

# BOUTIQUE-HOTELS AND THEIR EFFECTS TO THE HOSPITALITY INDUSTRY OF UZBEKISTAN

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**Abstract:** the hospitality industry is much broader than most other industries. As you know, each type of lodging has its own function. During their evolution, hotels are also changing and becoming more luxury. Boutique hotel gives opportunity of living in unique life. It has both modern and cultural styles. There are data of appearing boutique type of hotels, and reasons of it, development and tendency of theirs, advantage and disadvantage sides. Moreover, it is given some points of creating boutique hotels in Uzbekistan.

**Keywords:** boutique hotel, unusual design, SWOT analyzes, modern style, top brands, lifestyle hotel, eastern culture and architecture.

## БУТИК-ОТЕЛИ И ИХ ЭФФЕКТ В ГОСУДАРСТВЕННОЙ ПРОМЫШЛЕННОСТИ УЗБЕКИСТАНА

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**Аннотация:** индустрия гостеприимства намного шире, чем большинство других отраслей. Как известно, у каждого типа жилья есть своя функция. За время своего развития отели также меняются и становятся все более роскошными. Бутик-отель дает возможность жить в уникальной жизни. Он имеет как современные, так и культурные стили. Имеются данные о появлении бутик-типа гостиниц, его причинах, развитии и тенденции, их преимуществах и недостатках. Кроме того, им даются некоторые моменты создания бутик-отелей в Узбекистане.

**Ключевые слова:** бутик-отель, необычный дизайн, SWOT-анализ, современный стиль, топ бренды, гостиница стиля жизни, восточная культура и архитектура.

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Nowadays, it is developing tourism and business sphere of hospitality industry. Today, this industry became one of the main parts of economics in developed countries. The hospitality industry is much broader than most other industries. The majority of business niches are composed of only a handful of different businesses, but this industry applies to nearly any company that is focused on customer satisfaction and meeting leisurely needs rather than basic ones. It includes all types of lodging which has hotels, hostels, motels and others like them. As you know, each type of lodging has its own function. During their evolution, hotels are also changing and becoming more luxury.

Today, a traveler needs a place to work comfortably and get a good night's sleep. As a result, hotels are becoming domestic, and the more historic a property is, the better suited it is to become intimate and cozy. Besides, travelers nowadays expect more than simply comfort and convenience. An increasing number of travelers prefer to be positively "surprised". When planning trips, they seek properties that are noticeably different in look and feel like branded hotels. That's why boutique hotels are becoming more and more popular all over the world.

The "boutique" style was created in New York in 1984, when the entrepreneur Ian Schrager and Steve Rubell opened Morgans on Madison Avenue. It was quirky and individual, unlike the big brand-name hotels that were dominant at the time. The term "boutique hotel" was coined by Rubell, who described their new venture as being like a boutique as opposed to a department store [1].

Two of the first boutique hotels in the world opened their doors to the public in 1981: The Blakes Hotel in South Kensington, London (designed by celebrity stylist Anouska Hempel) and the Bedford Hotel in San

Francisco. In 1983 the hotel with a theme – „Hotel Vintage Court” in San Francisco establishes wine-related focus.

The first boutique hotel in England was '42 The Calls', which was situated in Leeds, London. It was made from the building that was an old corn mill previously, but still retained the machines which were used, and still has some features of its history, such as the handmade beds.

However, strangeness and uniqueness aren't always the main features of boutique hotels nowadays. All around the world, the term 'boutique hotels' is used for hotels which come in various sizes and looks: small luxury hotels which have a more modern style and really good service; accommodation with unique looks; and hotels which call themselves 'lifestyle' hotels, which mainly emphasize on a type of elegance which doesn't seem to be too obvious.

Guest of boutique hotels are those who are seeking for unique experience instead of standard hotel room. Nevertheless, smart boutique hotels must continue to adapt to the incessantly changing needs, tastes, preferences, and fashions in order to remain competitive in the flourishing boutique hotel market.

Boutique hotels are generally associated with being design oriented hotels that have no more than 100 rooms and provide a very trendy and unique experience at an upscale level. The term “Lifestyle” has emerged in association with boutique hotels as they have evolved. Lifestyle hotels also provide a unique experience within a trendy and cool environment while the product itself is on a larger scale with over 100 rooms. The term has become more commonly used with the entrance of chains into the sector, with brands such as W by Starwood, Edition by Marriot, and Hotel Indigo from InterContinental Hotels Group falling into this category. Lifestyle hotels may be small and intimate but they may also have around 200 rooms, if not more, such as the W Barcelona (473 rooms) and the Andaz in London’s Liverpool street (267 rooms) [1].

As customer expectations have evolved into a desire for more authenticity, adaptation and experience of the local culture, so has the concept of lifestyle hotels. By entering the boutique hotel segment, however, chains have been adapting to the sector offering similar product facilities to those offered by independent boutique hotels which aim to be different and individuality. The hotel chains have also been able to tap into this segment and differentiate by creating joint ventures with renowned fashion houses and designer brands such as Bulgari, Missoni and Armani, adding the luxury factor along with design and individuality according to the location of the property and its facilities.

With entrance of the international chains into the boutique hotel market in addition to the already well-established independent boutique hotels and operators, the sector has started to become a more competitive market with future potential for development. With this in mind, the whole boutique experience is becoming an increasingly important factor in order for hotels to be able to differentiate themselves in the market and stand out from the crowd. Although the uniqueness of a property and its facilities, in addition to the exclusivity and individuality of the hotel are key combinations, quality and personalized service have and will continue to become very significant factors in creating the distinctive overall experience of a boutique hotel [2].

The boutique hotels segment has become main part and is developing nowadays in international tourism. That’s why; it gives some properties to take place in world market for Uzbekistan to organize boutique type of hotels. This kind of hotel gives opportunity to take attention of VIP customers. There are several numbers of boutique hotels in Uzbekistan, but not enough. For Uzbekistan’s condition, following SWOT analyzes can give general data on creating boutique hotel:

Tourism activities are seasonal in Uzbekistan, especially in spring and autumn. Furthermore, number of travelers is not so many. These factors require that it have to be created boutique hotels in touristic centers. Because, modern boutique hotels have effective features for seasonal tourism. According to the tourism condition in Uzbekistan, during the organizing of boutique hotels followings are important [3]:

- To get more income the tourist centers are suitable place for boutique hotels;
- The architectural style and design of rooms and courtyard of boutique hotels should be unique, cultural and also modern;
- Boutique hotels’ architectural style has to be both simple and compulsory oriented. For example, the construction itself maybe some simple, but design and decoration must be styled from oriental elements;
- In Uzbekistan it is enough to construct 10-25 numbers of rooms in boutique hotels;
- It also gives more properties to attract tourists to build small and cozy water pool and garden in boutique hotel;
- Guests of boutique hotel must communicate and talk with each other freely. Due to this, it have to be constructed some facilities;
- It is important for being active to give normal price for each room of boutique hotel.

To summarize, we can say that there developing small and unusual beautiful type of hotels in modern hospitality. Because, today’s guests require unique lifestyle. They are choosing cozy and boutique hotels rather than “Life in boxes”. Moreover, tourism and hospitality are also developing in Uzbekistan. According to this, it should be created and organized additional and new kind of infrastructure. International experience shows that boutique hotels can be important and effective lodging for future of tourism in Uzbekistan.

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