



**INVESTIGATING THE IMPACT OF INTERIOR AND  
EXTERIOR HOTEL ATTRIBUTES ON GUEST HOTEL  
SELECTION PROCESS**

**(With special reference to Galle and Kandy boutique hotels)**

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## ABSTRACT

Accommodation industry has become very crucial to the hospitality and tourism industry which is one of the fastest growing industries in the world. Both locally and internationally it provides handful of benefits to the employers, employees, tourists and local people. Hoteliers move on to various designing concepts in collaboration with hotel designers to create attractive accommodation establishments in order to generate revenues from the guests who do not hesitate to spend on. Physical environment of hotels has become significant factor when the guests select accommodation units to stay. The boutique hotel concept is nowadays booming hotel concept that is established specially for high spenders. This study focused on their perceptions and expectations on interior and exterior hotel attributes when they select boutique hotels. Therefore, the purpose and objectives were achieved considering two districts receiving high tourist traffic in Sri Lanka. Considering 50 units of sample the data was collected and views and experiences of one hotel manager were considered. For the analysis, both qualitative and quantitative analysis methods were employed and the results were discussed further with recommendations and potential future research areas. Finally most and least influential interior and exterior hotel attributes were identified that are effected on guest hotel selection process. Among those, common areas, bathrooms, swimming pools, hotel building, restaurant and bar, bedrooms and location were dominated. Further the ways in which tourists select accommodation units were also clarified, that are, information sources, price and personal preferences.

*Key Words: Accommodation industry, Boutique hotels, Interior hotel attributes, Exterior hotel attributes, Guest hotel selection process*