

HOW A DESIGN CAN INFLUENCE THE CHOICE OF A HOTEL

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ABSTRACT

A basic component of tourism is the hotel industry that created the so-called hotel product-complex of related services specifically tailored, designed, equipped, and intended for customers, their needs, tastes, opportunities, and desires. Basically, the hotel product is space, location, and services while the basic external elements are the price of services and the general image. The development of international tourism, grounded in the general civilizational development of the world economies, the standard of the population, and the new needs of consumers, condition the further development of hotel products in terms of quality, price, specialization, and standardization, which are additional values for consumers as they create new experiences: entertainment, recreation, rehabilitation, education, personal services, and other similar attractions.

The design of the hotel product, as the subject of this paper, is expressed as an artistic technological task and goal for service providers, i.e., a marketing tool for segmenting, positioning, restructuring, or differentiation of hotel products and as a visual tool to meet the needs of tourists in the competitive struggle for their market conquest.

What is the impact of the design on the choice of hotel is the aim of this research which was conducted anonymously through a questionnaire that was completed electronically on the territory of the Republic of North Macedonia during March 2020.

Keywords: design, interior, hotel

INTRODUCTION

Today, tourism is realized on the tourism market, a place where the exchange of offers, hotel products, and demand takes place by potential tourists exchanging money for the services and thus driving profit of tourism-based businesses. The main component of tourism is the hotel industry. The hotel industry creates a so-called hotel product - a complex of related services, specifically designed, deployed, packed with unique features, and intended for the masses of users but still composed in such a way to meet the individual needs of users [1]. Theoretically, it is defined by location-space and view, terrain, facilities, equipment, service provision, price, guest experience as effective and not the structure of a hotel product. Therefore, the basis of the hotel product is space-location and services while the basic external elements are hotel prices and the image of the hotel [2].

New forms of tourism are constantly appearing on the market. The aesthetics of the space began to gain importance. When promoting a tourist destination and creating recognizable symbols in tourism, the design is the key element in architecture [3]. Today, hotels are becoming an attraction and a means to achieve diversity and play an important role in determining the success or failure of a hotel project. When creating a new hotel, aspects of the lifestyle and trends that influence the change of the tourist market shall be taken into account, but it is also necessary to pay attention to the harmony of architecture and design [4]. In the developed tourist markets, public awareness of ecology is growing. It directly affects the architecture and design of hotels and is one of the main triggers for many trends in the hotel

industry. Carefully choosing a location where the tourist facility is planned to be built, means taking into account the creation of a unique story as part of the natural and cultural environment with pronounced utilization of local material [5]. Authenticity has a big impact and most of the tourists of today are well informed and know what they want or how to use their free time and meet their specific needs. Tourists are also very well informed due to the large data sources and have more choices but less time for decision making [8]. The design of modern hotels becomes very sensitive in regards to the market and the needs of the customers because an attractive hotel shall achieve a successful mix between the modern, innovative, and traditional values, materials, textures, and techniques [6]. The desires and needs of contemporary tourists are becoming more diverse and the hotel industry needs to follow new market trends to keep up with demand [9].

The use of standard brand design for a chain of international hotels would be a disadvantage when rivaling the competition, which is confirmed by the fact that more and more customers are tired of standard hotel rooms [7]. We ask that authors follow some simple guidelines. In essence, we ask you to make your paper look exactly like this document. The easiest way to do this is simply to download the template, and replace the content with your own material.

RESEARCH METHODOLOGY

Various research methods and instruments were used in the preparation of this paper, such as analysis of the content of European and world studies, analysis of strategic documents and legislation related to tourism and hospitality in the country, institute analysis of relevant literature and Internet sources.

The data were obtained through an electronic questionnaire executed in March 2020 on the territory of the Republic of North Macedonia. The questionnaire was completed by 123 people.

The nature of the research imposes the need to apply different methods, procedures, and research techniques that would assess the achieved degree of theoretical assumptions to determine the existing situation. It is a predominantly qualitative research approach. Due to the complexity of the research subject, the results obtained from the institute research are processed using the method of analysis

and synthesis, induction and deduction, and content analysis to explain and correlate it with other factors from the given circumstances.

In order to achieve greater accuracy in the study of different phenomena, in the research of this paper, a statistical method was also used. The statistical processing of the data was performed by sorting out the data with the help of the computer application for spreadsheets - Microsoft Excel, during which ranking, percentage calculations, spreadsheet, and graphic formatting of the processed data was applied.

RESULTS

The interest of women to participate in the survey is greater than the interest of men (62.9% versus 37.1%) which can be interpreted as greater interest in the design of the hotel by women. The dominance of the younger population indicates a greater interest of young people in the interior of hotels (Table 1).

Table 1: Structure of the surveyed group by gender and age

	18-30	31-40	41-50	51-60	>61	total
male	26	19	10	17	7	79 (37,1%)
female	34	48	25	18	9	134 (62,9%)
total	60	67	35	35	16	213 (100%)

The high percentage of highly educated people (47.9%) may mean that education has a greater impact on the issue of hotel design, although the percentage of people with secondary vocational training is quite high (39%) as well (Figure 1).

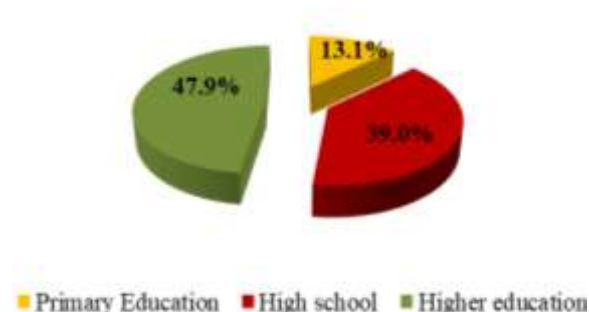


Figure 1: Degree of education

To the question: How often do you travel? Most of them answered that they do it twice a year in winter or summer (30.9%). The percentage of people who

travel more than twice a year (28.5%) is also quite high, while 22.8% said that they travel once a year, in summer or winter, and 17.8% travel once a year for several years. The frequency of trips during the year is quite high which indicates that there is a significant need for travel of course with different restrictions (see Figure 2).

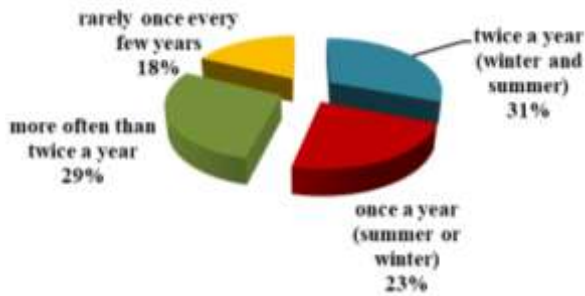


Figure 2: How often do you travel?

A high percentage of respondents (66.6%) have stayed in a hotel in the past five years, which indicates that the interest in staying in a hotel is also high (Figure 3).

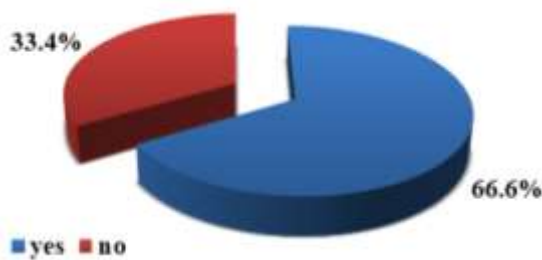


Figure 3: Have you stayed in a hotel in the last five years?

The purpose of the trip as expected in the largest percentage is a vacation (55.3%) while the percentage of other purposes is significantly lower (see Figure 4).

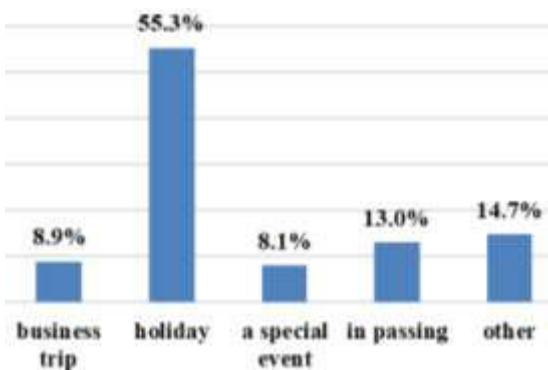


Figure 4: The purpose of the hotel stay?

Previous information about the tidiness of the hotel is requested by 54.6% of the respondents, which

indicates the impact of marketing in tourism, the role of the media, and the touristic literacy of the travelers i.e., the potential tourists (see Figure 5). The interior of the hotel - the focus of the survey, greatly influences the choice of a hotel (39.1%), almost (33.3%) which means that design is an important but not the primary factor for making the decision (Figure 6).

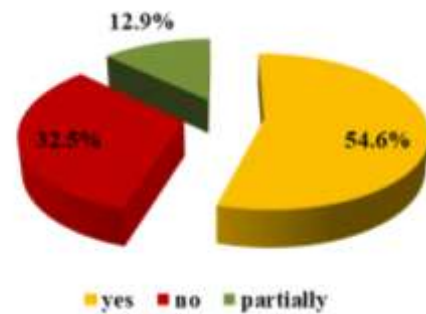


Figure 5: Are you interested in knowing the tidiness of the hotel before accommodating?

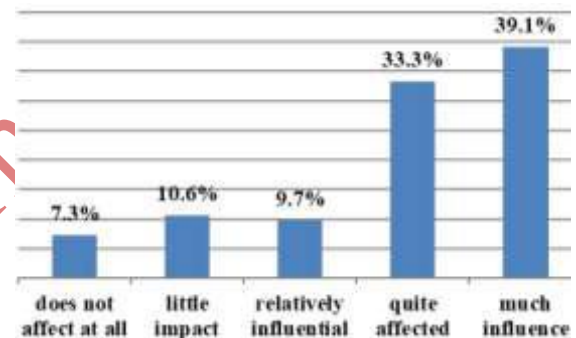


Figure 6: To what extent the appearance of the hotel interior influences the choice of hotel accommodation?

The main reason for choosing a certain hotel, according to the survey is the tidiness of the interior (34.1%) and previous stay (22.0%) which indicates a perceptually emotional approach in choosing the place, the trust in certain hotel brands (Figure 7).

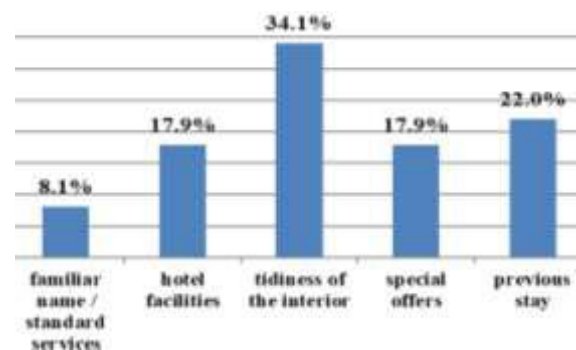


Figure 7: Reasons when choosing a hotel?

The question "What do you notice first when entering a hotel?" serving the purpose of the survey received really relevant answers. 58.5% of the respondents first noticed the arrangement of the space (entrance, hall, reception) and later the contents of the space, people, etc. According to the survey, the first impression is important for tourists and is a reason for valuing the interior (Figure 8).

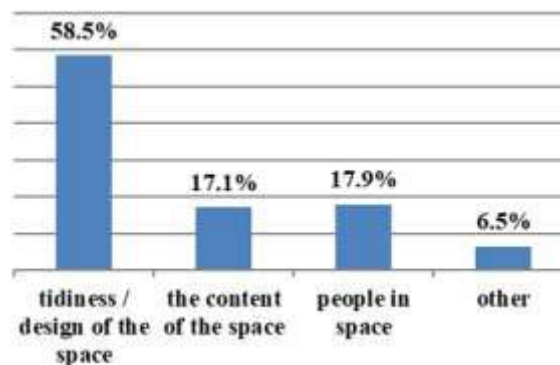


Figure 8: What are the things you first notice when entering a hotel?

Not only the interior, but also other additional services have a significant impact on the choice of a hotel, but according to the survey, the first interior impression is the highest (37.4%) i.e., the design of the space (see Table 2).

Table 2: What things are most important to you in the hotel where you are staying?

Space design	37.4%
Facilities related to rest and enjoyment	16.2%
Size, content and comfort of the room	11.4%
Gastronomic offer	11.4%
Hotel position	9.0%
Technological possibilities (internet, cable TV ...)	8.1%
Courtesy of staff	6.5%

CONCLUSION

In the total hotel product, the design is recognized by the look, the impression, the performance, the feelings, and the attitudes that it evokes. The design mix is thus associated with the characteristics of quality, functionality, appearance, durability, and price affordability for the offer on the market. Through design, the designer connects production and consumption. The aesthetic communication of the producer and the buyer he artistically expresses

the request of the investor and the producer, of the marketing and the consumer.

The design of today is in the function of the quality of the offer, the consumption, the need, and the purchasing power as a function of the earnings. To meet this the design needs to be constantly improved, it needs to be innovated, advanced, and redesigned when necessary. Therefore, designing a product means creating it to stay alive and perfect as long as possible.

According to the survey, the design is a matter of education, culture, taste. The events are the most important for the young population because it is in accordance with their financial status, the middle population enjoys the appearances, the offers and the old population seeks comfort and convenience. The design is closest to the intellectual part of the tourists where cultural standards are most important.

The new value of tourism products and services should be based on the values of life and the choice of people and not propaganda. Tourist offers today are more numerous and of better quality and design giving only one direction for success in the tourism market.

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