

Developing of new boutique hotels

Sport & Tourism



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What can we learn from the mass customization of tangible goods (e. g., Lands' End or Dell) that can be applied to the mass customization of services (e. g., boutique hotels)?

Collaborative customization is what we can learn from mass customization of tangible goods, which allows the service provider to discuss with the customers regarding their preferences, and thus articulate their services to match the preferences. Option and choices are yet the other aspects learned which can be applied to mass customization of services. This will entail availing a range of services to customers, so they can choose what fits them best.

How can boutique hotels maintain a consistent/standard level of service without compromising their unique/personalized service mission?

Boutique hotels can maintain a standard level of service without compromising their customization mission, through training their staff to offer services differently to their customers, based on customer preferences. This way, they can differentiate service offering strategies, even though the services offered are similar.