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### **BOUTIQUE HOTEL: KAYAKAPI PROJECT OF PROTECTION AND DEVELOPMENT OF CULTURAL AND NATURAL ENVIRONMENT A CASE STUDY**

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#### **EXTENSIVE SUMMARY**

In last decades, accommodation businesses have changed with different definitions and classifications in the directions of tourist' expectations, and they have differentiated their goods and the service to gain a competitive edge. Boutique hotels that emerge in this direction are small but have their atmosphere unique design, different architecture and provide high quality and high individual service. These businesses meet the tourists' especially those from the high-income group requirements of more specific places. Kayakapı Project of Protection of Cultural and Natural Environment and the Kayakapı Premium Caves Hotel that follow this Project also meet these criteria. The purpose of the Kayakapı Project of Protection of Cultural and Natural Environment is to protect an area that has entered the list of UNESCO world heritagesites and to ensure that the cultural values in the area brought into tourism. For this reason, the project has been carried out in collaboration with the Urgup municipality and the private sector. Support from local people also to okunder the scheme. This project is also an excellent example of other existing cave hotel businesses in the region. In this study, it has questioned to what extent this project has reached its goal.

This study aims to define the concept of boutique hotels that have emerged in the direction of tourist's changing demands in recent years and reveal the current situation of boutique hotels in the World and Turkey. In the scope of this study, how the Kayakapı Project, which is a unique example of boutique hotels concept in Nevşehir which is a suitable location for the development of boutique hotels, put into practice and its characteristics are detailing with secondary sources and interview. In this study evaluating Kayakapı Premium Cave Hotel which is the analysis unit, holistics inglecage method which is one of the qualitative research methods was applied.

This research has some limitations. In this study, a boutique hotel took as an example, and the authorities of the Project and hotel were interviewed. Further studies can be carried out in the area with private facility certified and boutique hotel certified businesses in the region. Also, the boutique hotel establishments located in different areas in Turkey can be analyzed and made comparative studies. In the light of the research findings, it is possible to say; the rock formation is a unique feature for Nevsehir end the region's hotels. The transformation of rock formations into hotel businesses in the area and the creation of hotels in different concepts provide essential

contributions to the image of the region. As a result, in the regions where culture tourism concentrated in our country the orientation towards boutique hotel management may reflect positively on sector and country's economy and tourism revenues.