

Evolution of Boutique Hotels

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Abstract: *Boutique hotels stand out because they provide customized experiences and cultural influences. They reinvented lodging pioneered in the 1980s by Blakes Hotel and Clarion Bedford Hotel. Steve Rubell and Ian Schrager created the phrase "boutique hotel" when they made changes to the Morgans Hotel. It represented a shift toward original design and convenient settings. In the late 1980s, hotels like Phoenix Hotel helped to advance this idea by developing social hubs. Adrian Zecha established Aman Resorts in 1988, emphasizing luxury and original architecture. Recognizing the potential, big chains developed boutique sub-brands. As more guests look for distinctive experiences and individualized treatment in today's market, independent boutique hotels are still widely available.*

Keywords: Boutique hotels.

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