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A Systematic Literature Review on Hotel Design*

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Abstract

The main purpose of this study is to identify the effects of a good hotel design in a comprehensive manner. The systematic literature review method has been applied and the academic databases of the well-known publishers that are Science Direct, Taylor & Francis, Emerald, Sage and Wiley have been selected for advanced search. Twenty-eight research articles related to hotel design have been content analyzed. Findings of the content analysis indicate that a good hotel design can affect consumers' emotions, self-brand connection, satisfaction, preference, behavioral intentions and loyalty, and employees' aesthetic pleasure and well-being. Findings also demonstrate that a good design contributes to marketing and financial performances of hotels. Other contributions of a successful hotel design on the business are reduced staffing levels and maintenance costs, increased sales, greater efficiency, higher gross operating profit and the need for lower capital investment. Hotel design is closely related to sustainability, as well. Within this context, a framework identifying the effects of a good hotel design within micro and macro levels has been developed and discussed both theoretically and practically. Since the sub-purpose of the study is describing the current literature related to hotel design, some bibliometric indicators such as the journals publishing articles related to hotel design, distribution of the articles by years and number of authors studying on this topic, paper types of the articles (empirical or conceptual) and research methods (quantitative or qualitative) they applied have been examined to define more research gaps and future research directions.

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*Since this is a review study, there was no necessity to get ethics committee approval to conduct the research.

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INTRODUCTION

Hoteliers comprehend that a pleasant hotel building, which is a servicescape as well, should lead to satisfied and loyal guests who might intend to revisit the hotel in the future and recommend it to others (Zemke, Chen, Raab & Zhong, 2017). A good hotel design also assists to increase the economic and social value of the destination where it is located (Phillips, 2004). Because, a good hotel design may support the brand identity of the destination and attract more visitors, which might conclude with extended market share both for the hotel and the destination (Lee, 2011).

In the lodging industry, which is located within the hospitality industry by embracing hotels and resorts, hotel rooms are the most important servicescapes that directly increase the sales of any kind of hotel types, such as budget hotels, motels and luxury hotels. That is why the investment in hotel room design is an expensive, long-term and crucial decision (Wittmann-Wurzer & Zech, 2019). Moreover, there are lots of servicescapes existing within a hotel. Among them, hotel lobbies are considered as one of the most important servicescapes due to its influence in shaping many of the first impressions by guests (Countryman & Jang, 2006). Lobbies are the first point of communication between guests and staff, shaping guests' initial perception of the property (Dong, 2018). Hence, hotel lobbies are considered as places that influence hotel experience of the guests (Nanu, Ali, Berezina & Cobanoglu, 2020). Also, the lobby acts as a staged waiting area; therefore, the whole interior design needs to be in harmony (Dong, 2018). Since, the lobby is located in the central location of the building which represents the entire hotel building (Kilburn, 2018).

Previous studies related hotel design have mainly focused on two servicescapes which are hotel rooms (Bogicevic, Bujisic, Cobanoglu & Feinstein, 2018; Park, Pae & Meneely, 2010; Wittmann-Wurzer & Zech, 2019) and lobbies (Countryman & Jang, 2006; Nanu et al., 2020). Some authors have paid regard to the entire building design of hotels, as well (Zemke & Pullman, 2008; Zemke et al., 2017). There is a lack of studies considering the influence of hotel design from the employees' perspective instead of consumers', which is described as workplace design (Kirillova, Fu & Kucukusta, 2020). Building upon the previous studies, this paper primarily aims to reveal the broader effects of a good hotel design. In other words, it focuses on understanding the power of hotel design comprehensively. Since there is a gap of studies discussing the influence of hotel design, this original paper might be labelled as a pioneering study within the relevant literature.

In the following section, a brief literature review is presented to describe what design is and its indicators, such as aesthetic and atmosphere. Then, research methodology which is the systematic literature review is explained and findings are listed. In the conclusion section, a framework which demonstrates the effects of a good hotel design within micro and macro levels is developed by considering the research findings. Then, the framework is evaluated in terms of theoretical and practical implications.

LITERATURE REVIEW

Design is about applying human creativity to create products, services, and environments to satisfy the needs of individuals (Yin, Qin, & Holland, 2011). It consists of atmospheric, aesthetics and servicescape, and the position of art within each of these elements (Woelfel, Krzyinski, & Drechsel, 2013). It is seen that a growing body of literature is exploring the role of design, aesthetics and atmosphere in the hotel context (Alfakhri, Harness, Nicholson & Harness, 2018). Previous studies assert that hotel enterprises invest in architecture and product design to satisfy the hedonic motivations of the customers (Lee, 2020). Hotels also consider property design to affect the customers' hotel perceptions and their consumption experiences (Alfakhri et al., 2018). Besides, it is believed that a hotel's design should reflect ways of thought and styles of the target customers (Tong, 1979). Therefore, while developing a hotel design, creating aesthetics and focusing on unique environmental details that reflect the quality of service are important indicators for the managers (Baek & Ok, 2017; Kirillova & Chan, 2018; Lee, 2020). Baek and Ok (2017) claimed that design also plays a crucial role in the decision-making process of consumers when they compare hotels. They defined hotel design by considering the aesthetics, functionality, symbolism and product design and discovered that symbolism and aesthetics in hotel design influence booking intention through quality expectation and emotional arousal (Baek & Ok, 2017). Moreover, Zemke et al. (2017) identified hotel design quality with functionality and impact indicators and found that both of these indicators have positive effects on customer satisfaction. According to Lee (2020), positive design factors which are escapism, compatibility and corporate social responsibility to the environment affect customers' well-being. Escapism and compatibility dimensions of hotel design also influence consumers' self-brand connection (Lee, 2020). Findings of Zemke and Pullman (2008) also prove that there is a significant relationship between building design, user satisfaction, and hotels' financial and marketing performance.

Design hotels have an exclusive atmosphere that communicates aesthetic distinctiveness and build an identity (Strannegard & Strannegard, 2012). A successful hotel design can lead to reduced staffing levels and maintenance costs, increased sales, greater efficiency, higher gross operating profit and the need for lower capital investment (Ransley & Ingram, 2001). Hotel design supports much to the service offered by hotels and their marketing achievements, as well (West & Purvis, 1992). Therefore, hoteliers and designers accept the need for more effective management of resources invested in hotel design (West & Hughes, 1991). A limited number of studies have also revealed that hotel employees are influenced by hotel design. According to Kirillova et al. (2020), backstage employees of hotels report lower levels of well-being and experience less aesthetic pleasure than frontstage employees.

METHOD

This study primarily aims to introduce the effects of hotel design on different parameters, such as customers, employees, enterprises and the environment. Within this purpose, a systematic review of the relevant literature was performed. Hence, there was no necessity to get ethics committee approval to conduct this study. Papers applying the systematic literature review method examine the previous studies of a particular field and reveals the gaps and future perspectives (Pickering & Bryne, 2014; Prayag, Hassibi & Nunkoo, 2019; Sop, 2020). Recent studies show that tourism researchers have become more interested in using the systematic literature review method. For example, Sop (2020) introduced how self-congruity theory has been applied in tourism studies and defined some future research directions to self-congruity researchers. Similarly, Vada, Prentice, Scott and Hsiao (2020) demonstrated the current status of tourist well-being literature. Moreover, Sota, Chaudhry and Srivastava (2020) performed the systematic literature review method to discuss customer relationship management studies related to the hospitality industry.

According to Mustak (2014), a research paper conducting this method follows four basic stages. In the first stage, the author selects the publication databases and performs the initial search. Then, in the second stage, she/he specifies the relevant articles by considering the search results. Later, in the third stage, the specified articles are content analyzed in terms of the research parameters or questions developed by the author. Lastly, in the fourth stage, these research questions are responded and the results are discussed to demonstrate the research gaps and future research directions (Mustak, 2014; Sop, 2020). Similarly, Vada et

al. (2020) and Watson, Wilson, Smart and Macdonald (2018) indicate that a systematic literature review consists of searching, screening and extraction and synthesis stages.

Following the stages of the systematic literature review method, the databases were selected in Stage 1. To analyze the top-tier tourism journals such as *Annals of Tourism Research*, *International Journal of Hospitality Management*, *The Cornell Hotel and Restaurant Administration Quarterly*, the academic databases of the well-known publishers were selected that are *Science Direct*, *Taylor & Francis*, *Emerald*, *Sage* and *Wiley*. In Stage 2, each database's website was visited on 17 October 2020 to perform the advanced search. Then, the advanced search was performed in journal-title by entering the search term, which is "hotel design". This stage has resulted in 54 records. However, 26 of them were eliminated because of being irrelevant papers. For example, some of those studies were related to website design quality (Panagopoulos, Kanellopoulos, Karachanidis & Konstantinidis, 2011; Stringam & Gerdes, 2010; Vrontis, Ktoridou & Melanthiou, 2008), organizational design (Pereira-Moliner et al., 2016) or supply chain design of hotels (Zeng, Shi & Xie, 2020). In Stage 3, the relevant 28 articles were content analyzed in terms of various bibliometric indicators, such as authors, paper types, research variables, major findings etc. Lastly, in Stage 4, findings of the content analysis were presented and discussed for revealing the research gaps, discovering the effects of hotel design and introducing future research directions.

The sub-purpose of the study is to describe the current literature related to hotel design. Some bibliometric indicators of the relevant articles have been examined for this purpose. For example, the journals publishing articles related to hotel design have been listed in the systematic review process to understand the interdisciplinary status of the hotel design as a research topic. Distribution of the articles by years and number of authors studying on this topic has also been investigated. Paper types of the articles (empirical or conceptual) and research methods (quantitative or qualitative) they applied have been examined to define more research gaps and future directions. Within this context, the research questions (RQ) of the study are listed as follows. RQ1 represents the main purpose, while RQ2-RQ4 represent the sub-purpose of this study.

RQ1: What are the effects of a good hotel design on consumers, employees, business performance, etc.?

RQ2: Is hotel design an interdisciplinary research topic?

RQ3: What are the pioneering studies and the names of the confronting authors in the relevant literature?

RQ4: Which methods have been applied in the previous studies?

FINDINGS

Table 1 introduces the distribution of the relevant articles published in different journals. It is seen that most of the journals publishing articles related to hotel design are indexed in top-tier indexes such as SSCI, SCI Exp., AHCI, Scopus. Among these journals, *International Journal of Contemporary Hospitality Management* which has published five articles on the relevant topic ranks in the first place (%17,9). Besides the journals from the tourism field, journals representing architecture and engineering disciplines are ranked in this list, as well. Articles published in *Journal of Interior Design*, *Building Research & Information*, *International Journal of Sustainable Built Environment*, *Facilities*, *Journal of Asian Architecture and Building Engineering*, *Ships and Offshore Structures*, *Structural Concrete* prove that hotel design is an interdisciplinary research topic.

relevant publication. Among 56 authors who have investigated and discussed the effects of hotel design, 51 authors have published once on this research topic.

Figure 1 represents the distribution of the articles by years. The findings prove that investigations and discussions on hotel design have begun in the 1970s. The systematic literature review demonstrated that the first article was published by *Cornell Hospitality Quarterly*, in 1974. The article written by *C. DeWitt Coffman* was a short discussion paper entitled “*Designing Hotels for the Seventies*”. Then, *Cornell Hospitality Quarterly* published two more articles in 1979 and 1981. The findings reveal that the interest of academicians in hotel design topic has begun in the 1990s and it is recently getting a hot research topic (n= 4 for 2020).

Table 3 evinces that the majority of the studies on hotel design are empirical papers (%64,3). Most of eighteen empirical studies have applied quantitative research methods (%89) and nonrandom sampling techniques, such as convenience and purposeful sampling (%66,6). There is only one study applying a random sampling method. However, five studies do

Table 1: The Journals Publishing Articles Related to Hotel Design

Journals	Indexes	n (%)
1. International Journal of Contemporary Hospitality Management	SSCI	5 (17,9)
2. Cornell Hospitality Quarterly	SSCI	3 (10,7)
3. International Journal of Hospitality Management	SSCI	3 (10,7)
4. The Service Industries Journal	SSCI	2 (7,1)
5. Anatolia: An International Journal of Tourism and Hospitality Research	Scopus	1 (3,6)
6. Annals of Tourism Research	SSCI	1 (3,6)
7. Building Research & Information	SCI	1 (3,6)
8. Facilities	Scopus	1 (3,6)
9. International Journal of Quality & Reliability Management	Scopus	1 (3,6)
10. International Journal of Sustainable Built Environment	Index Islamicus	1 (3,6)
11. Journal of Asian Architecture and Building Engineering	AHCI, SCI Exp.	1 (3,6)
12. Journal of Interior Design	AHCI	1 (3,6)
13. Journal of Travel Research	SSCI	1 (3,6)
14. Ships and Offshore Structures	SCI Exp.	1 (3,6)
15. Structural Concrete	SCI Exp.	1 (3,6)
16. The Cornell Hotel and Restaurant Administration Quarterly	Other	1 (3,6)
17. The Journal of Israeli History	AHCI, SSCI	1 (3,6)
18. Tourism and Hospitality Research	Scopus	1 (3,6)
19. Worldwide Hospitality and Tourism Themes	Scopus	1 (3,6)
Total	-	28 (100)

The list of the authors who have published articles on hotel design is presented in Table 2. According to the list including 56 authors, *Dina Marie V. Zemke* has done more research related to hotel design. *Amanda West*, *Carola Raab*, *Cihan Cobanoglu* and *Pannell Kerr Forster* are the other authors who have more than one

not have any information about the followed sampling technique. Within this context, the sum of the sample size of 13 empirical studies is 7862. There is also one study with a considerable amount of sample size, which is 2255.

Table 2: List of the Authors

Authors (number of articles they have published)		
1. Dina Marie V. Zemke (3)	20. Gregory M.B. Tong (1)	39. Madeleine Pullman (1)
2. Amanda West (2)	21. H.W. Leheta (1)	40. Maria Strannegard (1)
3. Carola Raab (2)	22. Hadyn Ingram (1)	41. Milos Bujisic (1)
4. Cihan Cobanoglu (2)	23. Hao Wu (1)	42. Nam-Kyu Park (1)
5. Pannell Kerr Forster* (2)	24. Barry King (1)	43. Nicola Zech (1)
6. A.A. Banawan (1)	25. Hyunsoo Lee (1)	44. Richard A. Bjorklund (1)
7. A.M. Salem (1)	26. Janet Hughes (1)	45. Richard H Penner (1)
8. Ali Masoudi (1)	27. Jason Meneely (1)	46. Robert E. Clinton (1)
9. Andrew Hale Feinstein (1)	27. Joo Youl Pae (1)	47. Seonjeong (Ally) Lee (1)
10. Annegret J. Wittmann-Wurzer (1)	29. Jooa Baek (1)	48. Seung Hee Lee (1)
11. Huiying (Cynthia) Hou (1)	30. Josef Ransley (1)	49. Susanne Bodach (1)
12. C. DeWitt Coffman (1)	31. Kaiyang Wu (1)	50. Thomas Auer (1)
13. Chihyung Michael Ok (1)	32. E.M. Dabess (1)	51. Vanja Bogicevic (1)
14. Daniella Ohad Smith (1)	33. Katerina Berezina (1)	52. Walter A Rutes (1)
15. Deniz Kucukusta (1)	34. Kioumars Paryani (1)	53. Werner Lang (1)
16. Kåre Flindt Jørgensen (1)	35. Ksenia Kirillova (1)	54. Xiaoxiao Fu (1)
17. Elizabeth Cudney (1)	36. Lars Strannegard (1)	55. Yang-Su Chen (1)
18. Elizabeth Purvis (1)	37. Lawrence Adams (1)	56. YunYing Zhong (1)
19. Faizan Ali (1)	38. Luana Nanu (1)	

* Pannell Kerr Forster is as a legal entity and the first organization offering specialized consulting and benchmarking services for the hospitality industry. Its history can be read from the organization’s official website (see: <https://pkfhotels.com/about-us/history/>).

Figure 2 (see the appendix) demonstrates the results of word cloud analysis which has been performed to titles, keywords and research variables of the relevant articles. The more frequently repeated words are highlighted with bigger fonts in the figure. Findings show that hotel design is a closely related research

phenomenon to hospitality consumers’ preferences, booking intentions, length of stay, aesthetic and quality perceptions, evaluations towards the functionality of the hotel as a building, level of well-being, pleasure, emotional arousal and satisfaction. Moreover, the hotel design is correlated to business performance.

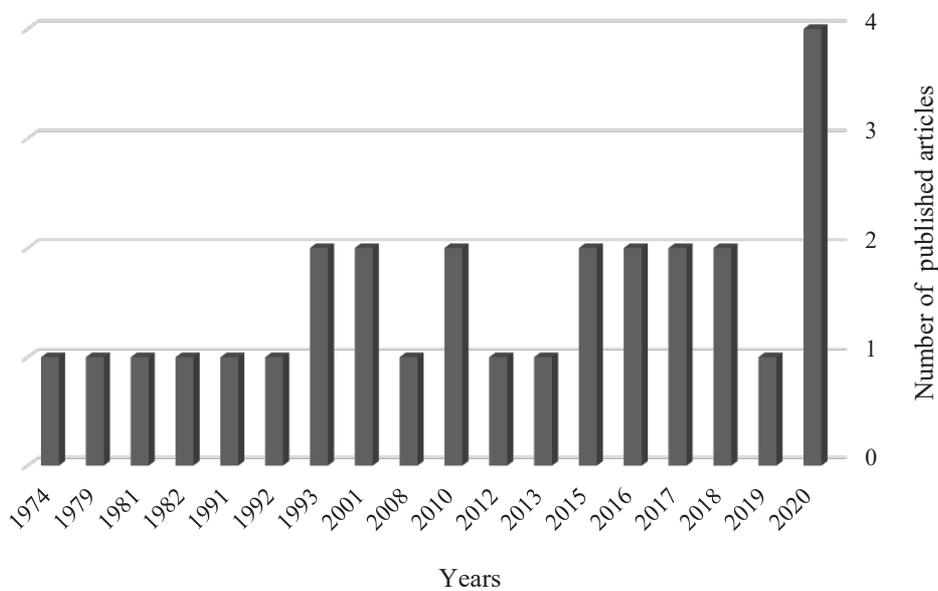


Figure 1: Distribution of the Articles by Years

Table 3: Distributions of the Paper Type and Research Methods

	n	%	Min.	Max.	Sum
Paper type	28	100			
Empirical	18	64,3			
Conceptual	10	35,7			
Research method	18	100			
Quantitative	16	89			
Qualitative	2	11			
Sampling method	18	100			
Convenience sampling	8	44,4			
Purposeful sampling	4	22,2			
Random sampling	1	5,6			
n/a	5	27,8			
Sample size	13	100	27	2255	7862

Word analysis results also reveal that hotel design has been considered in terms of green production which is a crucial indicator of environmental sustainability. It is also seen that hotel design has been discussed in terms of fire safety. Also, age, gender and culture as demographic variables has been considered in studies related to hotel design. To broaden the findings of word cloud analysis, major findings or propositions of the relevant articles have been content analyzed and the findings have been presented in Table 4.

Articles related to hotel design have been content analyzed and their major findings (for empirical studies) or propositions (for conceptual studies) have been reported in Table 4. As the table highlights, a good hotel design positively influences consumers. Besides, hotel design influences the employees and the business performance of hotels. It is also seen that hotel design is closely related to sustainability practices. These findings are discussed and a framework which provides a perspective about the effects of hotel design is presented in the following section.

RESULTS AND DISCUSSION

Identifying the effects of a good hotel design comprehensively has been aimed in this study. For that purpose, the systematic literature review method has been applied and 28 articles related to hotel design have been content analyzed. The findings related to RQ1 (what are the effects of a good hotel design on consumers, employees, business performance, etc.?) have firstly revealed that a good hotel design can positively affect consumers' emotions, pleasure, well-being, self-brand connection, satisfaction, quality perceptions, length of stay, preference, behavioral intentions and loyalty. Besides, only a limited number of studies examining the effect of design on hotel employees indicate that aesthetic pleasure and well-

being of the employees are closely related to hotel design quality (Kirillova et al., 2020). In addition to consumer and employee perspectives, findings also prove that a good design contributes to marketing and financial performances of hotels. Aesthetic distinctiveness and exclusive atmosphere also shape the brand identity of hotels. Other contributions of a successful hotel design on the business are reduced staffing levels and maintenance costs, increased sales, greater efficiency, higher gross operating profit and the need for lower capital investment. Hotel design is closely related to sustainability, as well. It is also understood that green building design attributes motivate tourists to prefer green hotels. Thus, cost-effective and energy-efficient building design options are being discussed, and shading devices, insulation levels, glazing material, window-to-wall ratio and glazing type are considered as hotel design parameters. Within this context, a comprehensive framework which provides a holistic perspective about the effects of a good hotel design can be presented as follows, in Figure 3.

This study proposes that a good hotel design is related to many indicators such as aesthetic, atmosphere, modernity, innovation, functionality, architecture shape of the property. Under this circumstance, it is proposed that a good design influences four elements related to the lodging industry which are consumers, employees, the business and the sustainability. Firstly, the good design might influence the hotel consumers' perceptions, feelings, attitudes, intentions and behaviors. Within this context, Baek and Ok (2017) concluded that good hotel design influences the booking intention of consumers through quality expectation and emotional arousal. Lee (2020) also asserted that positive hotel design affects customers' well-being and self-brand connection. However, consumers' gender, age, generation and culture may drive the effect of hotel design on these individuals. For example, Nanu et al. (2020)

Table 4: Results of the Relevant Articles

Authors (Year)	Major Findings or Propositions
Lee (2020)	<ul style="list-style-type: none"> Positive design factors (escapism, compatibility and corporate social responsibility to the environment) affect customers' well-being. Escapism and compatibility dimensions of hotel design also influence consumers' self-brand connection.
Nanu et al. (2020)	<ul style="list-style-type: none"> The interior design style of hotel lobby affects intention to book across different generations. Especially, millennials are more affected by the design than non-millennials. The biophilic design which is related to exclusion or inclusion of plants also affects guests' satisfaction and emotions.
Kirillova et al. (2020)	<ul style="list-style-type: none"> Backstage employees of hotels report lower levels of well-being and experience less aesthetic pleasure than frontstage employees.
Hou & Wu (2020)	<ul style="list-style-type: none"> The level of tourists' perceptions and awareness of green building design attributes significantly affect their intention of staying in green hotels.
Wittmann-Wurzer & Zech (2019)	<ul style="list-style-type: none"> For an innovative future hotel room design, a triangular model considering target group priorities, technological innovation and economic aspects is proposed.
Zemke et al. (2018)	<ul style="list-style-type: none"> A hotel's design quality positively affects the hotel's performance.
Bogicevic et al. (2018)	<ul style="list-style-type: none"> Younger guests prefer contemporary hotel design style, while older guests show equal satisfaction with traditional and contemporary styles. Moreover, male guests prefer rooms decorated in masculine colors, while women are equally satisfied with masculine or feminine color schemes.
Baek & Ok (2017)	<ul style="list-style-type: none"> Symbolism and aesthetics in hotel design influence booking intention through quality expectation and emotional arousal.
Zemke et al. (2017)	<ul style="list-style-type: none"> Design quality impacts hotel guests' level of satisfaction.
Salem et al. (2016)	<ul style="list-style-type: none"> A series of simulations of the fire scenario under consideration involving an existing design of a floating hotel is discussed to develop a better level of fire safety.
Bodach et al. (2016)	<ul style="list-style-type: none"> Cost-effective and energy-efficient building design options for Nepal are developed. Shading devices, insulation levels, glazing material, window-to-wall ratio and glazing type are considered as design parameters.
Lee & Lee (2015)	<ul style="list-style-type: none"> For segmented markets, a servicescape design considering consumers' benefits sought is described as an effective marketing tool.
Jørgensen (2015)	<ul style="list-style-type: none"> The paper introduces the methods and challenges in designing the Bella Sky Hotel.
Masoudi et al. (2013)	<ul style="list-style-type: none"> The quality function deployment is an effective process that is able to be applied in the design of hotel landscaping.
Strannegard & Strannegard (2012)	<ul style="list-style-type: none"> Design hotels have an exclusive atmosphere that communicates aesthetic distinctiveness and build an identity.
Smith (2010)	<ul style="list-style-type: none"> Eden Hotel, which is Jerusalem's most ambitious modernist hotel, reveals how the architecture of tourism became an aesthetic and a political tool in the promotion of Zionist Palestine.
Park et al. (2010)	<ul style="list-style-type: none"> North Americans prefer the hotel room with warm color lighting and low intensity the most, whereas the Koreans preferred warm color lighting and high intensity the most. So, lighting should be revised by considering the cultural differences while designing hotel rooms.
Zemke & Pullman (2008)	<ul style="list-style-type: none"> There is a significant relationship between building design, user satisfaction, and hotels' financial and marketing performance.
Ransley & Ingram (2001)	<ul style="list-style-type: none"> A successful hotel design can lead to reduced staffing levels and maintenance costs, increased sales, greater efficiency, higher gross operating profit and the need for lower capital investment.
Rutes et al. (2001)	<ul style="list-style-type: none"> Hotel guestrooms should be designed by considering the guest-room design mix consists of architecture shape, bed type, connecting rooms, suite locations, room numbers, key and bay analysis.
Pannell Kerr Forster (1993a)	<ul style="list-style-type: none"> Common design faults and their expected results for hotel businesses such as revenue loss are discussed.

Table 4 (Continued): Results of the Relevant Articles

Authors (Year)	Major Findings or Propositions
Pannell Kerr Forster (1993b)	▪ Factors that influence the design of hotels such as statutory requirements, specific legislation are discussed.
West & Purvis (1992)	▪ Hotel design supports much to the service offered by hotels and their marketing achievements.
West & Hughes (1991)	▪ Both hoteliers and designers noted the need for more effective management of resources invested in hotel design.
Bjorklund & King (1982)	▪ Design hotels for a new resort area that are more attractive to target market consumer than competing hotels meet profit objectives.
Clinton (1981)	▪ Hoteliers who give careful consideration to fire-safety precautions in their properties now may be able to avert major disasters in the future.
Tong (1979)	▪ A hotel's design must reflect ways of thought and styles of the target customers (Chinese).
Coffman (1974)	▪ Designing hotels for consumers of the seventies who suffers from the gasoline crisis is crucial.

found that the interior design style of hotel lobby affects intention to book across different generations. Especially, millennials are more affected by the design than non-millennials. Similarly, Bogicevic et al. (2018)

indicated that younger guests prefer contemporary hotel design style, while older guests show equal satisfaction with traditional and contemporary styles. Moreover, male guests prefer rooms decorated in

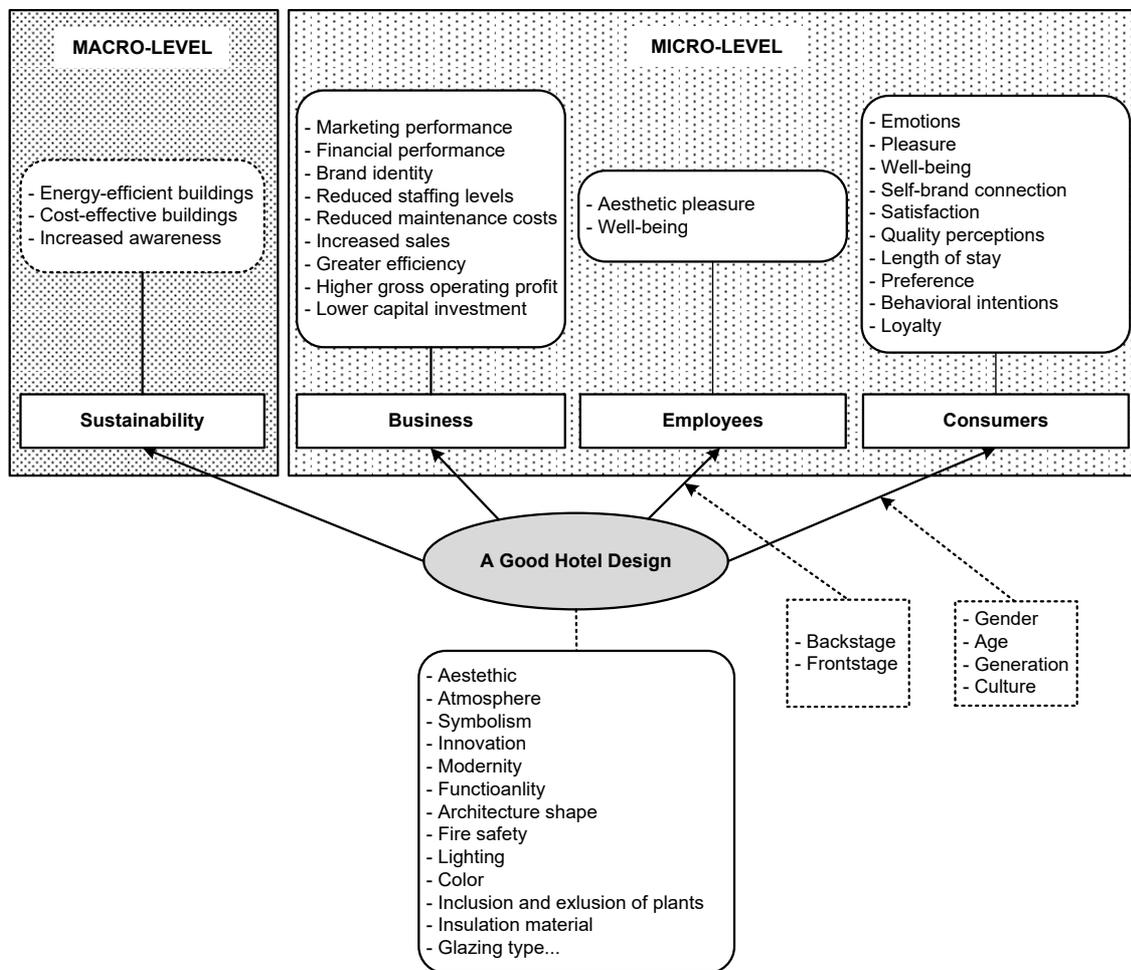


Figure 3: A Holistic Framework towards the Effects of Hotel Design

masculine colors, while women are equally satisfied with masculine or feminine color schemes. Park et al. (2010) also proved that North Americans prefer the hotel room with warm color lighting and low intensity the most, whereas the Koreans preferred warm color lighting and high intensity the most.

Another proposition of this study is that hotel design influences hotel employees. However, being a backstage or frontstage employee moderate the effect of the hotel design. Within this context, Kirillova et al. (2020) point out that backstage employees of hotels report lower levels of well-being and experience less aesthetic pleasure than frontstage employees. One can also claim that a good hotel design might influence the entire business. Supporting this proposition, Zemke et al. (2018) claim that a hotel's design quality positively affects the hotel's performance. According to Strannegard & Strannegard (2012), design hotels have an exclusive atmosphere that communicates aesthetic distinctiveness and build an identity. Besides, Ransley & Ingram (2001) propound that successful hotel design can lead to reduced staffing levels and maintenance costs, increased sales, greater efficiency, higher gross operating profit and the need for lower capital investment. Finally, the findings identify that hotel design is a phenomenon that is related to sustainability. Hou & Wu (2020) indicate that the level of tourists' perceptions and awareness of green building design attributes significantly affect their intention of staying in green hotels. Bodach et al. (2016) also prove that cost-effective and energy-efficient building design options have been considered for years. Hence, this study proposes that a good hotel design which consists of sustainable materials (insulation materials and glazing type, etc.) and other design indicators such as functionality and atmosphere might improve the awareness of individuals (consumers, designer, managers, etc.) towards sustainability practices. In the meantime, it might increase the number of cost-effective and energy-efficient buildings, which are called green hotels.

The framework (see Figure 3) presents the effects of a good hotel design in micro and macro levels. Since consumers, employees and the business itself constitute the microenvironment, the influence of hotel design on these elements has been labelled as micro-level effects. On the other hand, sustainability can be considered as a macro-environmental element. Because, a good hotel design can only influence sustainability practices in a longer period than consumers, employees and business performance. In addition, a positive change in sustainability practices such as increased number of green hotels might lead individuals to become green consumers.

This study also aimed to describe the current literature related to hotel design. Thus, some bibliometric indicators such as the journals publishing articles related to hotel design, distribution of the articles by years and number of authors studying on this topic, paper types of the articles (empirical or conceptual) and research methods (quantitative or qualitative) they applied have been examined to define more research gaps and future research directions. Regards to RQ2 (is hotel design an interdisciplinary research topic?), it has been found that the *International Journal of Contemporary Hospitality Management* has published more articles related to hotel design. Besides, the journals from the tourism field, journals representing architecture and engineering are ranked in this list, as well. Articles published in those journals prove that hotel design is an interdisciplinary research topic.

Concerning the RQ3 (what are the pioneering studies and the names of the confronting authors in the relevant literature?), the names of the authors and the publication years were investigated. Among 56 authors, *Dina Marie V. Zemke* has done more research related to hotel design. Within this context, she can be identified as the prominent author on this research topic. The findings also revealed that the first article which was a short discussion paper of *C. DeWitt Coffman* was published by *Cornell Hospitality Quarterly*, in 1974. Furthermore, the interest of academicians in hotel design topic has begun in the 1990s and it is recently getting a hot research topic. In regards to RQ4 (which methods have been applied in the previous studies?) this study found that the majority of the studies on hotel design are empirical papers. Most of them have applied quantitative research methods and nonrandom sampling techniques, such as convenience and purposeful sampling. So, future studies can apply random sampling methods or follow a qualitative research design. Besides, there is only one study examining the hotel design from the historical perspective (Smith, 2010). Thereby, future studies can also focus on historical hotel buildings' design.

Theoretical and Practical Implications

This study has theoretically identified the influence of hotel design on consumers, employees, hotel business and sustainability. Since it is the first paper which defines the effects of hotel design within micro and macro levels, it can be considered as a pioneering study that contributes to the existing literature and generates future research perspectives. Within this context, researchers can design an empirical study related to hotel design by considering the framework developed in this study. For example, one may

investigate the effects of a good hotel design both on consumers and employees. Besides, an examination of the relationship between sustainable hotel design and business performance might be performed. Hence, it is believed that this study has identified more research perspectives on the existing literature. Moreover, findings related to the sub-purpose of this study indicate that hotel design is an interdisciplinary research topic which has been studied since the 1970s. So, it is suggested that tourism scholars can work with the authors from other disciplines such as architecture and engineering. The other contribution of this study is related to the research design. Findings of the review have revealed that there is a huge lack of qualitative research on this topic. To deeply discuss the design effect on, for example, customers and employees, more qualitative research is needed.

The results also prove that hoteliers and designers should manage the hotel design process by considering the possible effects in micro and macro levels. This might directly or indirectly support their competitive position in the market. Within this context, it is revealed that the effect of a good hotel design increases the sales, efficiency and gross operating profit of a hotel business. Besides, a sustainable hotel design has the potential to increase the consumers' awareness of sustainability practices in the hotel industry which may influence their demand positively.

Limitations and Future Perspectives

This study has applied the systematic literature review method and investigated 28 research articles obtained from the major databases, which are Science Direct, Taylor & Francis, Emerald, Sage and Wiley. The advanced search was performed in journal-title by entering the search term "*hotel design*". Hence, there may have been some articles which the author was not able to discover in the advanced search process. Therefore, future studies can perform an advanced search on *Web of Science* and *Scopus* by considering more keywords in addition to hotel design. Their findings may also contribute to the framework proposed in this study. For example, the effects of hotel design on tourism destinations should be discussed within this context.

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There is no conflict of interest in this study.

Ethics approval:

Ethical rules were followed in all preparation processes of this study.

Ethics committee approval:

Since this is a review study, there was no necessity to get ethics committee approval to conduct the research.

