

Research on the Development of Cultural Construction of Regional Theme Hotels—Taking Art and Culture Theme Hotels as an Example

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Abstract: With the advent of economic globalization, economic levels around the world have developed rapidly. While enjoying world civilization and technological achievements, people are also facing the loss of cultural and regional characteristics. When traveling, people always choose themed hotels with local characteristics, hoping to understand their cultural connotations and meet their spiritual needs. In the concept of theme hotels we have introduced, we have integrated regional culture into theme hotels, creating a regional cultural hotel that can deeply impress customers. Under the profound and clever influence of regional culture, the hotel has formed a unique and distinctive hotel, guiding the growth of the Chinese hotel industry. This article analyzes the design methods of regional cultural themed hotels, elaborates on some problems in the current design of regional cultural themed hotels, and proposes relevant improvement methods. It is hoped that a theme hotel with local characteristics can be built to bring people a richer material and cultural life.

1. Introduction

With the advent of the experience economy era, the demand for tourists in the tourism market has shifted from single sightseeing tourism to more experiential and participatory tourism methods [1]. In recent years, with the growth of the tourism industry, emerging tourism products such as adventure tours and health tours have also emerged, intensifying competition in the tourism industry across the country [2]. With the rapid growth of China's social economy and the improvement of its international status, traditional Chinese culture has returned to people's sight and gained favor, and there is also a trend of building cultural confidence in the hotel industry [3]. As a pillar industry of the tourism industry, the hotel industry also faces competition, requiring hotels to constantly innovate and develop unique hotel products to meet the different needs of various tourists. The hotel industry no longer attracts tourists with its luxurious decoration and environmental atmosphere, but follows the trend of the times, incorporating theme culture and personalized services into hotels to generate differentiated competition among hotels [4].

Theme hotels have become a way and goal for many old hotels to renovate due to their unique thematic characteristics and spatial experience [5]. Theme hotels explore and extract the cultural connotations of characteristic cultures, expand and enrich their content. Culture is the core and important selling point of characteristic hotels, as well as the specific embodiment of

personalization and the main support point in competition [6]. Regional cultural themed hotels have become increasingly popular with the growth of the tourism industry. Many tourists choose to stay in regional cultural themed hotels to experience folk customs and regional culture in order to have a better travel experience. However, currently, some regional cultural themed hotels have a poor reputation and have not provided tourists with a good stay experience. Culture is a very important part of today's social civilization, and culture is closely related to the environment. Therefore, regional cultural themed hotels cannot be separated from their own cultural atmosphere and environment. Many old hotels find it difficult to meet market demand in terms of functional flow, interior decoration, spatial experience, and service facilities. Theme hotels are an important trend in the growth of the hotel industry, and developing cultural elements has become an important strategy for theme hotels to cope with fierce market competition [7].

The key link in creating a themed hotel is cultural theme creativity. Cultural themes are the soul that forms distinctive characteristics and unique personalities of themed hotels, and are the core pivot for forming the commercial appeal of themed hotels [8]. With the upgrading of consumption, people's understanding and needs for hotels are also changing. It is not only to meet basic food and accommodation needs, but also to meet spiritual and cultural pursuits, thereby bringing a unique and enjoyable stay experience. In the context of integrating regional cultural themed hotels, creating a themed hotel with local characteristics and customs, strong competitiveness, and regional cultural value is an inevitable trend in future hotel design, management, and growth. It can help guests better understand the characteristics and meanings of regional culture, and promote and showcase local culture.

2. Current Status of Themed Hotels

2.1. Deficiencies

Travelers choosing to stay in themed hotels is not only to meet basic needs such as rest. If it is only for rest during the journey, these travelers often choose to stay in fast hotels or ordinary hotels. The purpose of choosing themed hotels, especially regional cultural themed hotels, is not only to rest, but also to experience the cultural atmosphere and regional characteristics of different regions. For theme hotels in China, the design process has a relatively single approach, with the main goal of building a clean, unified, and more comfortable place for people to live in. This is mainly reflected in the fact that many theme hotels have a single interior design structure, making it difficult to innovate and bring more novel experiences to users, resulting in many travelers not being able to obtain material and cultural satisfaction during their stay. Many regional cultural themed hotels have uniform designs without their own characteristics and styles, which can have a significant impact on the customer experience. The unmet needs of customers result in a poor reputation of the themed hotel, leading to a low passenger flow [9].

For most theme hotels in China, in order to highlight their own style, some themes are forcibly added in the interior design process, but the local situation is not fully considered, and the services that passengers hope to receive are not taken into account. This leads to a lack of regional cultural concepts in the design process of many theme hotels, which cannot better combine the local situation to spread their culture, nor achieve the goal of attracting customers, which is not conducive to their own growth, and also fails to bring better living experiences to customers. In some of the surveyed regional cultural themed hotels, most of them use simple regional cultural decorations to express regional cultural themes, which is very inadequate in reflecting regional culture. Therefore, this is also the main reason why many regional cultural themed hotels currently have poor reputation and fewer customers [10].

2.2. Advantages

With the increasing popularity and popularization of tourism consumption, the maturity of personalized consumption by tourists, and the arrival of the era of mass customized consumption, we aim to create a specific cultural atmosphere and highly personalized and customized services for customers or consumer groups based on their unique characteristics, and strive to provide customers with personalized cultural feelings and memorable happy experiences. The updated growth of modern living concepts shows respect for diversity. In addition to meeting the satisfaction of living comfort, the cultural atmosphere of spatial places is also gradually being valued. By drawing nourishment from local culture, it is increasingly important to create hotel designs that showcase folk customs and truly restore the aesthetic characteristics of local residents in homestays, in order to meet the spiritual dimension needs of consumers in the market for hotel experiences.

The tourism industry has become a strategic pillar industry in China, with rapid growth in recent years. Many cities have introduced a series of policies to develop tourism in order to vigorously develop the tourism industry. These have provided excellent conditions for the growth of tourism in regions with rich and unique tourism resources. A profound cultural heritage is highly attractive to consumers. Hotel architects usually investigate the cultural environment around the hotel, fully explore the connection between the hotel and historical culture, and thus innovate, showcasing the artistic charm of themed hotels from a unique perspective. As shown in Figure 1, a hotel themed around Dunhuang culture has vigorously developed its tourism industry. With its rich tourism resources and profound cultural heritage, Dunhuang City has strengthened publicity and promotion, improved tourism infrastructure construction, and enhanced tourism products, making Dunhuang's tourism industry steadily develop and become a leader in the growth of tourism in Gansu Province.

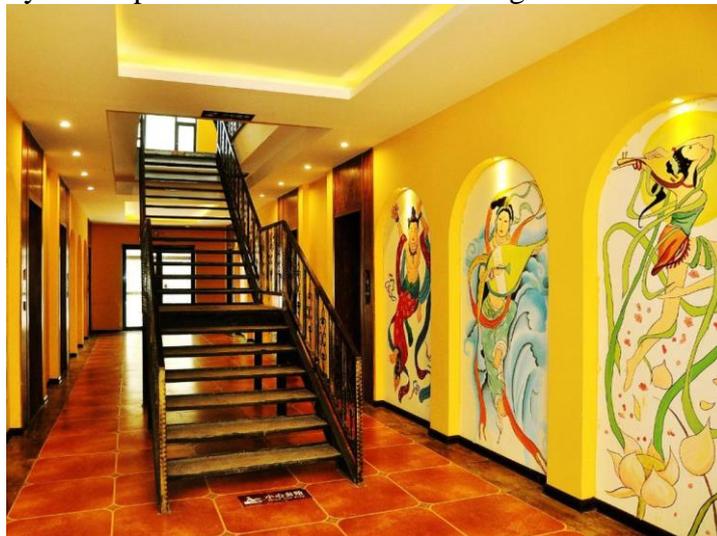


Figure 1: Dunhuang cultural theme hotel

3. Strategies for Building Theme Hotel Culture

3.1. Adhere to Design Principles

A themed hotel that showcases local cultural characteristics essentially combines spatial architecture with local culture, thereby achieving cultural dissemination and allowing users to experience local cultural characteristics firsthand. When designing a hotel, the following principles should be adhered to (as shown in Figure 2). In the design process, it is necessary to have corresponding authenticity, specifically, the selected cultural elements must be unique to the local

area and can effectively showcase the local culture. Non local cultural elements should not be used to fill the local culture. In terms of selecting carriers to promote local culture, corresponding designers must be able to make effective choices, selecting carriers that are representative, easy to gain user recognition, and can effectively showcase local culture.

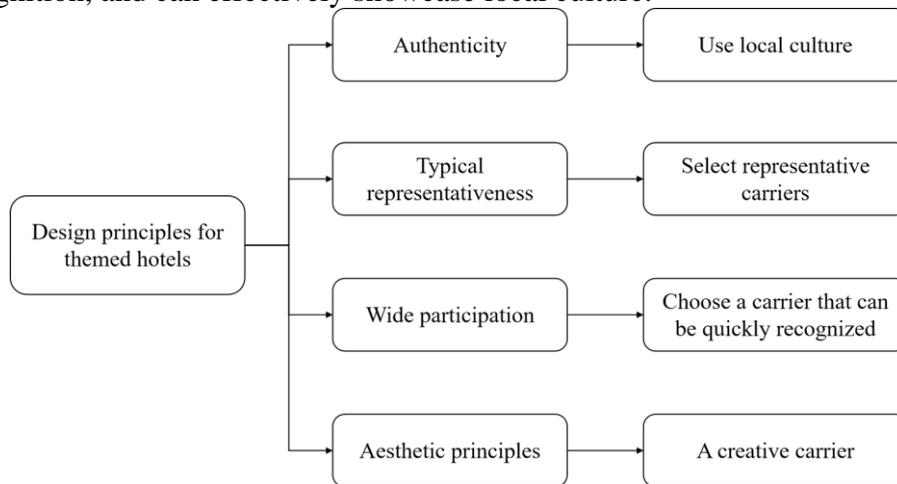


Figure 2: Theme Hotel design principles

The decorations inside a regional cultural themed hotel can indeed reflect the characteristics of regional culture very well. Therefore, arranging decorations with regional characteristics is essential in the interior design of the hotel. The selection of decorations also requires imagination. If the hotel has regional cultural characteristics, it will also stand out among hotels of the same type if it has certain uniqueness. When selecting a carrier, it must be able to be quickly recognized by users, while also promoting user communication and participation. In terms of carrier selection, it is necessary to ensure that it has a positive and upward propagation energy, and the corresponding structure, appearance, pattern, and other aspects should have good creativity as much as possible. It is not only necessary to capture the attention of tourists, but also to make them feel more comfortable.

3.2. Theme Hotel Planning

The lobby design of regional cultural themed hotels is very important. When tourists enter the hotel, the first thing they see is the lobby. If the lobby design of the themed hotel is well done, it has a strong visual impact and a rich regional cultural atmosphere, it will bring a good first impression to tourists. The infrastructure services of hotels have the longest exposure time for tourists. Therefore, in highlighting the cultural image of themed hotels, more attention should be paid to the construction of hotel infrastructure services. At the same time, attention should also be paid to the expression of cultural symbols of themed hotels to highlight their culture and allow tourists to experience cultural themes and colors firsthand.

The distinctive regional cultural characteristics reflected in hotel services can be approached from several aspects. The hospitality and service staff of the hotel can wear clothing that embodies the cultural characteristics of the region, and the hotel provides local specialty cuisine, which can make the regional cultural characteristics of the themed hotel more prominent. In the interior design process of themed hotels, local characteristics can be combined to strengthen their theme concept, and some local food culture can be integrated into the theme design. Through the posting of posters, more visual experiences can be brought to users. The design of exterior facilities and other design schemes is important in hotel design, but the most important thing to remember is to ensure the safety of tourists during their stay. In terms of hotel safety, the design mainly includes several

points, and the most important is fire safety. Fire is the most dangerous situation that occurs in hotels, so it is necessary to fully prepare for fire prevention and disaster prevention.

4. Conclusions

With China's accession to the WTO and the rapid growth of business operations, abundant tourism resources and increasingly diverse aesthetic needs have brought new challenges and hope to Chinese designers. Hotel design has gradually become mature, but also gradually formalized. The vigorous growth of the tourism industry has promoted the construction of regional cultural themed hotels. Currently, some regional cultural themed hotels in China have certain problems, such as unclear characteristics and insufficient reflection of regional cultural characteristics. The construction of regional cultural themed hotels is of great significance. On the one hand, it can expand the market and ensure that the operators of themed hotels obtain greater benefits. On the other hand, it can also bring customers a better living experience. In the design of themed hotels, choose the most distinctive integration into the hotel design, continuously expand the hotel's functional use, leverage the overall artistic style of the hotel, continuously integrate regional culture, and effectively combine the theme culture with the hotel's functions perfectly. The promotion of cultural themed hotel design is to cultivate the cultural confidence of Chinese people and enhance the soft power of national culture through cultural creativity. Using culture as a medium to help the world better understand the charm of China.

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