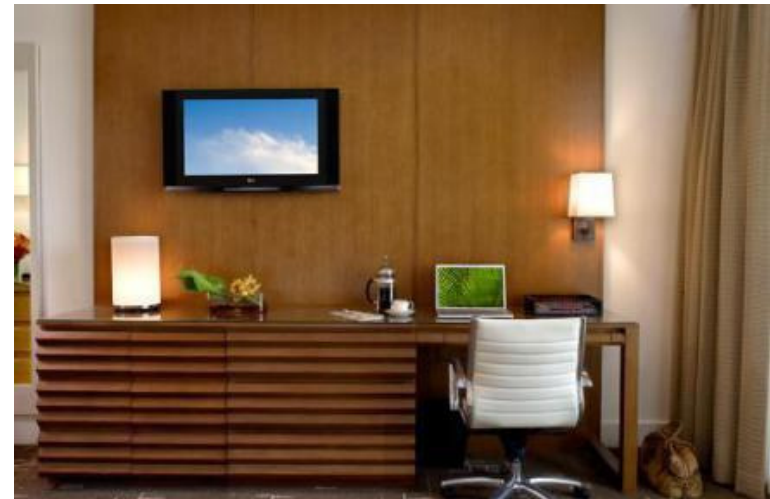
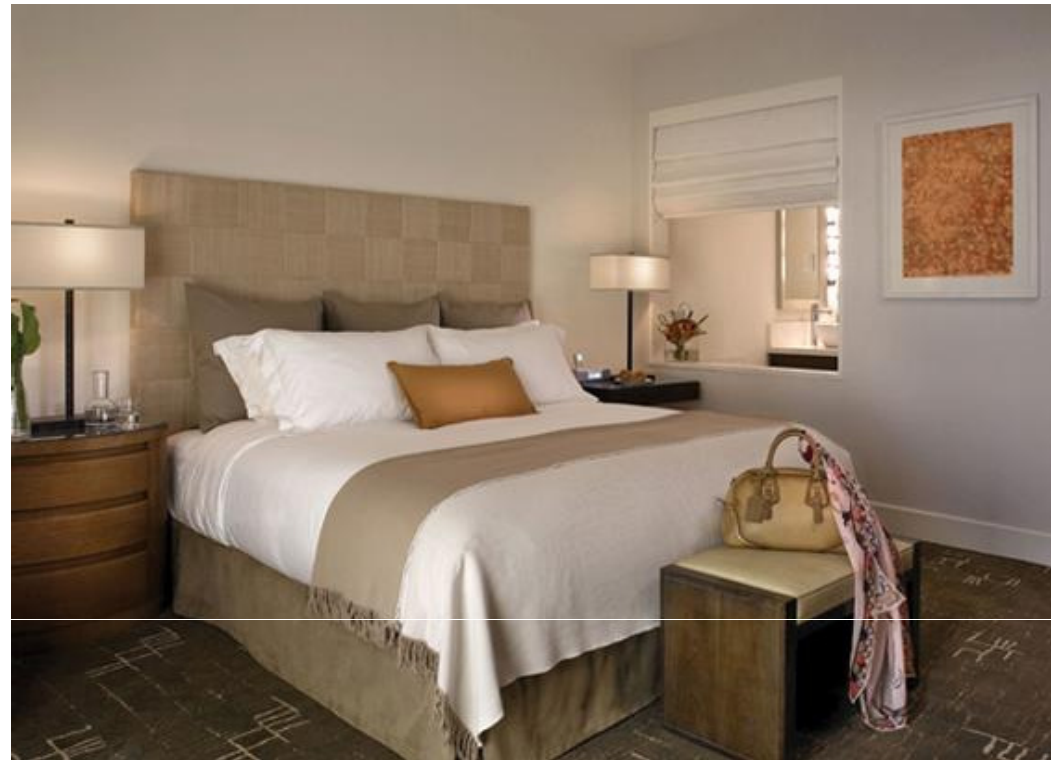


# Amenities Interiors





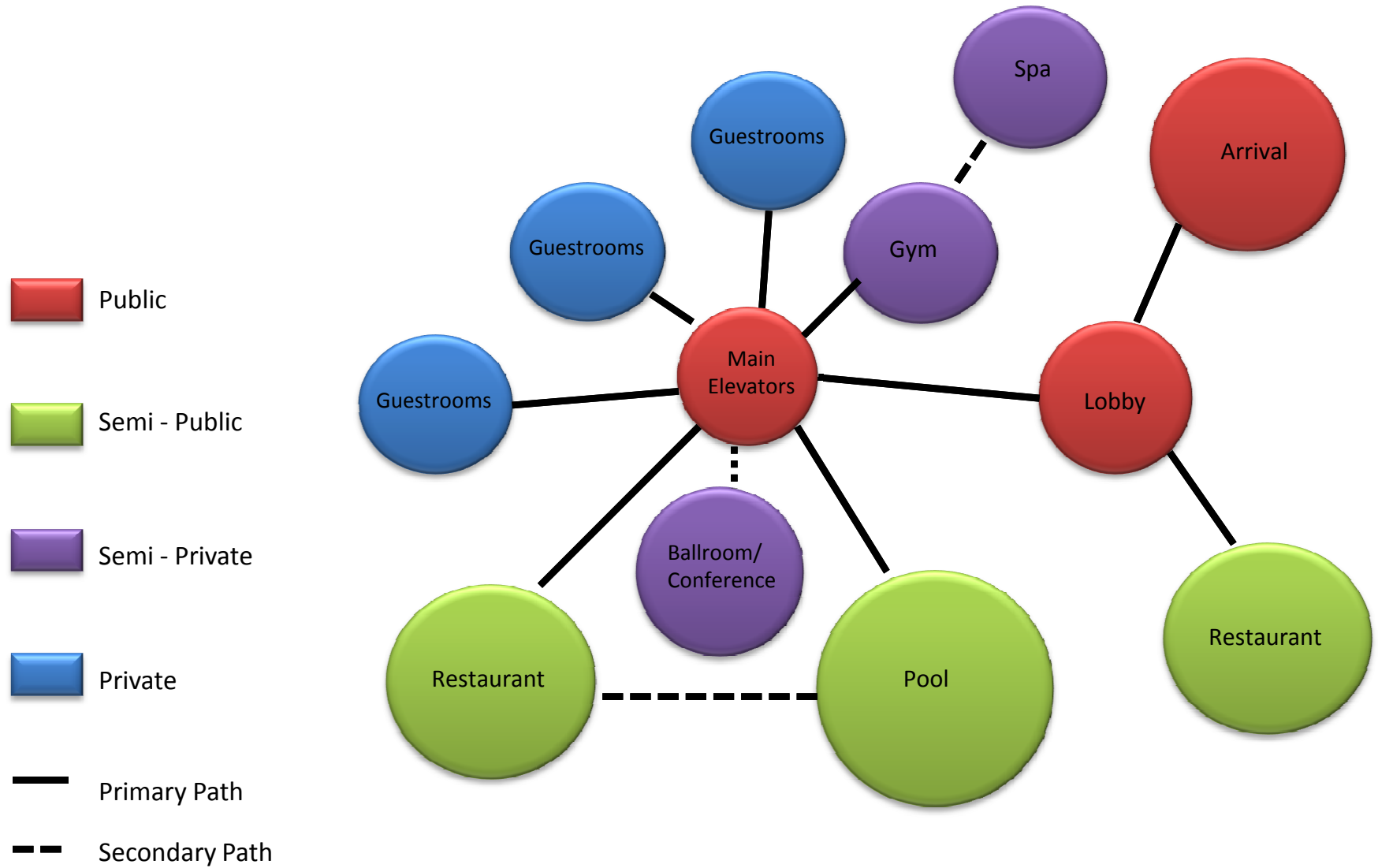
# Guestroom Interiors



# Floor Plan

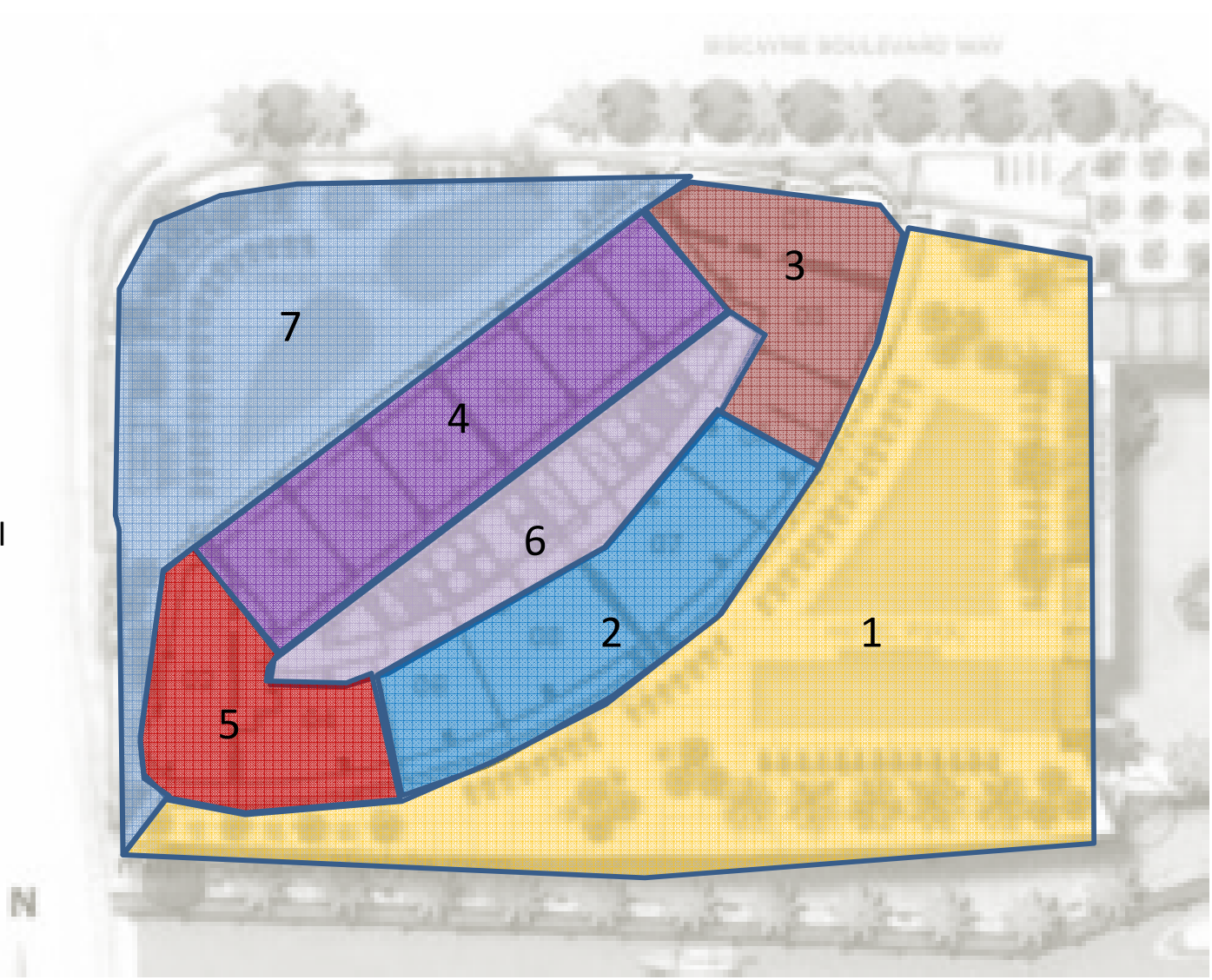


# Adjacency Diagram

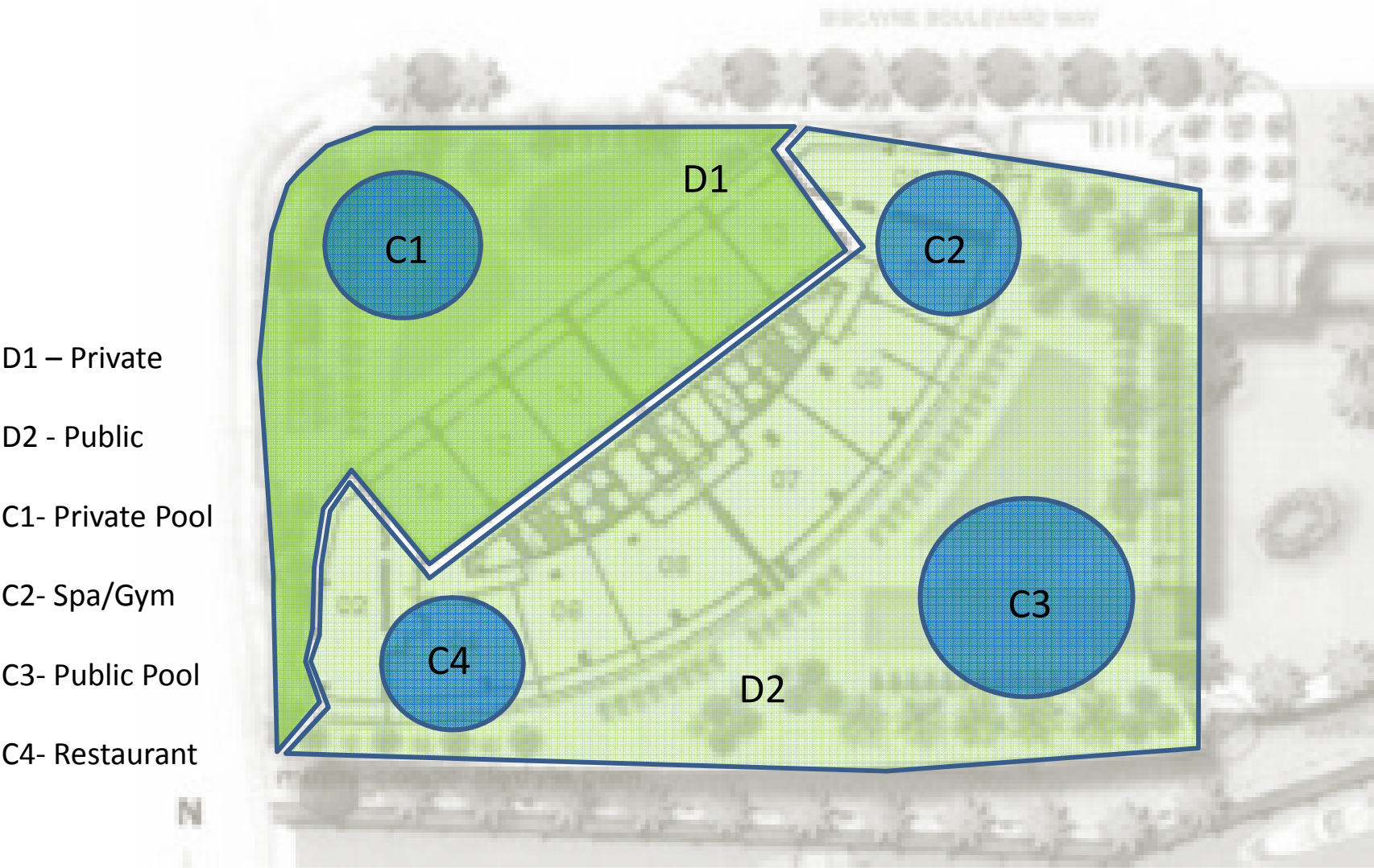


# Zoning

- Private Pool
- Private Residence
- Public Pool
- Restaurant
- Elevators/ Vertical Circulation
- Guestrooms
- Spa/ Gym



# Parti Diagram



# Feversham Arms Hotel

Helmsley, North Yorkshire, UK

Country chic in a former coaching inn, the Feversham is a stylish hideaway in the picturesque market town close to York. Bordering the National Park, this is an intimate all-year retreat with fabulous food, a terrific new spa and an outdoor heated pool to swim all year round

## Activities

- Restaurant
- Spa
- Pool
- Library
- Private Dining



*A hideaway hotel*



boutique hotel

# Amenities Interiors



# Guestroom Interiors

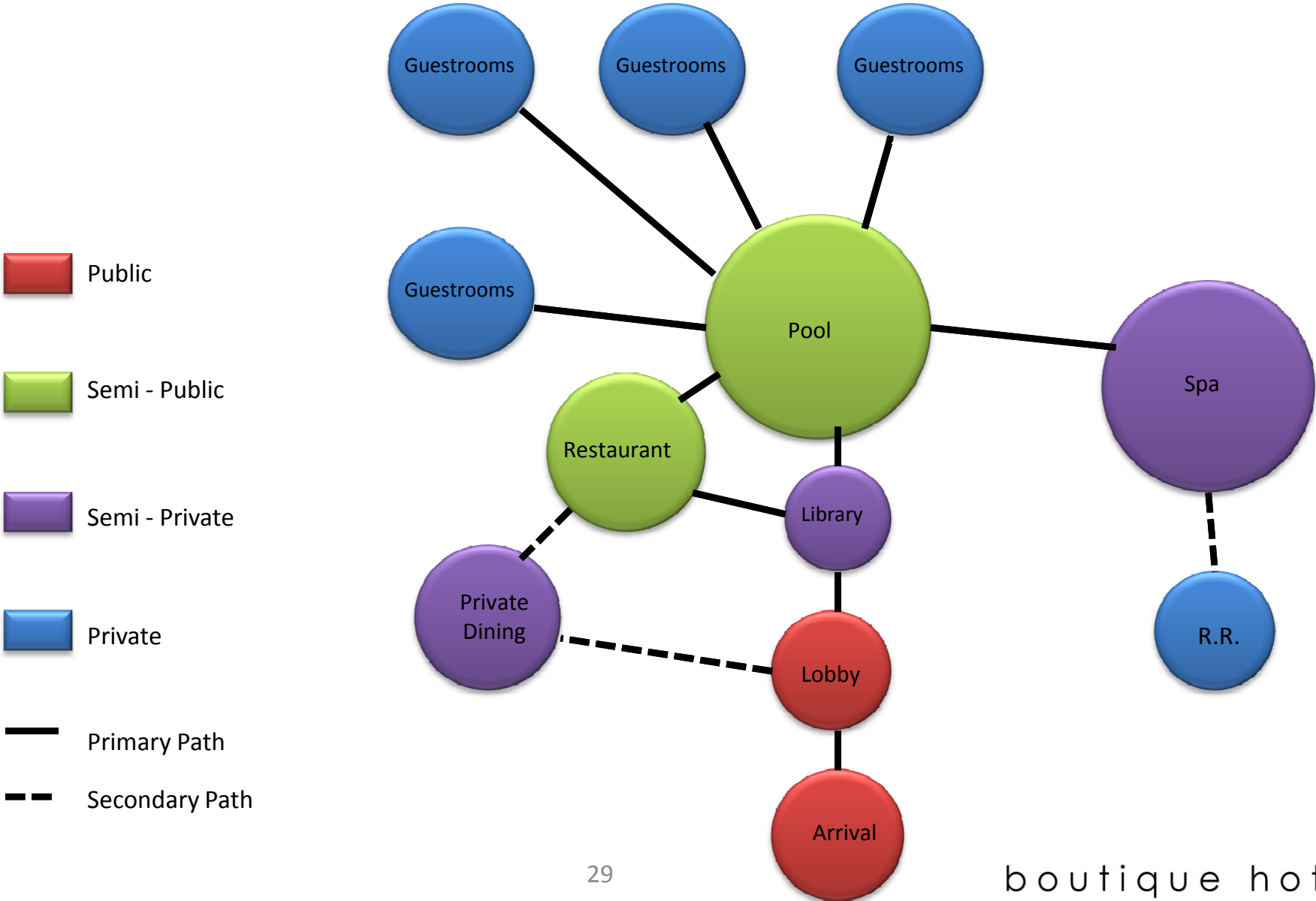









# Floor Plan

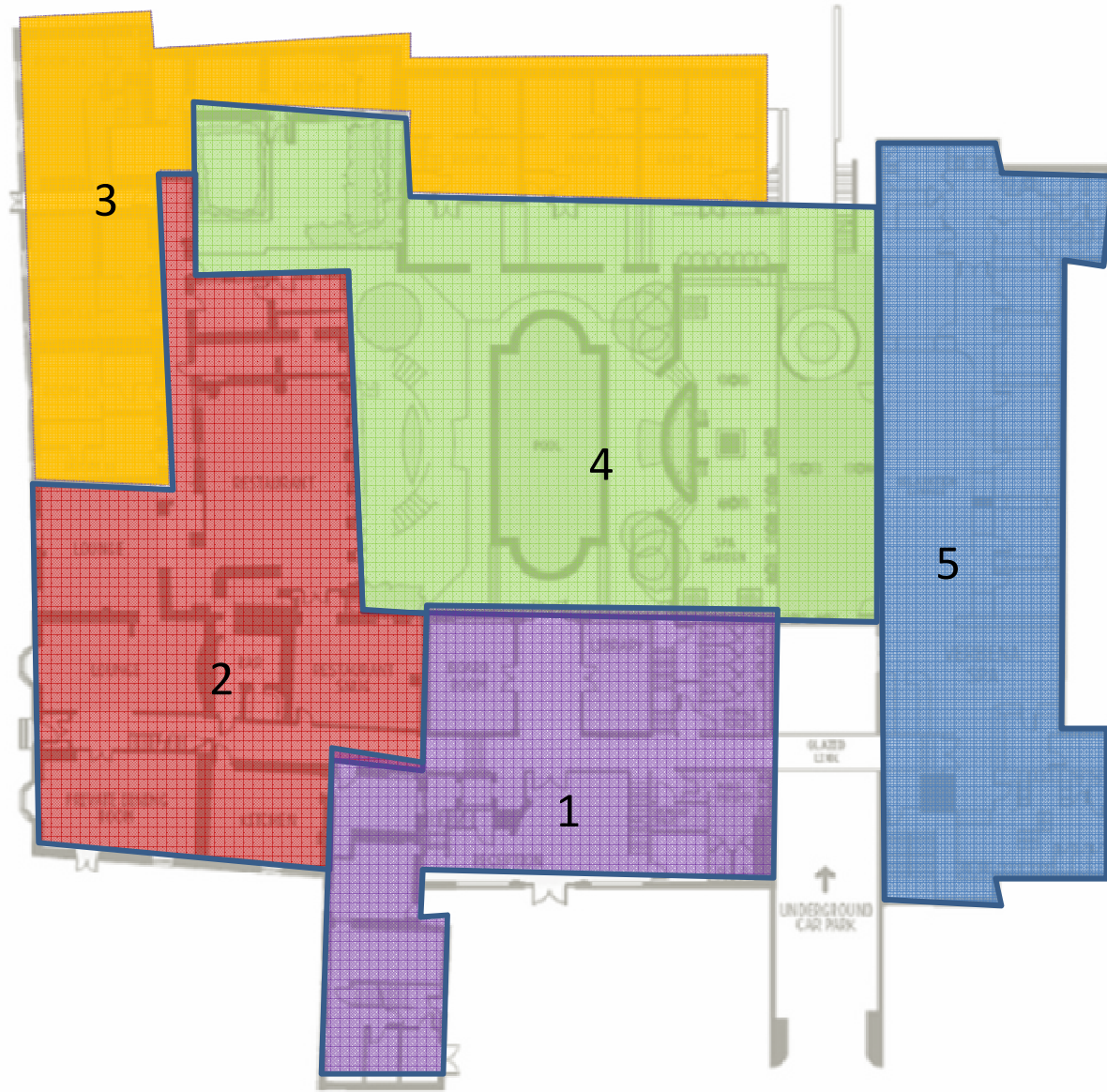


# Adjacency Diagram

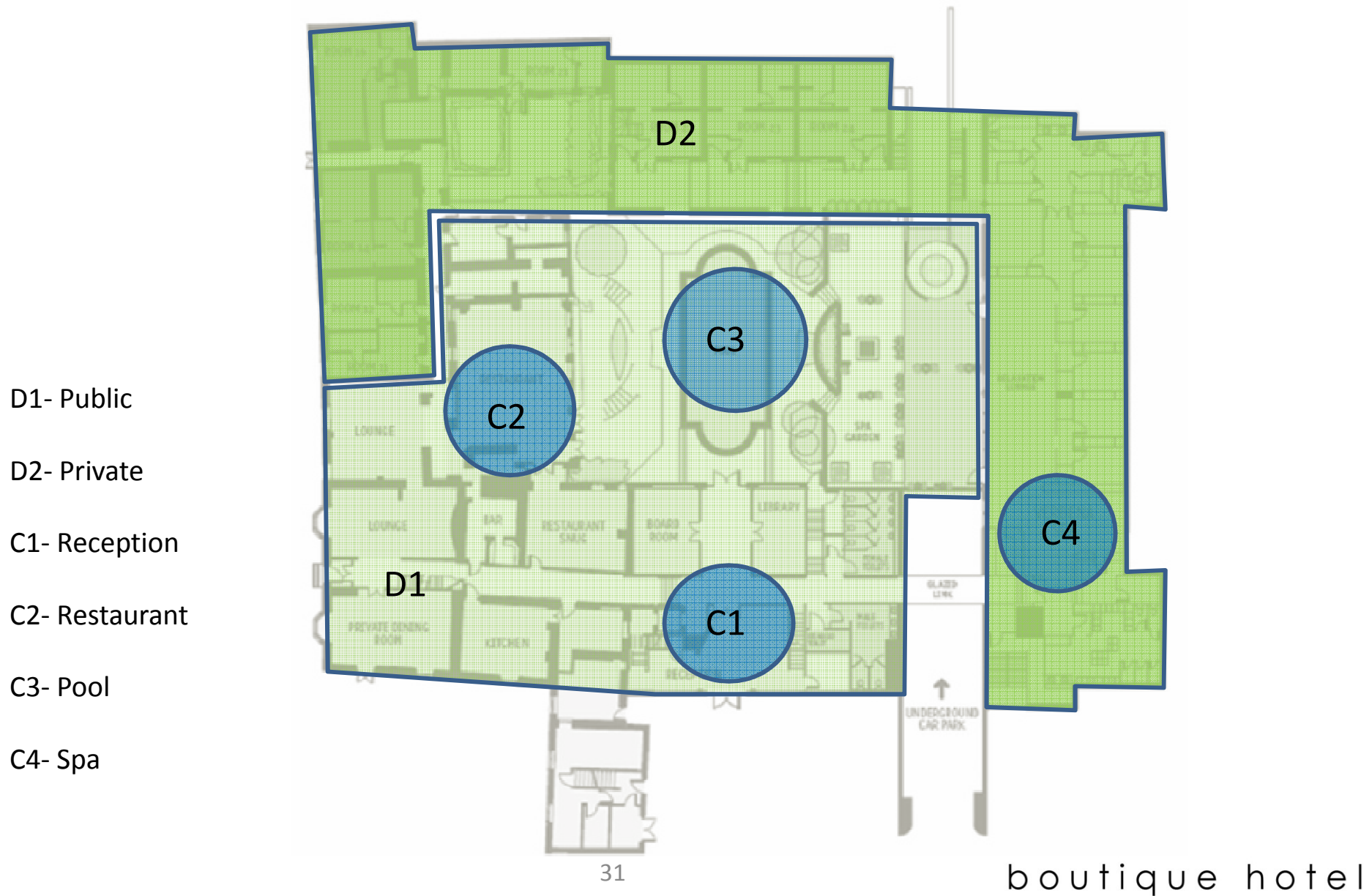


# Zoning

-  Entry/ Quiet Spaces
-  Restaurants/ Lounges
-  Guestrooms
-  Pool / Exterior Patio
-  Spa



# Parti Diagram



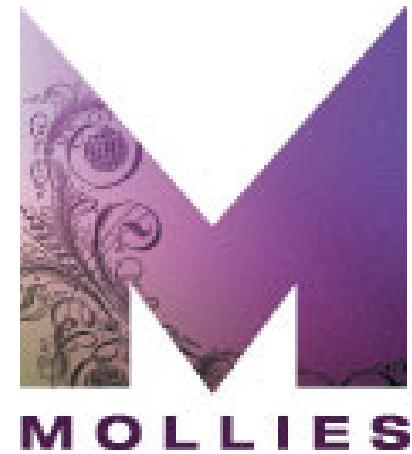
# Mollies Hotel

Auckland, New Zealand

**Mollies** hotel, Auckland's bohemian boutique bolthole known for its sociable soirees. With classic-meets-arty interiors dotted with pianos, regular opera recitals, gourmet dining and a sensual spa, there's a fairytale feel about this glam getaway in boutique-and-bar-packed Ponsonby.

## Activities

- Restaurant
- Spa
- Office
- Luxury Guestroom



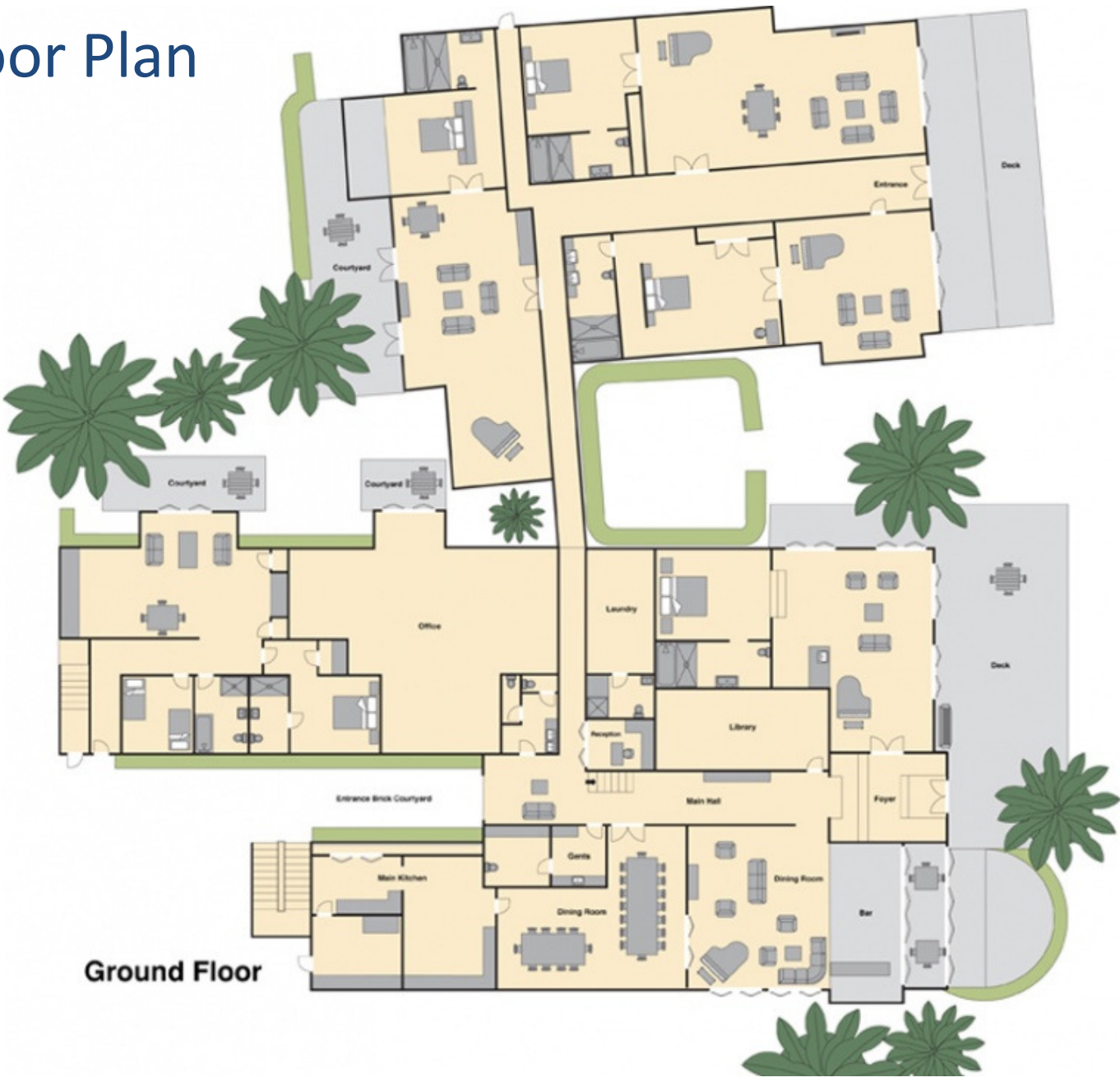
# Amenities Interiors



# Guestroom Interiors



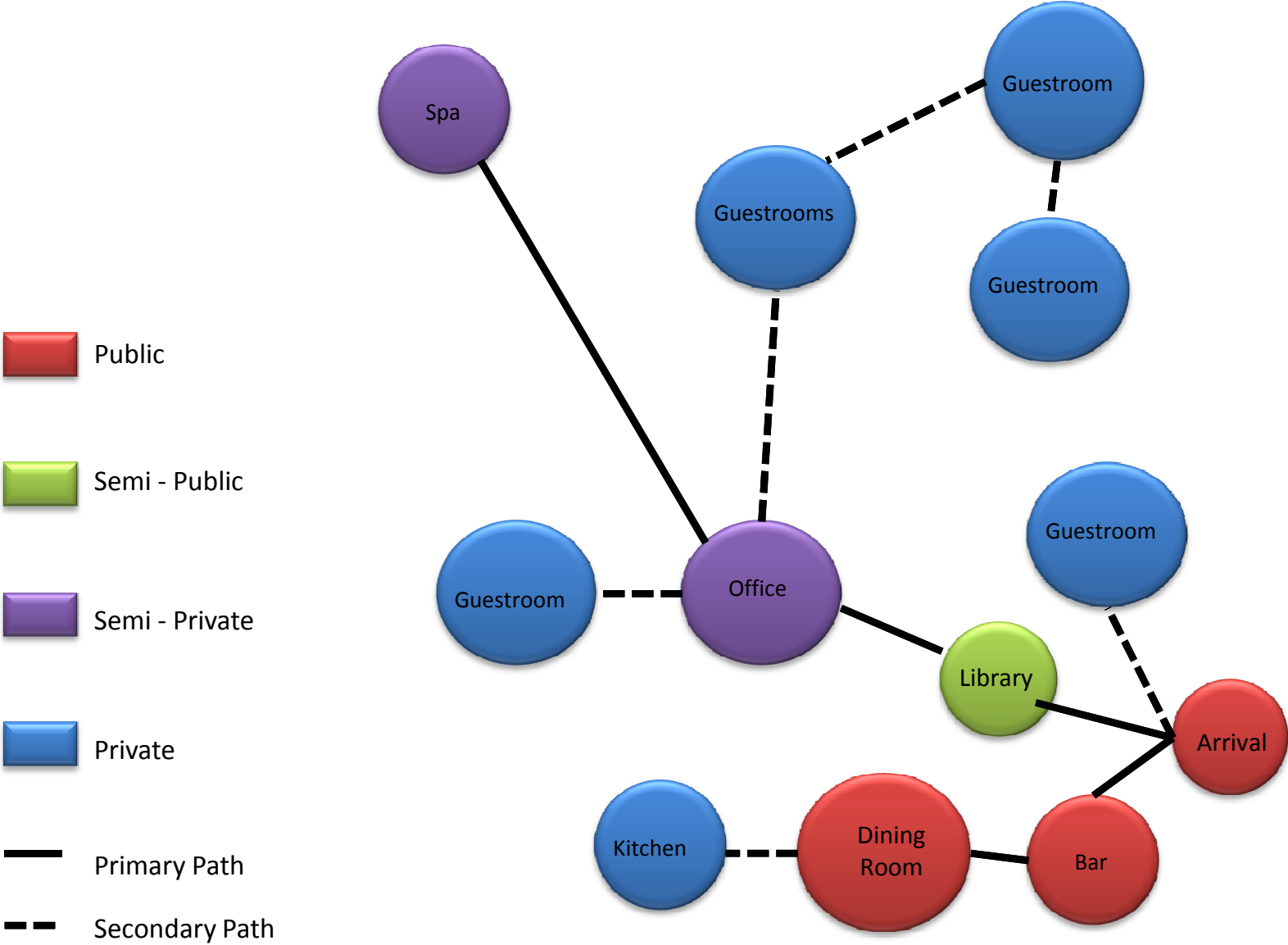
# Floor Plan



Ground Floor

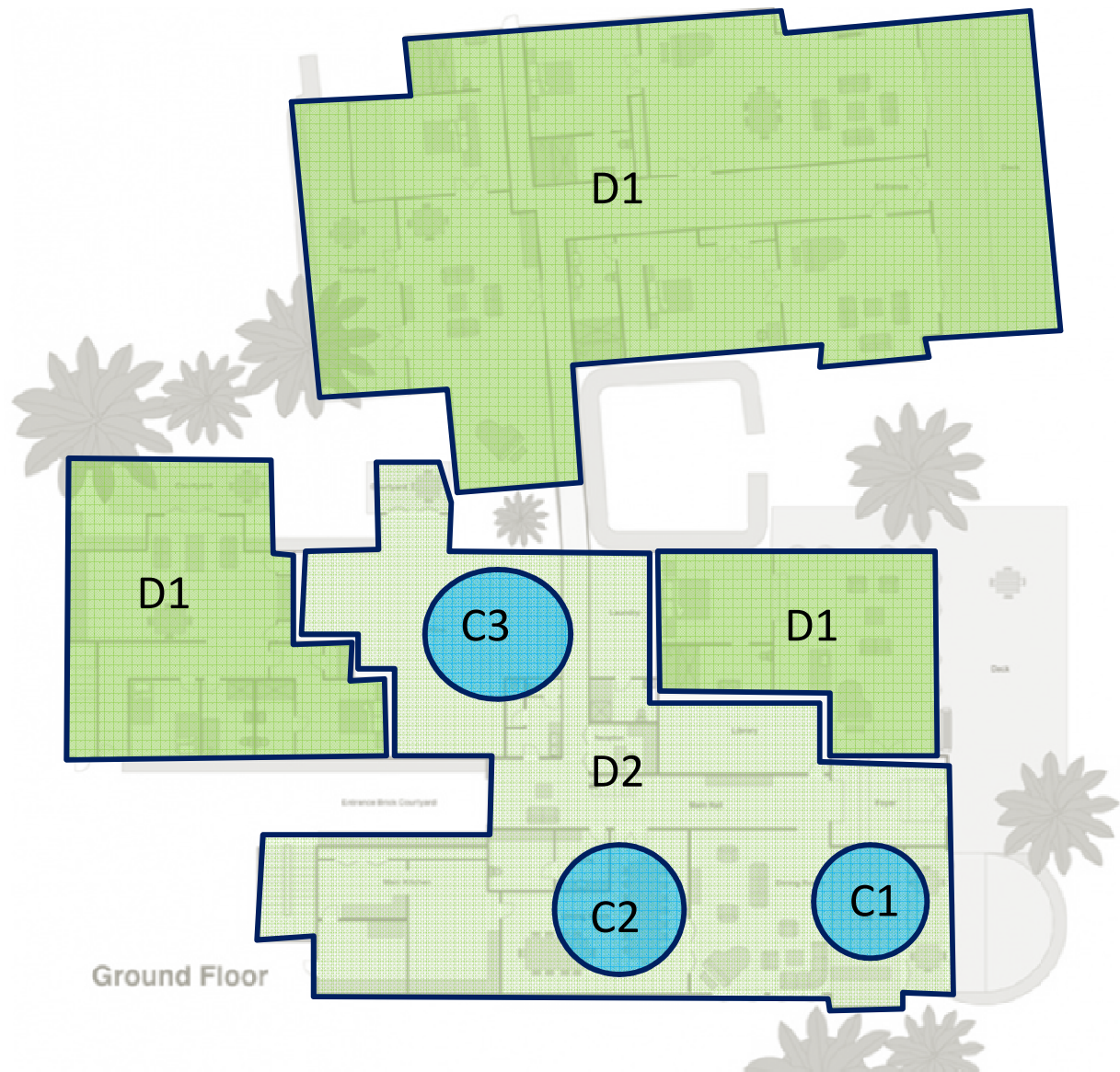


# Adjacency Diagram



# Parti Diagram

- D1- Private
- D2- Public
- C1- Bar
- C2- Dining
- C3- Office





# Client Owner

# Client Owner

Client Name: Anastasia Williams

Occupation: Hospitality Graduate

Birth date: March 20, 1982

Education: Masters in Management in Hospitality  
at Cornell University

Place of Birth: New York City, NY



Anastasia came from a wealthy family, her father was a real estate developer from New York and her mother was a chef from Greece. Williams grew up on the Upper East Side of New York with her parents and 3 brothers. Being a straight A student she attended Cornell University. Studying hospitality Anastasia had always wanted to own her own hotel. She gained experience, after graduating college, running a small bed and breakfast. The small Nicolina B&B in lower Manhattan was perfect for her hospitality and managerial skills. After two years she moved on to become the general hotel manager of The Library Hotel. In 2009 Anastasia's father was interested in buying a property in Greece, a frequent vacation destination that her and her family traveled to. She traveled to Greece to help her father and after careful discussion she asked if the property can be used for the site of a future hotel and that she may run and one day own. This began the beginning chapter in designing a boutique hotel.

# Client Owner

## Questionnaire for Client

1. How would you describe your taste? Circle one

Contemporary Traditional A mix of the two Minimal Conservative

2. What are your feelings toward this design approach, and your thoughts specifically about your own hotel site?

I love this location; my mother is from Greece so it's a special place for me. I would like the design to be something I would like to live in myself, a boutique hotel that feels like a home with all its comfort and accommodations.

3. If there is any one Architectural style, which most closely approximates how you would like your hotel to look, which one is it?

I would like the design to stay as close to Greek architecture as possible with a modern twist. I don't want it to look too out of place but different enough to add interest.

4. Who are the people who will stay in this hotel, ages incomes etc.

I believe this hotel will be a popular spot for couples or groups over the age of 18. Children are welcome but I see it as a high class luxury boutique hotel. People who can afford to travel can afford to stay in this hotel.

5. Please list the areas you will need to be designed and approx occupancy load of each.

Guestrooms	40	Administration offices	8
Lobby/Great room	15	Restaurant	25
Kitchen	6	Spa	3
Pool	25	Fitness area	5
Storage	2	Back of the house area	5

6. What are your feelings toward the area and surroundings of your future hotel?

The site location is on the Gerani beach overlooking the ocean. The views will be spectacular and beach just outside our door. The local town is only a few miles away and with surrounding hotels we are in a great tourist area.

7. Should outdoor and indoor spaces relate and flow together, or do you prefer strong separation of outside/inside?

I would like them to flow, especially with the onsite restaurant

# Client Owner

## Questionnaire for Client

8. Do you prefer large, open interior space or discreet, separate rooms?

I think a mixture of both, obviously intimate guestrooms and spa areas but open floor plan for public spaces will introduce conversation among guests.

9. As you think about the various interior spaces of your hotel, consider what types of materials and finishes you would like to have.

Soft textures and natural fibers

10. What colors do you gravitate towards? Circle One

Warm tones  Cool tones  Neutral tones  Pastels  Bold colors  Black & White

11. What kind(s) of flooring do you prefer?

Wood  Tile  Stone  Rubber  Vinyl  Linoleum  Cork  Wall-to-wall carpet

12. What is your preference in furniture? Circle one

Bulky wooden no need to move  Light and easy to move  Combination of both

13. What kind(s) of fabric do you prefer? Circle one

Solid  Sheer\stripe  discreet pattern  bold pattern  no preference

14. Describe the general type of lighting you envision in any specific place, with dimmers, low-level spots, or whatever you may have in mind.

Lots of warm lighting at night, and natural lighting during the day. Spot and recessed are my preferred choice but I can be persuaded with the right design.

15. Do you favor a low general lighting level with task lighting, or a high overall level of lighting?

Yes

# Client Owner

## Questionnaire for Client

16. Natural light? **Yes** Automatic lighting? **Yes**

17. Cable TV locations? **In all guestrooms and in the great room**

18. Telephones? **In all guestrooms, lobby desk, offices, spa, back of the house**

19. Computer outlets? **Lobby and guestrooms**

20. Alarm systems? **Throughout the property**

21. "Smart house" or energy maintenance systems?

**I would love to include as many green practices as possible**

22. Do you want a sprinkler system for fire protection?

**Please comply with all safety and fire codes of Greece and US standards**

23. Fire extinguishers?

**Where needed**

24. Any additional information you would like to provide for your ideal design?

**This will be my first big hospitality project and I want to be sure it is everything I dreamed of. A hotel worthy of being in the top rated list of hotels to visit in Crete. The design and feel should be very homey and relaxed yet interesting.**

# Client Owner

## Clients Goals & Objective

My client wants to mirror the Greek style of architecture and design while introducing modern pieces and contemporary design. This boutique hotel is to be welcoming and fresh. Each guest is to have a unique and unforgettable experience with both the hotel and service provided. They will never want to stay in a Hilton or holiday inn again.

## Design Guidelines

1. To provide comfort and luxury to each and every guest throughout the entire property
2. To match tradition and modern comforts, the practical way of today and the artistic creativity of the past.
3. To create a intimate boutique hotel feel that is customized to each guests needs.
4. To introduce sustainable practices and development to the area.





# Location & Site

## Location + Site

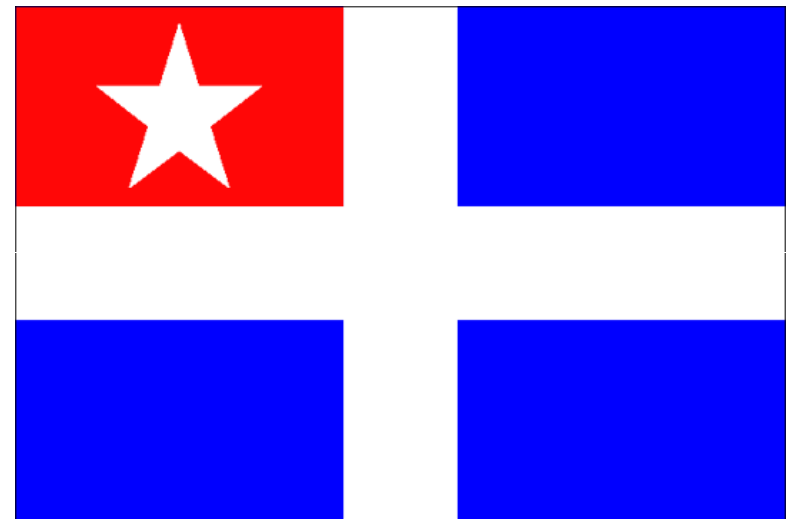
History:

**Crete** (Greek: Κρήτη; [kriti]) is the largest and most populous of the Greek islands and the fifth largest island in the Mediterranean Sea. It forms a significant part of the economy and cultural heritage of Greece while retaining its own local cultural traits (such as its own dialect, poetry, and music). Crete was the centre of the Minoan civilization (c. 2700–1420 BC), the earliest "high culture" civilization in Europe, which built the first palaces in Europe.

Crete hosted the first European civilization over 4000 years ago with the Minoans and ended around 1400 BC.

From this point on, Crete was invaded by all of its neighbors, starting with the Mycenaean, then the Dorian's and later the Romans. The fall of the Roman Empire put Crete under the rule of the Byzantine Empire and Christianity was further established.

Κρήτη



**Flag of Cretan State** the design depicted the blue and white cross design of Greece and a red canton (upper left) with a white five-pointed star symbolizing the Ottoman suzerainty

## Location + Site

History:

The Arabs invaded and conquered Crete in the 8th - 9th century, it was taken back by Byzance and eventually sold to the Venetians in the early 13th century. The rule of the Venetians prevailed until 1669 when the island surrendered to the Turks. Turkish rule lasted until 1898 when Crete was placed under international administration. In 1913, Crete was officially attached to Greece.

Today, Crete is largest and most populated island of the Greek islands.



Historical Map of Crete in the Minoan Period

## Location + Site

### Political:

Crete is divided into 4 regions or peripheral units. Because Crete is part of Greece, they fall under the multi-party, parliamentary representative democratic republic of Greece. The head of the government is the Prime Minister of Greece. The prime minister and cabinet play the central role in the political process, while the president performs some executive and legislative functions in addition to ceremonial duties. Voting in Greece is compulsory but is not enforced.

### Economics:

The economy of Crete is predominantly based on agriculture and is one of the few Greek islands that can support itself independently without a tourism industry. The island has a per capita income much higher than the Greek average, while unemployment is at approximately 4%, 1/2 of that of the country overall.



Prime Minister: George Papandreou



Greek Coat of Arms



Currency: Euro

# Location + Site

## Cultural/Social:

The Greek language spoken on the island has a distinct Cretan Greek dialect with an extended vocabulary that is Crete-specific. Cretans are very proud of their island and their customs. The Cretan society is known for family and clan vendettas which remain on the island to date. Cretan music and traditional dances play an important part in life in Crete and will be seen and heard at most festivals and parties.

## Geographic characteristics:

Crete is wide with long coast lines. It is extremely mountainous and defined by a high mountain range crossing from west to east. Because of the mountains, Crete has many valleys, fertile plateaus, caves, and gorges. The climate is primarily temperate with mild winters and typically humid depending on proximity to the sea.



# Location + Site

## Architecture:

Crete has many fine architectural jewels. Venetians and Turkish invaders have influenced the architecture of the island and many buildings of this period are still standing today. Venetians fortified a lot of villages and towns, using skilled Italian engineers. They built a series of superb castles in strategic points as well as numerous towers that can be found today all over the countryside of the island. Western Renaissance has also influenced the architecture of Crete, as it can still be seen in many of the houses and in various churches, monasteries, and the wonderful clock tower in Chania. Chania also has numerous of castles and forts that you can admire. Turkish domination also brought influences in the Cretan architecture.



# Location + Site

## **Design Guidelines (Political Organization)**

- To promote equality all designs will support uniformity equality and diversity.
- Just as the prime minister oversees the community and considers their input the administrative staff will oversee the employees and include all design ideas the staff would have

## **Design Guidelines (Economic Environment)**

- The agriculture produced in this economy will reflect in the design with use of natural elements and products

## **Design Guidelines (Cultural/Social Underpinnings)**

- With a deep sense of culture the design will reflect the tradition of local Cretan elements
- Cretan hospitality is very open and welcoming, the hotel will also echo with this hospitable nature.

# Location + Site

## **Design Guidelines (Geographic characteristics)**

- The design materials will include local stones and products local to the mountain ranges and mines.
- With respect to the beautiful landscape the design will take advantage of the views whenever possible.

## **Design Guidelines (Architecture)**

- The design will reflect the Venetian and Turkish style from its history.
- The renaissance period will inspire the interior décor and materials

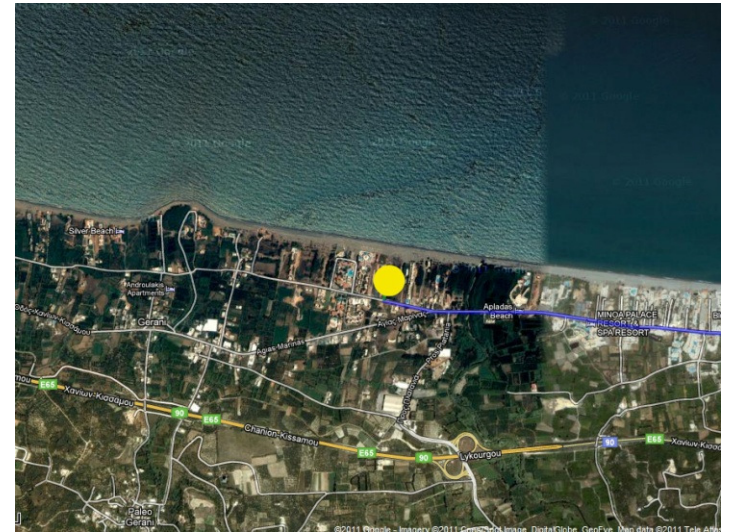


# Location + Site

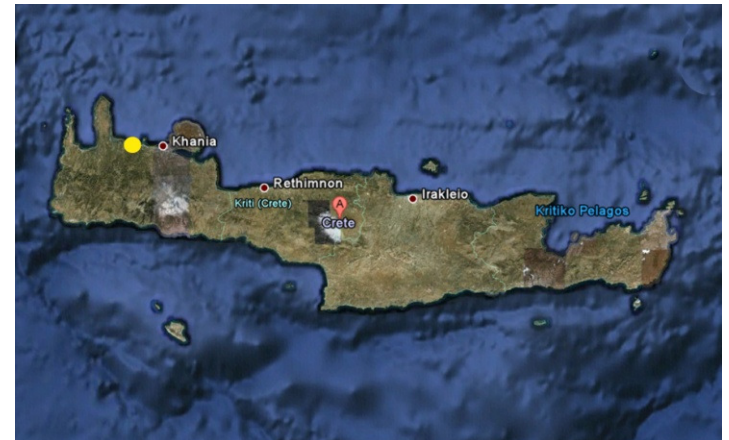
Prospective Site



Chaniá is the second largest city of Crete and the capital of the Chania regional unit. It lies along the north coast of the island, about 70 km (43 mi) west of Rethymno and 145 km (90 mi) west of Heraklion.



Located on Gerani Beach



Crete, Greece



# Client User

# Client User

Users: Guests

Number of guests: 40

## Assessment Questions

1. What type of experience are you looking to have?  
*An original unique experience. One that lets me know I am in Greece.*
2. What areas are most important to you in a hotel?  
*The guestroom especially, but all amenities and recreation areas should be clean and have appropriate design to is surroundings.*
3. Do you choose a hotel based on appearance or rating?  
*Both*
4. Is privacy a concern for you?  
*Privacy it very important, Guestrooms should have the most privacy.*

# Client User

5. Is safety very important in hotel selection?

*Yes, hotel location in safe areas is important and safety feature on the property are equally as important. I prefer safes in the guestrooms as well.*

6. What amenities are expected for you to enjoy your hotel experience?

*Toiletries and hairdryer in the bathrooms, tv, computers, telephone. On site amenities like a pool and gym are also great.*

# Client User

## F,F, & E Requirements

- Bed
- Desk
- TV
- Lighting
- Lounge Chair
- Sofa
- Coffee Table
- Nightstand
- Accessories
- Closet
- Safe
- Toilet Shower Sink
- Telephone
- Internet access

## Activities:

- Eat
- Sleep
- Recreational Activities
- Use hotel amenities

User Profile: The guest as the easiest job at a hotel, to enjoy it. The guest are the paying customers to use the facilities, stay in the hotel room, dine in the restaurants and take advantage of the amenities required. Some guests stay for pleasure and other for business. All guest are treated with the best services and care by all staff.



# Client User

Users: Employees

Number of Employees: 15

Assessment Questions

1. What type of furniture to do require in your work space?  
*Desk (If necessary), chair, computer, and lighting*
2. Is privacy and necessity?  
*privacy is mainly needed for the kitchen, BOH, and administrative work.*
3. What level of technology would be best to use at work?  
*Telephones, and computer with wireless connection.*
4. What would you say is the best lighting you would need to be productive?  
*Overall general lighting is good, but desk lamps help for work areas*
5. Is an employee break room preferable?  
*Yes there should be a break room for employees to got to have lunch or take a break away from guests view*

# Client User

## F,F, & E Requirements

- Desk
- Chair
- Locker
- Telephone
- Computer
- Break Room
- Bathroom Facilities

## Activities

- Eat
- Work
- Provide assistance to guests
- Provide assistance to hotel staff

User Profile: The employees are in direct contact with guests. They consist of concierge, waiter/waitress, spa attendant, etc. These employees help with the daily activities and duties of the hotel. They arrive in shifts and help to maintain guest satisfaction of there hotel stay.



# Client User

Users: Administration

Number of Administration: 5

Assessment Questions

1. What type of furniture to do require in your work space?  
*Desk (If necessary), chair, computer, printer, and lighting*
2. Is privacy and necessity?  
*yes privacy is important when dealing with guest and employee information*
3. What level of technology would be best to use at work?  
*Telephones, and computer with wireless connection.*
4. What would you say is the best lighting you would need to be productive?  
*Overall general lighting is good, but desk lamps help for work areas*
5. Is an employee break room preferable?  
*Yes there should be a break room for employees to got to have lunch or take a break away from guests view*
6. Do you require a private office?  
*Yes*



# Client User

F,F, & E Requirements

Private Office

Desk

Chair

Telephone

Computer

Break room

Bathroom Facilities

Activities:

- Eat
- Work
- Run daily appointments
- Lead employees

User Profile: The administration is the head of the hotel operations. They are the leaders in their respective fields of general manager, restaurant manager, spa manager, operations, accountant human resources, activities coordinator, etc. Administration positions have to work in a fast-paced environment, with high levels of interaction with guests, employees, investors, and other managers.



# Client User

Users: Back of the House/Maintenance

Number of Maintenance Staff: 8

Assessment Questions

1. What type of furniture to do require in your work space?  
*Desk (If necessary), chair, storage, and lighting*
2. Is privacy and necessity?  
*privacy is important to keep all sounds of BOH work away from guests*
3. What level of technology would be best to use at work?  
*Telephones, computers*
4. What would you say is the best lighting you would need to be productive?  
*Overall general lighting is good*
5. Is an employee break room preferable?  
*Yes there should be a break room for employees to got to have lunch or take a break away from guests view*

# Client User

F,F, & E Requirements:

- Storage
- Desk
- Chair
- Telephone
- Computer
- Break room
- Bathroom Facilities

Activities:

- Work
- Eat
- Maintain Grounds

User Profile: The maintenance staff will be responsible for all back of the house activities. They would consist of housekeeping, electrical, mechanical, landscaping, and technology among others. This is a very important job to the entire hotel, they are the behind the scenes workers that make the guests stay and comfortable, clean, and disruption free experience.



# Client User

## Design Guidelines

- Design the space to accommodate all guests and staff comfortably
- Ample space must be provided for staff break room
- Consider wayfinding for the hotel with legibility
- Lighting must be appropriate for the task
- Privacy should be considered for all areas of the hotel
- Employee areas should be designed to be functional and comfortable as most shifts are 12 hours long
- Common areas should be large and inviting



# Goals & Objectives

# Goals & Objectives

## Mission Statement:

The purpose of this project is to design a luxury boutique hotel for both business and leisure guests that will provide a unique experience. This hotel will accommodate all needs with a variety of amenities while implementing the most current green design practices.

## Organizational Goals & Objectives

- To provide guests with a luxurious, relaxed, and unique experience
- To incorporate the surrounding culture within the design and services provided
- To provide the best quality accommodations and services for guests to encourage customer loyalty

## Form

- The design will reflect Greek architecture and incorporate traditional architectural elements

# Goals & Objectives

- To provide an open and pleasant layout giving a sense of community
- The design will afford spaces for communal interaction and spaces for individual down time
- The facility should respond to local businesses and life style trends
- To provide a unique sense of style in all interior spaces
- To create a homey feel that chain hotels cannot provide

## **Functional**

- Design will incorporate all requirements of guests and staff
- Utilize modern technology to enhance customer experience and staff effectiveness
- Utilize sustainable practices to be more eco-friendly and also promote green lifestyle
- Furniture and fixtures to be comfortable and welcoming in all areas
- To provide flexibility for future adaptations of the space
- To provide a secure and safe place for guests to enjoy
- To create a hotel that meets ever guests needs

# Goals & Objectives

## **Economy**

- To provide energy efficient products
- To provide high performance materials and systems
- To provide water conservations practices
- To use recycled or reclaimed materials when possible

## **Time**

- Design will allow for future expansion, renovation and growth in the next 5 to 10 years
- Provide remodeling or replacing of furniture/fixtures every 5 years
- Allow for future program changes to meet demands of the hospitality market as well as employee and guest needs





# Quantitative Requirements

# Quantitative Requirements

## Lobby

The Lobby will be located at the main entrance of the hotel. Guests will be received in this area and can check in and out. This area will be open, comfortable, and reflected a sense of relaxation. Public restrooms will also be located in this space for guests and staff.

## Guest Rooms

This is the most important area of the hotel, where guests will be for the duration of their stay. These guestrooms will have a luxurious homey feel and make the guest feel welcome and comfortable. Each guest room has their own bathroom with full shower, toilet, vanity, and amenities.

## Pool

This is a recreational area for guests to lounge, swim, and interact with other guests. It is located on the exterior area of the hotel, with great views of the Greek ocean.

## Spa

The spa at this hotel was designed using the Thalgo Beauty line. THALGO has become the uncontested name in the world of "Marine Beauty": the company creates, manufactures and markets treatments, cosmetic products and marine-based nutritional supplements in more than 90 countries, for thalasso therapy centers, spa and beauty salons. Thalgo's products have some of the world's best organic and sea-derived ingredients. The design of the spa will compliment the philosophy of the Thalgo brand.

# Quantitative Requirements

## Gym

A small gym will be provided for guests to use for recreational activity. This gym will be open during office hours and will provide towels and water for all guests.

## Restaurant

The on site restaurant will serve a variety of Greek cuisine for the guest to experience. Fresh local produce and meats are prepared daily and the menu is different everyday. In room service is also available.

## Kitchen

This area is for employee and staff only. The head chef prepares the menu daily and the kitchen staff are on hand to help cook. It is a fully equipped commercial kitchen with walk in fridge and freezer.

## Housekeeping

This area is for employee and staff only. There is an office for the head housekeeper and a lounge area for staff breaks.

## Laundry

This area is fully equipped with commercial washers and dryers for they heavy load of 20 guest rooms.

## Storage

There are various storage areas throughout the hotel. Many back of the house areas need places for equipment and amenities.

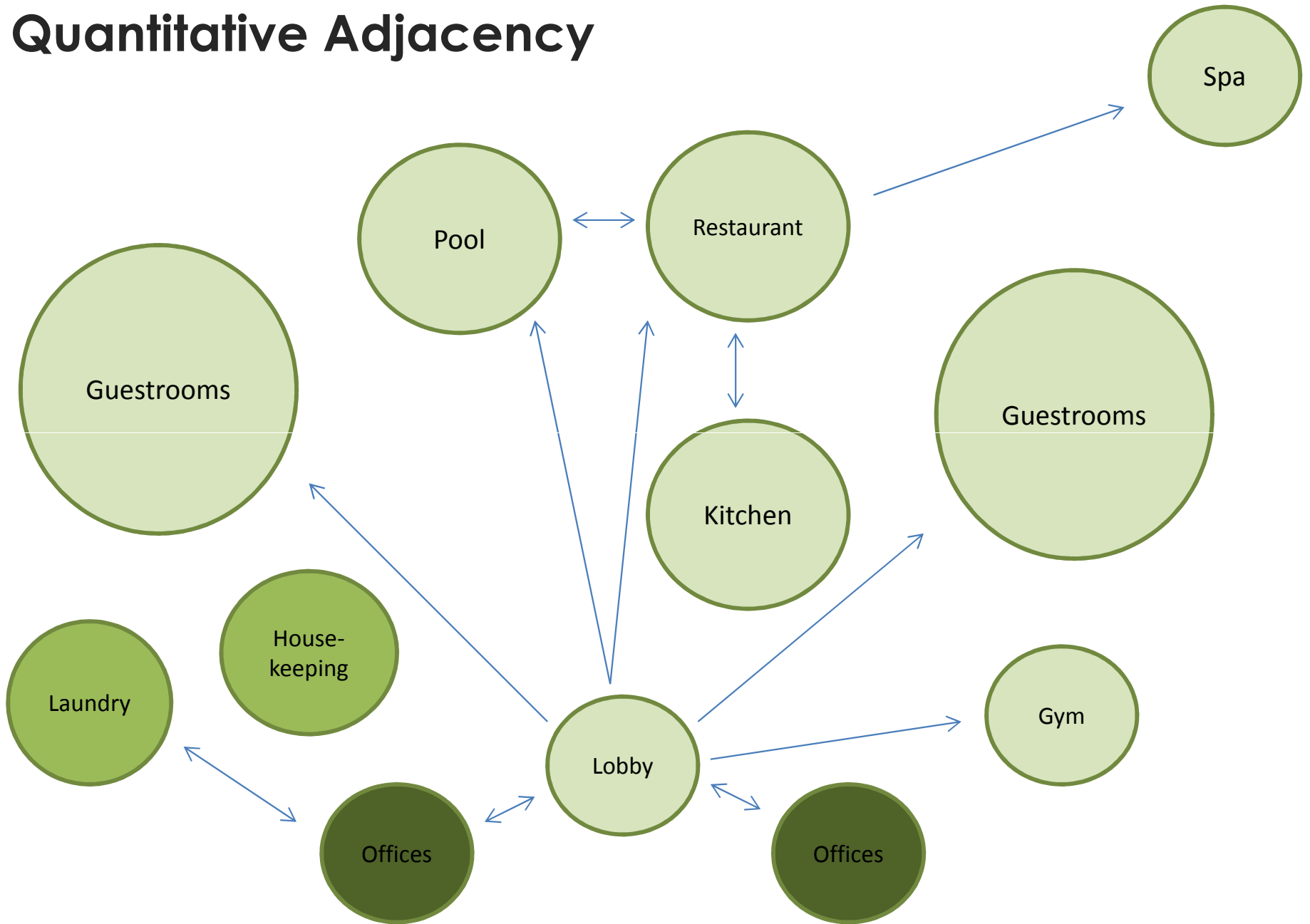
## Offices

The administration area its located near the lobby front desk. There are offices for the Hotel manager, Guest services, Director of food and beverage, Director of Finance, Director of Human Recourses, Director of IT and security officer.

Quantitative Chart - Boutique Hotel

Department	Space	Lighting Requirments	Type of Light	Access to Daylight	Color Requirments	Material/Finish Requirments	Mechanical Requirements	Security Requirements	Plumbing Requirements	Door/Window Requirements	Door Type
FRONT OF THE HOUSE	Lobby	Task lighting, ambient lighting, decorative lighting	LED or Fluoresent	Yes	Calming warm colors	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	Alarm	Spinklers	Entry Doors, Window view to Exterior	Fire Rated doors, decorative glass doors
	Public Bathroom	Ambiant, Decorative lighting	LED or Fluoresent	No	Calming warm colors	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	N/A	Toilet, under sink, spinkler	Entry door	Solid Core, fire rated
	Guest Room	Task lighting, ambient lighting, decorative lighting	LED or Fluoresent	Yes	Calming warm colors	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	Sensors	Spinklers	Entry Doors, Window view to Exterior	Solid Core, window view
	Guest Bathroom	Ambiant lighting, decorative lighting	LED or Fluoresent	No	Calming warm colors	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	N/A	Toilet, under sink, spinkler	Entry door	Solid Core, fire rated
	Pool	Exterior Lighting	Exterior LED or Fluoresent	Yes	Exterior grade paint color	Slip Resistant, exterior quality materials	N/A	N/A	drainage, pump system	Entry door	N/A
	Spa	Task lighting, decorative lighting	LED or Fluoresent	No	Darker color palletete	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	Sensors and Alarm	under sink, sprinkler	Entry door	hallow door
	Gym	Ambiant lighting	Fluoresent	Yes	light clean color	Fire rated, no voc off gasing, slip resistant, durable	HVAC exposed	Sensors	Spinklers	Entry Doors, Window view to Exterior	hallow door
	Restaurant	Task lighting, ambient lighting, decorative lighting	Fluorescent	Yes	Stimulation Color	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	Alarm	drain, undersink, sprinkler	Entry Doors, Window view to Exterior	fired rated , glass doors
BACK OF THE HOUSE	Kitchen	Ambiant, task lighting	Fluorescent	Yes	Light clean color	Fire rated, no voc off gasing, slip resistant, durable	HVAC exposed	Sensors	drain, undersink, sprinkler	Entry Doors, Window view to Exterior	fire rated
	Laundry	Ambiant lighting	Fluorescent	No	White	Fire rated, no voc off gasing, slip resistant, durable	HVAC exposed	Sensors	under sink, sprinkler	Entry door	solid core
	Houskeeping	Ambiant, task lighting	LED or Fluoresent	Yes	Calming warm colors	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	Sensors	Spinklers	Entry door	solid core, fire rated
	Storage	Ambiant lighting	Fluorescent	No	White	Fire rated, no voc off gasing, slip resistant, durable	HVAC exposed	Sensors	Spinklers	Entry door	solid core, fire rated
ADMIN	Offices	Ambiant, task lighting	LED or Fluoresent	Yes	Calming warm colors	Fire rated, no voc off gasing, slip resistant, durable	HVAC integrated	Alarm	Spinklers	Entry door	solid core, fire rated

# Quantitative Adjacency





# Site Documentation & Building Selection

# Site Documentation

Crete is the largest island in Greece and the second largest in the eastern Mediterranean Sea. It is located in the southern part of the Aegean Sea separating the Aegean from the Libyan Sea.

Crete is extremely mountainous, and its character is defined by a high mountain range crossing from west to east, formed by three different groups of mountains

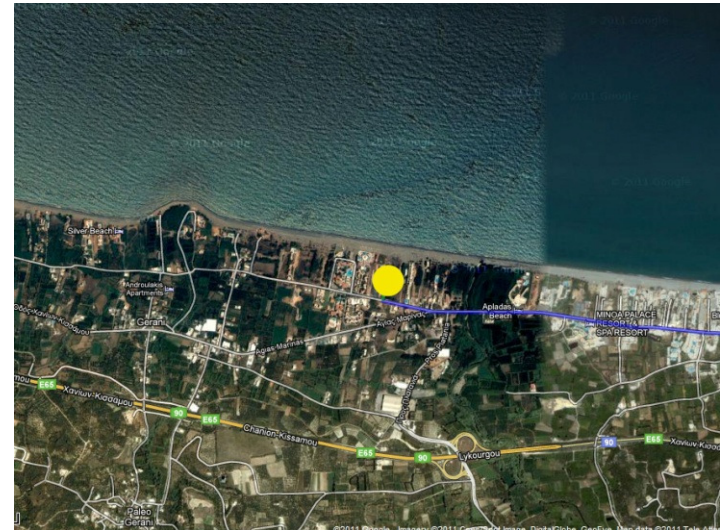


# Site Documentation

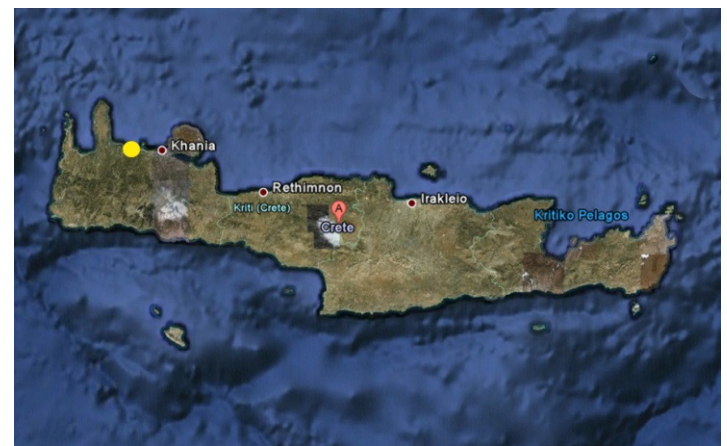
## CRETE, GREECE



Chania, Greece



Located on Gerani Beach





# Site Documentation

Gerani is a small coastal village located 13 km west of Chania, located between Malemas and Platanias. It is situated in a verdant valley with olive and citrus groves.

The beach in front of the village has a length of 2.5 km and has lovely sand and clear water. Next to the beach there are many touristic facilities. There are also umbrellas, showers, beach bars, water sport services and a lifeguard. Near the beach there are several tamarisk trees, where you can find shade.



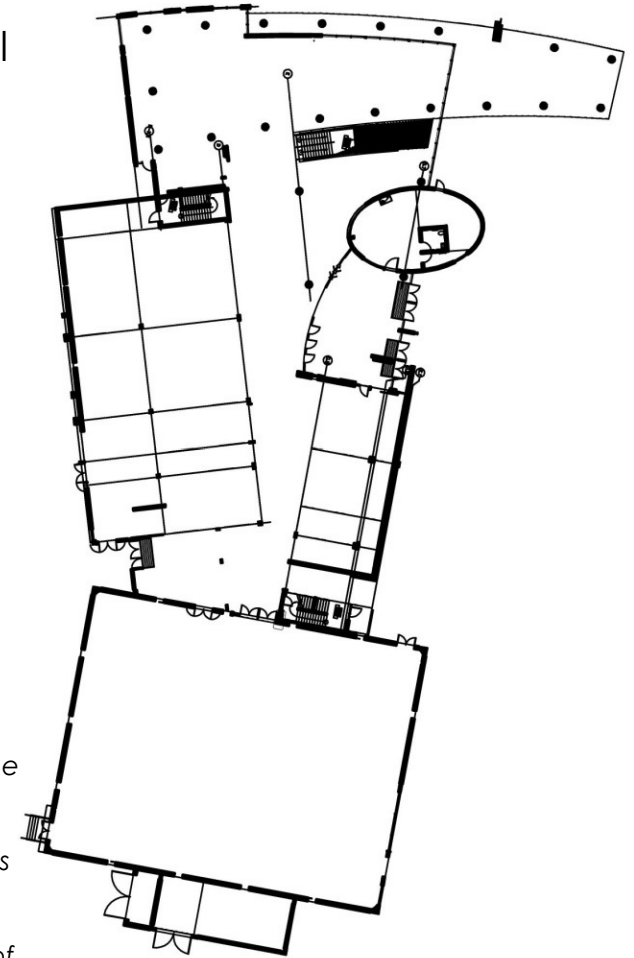
# Building Selection

The building I have selected to be used for the boutique hotel is the Florida International University Recreation Center. It is Approximately 34,000 sq ft.



*"Designed by **The Borrelli / RDG Group** and contracted to **T & G Constructors** for construction, the \$6.4 million, 50,000+ sq. ft. **Recreation Center** got underway in August of 2003. The building opened on August 15, 2005. The Rec Center's construction was funded through state CITF (Capital Improvement Trust Fund) monies. FIU's Student Government Association (SGA) allocates most of the operating funds for the Center.*

*The Rec Center was named an "**Outstanding Sports Facility**" by the National Intramural-Recreational Sports Association (NIRSA) in April of 2006, and was nominated for both a "Facility of Merit" Award with Athletic Business Magazine and a Recreation Management "Innovative Architecture & Design" Award. Prior to the Rec Center construction, the 10,000 sq. ft. Student Fitness Center (attached to the UCSB Arena) housed fitness space on campus."*



-FIU Rec Center Website

# Building Selection



# Building Selection

Photographic Survey

Exterior:



# Building Selection

Photographic Survey

Interior:





# Design Guidelines

# Design Guidelines

- To promote equality all designs will support uniformity equality and diversity.
- Just as the prime minister oversees the community and considers their input the administrative staff will oversee the employees and include all design ideas the staff would have
- The agriculture produced in this economy will reflect in the design with use of natural elements and products
- With a deep sense of culture the design will reflect the tradition of local Cretan elements
- Cretan hospitality is very open and welcoming, the hotel will also echo with this hospitable nature.
- The design materials will include local stones and products local to the mountain ranges and mines.
- With respect to the beautiful landscape the design will take advantage of the views whenever possible.
- The design will reflect the Venetian and Turkish style from its history.
- The renaissance period will inspire the interior décor and materials

# Design Guidelines

- Design the space to accommodate all guests and staff comfortably
- Ample space must be provided for staff break room
- Consider wayfinding for the hotel with legibility
- Lighting must be appropriate for the task
- Privacy should be considered for all areas of the hotel
- Employee areas should be designed to be functional and comfortable as most shifts are 12 hours long
- Common areas should be large and inviting
- To provide comfort and luxury to each and every guest throughout the entire property
- To match tradition and modern comforts, the practical way of today and the artistic creativity of the past.
- To create an intimate boutique hotel feel that is customized to each guest's needs.
- To introduce sustainable practices and development to the area.





# Appendix



# Case Study

# Case Study

## Introduction

Boutique hotels have increased in popularity since their introduction to the United States in the 1980's. Although there is still no clear definition for a boutique hotel, many hotel experts have come up with their own suggestions. Unique, not cookie cutter, and chic are words used to describe these hotels. Defining this type of hotel was a necessary step to understand its place in the hotel industry. To understand this "boutique" concept better one has to identify what it has to offer. According to Alison McIntosh and Anna Siggs:

"Five key dimensions of the boutique accommodations experience were identified.... and seen to capture the nature of the experiences gained. These dimensions were *unique character, personalized, homely, quality, and value added.*"(McIntosh and Siggs, 2005, p.77)

These key dimensions can be studied and applied to all boutique hotels to create a unique experience. Other definitions for this type of hotel are "Boutique hotels are contemporary, design-led hotels with 100 bedrooms, which offer unique levels of personalized service with high tech facilities" (Aggett,2007,p 170). One magazine blog also had their own definition of the boutique hotel, "typically a small independent property which is not restrained by the standards dictated by a hotel chain" (BHM, 2010). Although there is not true definition the majority of boutique hotel operators, creators, and owners can all agree on the following primary features of boutique hotels: Architecture & Design, Service and Target Market (Anhar 2001, p.1). Because of these features more and more guests are opting to stay in boutique hotels. Not much research has been done on this growing trend in hospitality; this study aims to change that. As in any hotel design the main focus is the client, what will bring them it, what makes them stay? These are questions that would come up in the interior design process. "Rather than simply viewing the hotel as an accommodation, clients are looking at the hotel to provide an experience in itself" (Aggett 169). This can be applied through interior design. A key factor would be the amenities and services provided to guest that is a unique experience.

# Case Study

## **Purpose Statement**

The purpose of this study is to investigate and identify those physical characteristics of boutique hotel that provide a unique lodging experience and identify the attributes that attract consumers to them. The study's intent is to determine the interior design features that influence the hotel amenities, how the hotel environment attracts guests, and how they build brand loyalty; and find out specific data and be able to have a set of design guidelines that will help design the a successful boutique hotel.

The idea is to develop grounded theories through the qualitative research of two boutique hotels in the Miami Beach area. The two hotels are dedicated to provide personalized service and home-away-from-home experience. In order to identify such characteristics, it was important to understand what is considered to be a boutique hotel, how the design environment promotes guests satisfaction and how they work. This study examines the quality of accommodations, services and design of boutique hotels by interviewing hotel management and surveying guests. In my study I used various processes to retrieve information from the hotel management's perspective and see what sets them apart and keeps guest coming back.

## **Central Question**

What role does the interior design of hotel amenities play in attracting hotel guests and in building brand loyalty?

## **Methodology**

Miami Florida is one of the most popular destinations for a tropical get away. Hundreds of hotels line the sandy beaches each with a unique style. To gather information on a boutique hotel two hotels were chosen for further analysis. The first hotel was The Shore Club, a historic landmark on Miami Beach that was built in the 1940s. This hotel is considered a luxury boutique hotel as it is larger than most. The Shore Club was renovated in 2003 and the design is geared toward guests that want a rejuvenating and relaxing stay and personalized service. Interviews observations and guest surveys were taken for further analysis. The second hotel used for research was the EPIC hotel also on Miami Beach. This hotel was also a luxury boutique hotel but it not only accommodated guests they also had condominiums for residents. To select the primary source of data, interviews were conducted with employees in each hotel. These interviews took place on site at the hotel, the Shore Club interview was in the manager's office and the EPIC interview was in the main lobby of the hotel. The research conducted at these hotels will be qualitative research.

# Case Study

## Case Study Criteria

The success of these hotel case studies depended on the criteria they fulfill. This criterion was created to provide areas of interest that may be studied and applied to this case.

- Consider themselves a boutique hotel
- Accommodates guests of target ages and gender
- Have 100 or more guest rooms
- Provide in house amenities
- Provide unique architecture and design features
- Personalization
- Apply sustainable practices

## Case # 1- The Shore Club Hotel

Relaunched by Morgans Hotel Group in 2003, the Shore Club is a spectacular Oceanside resort located in Miami Beach. Designed by famed British architect David Chipperfield with landscaping inspired by the rich intense Matissee colors of the Jardin Majorelle in Marrakech, Shore Club continues to redefine cool on Miami's South Beach. The magic is in the details of the hotel: the landmarked Art Deco lobby is conceived as a calming transition to the labyrinth of gardens with secret passageways, alcoves and succession of different indoor/outdoor "rooms" that flow seamlessly throughout the hotel. Anchored by the original polished terrazzo floor, the elegant furnishings are an eclectic mix evocative of global marketplaces—including relaxed sofas, tufted floor cushions, hand-woven tribal rugs and large patterned throw pillows from Kenya that invite mixing and mingling. The vibe is lively, the atmosphere intimate, the feeling electric. Shore Club represents the next wave in Miami Beach's dynamic development (Morgans Hotel Group website). This hotel was recently deemed a historic landmark by the Florida registrar. It is a well known reputable hotel that provides personal service and an exceptional atmosphere. Within the last few years the hotel has been upgraded with various sustainable practices such as energy management, lighting, water conservation, and recycling.

# Case Study

## Case # 2 – EPIC Hotel

The new EPIC Hotel is the premier luxury hotel in Miami, a sparkling cosmopolitan destination on the bank of the Miami River where it meets Biscayne Bay. A stunning addition to Miami and the latest addition to the collection of Kimpton Hotels, this boutique hotel epitomizes urban design while offering guests an unmatched level of style and service. True to our name, we do everything on a grand scale with an authenticity that attracts travelers from around the globe. With sweeping views of the Miami skyline, the Miami River and Biscayne Bay, our hotel has a distinctive waterfront location. An extraordinary urban resort that shows off the sun and sea for which Miami is so well-known, EPIC is also a stylish, soothing sanctuary. The best of Miami boutique hotels and a destination in itself, our hotel redefines the Miami luxury hotel experience (Epic Hotel Website). The EPIC is a newly constructed hotel and incorporated green design from the beginning, they are pioneering the EarthCare program that provided exceptional luxury hand in hand with eco friendly practices. They pride themselves on personalized customer service and an overall experience unlike any other. This hotel was breath taking and every detail designed beautifully.

### Tactics

Various tactics were used for data collection specific to this study. The interview method, observation method and survey method were conducted to produce the best results. Each hotel used for this case study was given the same tactics. Interviews were conducted with resort or hotel managers to gather information from one of the most knowledgeable employees. Photographs of the hotels and observations of the hotels supplemented the interviews. Interviews made up of the bulk of the data. Photographs allowed full documentation of the hotels and objects in them, and aided in comparisons across different settings.

### Interview Analysis

To prepare for the interview process a series of questions were created for the interviewee to answer. It was broken up into three sections, overall hotel quality, recycling process, and green design, there were 20 questions in total. I chose to conduct a cultural interview to focus on values and understandings of the interviewee. This allowed me to have a relaxed conversational interview while still getting information a required more my research. I used the semi-structured method to allow the subject to feel comfortable in answering my questions and to elaborate with any stories or examples of situations.

# Case Study

The protocol for the interview was to ask each question and allow ample time for them to respond. I often followed up my initial question with another question that wasn't on my list. This was a great way for me gather more information that I didn't even know I would need. The interview lasted approx 20 minutes and was recorded to allow for ease of conversation and availability to review, analyze, and transcribe the data at a later time.

## Observation Analysis

To gather additional information from the hotels I used the observation method to observe the interior spaces and the guests interacting within them. Because these were luxury boutique hotels they had more rooms and therefore accommodated more guests. I expected to see many guests in all areas of the hotel but unfortunately I observed these locations in the middle of the week. Even though I was informed they were very booked with customers, weekdays just run a little slower or people are out exploring the sites of the city. Managers did tell me that weekends are usually packed with guests and events are held on pools decks or club floors to add additional entertainment for guests.

## Photograph Analysis

To add to my observations, photographs were taken in both locations for review. This allowed for details to be seen that may have been missed during the initial walk thru. Both of these luxury hotels were designed with contemporary furnishings and modern accessories.

## Survey Analysis

This survey was created to gather information about a person's experience in a recent hotel stay. Also known as attitude measurement the survey questions collect data about a person's attitude towards a case setting like a hotel.

# Case Study

The purpose was to find out how people felt about their accommodations, room amenities and hotel activities provided at the hotel they recently stayed in. All hotels are different and all people are expecting a certain level of accommodation so using a survey questionnaire allowed me to take individual interpretations of experience and find similarities and differences. Using the Likert Scale I created two questionnaires, one focused on the hotel experience and the other focus on the sustainable qualities of a hotel according to the users. 22 questions/statements in total were written about the hotel and given a value of 1 thru 5, 1 meant guests strongly agreed and 5 meant guests strongly disagreed. The participants were then asked to circle the number that best answers the question in their opinion. A comments area was also given for additional feedback. 3 guests participated at the Shore Club, 3 People participated at the EPIC, and 6 random people were surveyed based on their experience at a “traditional” hotel.

## Results

Overall guests were very satisfied with the experiences they had gained and reported that their expectations were met and often exceeded. Analysis of the employee interview transcripts revealed the importance of emotion and personalized attention as an important aspect of the boutique hotel experience. When interviewing Stephanie at The Shore Club she explained their employee philosophy, “so we have a thing called edge...it’s basically helping to engage in guest experience...so we teach a class on it, we live by it...anything you do, anytime you speak you want to have edge on your mind. Edge stands for Engaging Dynamic Guest Experience”

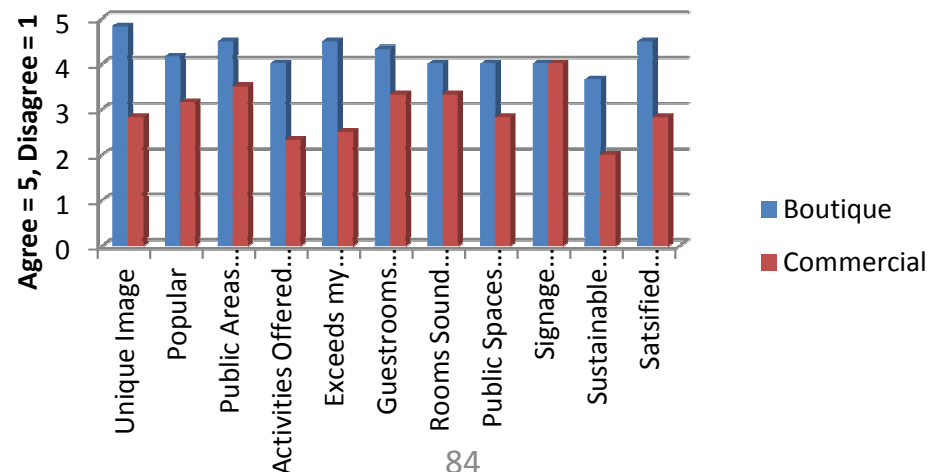
This is something very important to shore club. When asked if they have an standards she replied “we don’t do standards though...he never wanted us to be a standard place where we’re like okay today we do it this way and tomorrow we do this slogan...not like that...we don’t wear name tags, we want you to be who you are outside of here.” This is another way the shore club differs from a standard hotel, the create relationships with their guests to be able to connect on a more personal level. They are also very committed to sustainability; I was actually able to interview the director of engineering, Pred, to talk green design. He is implementing many sustainable aspects to the property including low flow toilets and aerators, wireless thermostats, energy efficient lighting, eco friendly cleaners, and they are getting bids now on a new glass product that you can place over existing windows to create better insulation for the building and control the thermal comfort of the interior.



# Case Study

The question was asked do you believe guests prefer a green hotel or are aware of them, Pred replied “...more and more guests are getting aware and raising their awareness level and asking questions. From day to day...10 years ago not so many but you will never guess who will ask if you’re hotel is certified. A lot of people will ask this question because they want to conduct business with properties/hotels that have some kind of green certification which ensures them that the property is environmentally conscious...” This coincided with my survey of guests. These philosophies and personal services are how brand loyalty is built and from my interviews they have many clients and repeat customers. Observations of each hotel confirmed its luxurious and comfortable feel. Both hotels catered to a higher class of consumers and still provided great services. The interior spaces were designed with the newest furniture and materials, eco friendly of course, and gave a homely feel. Jacqueline, the resort manager of the EPIC said that they think of the hotel as a home, the lobby is there living room and they want to treat guests as if they were coming into their home. This direction in design and residential feel environment are what attracts guests most.

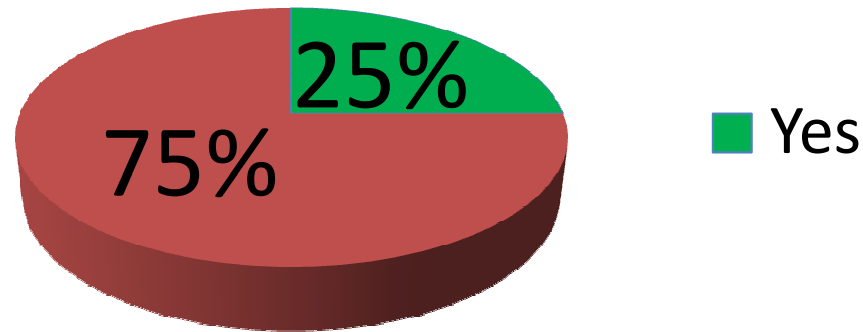
The analysis of the surveys concluded that people see boutique hotels as a unique experience and they exceed their expectations. The people who surveyed based on a traditional hotel seem to enjoy their experience but it was not unique or exceeded their expectations. The charts below analyze the survey questions given with the corresponding answers.



# Case Study

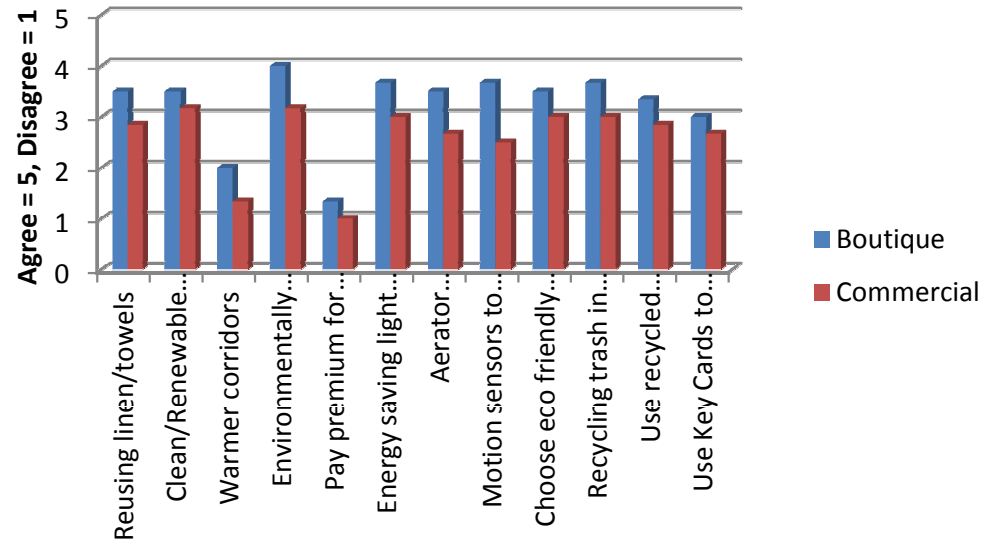
A major question I had on the survey was “do you know what a boutique hotel is?” Even though they are popular and trending people still don’t seem to know that boutique means that. In fact there is no real definition for the boutique hotel so that may make the understanding of it that much more difficult. To my hypothesis majority of people don’t know what a boutique hotel is, even if they are staying in one.

## Know what Boutique Hotel is?



For the sustainable surveys, responses were consistent and in agreement that sustainable practice implementation in hotels is beneficial. However everyone disagreed to price increase of the hotel accommodation to supplement being green. The other comments were on corridors' being warmer; being in south Florida it is already warm so I can see why this question was responded to majorly disagree.

# Case Study



## Limitations

There were some limitations in this study that need to be recognized. Due to regulations and hotel policy I was unable to survey guests at the hotels, however I did manage to survey 3 guests who were already leaving the hotel and were off the premises. With very few surveys to analyze the results were not large enough of a sample set to be representative.

# Case Study

## Conclusion

Findings of the research presented here have presented evidence that guests staying in a boutique hotel do so because it provides them with a more unique, personalized, and homely experience. The study confirmed that boutique hotels are becoming very popular with the tourism community and are preferred over standardized hotel chains. There is more expectation of personalized service that enables guests to feel more comfortable and relaxed.

I enjoyed researching the boutique hotel and experiencing it firsthand. The philosophy of this type of hotel makes it stand out. Amenities and design are what attract guests to the hotels and service is what gets them to stay. The strength of this work was bringing awareness of the boutique hotel design and gathering more information on it from the Miami area. The weakness however was the inability to survey more people and get a large analysis of its acceptance and appreciation in the hospitality industry. For my final project I would like to design my own boutique hotel and incorporate many of the ideas that these two hotels had for the design and service. The unique attributes of a boutique hotel are very appealing to me and seem to allow and encourage more creativity and design in its concept. This knowledge I have gained by this case study will definitely help to guide my design decision making for my final project as I now understand the needs of the consumer and how to better their experience from current boutique hotels.

# References

Alison J. McIntosh and Anna Siggs. (2005) An Exploration of the Experiential Nature of a Boutique Accommodation. Sage Publications. P 74-81

Bill Meade and Antonio del Monaco. (2001) Introducing Environmental Management in the Hotel Industry: A Case Study of Jamaica. The Haworth Press. p 129-142

BHM Blog. (2011) Boutique Hotels Defined. Retrieved from <http://www.boutiquehotelsmagazine.com/blog/definition-of-boutique-hotel/>

Cary C. Countryman and SooCheong Jang (2004) The effects of atmospheric elements on customer impression:the case of hotel lobbies. Elsevier Science.p359-367

Charles S. Areni (2003) Examining managers' theories of how atmospheric music affects perception, behavior and financial performance. Elsevier Science p 263-274

G. S. Shergill and Wenli Sun. Tourists' Perceptions Towards Hotel Services in New Zealand. The Haworth Press. p1-29

Jane L. Levere (2011) The Rush to Boutique New York Times June 11 2011 from [http://www.nytimes.com/2011/04/05/business/05boutique.html?\\_r=2&src=busln](http://www.nytimes.com/2011/04/05/business/05boutique.html?_r=2&src=busln)

Jay Kandampullyc and DwiSuhartanto (2003) The Role of Customer Satisfaction and Image in Gaining Customer Loyalty in the Hotel Industry. The Haworth Press.p3-23

Jim Butler (2008) The Compelling "Hard Case" for "Green" Hotel Development. Sage Publications. P 234-244

Judy A. Siguaw, Cathy A. Enz, and Lewis G. Schaeneman (1999) Best Practices in Hotel Architecture Sage Publications. p 44-49

Judy A. Siguaw, Karthik Namasivayam, Cathy A. Enz, and Lewis G. Schaeneman (2000) How Wired Are We? The Selection and Use of New Technologies in U.S. Hotels. Sage Publications. P 40-48

Kristen Lea (2011) The Boutique Hotel Fad or Phenomenon. Locum Destination Review. June 11 2011 from <http://www.locumconsulting.com/pdf/LDR7BoutiqueHotels.pdf>

Laurence Bernstein (1999) Luxury and the Hotel Brand: Art, Science, or Fiction? Sage Publications.p47-53

Lucia Tamagni (2005) Perceived Quality of Hotels in Neuquén Province, Argentina. The Haworth Press.p 79-102

# References

Lucienne Anhar. (2001) The definition of Boutique Hotels. Hospitality Net-Article.

December 13 2001 from <http://hospitalitynet.org/news/4010409>

Mandy Aggett (2007) What has influenced growth in the UK's boutique hotel sector? Emerald Publishing Group Limited. 169-177

Nadia Tzschentke, David Kirk and Paul A. Lynch. (2004) Reasons for going green in serviced accommodation establishments. Emerald Publishing Group Limited p116-12

Pamela Lanier, David Caples, and Helen Cook(2000) How Big Is Small? A Study of Bed & Breakfasts, Country Inns, and Small Hotels. Sage Publications. P 90-95

Paulina Bohdanowicz (2005) European Hoteliers' Environmental Attitudes: Greening the Business. Sage Publishing. P188-204

Tim Lockyer.(2003) Hotel cleanliness—how do guests view it? Let us get specific.A New Zealand study. Elsevier Science.p297–305

Ugur Yava and Emin Babakus (2004) Dimensions of hotel choice criteria: congruence between business and leisure travelers. Elsevier Science.p359-367

Ugur Yava and Emin Babakus (2005) Competing for Guests: An Application of Extended Quadrant Analysis. The Haworth Press. 29-34

U. S. Green Building Council (2011) Retrieved from <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1988>

Yoshie Oyama (2004) Psychological Effect of Daylighting on Behavior The Illuminating Engineering Institute of Japan. P 70-71

# Annotated Bibliography

## Annotated Bibliography

1. What defines a boutique hotel?

**Mandy Aggett (2007) What has influenced growth in the UK's boutique hotel sector? Emerald Publishing Group Limited. 169-177**

**Journal:** International Journal of Contemporary Hospitality Management

**Title:** What has influenced growth in the UK's boutique hotel sector?

**Publisher:** Emerald Publishing Group Limited

**Author(s):** Mandy Aggett, Plymouth Business School, University of Plymouth, Plymouth, UK

### Summary:

Critical analysis of source - The *International Journal of Contemporary Hospitality Management* aims to communicate the latest developments and thinking on the management of hospitality operations worldwide. A multidisciplinary journal, it publishes double-blind reviewed papers covering issues relevant to operations, marketing, finance and personnel. It is the Journal's intention to encourage an interchange between hospitality managers, educators and researchers. Contributors are encouraged to identify the practical implications of their work for the management of hospitality across the range, from single unit concerns to large organizations. Articles are based on experience and evidence - rather than philosophical speculation - and are encouraged. The *International Journal of Contemporary Hospitality Management* is the only journal which can help managers keep pace with research on consumer attitudes and innovations in technology and service. Many articles are jointly written by practitioners and academics in the field, and offer invaluable insights into a diverse range of subjects. Methodology and Method review - This research paper was written to identify the key components that attract guests to a boutique hotel and why they have become so popular in the United Kingdom. The methodology used in this study was a review of literature and survey from hotel guests. The top five attributes that guests mentioned as reasoning for choosing a boutique hotel were location, quality, uniqueness, services provided, and personalized levels of service. This paper was written to help and recommend, to current and future boutique hotel owners, the best possible areas to focus on to make their hotel more attractive and increase future clients.

Findings, and relationship to typology -This study directly related to my typology as it focuses on a boutique hotel in the UK. The attribute information helps clearly identify the key components that will be of value when designing a hotel. These 5 attributes location, quality, uniqueness, services provided, and personalized levels of service can be focused on when designing my hotel.

### Quotations-

"rather than simply viewing the hotel as accommodation, clients are looking at the hotel to provide an experience in itself"

"boutique hotels are contemporary, design-led hotels with up to 100 bedrooms, which offer unique levels of personalized service and high tech facilities"

"main forces driving the growth of the boutique sector is an increased interest in art, culture, and history"

"excellent example of an innovative offering in an otherwise standard industry"

"this systematic standardization of the hospitality product provoked a counter-movement inspired by consumers searching for hotels with unique or sophisticated and innovative characteristics, called boutique, design or lifestyle hotels"

"the main reasons given for a preference for boutique accommodation, by those that stay in this type of accommodation every time they go away, include the individuality, high levels of service, personalized attention to guests and locations of these hotels"

# Annotated Bibliography

**Laurence Bernstein (1999) Luxury and the Hotel Brand: Art, Science, or Fiction? Sage Publications.p47-53**

**Journal:** Cornell Hotel and Restaurant Administration Quarterly

**Title:** Luxury and the Hotel Brand: Art, Science, or Fiction?

**Publisher:** Sage Publications

**Author(s):** Laurence Bernstein, partner, Bay Charles Consulting Company, Toronto, Canada

## **Summary:**

Critical analysis of source - The primary objective of the CQ is to publish articles that provide timely and actionable prescription for hospitality management practice and research. We aim to help all of those involved or interested in the hospitality industry – academics, managers and executives, owners and developers, consultants, investors, and students – to keep up-to-date on the latest research findings and insights in order to improve business practices and stay informed about successful business strategies. The articles we publish are based on important, industry challenges that are examined using rigorous methods of inquiry. The content addresses a broad range of topics that are relevant to hospitality, travel, and tourism and related services contexts, including strategic management, human resources, marketing, finance, real estate, accounting, operational management, facilities and design, information systems and technology, communications, travel and tourism, and general management.

Methodology and Method review - This study was done in Canada's metropolitan hotel chain. It was created to study the value travelers and guests held the hotel to, and if they considered certain aspects of that hotel to be luxurious or not. Simple items such as shampoo bottles or in room coffee maker may seem like a luxury but not everyone is convinced. To their surprise hoteliers don't seem to value the amenities hotels provide as an big thing, especially experienced ones. What was once considered luxurious is now become the norm and expected. On the other hand younger travelers and guests still seem to be excited about luxury. As a result of the study the researched concluded that "luxury is I the eye of the beholder" and that it is the responsibility of a hotel to inform guests what luxury is so the mindset of the guest can be altered to create a more luxurious stay.

Findings, and relationship to typology -This related to my topic because it studied what guests really see as luxury or a functionality. In large hotel chain in room amenities are so common that they now are seen a just another functional item and no longer a luxury. Keeping this in mind when designing a boutique hotel is consider the type of guest that will use that hotel and what ways to inform them that they will have a luxurious stay.

## Quotations-

"luxury transcends functionality and adds a dimension of the superfluous to its object"

"luxury has different meanings and connotations under different circumstances. Different people will most likely interpret the same experience in different way, depending on their view of the situation."

"hotels do not provide luxury so much as they make it possible for guests to experience luxury. The hotel offers the stimuli; the guest brings the mind-set."

"one can developer four categories for the stimuli that can evoke a sense of luxury. Those categories are cost, time, and prestige, plus an aggregate category (many extras)."

"luxury involves an aggregation of a number of small 'extras' anyone of which may not be significant alone. This is the wow factor...that will cause the guest to remark later: 'They even had a little bottle of French cognac next to my bed at bed time!'



# Annotated Bibliography

**Jane L. Levere (2011) The Rush to Boutique New York Times June 11 2011 from [http://www.nytimes.com/2011/04/05/business/05boutique.html?\\_r=2&src=busln](http://www.nytimes.com/2011/04/05/business/05boutique.html?_r=2&src=busln)**

**News:** New York Times

**Title:** The Rush to Boutique

**Publisher:** New York Times Company

**Author(s):** Jane L. Levere

**Summary:**

Methodology and Method review - This was a news article written about the current boom in boutique hotel design. All major hotel brands are beginning to introduce a boutique line to compete with the growing popularity of smaller unique hotels.

Findings, and relationship to typology -This article was affective in understanding what hotels are branching out into smaller boutique

Quotations-

“Hotel experts have all sorts of definitions for boutique hotels. Not cookie cutter, one said. Chic, another said. 100 rooms or less said a third.”

“The plethora of new brands is also a reflection of economic conditions and the state of the real estate market.”

**Kristen Lea (2011) The Boutique Hotel Fad or Phenomenon. Locum Destination Review. June 11 2011 from <http://www.locumconsulting.com/pdf/LDR7BoutiqueHotels.pdf>**

**Article:** Locum Destination Review

**Title:** The Boutique Hotel Fad or Phenomenon?

**Publisher:** Locum Consulting

**Author(s):** Kristen Lea, Locum Consultant

**Summary:**

Critical analysis of source - Locum Destination Review is a journal of record for the global destination industry. It brings together leading players and opinion formers to review the salient market forces, under the auspices of Locum Consulting, Europe’s leading consultants to the destination industry. Combining in-depth interviews, wide-ranging case studies and cutting-edge analysis, Locum Destination Review offers expert insight into how and why destinations succeed.

Findings and relationship to typology – They focused on the boutique hotel and whether it was a fad or an actual change in the hotel experience. They had data collection from surveys and chart analysis to back up their claims.

Quotations-

“Architecture NOW predictably defines the boutique hotel from a design standpoint; boutique hotel has become short hand for a hotel with a high-concept design and unique atmosphere.”

“The more that establishment hotel chains see their market shares shrink the more they will try to replicate the successes of the so called boutique sector.”

“So called boutique hotels look in better commercial shape than traditional chain hotels. All stress home like atmosphere, highly personalized service, and distinctive styles with generous amenities including easy access to the internet.”

# Annotated Bibliography

**Pamela Lanier, David Caples, and Helen Cook(2000)**How Big Is Small? A Study of Bed & Breakfasts, Country Inns, and Small Hotels. Sage Publications. P 90-95  
**Journal:**  
**Title:** How Big Is Small? A Study of Bed & Breakfasts, Country Inns, and Small Hotels  
**Publisher:** Sage Publication

**Author(s):** *Pamela Lanier, David Caples, and Helen Cook*

## **Summary:**

Methodology and Method review – This article was study on the population of bed and Breakfast, Country Inns and small hotel establishments.

Findings and relationship to typology – This study only provided a brief information on small hotels but mainly focus on bed and breakfast accommodations. This was to small of an analysis for my typology.

## Quotations-

“Ranging in size from 20 to 50 rooms [small hotel] properties are usually in historic buildings and are typically independent.”

“They offer full service guest experience which could include restaurant, meeting facility, concierge service, and a spa.”

## **2. What type of users stay in a boutique hotel?**

**Ugur Yava and Emin Babakus (2004)** Dimensions of hotel choice criteria: congruence between business and leisure travelers. Elsevier Science.p359-367

**Journal:** International Journal of Hospitality Management

**Title:** Dimensions of hotel choice criteria: Congruence between Business and Leisure Travelers

**Publisher:** Elsevier Science

**Author(s):** *Ugur Yavas, Professor of Marketing, East Tennessee State University, Johnson City, TN*  
*Emin Babakus, Professor of Marketing, The University of Memphis, Memphis, TN*

## **Summary:**

Critical analysis of source - The *International Journal of Hospitality Management* discusses major trends and developments in a variety of disciplines as they apply to the hospitality industry. The range of topics covered by the journal includes: human resources management; consumer behavior and marketing; business forecasting and applied economics; operational management; financial management; planning and design; information processing; technological developments; national and international legislation. The journal also contains research papers, state-of-the-art reviews and analyses of business practice within the industry.

Methodology and Method review - This study was conducted to analyze the difference between business and leisure hotel guests. Each group selected attributes they consider when deciding a hotel. Use a series of questionnaires, 400 local residents from a metropolitan area we questioned. The questionnaires were then divided up into two categories of business or personal travel. Using a mathematic data system they were able to conclude the results.

# Annotated Bibliography

Findings, and relationship to typology - Business travelers cited their criteria on general amenities dimension and incorporates items pertaining to access to computer/modem, entertainment lounges, exercise facilities/fitness center, meeting facilities, and dry cleaning/ironing service. The leisure travelers also had similar requests but their most important dimension is core service and the security/safety, ambiance and room amenities. This study had great significance to what users stay in boutique hotels. This information provided on the criteria travelers and leisure guests used to determine where to stay will be very useful when designing the hotel space and to make sure all amenities are available. The relationship to my typology directly relates to hotel design as the study was conducted on hotels.

## Quotations-

"First, because business and leisure travelers are the 2 major segments served by hotels, a number of studies in the past investigated business and leisure travelers hotel selection behavior and related issues."

"For instance, studies indicated that the important attributes influencing business travelers hotel choices were cleanliness and location."

"Security, personal interactions, and room rates were the important considerations for leisure travelers."

"Business travelers who use a hotel for business meetings, conference attendance, sales meetings, executive meetings, and training sessions may have different expectations than road warriors."

"Likewise leisure travelers who travel with children may have different expectation from a hotel than those who travel as couples or singles."

**Ugur Yava and Emin Babakus (2005) Competing for Guests: An Application of Extended Quadrant Analysis. The Haworth Press. 29-34**

**Journal:** Journal of Hospitality & Leisure Marketing

**Title:** Competing for Guests: An Application of Extended Quadrant Analysis

**Publisher:** The Haworth Press

**Author(s):** *Ugur Yavas, Professor of Marketing, East Tennessee State University, Johnson City, TN*  
*Emin Babakus, Professor of Marketing, The University of Memphis, Memphis, TN*

## Summary:

Critical analysis of source - The Journal of Hospitality & Leisure Marketing is devoted entirely to innovations in applied marketing for both academicians and industry leaders in the hospitality and leisure fields. The journal publishes contributions written from a variety of perspectives, including those of the scholar, the practitioner, and the public policymaker. The Journal of Hospitality & Leisure Marketing fills a long-felt need for a specialist publication dealing with hospitality/leisure marketing issues. Academic readers will find the Journal of Hospitality & Leisure Marketing a stimulating, provocative, trustworthy, and definitive publication that will contribute greatly to their teaching and research. Consultants will find both conceptual and application-oriented articles helpful in defining client problems and constructing programmatic solutions. Practitioners will find theoretical principles explained in a way that will assist them in using their limited marketing resources more productively. Finally, public policymakers and public officials at all levels will find the journal helpful in clarifying problems, organizing research, establishing priorities, and producing recommendations to deal with issues of public concern.

# Annotated Bibliography

Methodology and Method review- This study was created to introduce a new application of a tool, Extended Quadrant Analysis (EQA) that helps you conduct hotel analysis. In this case a better understanding of their competition. As more and more hotels are built the competition for consumers is high and tools like the EQA are created to help understand what is best for hotels to focus on as far as marketing, services, quality and process improvement. “the key to gaining competitive advantage is to add value to offerings more successfully than the competition. This above all necessitates an understanding of the reasons for which people choose a hotel and how they judge competing hotels on these reasons”. This article was written to provide current and future hotel owners information and analysis of behavioral principles, consumer attributes and overall hotel necessities to keep up with the growing economy.

Findings and relationship to typology –Although this study focuses more on the strategic marketing of a hotel to be competitive, they also focused on the services and quality provided. This is significant to my boutique design because I can understand what is best to design that will improve the look and options of the hotel guests and to keep them coming back. It directly relates to the hospitality and hotel design

Quotations-

“To meet challenge head on, hoteliers can design innovative marketing strategies to better serve their guests.”

“As customers on a daily basis make decisions on where to stay, and there are so many hotels to choose from, only those hotels with a clear understanding of their competitive standing will be able to thrive.”

“Attractiveness of exterior design/appearance, attractiveness of interior design/lobby, bed comfort, cleanliness of rooms, cleanliness of bathrooms, courteousness of personnel, ease of making reservations, location, room rates and security/safety are important attributes, and guests tend to rate the competitors better than Holiday Inn.”

**Jay Kandampullyc and DwiSuhartanto (2003) The Role of Customer Satisfaction and Image in Gaining Customer Loyalty in the Hotel Industry. The Haworth Press.p3-23**

**Journal:** Journal of Hospitality & Leisure Marketing

**Title:** The Role of Customer Satisfaction and Image in Gaining Customer Loyalty in the Hotel Industry

**Publisher:** The Haworth Press

**Author(s):** Jay Kandampullyc, Professor, Hospitality Management Program, Campbell Hall, at Ohio State University

DwiSuhartanto, Director of The Indonesian Post Polytech, Administrasi Niaga, Politeknik Negeri Bandung, Jl. Gegerkalong Hilir, Ciwaruga, Bandung, Indonesia.

# Annotated Bibliography

## Summary:

Critical analysis of source - The Journal of Hospitality & Leisure Marketing is devoted entirely to innovations in applied marketing for both academicians and industry leaders in the hospitality and leisure fields. The journal publishes contributions written from a variety of perspectives, including those of the scholar, the practitioner, and the public policymaker. The Journal of Hospitality & Leisure Marketing fills a long-felt need for a specialist publication dealing with hospitality/leisure marketing issues. Academic readers will find the Journal of Hospitality & Leisure Marketing a stimulating, provocative, trustworthy, and definitive publication that will contribute greatly to their teaching and research. Consultants will find both conceptual and application-oriented articles helpful in defining client problems and constructing programmatic solutions. Finally, public policymakers and public officials at all levels will find the journal helpful in clarifying problems, organizing research, establishing priorities, and producing recommendations to deal with issues of public concern.

Methodology and Method review This article was written to give a better understanding of the relationship between guest satisfaction and loyalty to their valued hotels. Various aspects were studied, loyalty, customer satisfaction, and overall appearance. This study analyzes the positive aspects of what guest are looking for and what makes them become loyal customers. The methodology used was the scientific method in which the authors predicted a hypothesis and created charts to collect data, comments and scores from patrons, and came up with results. The overall findings were "that hotel image and customer satisfaction with the performance of housekeeping, reception, food and beverage, and price are positively correlated to customer loyalty."

Findings and relationship to typology –This article was important to provide information on the loyalty a consumer has for a hotel. There are key factors that contribute to why they become return guests and why they recommend a hotel to others.

## Quotations-

"Service loyalty is the degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider and considers using only this provider when the need for this service arises."

"Image is considered to be an important variable in influencing marketing activities. Image is important for any organization due to its ability to influence customer's perception of the goods or services offered."

## 3. What user activities are associated with boutique hotels?

**Journal:** *Journal of Travel Research*

**Title:** *An Exploration of the Experiential Nature of Boutique Accommodation*

**Publisher:** *Sage Publications*

**Author(s):** *Alison J. McIntosh, Associate Professor of Tourism at the University of Waikato Management School in New Zealand  
Anna Siggs, Research Assistant at Lincoln University in New Zealand*

# Annotated Bibliography

## Summary:

Critical analysis of source – This article addresses the lack of attention in previous studies to the experiential nature of accommodation products, especially with regard to boutique or specialist accommodation. Information gained from guests revealed 5 key experiential dimensions that are seen as important to the success of a boutique accommodation.

Methodology and Method review- interviews were conducted using the qualitative approach with open ended questions and conversational style.

Findings and relationship to typology – My focus on experiential relationship can be supplied by this entire article. They focused on the key factors that guests feel while staying in a boutique hotel.

## Quotations-

“From an experiential view, to attract and satisfy customers, accommodation providers need to understand their guests in terms of the experiences they seek and gain.”

“...provide intangible experiential qualities for guests facilitating feelings, emotions, imagination, knowledge, satisfaction, and beneficial experiences.”

“Overall, five key dimensions of the boutique accommodation experience were defined from the in-depth interviews of both guests and hosts that were seen to capture the nature of experiences gained in boutique accommodation. These dimensions were unique character, personalized, homely, quality, and value added.”

“This article as therefore sought to provide insight into the experiential dimensions of boutique accommodations, that is, the intangible experiential qualities and the facilitation of feelings, emotions, satisfaction and beneficial experiences that guests arrive from staying in a boutique accommodation.”

## 4. What are psychological factors that determine who stays at a particular hotel?

**Cary C. Countryman and SooCheong Jang (2004) The effects of atmospheric elements on customer impression:the case of hotel lobbies. Elsevier Science.p359-367**

**Journal:** International Journal of Hospitality Management

**Title:** The effects of atmospheric elements on customer impression: the case of hotel lobby

**Publisher:** Elsevier Science

**Author(s):** Cary C. Countryman, *School of Business, Brigham Young University, Laie, Hawaii, USA*  
SooCheong Jang, *Department of Hospitality and Tourism Management, Purdue University, West Lafayette, Indiana, USA*

## Summary:

Critical analysis of source - The *International Journal of Hospitality Management* discusses major trends and developments in a variety of disciplines as they apply to the hospitality industry. The range of topics covered by the journal includes: human resources management; consumer behavior and marketing; business forecasting and applied economics; operational management; financial management; planning and design; information processing; technological developments; national and international legislation.

# Annotated Bibliography

The journal also contains research papers, state-of-the-art reviews and analyses of business practice within the industry.

**Methodology and Method review** -This study was created to understand what key elements that furnish a hotel lobby prove to be the most attractive and impressive to guests when selecting a hotel. The five categories of focus were color, lighting, layout, style, and furnishings. The methodology used in this study was data collection using a scenario approach, as well as images of other hotel lobbies. The data was then analyzed to find the overall results. The findings suggested that the most important attributes of guests were color, lighting and style. Analysis of a hotel lobby was key to this study as it makes the first impression of any hotel, but its not the only area consumers are focused on. The topic has received limited research interest in the past but it is becoming recognized as an important consideration in future hotel design and construction. This research helps in establishing a foundation on which future research can be built.

**Findings and relationship to typology** –This study focused on the lobby only, it I relevant to my hotel design as I will also be designing a lobby and understanding how guest use the space and feel in the space will help me to create the best design scenario.

**Quotations-**

“Psychologists have determined that the physical environment has an effect on the human behavior and this branch of psychology has become known as environmental psychology.”

“The physical property of a hotel which includes the hotel lobby and other public spaces is very influential in driving the hotel purchase decision.”

“Developed atmospherics further by creating a conceptual framework for service settings and begun using the term servicescape to describe the physical environment in which services occur.”

**Charles S. Areni (2003) Examining managers’ theories of how atmospheric music affects perception, behavior and financial performance. Elsevier Science p 263-274**

**Journal:** Journal of Retailing and Consumer Services

**Title:** Examining managers’ theories of how atmospheric music affects perception, behavior and financial performance

**Publisher:** The Haworth Press

**Author(s):** Charles S. Areni, *Department of Marketing, School of Business, University of Sydney, Sydney, Australia*

**Summary:**

Critical analysis of source -The journal is an international and interdisciplinary forum for research and debate in the rapidly developing - and converging - fields of retailing and services studies. It focuses particularly on consumer behavior and on policy and managerial decisions, encouraging contributions both from practitioners in the forefront of new developments in retailing and services, and from academics across a wide range of relevant disciplines. *The Journal of Retailing and Consumer Services* covers: the distribution and selling of goods, the retailing of professional services such as health and law, the retailing of consumer services such as transportation, tourism, leisure, and personal financial services. For employers and course providers, it also addresses issues of education and training.

# Annotated Bibliography

Methodology and Method review -This study was created to analyze the effect of music on guests and employees in hotel interiors. The study used scales to measure the beliefs of the hospitality managers with regard to music effecting behavior and productivity. The methodology used in this study was questionnaires sent in the mail to 221 Australian hotel and pub managers. Six overall learning were gathered by the study: music influences customers to interact with staff, music selection must vary by time of day, music can either attract or deter guests, music increases the length of stay by patrons, music eliminates awkward silences in an otherwise quite location, and finally the belief that music should vary based on the target audience actually had a negative effect on financial performance. The results concluded that music does affect guests using the space and proved to be beneficial and is recommended to achieve operational goals.

Findings and relationship to typology – this article provided studied for physical context of my research. Sound is a major factor in the physical environment and adding music can benefit a hotel based on this reserach.

Quotations-

“Hospitality managers suggested that atmospheric music must be varied as the day progresses to fit the desired level of arousal and circadian rhythms of customers.”

“Although previous academic research suggests that atmospheric music can influence customer/staff interaction respondents discussed several situations where it was important for music to facilitate interaction among customers:”

“...you know the old expression elevator music, that’s where it came from didn’t it? Because people don’t want to stand there looking at each other because it makes them uncomfortable. If they can pretend to be listening to something else, there is a degree of comfort factor in that.”

**Lucia Tamagni (2005) Perceived Quality of Hotels in Neuquén Province, Argentina. The Haworth Press.p 79-102**

**Journal:** Journal of Hospitality & Leisure Marketing

**Title:** Perceived Quality of Hotels in Neuquén Province, Argentina

**Publisher:** The Haworth Press

**Author(s):** Lucia Tamagni, *Ph.D., associate professor, and Marina Zanfardini, Ph.D., professor, Department of Tourism Services, School of Tourism, National University of Comahue, Neuquén-Argentina*

**Summary:**

Critical analysis of source -The Journal of Hospitality & Leisure Marketing is devoted entirely to innovations in applied marketing for both academicians and industry leaders in the hospitality and leisure fields. The journal publishes contributions written from a variety of perspectives, including those of the scholar, the practitioner, and the public policymaker. The Journal of Hospitality & Leisure Marketing fills a long-felt need for a specialist publication dealing with hospitality/leisure marketing issues. Academic readers will find the Journal of Hospitality & Leisure Marketing a stimulating, provocative, trustworthy, and definitive publication that will contribute greatly to their teaching and research. Consultants will find both conceptual and application-oriented articles helpful in defining client problems and constructing programmatic solutions. . Practitioners will find theoretical principles explained in a way that will assist them in using their limited marketing resources more productively. Finally, public policymakers and public officials at all levels will find the journal helpful in clarifying problems, organizing research, establishing priorities, and producing recommendations to deal with issues of public concern.



# Annotated Bibliography

Methodology and Method review – Research measured using the SERVQUAL model along with interview and interview analysis.

Findings and relationship to typology – This article provide information on the service quality of a hotel on Neuquen but was a bit too specific in the analysis that I believe won't work well for my study. Especially since its not a United States based hotel.

Quotations-

“From a hotel availability point of view most of the accommodation service companies in Neuquen Province are family businesses, with a small number of lodgings related to hotel chains franchises.”

“A multidimensional approach points out that the service quality cannot result from a single variable but is a construct that involves several features.”

**Yoshie Oyama (2004) Psychological Effect of Daylighting on Behavior The Illuminating Engineering Institute of Japan. P 70-71**

**Journal:** Journal of Light and Visual Environment

**Title:** Psychological Effect of Daylighting on Behavior

**Publisher:** The Illuminating Engineering Institute of Japan

**Author(s):** Yoshie Oyama, TAISEI Technology Center, Yokohama, Japan

**Summary:**

Critical analysis of source -The journal of Light and Visual Environment is published every four month, consisting of papers and general reports, covering light sources, vision, color, radiometry, lighting design, and all other fields of lighting engineering.

Methodology and Method review – This study was created to analyze the effect of daylight and various levels of lighting on a person while doing different activities. The data was collected from participants who were subjected to the different luminosities and then asked to take a survey where they were to decide if that luminosity was suitable or unsuitable for a list of functions. The results concluded that the lighting which offered the most constant suitable light was not suitable for many functions/behaviors, such as rest or relaxation. This study was useful to hotel designers to understand what level the lighting and luminosity is needed for different functions in a space.

Findings and relationship to typology – This study provided information and diagrams of lighting analysis, although very specified results t provided valid information on the effects of daylighting.

Quotations-

“In our time, day lighting is an indispensable for saving energy, and furthermore day lighting is assumed to be good for occupants.”

“Therefore we need the data on the relation between various behaviors, design of which is important part of architectural design and in lighting.”

# Annotated Bibliography

What sustainable practices can be implemented in hotel design?

**Nadia Tzschentke, David Kirk and Paul A. Lynch. (2004) Reasons for going green in serviced accommodation establishments. Emerald Publishing Group Limited p116-124**

**Journal:** International Journal of Contemporary Hospitality Management

**Title:** Reasons for Going Green in Serviced Accommodation Establishments

**Publisher:** Emerald Publishing Group Limited

**Author(s):** Nadia Tzschentke, *PhD Research Student in the Faculty of Business and Arts*

David Kirk, *Director of Educational Strategy*

Paul A. Lynch, *Senior Lecturer at the School of Business and Enterprise, all at Queen Margaret University College, Edinburgh, UK.*

## Summary:

Critical analysis of source -The *International Journal of Contemporary Hospitality Management* aims to communicate the latest developments and thinking on the management of hospitality operations worldwide. A multidisciplinary journal, it publishes double-blind reviewed papers covering issues relevant to operations, marketing, finance and personnel. It is the Journal's intention to encourage an interchange between hospitality managers, educators and researchers. Contributors are encouraged to identify the practical implications of their work for the management of hospitality across the range, from single unit concerns to large organizations. Articles are based on experience and evidence - rather than philosophical speculation – and are encouraged. The *International Journal of Contemporary Hospitality Management* is the only journal which can help managers keep pace with research on consumer attitudes and innovations in technology and service. Many articles are jointly written by practitioners and academics in the field, and offer invaluable insights into a diverse range of subjects. Methodology and Method review – This study focuses of the sustainable qualities that can improve “accommodation establishments” They focus on the decision making of smaller business’ and what motivation the managers to become environmentally involved and their reasons for doing so. The study was done in Scotland and data was collected from face to face interviews with owners/managers. The hypothesis was that more businesses were turning to green design because of economic and ethical concerns. After analyzing results the main reasoning for going green was personal belief in a greater cause and understanding that small business’ need to focus on their carbon foot print as much as large business owners.

Findings and relationship to typology –Provided great information on green design and sustainable practices which is a key component in my study.

## Quotations-

“There have been growing efforts to engage the greening of hospitality practice, with initiatives such as the International Hotels Environmental Initiative (IHEI).”

“...reducing costs by increasing levels of operational efficiency was the prime motive behind in the introduction of environmental measures.”

“...environmental measures was in most cases a gradual process aided by replacement or upgrading needs, a range of factors resulting in higher running costs was identified as a catalyst for action.”

**Jim Butler (2008) The Compelling “Hard Case” for “Green” Hotel Development. Sage Publications. P 234-244**

**Journal:** Cornell Hospitality Quarterly

**Title:** The Compelling “Hard Case” for “Green” Hotel Development

**Publisher:** Sage Publishing

**Author(s):** Jim Butler

# Annotated Bibliography

## Summary:

Critical analysis of source -The primary objective of the CQ is to publish articles that provide timely and actionable prescription for hospitality management practice and research. We aim to help all of those involved or interested in the hospitality industry – academics, managers and executives, owners and developers, consultants, investors, and students – to keep up-to-date on the latest research findings and insights in order to improve business practices and stay informed about successful business strategies. The articles we publish are based on important, industry challenges that are examined using rigorous methods of inquiry. The content addresses a broad range of topics that are relevant to hospitality, travel, and tourism and related services contexts, including strategic management, human resources, marketing, finance, real estate, accounting, operational management, facilities and design, information systems and technology, communications, travel and tourism, and general management.

Methodology and Method review – This study was concerning the green hotel development boom. Hotel developers and managers are becoming more aware of the emphasis on “green” hotel development. Consumers will almost certainly continue to demand that hotels join other commercial real estate operators in constructing and operating their buildings in accordance with standards established by the U.S. Green Building Council. The so-called LEED standards (Leadership in Energy and Environmental Design) are the basis of certification for qualifying buildings. Governments have begun to mandate reduced energy use and emissions. To build a green hotel used to cost a premium in the past, now studies show that the cost of building to LEED standards is not greater than conventional approaches, while those buildings are healthier for patrons and less expensive to operate. Although retrofitting buildings does save energy, a better approach is to construct green hotels. Current incentives for energy-saving construction and operation may diminish, and early adopters will have the best chance at those incentives.

Findings and relationship to typology – Provided great information on green design and sustainable practices which is a key component in my study.

## Quotations-

“Green development and sustainable operations are certainly getting the attention of everyone in the hotel industry.”

“The development community has long been involved in environmental issues and the US Green Building Council has taken an important leadership role in certifying the design and construction of sustainable buildings.”

“The study also noted that green buildings seem to show noticeable improvements in the health and productivity of people working in them.”

“Beneficial features include better siting; better use of day light; improved thermal comfort and better ventilation; reducing use of toxic materials; and use of low-emission adhesives, sealants, paints, carpets, and other materials.”

“Green hotel development will become easier as developers share information about green building processes, products, vendors, and contractors. As more hard data and numbers are shared, more intelligent decisions can be made. Greater flexibility will help everyone, as owners, developers, and lenders work with hotel management companies and brands to develop standards which will facilitate green development and green operations.”

**Paulina Bohdanowicz (2005) European Hoteliers’ Environmental Attitudes: Greening the Business. Sage Publishing. P188-204**

**Journal:** Cornell Hotel and Restaurant Administration Quarterly

**Title:** European Hoteliers’ Environmental Attitudes: Greening the Business

**Publisher:** Sage Publishing

**Author(s):** Paulina Bohdanowicz, M.Sc., Department of Energy Technology, Royal Institute of Technology, Stockholm, Sweden

# Annotated Bibliography

## Summary:

Critical analysis of source -The primary objective of the *CQ* is to publish articles that provide timely and actionable prescription for hospitality management practice and research. We aim to help all of those involved or interested in the hospitality industry – academics, managers and executives, owners and developers, consultants, investors, and students – to keep up-to-date on the latest research findings and insights in order to improve business practices and stay informed about successful business strategies. The articles we publish are based on important, industry challenges that are examined using rigorous methods of inquiry. The content addresses a broad range of topics that are relevant to hospitality, travel, and tourism and related services contexts, including strategic management, human resources, marketing, finance, real estate, accounting, operational management, facilities and design, information systems and technology, communications, travel and tourism, and general management.

Findings and relationship to typology – Provided great information on green design and sustainable practices which is a key component in my study.

## Quotations-

“Preserving high environmental quality, as advocated by the green movement within the hotel industry, should therefore be one of the priority areas of the business agenda.”

“...initiatives should be focused on hotel guests to stimulate their environment conscience and create a demand for more green alternatives within the hotel and tourism industries.”

**Bill Meade and Antonio del Monaco. (2001) Introducing Environmental Management in the Hotel Industry: A Case Study of Jamaica. The Haworth Press. p 129-142**

**Journal:** International Journal of Hospitality & Tourism Administration

**Title:** Introducing Environmental Management in the Hotel Industry: A Case Study of Jamaica

**Publisher:** The Haworth Press

**Author(s):** Bill Meade and Antonio del Monaco, Hagler Bailly Services

## Summary:

Critical analysis of source -The International Journal of Hospitality & Tourism Administration is an applied, internationally oriented hospitality and tourism management journal designed to help practitioners and researchers stay abreast of the latest developments in the field as well as facilitate the exchange of ideas. The journal addresses critical competency areas that will help practitioners be successful in this growing field now and into the future. An exciting and challenging international forum, the journal reflects current happenings and trends in the industry. The journal will facilitate this need by providing essential and intelligent information about world-wide hospitality and tourism issues. The International Journal of Hospitality & Tourism Administration publishes refereed articles on best practices of hospitality and tourism management and education, applied research studies, and critical reviews on major issues affecting the hospitality and tourism sectors.

# Annotated Bibliography

Methodology and Method review – In the country of Jamaica many tourist hotels and resorts have popped up all over the coast and can sometimes be hazardous to the current eco systems living on that coast. This study focused on the introduction of the environmental management practices that have taken place in the local hotels and resorts. The study was conducted over 3 years and resulted in establishing to approaches to being environmentally conscious with regard to the hotel construction and daily functions they will continue to maintain the environment while equally creating revenue and entertaining tourist. This approaches can easily be implemented in other island and tropical destinations.

Findings and relationship to typology –

Quotations-

“Environmental programs are typically designed to address a specific environmental problem or issue such as recycling or composting solid waste, or are focused on a specific department such as linen re-use program in housekeeping and laundry.”

“Located in sensitive coastal eco-systems, most of Jamaica’s hotels face the challenge of reducing the environmental impact of their operations while meeting an increasing demand of a growing tourism industry.”

**What are guests overall expectation when deciding on hotel accommodations?**

**G. S. Shergill and Wenli Sun. Tourists’ Perceptions Towards Hotel Services in New Zealand. The Haworth Press. p1-29**

**Journal:** International Journal of Hospitality & Tourism Administration

**Title:** Tourists’ Perceptions Towards Hotel Services in New Zealand

**Publisher:** The Haworth Press

**Author(s):** G. S. Shergill, *PhD, Lecturer in Marketing, Department of Commerce, Massey University.*

Wenli Sun, *recently completed his Master of Management in Marketing from the Department of Commerce, Massey University.*

**Summary:**

Critical analysis of source -The International Journal of Hospitality & Tourism Administration is an applied, internationally oriented hospitality and tourism management journal designed to help practitioners and researchers stay abreast of the latest developments in the field as well as facilitate the exchange of ideas. The journal addresses critical competency areas that will help practitioners be successful in this growing field now and into the future. An exciting and challenging international forum, the journal reflects current happenings and trends in the industry. The journal will facilitate this need by providing essential and intelligent information about world-wide hospitality and tourism issues. The International Journal of Hospitality & Tourism Administration publishes refereed articles on best practices of hospitality and tourism management and education, applied research studies, and critical reviews on major issues affecting the hospitality and tourism sectors.

Methodology and Method review – This study was conducted in New Zealand and was evaluating the service quality of hotels. Travelers were given surveys to categorize factors that they consider to be important when selecting hotel accommodations. Using their analysis the study identified two factors there was a different perception among business travelers and pleasure travelers. Three categories that were of focus were overall hotel facilities, room facilities, and hotel service.. Demographic differences between these two types of travelers were also explored. Various outcomes were determined in each category based on the gender, reason for travel and personal preferences.

Findings and relationship to typology – provided knowledge on different perceptions of business and leisure travelers and the quality of standards they expect.

# Annotated Bibliography

## Quotations-

“Customer’s perceptions toward products/service quality vary considerably for customers with different cultural backgrounds.”

“This study also found that different perceptions exist between business travelers and vacations travelers toward hotel service in terms of different demographics, such as gender age and nationality.”

“Factors for vacation travelers in terms of room facilities were basic requirements, additional value, and personal requirements.”

**Tim Lockyer.(2003) Hotel cleanliness—how do guests view it? Let us get specific.A New Zealand study. Elsevier Science.p297–305**

**Journal:** International Journal of Hospitality Management

**Title:** Hotel Cleanliness – How Do Guests View It? Let us Get Specific. A New Zealand Study

**Publisher:** Elsevier Science

**Author(s):** Tim Lockyer, *Department of Tourism Management, Waikato Management School, University of Waikato, Hamilton, New Zealand*

## Summary:

Critical analysis of source -The *International Journal of Hospitality Management* discusses major trends and developments in a variety of disciplines as they apply to the hospitality industry. The range of topics covered by the journal includes: human resources management; consumer behavior and marketing; business forecasting and applied economics; operational management; financial management; planning and design; information processing; technological developments; national and international legislation. The journal also contains research papers, state-of-the-art reviews and analyses of business practice within the industry  
Methodology and Method review – This study focused on the cleanliness of hotels and how it affects the guest’s selection of which location to stay at. Many research papers have been conducted on cleanliness but never to this detail. The researcher’s focus is on key areas in a hotel room and conducted guest surveys. 412 responses were used to gather data of what areas should be focused on the most. Toilet, shower cubicle floor, and bed linens are examples of the specific areas of analysis. The results concluded that most areas in the bathroom and toilet did not meet expectations of consumers. This study proves beneficial to hotel owners and managers to create a higher standard of cleanliness. The data collected can drive specific direction for staff to focus on when creating a high quality atmosphere in hotel rooms.

## Quotations-

“Over the years numerous research projects have been undertaken to measure the factors that influence the selection of accommodation by guest.”

“An important element in the management of accommodation is understanding the needs of the guest.”

“There is strong evidence that, among the many factors that might influence the selection of accommodation by guests, cleanliness is very important.”

# Annotated Bibliography

**Judy A. Siguaw, Cathy A. Enz, and Lewis G. Schaeneman (1999) Best Practices in Hotel Architecture Sage Publications. p 44-49**

**Journal:** Cornell Hotel and Restaurant Administration Quarterly

**Title:** Best Practices in Hotel Architecture

**Publisher:** Sage Publications

**Author(s):** Judy A. Siguaw, *D.B.A., associate professor, Marketing and Sales*,  
Lewis G. Schaeneman, *Jr., Professor of Innovation and Dynamic Management, Cornell University School of Hotel Administration*  
Cathy A. Enz, *Ph.D*

**Summary:**

Critical analysis of source -The primary objective of the *CQ* is to publish articles that provide timely and actionable prescription for hospitality management practice and research. We aim to help all of those involved or interested in the hospitality industry – academics, managers and executives, owners and developers, consultants, investors, and students – to keep up-to-date on the latest research findings and insights in order to improve business practices and stay informed about successful business strategies. The articles we publish are based on important, industry challenges that are examined using rigorous methods of inquiry. The content addresses a broad range of topics that are relevant to hospitality, travel, and tourism and related services contexts, including strategic management, human resources, marketing, finance, real estate, accounting, operational management, facilities and design, information systems and technology, communications, travel and tourism, and general management.

Findings and relationship to typology – By making their rooms as home-like as possible, the best hotels are using architecture and design to add value to the guests' experience.

Quotations-

“Increasingly, hotels are using residential or home-like style and design to accomplish that task [feel comfortable].”

“Indeed, what better way to welcome guests than by providing a physical environment which they can feel secure, relaxed--- in short at ‘home’.”

“Develops theme hotels to create integrated theme experience.”

“Architectural design blends with landscape.”

**Judy A. Siguaw, Karthik Namasivayam, Cathy A. Enz, and Lewis G. Schaeneman (2000) How Wired Are We? The Selection and Use of New Technologies in U.S. Hotels. Sage Publications. P 40-48**

**Journal:** Cornell Hotel and Restaurant Administration Quarterly

**Title:** How Wired Are We? The Selection and Use of New Technologies in U.S. Hotels

**Publisher:** Sage Publications

**Author(s):** Judy A. Siguaw, *D.B.A., associate professor, Marketing and Sales*,  
Lewis G. Schaeneman, *Jr., Professor of Innovation and Dynamic Management, Cornell University School of Hotel Administration*  
Cathy A. Enz, *Ph.D.*

Karthik Namasivayam, *doctoral degree candidate*

# Annotated Bibliography

## Summary:

Critical analysis of source -The primary objective of the CQ is to publish articles that provide timely and actionable prescription for hospitality management practice and research. We aim to help all of those involved or interested in the hospitality industry – academics, managers and executives, owners and developers, consultants, investors, and students – to keep up-to-date on the latest research findings and insights in order to improve business practices and stay informed about successful business strategies. The articles we publish are based on important, industry challenges that are examined using rigorous methods of inquiry. The content addresses a broad range of topics that are relevant to hospitality, travel, and tourism and related services contexts, including strategic management, human resources, marketing, finance, real estate, accounting, operational management, facilities and design, information systems and technology, communications, travel and tourism, and general management.

Findings and relationship to typology – many hotels have adopted technologies to enhance their managers' and employees' efficiency few have added technologies focused on customer service -thereby creating a strategic marketing opportunity for hotel owners willing to take risks and be innovative

Quotations-  
“A hotel’s target market or sector determines whether a particular technology is appropriate for adoption.”

“Researchers suggest that widespread adoption of an innovation is determined by five main characteristics: relative advantage, compatibility, complexity, trialability, and visibility.”

“We expect that chain properties may adopt technologies at greater rate than do independents.”

**Boutique Hotel Magazine (2011) Boutique Hotels Defined retrieved from <https://www.boutiquehotelsmagazine.com/blog/defintion-of-boutique-hotel/>**

**Journal:** Website

**Title:** Boutique Hotel Magazine

**Publisher:** Not applicaable

**Author(s):** Not Available

## Summary:

Critical analysis of source – This website blog is dedicated to everything about boutique hotels, images and information is shred through the web as well as personal experiences and recommendations.

Findings and relationship to typology – The article gave a great discretion of what a boutique hotel is in lemans terms.

Quotations-

“Like art, a boutique hotel is hard to define, but you’ll know one when you see it.”

“Just like a boutique in French defines a small upscale shop to differentiate it from a big department store, similarly a boutique hotel distinguishes itself from a large hotel chain, which is identifiable with standardized features and looks.”

“They all offer a variety of up to date amenities that satisfy the wishes of the modern traveler such as internet and business facilities, spa, swimming pool, and often restaurant and lounge bar.”

“Renowned interior designers and architects are often engaged in decorating and shaping the contemporary boutique hotel. Ultra modern conveniences, high tech equipment, and trendy furniture ensure the guest a compelling hotel experience.”

“In a world that is becoming increasingly standardized where commodities, stores, restaurants, indeed society in general is developing into a homogenized entity, boutique hotels are a beacon for diversity and originality.”



# Annotated Bibliography

Lucienne Anhar. (2001) The Definition of Boutique Hotels Hospitality Net retrieved from <http://www.hospitalitynet.org/news/4010409>

**Journal:** Internet News Article

**Title:** The Definition of Boutique Hotels

**Publisher:** Hospitality Net

**Author(s):** Lucienne Anhar, Consulting and Valuation Analyst at HVS International

**Summary:**

Critical analysis of source – This news article was written to define a boutique hotel and present its finding to the masses. It's a lemans version of what a boutique hotel has come to be.

Findings and relationship to typology – This article was defining the boutique hotel, great information and background on the subject for a writer's perspective.

Quotations-

"Since the beginning of the 21<sup>st</sup> century, the lodging industry has become increasingly over supply with big monopolies of hotel brands."

"The definition of boutique hotel varies, especially among the hotel industries primary players. However the majority of boutique hotel operators, creators, and owners, can all agree on the following primary features of boutique hotels: architecture and design, service, and target market."

"Good locations for boutique hotels are not determined only by manor of convenience, but also by the trendiness and chic-ness of their respective neighborhoods."



# Articles