

Abstract

Minimalism is a new initiative in various fields in recent years as well as the hospitality industry has also been incorporated this approach with tourists and travelers. This new movement underline the value and possession through a low-consumption lifestyle, its unique concept emphasizes the promotion of a sense of simplicity and satisfaction through design. Minimalist hotels have also been introduced as a new type of hotel in hospitality industry by highlighting customer individual preference and hotel attributes while taking a positive attitude towards sustainable development indirectly. Nevertheless, the purpose of this thesis was to investigate the relationship and implications between minimalist hotels and user experience, thereby having in-depth recognition of the social acceptance of minimalist hotels.

This study also assessed the drivers of the preferences toward a currently popular hotel segment, namely minimalist hotels. The method of quantitative research was then be used to collect data online on a global scale and there were 100 respondents in total. The findings were analyzed quantitatively and indicated that hotel attributes, customer intentions, customer lifestyles and environment attributes have several positive influences on minimalist hotel attributes. On the other hand, the result also showed that neither brand usage experience nor travel preference has a significant effect on the hotel choice attributes, with the exception of service qualities.

Drawing on the natural, sustainable and spacious features of minimalist psychology, minimalist hotels also contributed to reinforcing consumers' self-concept, leading people to have possession in a resourceful and essential way. However, this study was recommended as a reference to look into the ethos of minimalist hotels. After this investigation, it was observed that minimalist hotels have development prospects and successfully form new trends in different fields.

Keywords: Minimalist hotels, Standard hotels, Hotel attributes, Customer preferences, Customer intentions, Customer lifestyles, Sustainability, Environment attributes, Service quality, User experience, Travel preferences