

The boutique hotel concept in guest reviews: The case of Da Nang, Vietnam

NGUYEN VUONG HOAI THAO

HCMC University Economics and Finance

Submitted: June 04, 2020 – Accepted: July 20, 2020

Abstract:

The concept of boutique hotels came about as customers seek novel accommodation experiences. This segment in the accommodation sector has recently become popular in Vietnam. This paper provides insights into customers' experiences of boutique hotels in Da Nang. A total of 816 reviews for 10 hotels from TripAdvisor were used for analysis using Leximancer software. Conceptual and relational analyses revealed six major themes discussed by customers: hotel, room, staff, breakfast, location and lovely. Thirty-eight concepts were clustered into these six themes describing their main features. Insights into the size of room and design were extracted using a query as there were few mentions on this topic. It was identified that the majority of rooms were spacious and had a particular architectural theme or contemporary design. The findings in this study can help management of boutique hotels to improve future guest experiences by using an understanding of past experiences analysed.

Keywords: *Boutique hotels, Da Nang, Vietnam, leximancer, tripadvisor, online reviews.*