

DOI: <https://doi.org/10.32782/2524-0072/2024-68-4>

UDC 338.48-44:659.113.25:728.5

# THE INFLUENCE OF DESIGN ON THE COMPETITIVENESS OF HOTELS AND TOURIST AND RECREATION COMPLEXES IN THE CONTEXT OF MARKETING STRATEGIES

## ВПЛИВ ДИЗАЙНУ НА КОНКУРЕНТОСПРОМОЖНІСТЬ ГОТЕЛЬНИХ ТА ТУРИСТИЧНО-РЕКРЕАЦІЙНИХ КОМПЛЕКСІВ У КОНТЕКСТІ МАРКЕТИНГОВИХ СТРАТЕГІЙ

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The article examines the role of designing hotel and tourist-recreational complexes in increasing their competitiveness, in particular through the influence on marketing strategies. In today's hospitality industry, design is a powerful tool for attracting customers and ensuring their loyalty. The uniqueness, aesthetics and thoughtfulness of the interior allow the accommodation facility to stand out from the competition and satisfy the needs of the modern consumer, for whom products are not only high-quality service, but also a comfortable atmosphere. Thanks to thoughtful design, hotel and tourist-recreation complexes are able to influence the emotional state of guests and form positive associations, which contributes to repeated visits and recommendations. An increase in the number of visits to an accommodation facility thanks to the design has a positive effect on its economic condition.

**Keywords:** design, hotel, tourist and recreational complex, competitiveness, marketing strategies, tourists, visitors.

У статті досліджено роль дизайну закладів розміщення у підвищенні їх конкурентоспроможності, зокрема через вплив на маркетингові стратегії. У сучасних умовах дизайн в індустрії гостинності є потужним інструментом для залучення клієнтів і забезпечення їх лояльності. Дизайн не тільки формує перше враження відвідувачів, але суттєво впливає на задоволеність клієнтів від відпочинку. Унікальність, естетичність та продуманість інтер'єру дозволяють закладу виділитися серед конкурентів та задовольнити потреби сучасного споживача, для якого важливий не лише якісний сервіс, а й комфортна атмосфера. Завдяки продуманому дизайну готельні та туристично-рекреаційні комплекси здатні впливати на емоційний стан гостей і формувати позитивні асоціації, що сприяє повторним відвідуванням і рекомендаціям. У статті наголошується на важливості психологічного впливу дизайну на емоційний стан гостей. Дослідження показують, що дизайн може викликати різні емоції, такі як радість, спокій, енергія або навіть розслаблення, залежно від застосованих кольорних рішень, текстур, матеріалів і освітлення. Готельний і туристично-рекреаційний бізнес може стратегічно використовувати ці знання для створення потрібної атмосфери, що позитивно впливає на рівень задоволеності клієнтів. Також зазначено, що інтер'єр може бути основою для рекламних кампаній, завдяки яким виділяються риси закладу, залучаються нові клієнти та утримуються постійні. Це дозволяє зміцнити емоційний зв'язок з брендом, що в довгостроковій перспективі позитивно позначається на репутації. У статті підкреслено важливість дизайну в контексті маркетингових стратегій готельних і туристично-рекреаційних комплексів. Естетично привабливий дизайн не тільки сприяє диференціації бренду, але й сприяє підвищенню конкурентоспроможності закладу, задовольняючи емоційні потреби клієнтів. Унікальні дизайнерські рішення, стильна атмосфера, адаптація до інноваційних та екологічних стандартів перетворюють дизайн на важливий маркетинговий інструмент, який забезпечує не лише позитивний досвід клієнтів, але й сприяє підвищенню економічних показників, довгостроковій прибутковості та стабільності бізнесу.

**Ключові слова:** дизайн, готель, туристично-рекреаційний комплекс, конкурентоспроможність, маркетингові стратегії, туристи, відвідувачі.

**Problem statement.** Design development of hotel and tourist-recreation complexes is an integral part of their marketing strategies and plays an important role in their competitiveness. First, the design of the institution affects the first impression of visitors, determines the atmosphere of the place and creates a certain emotional mood, which is an important element of forming loyalty to the institution of modern consumers. Secondly, the visual appeal of the institution significantly helps it to stand out among competitors and emphasize its uniqueness.

In today's highly competitive market, a hotel or tourist-recreation complex with a unique and trendy design will have an advantage over others, because design is one of the key tools of differentiation. Today, clients more often choose an establishment that offers them not only high-quality service, but also an aesthetically pleasing environment. Therefore, thanks to a well-thought-out design, businesses have more opportunities to create an emotional connection with visitors. After all, visual elements (lighting, color scheme, furniture, decor, etc.) contribute to creating an atmosphere of comfort, leaving a positive impression, and as a result, ensure increased customer loyalty. This often affects their desire to visit the establishment again or to recommend it to other consumers.

Given that a comfortable and modern design stimulates an increase in the number of visitors and repeat visits, based on this, hotel and tourist-recreational complexes have more opportunities to increase profitability and long-term business stability. Therefore, investments in design can not only create an attractive brand, but also affect the economic indicators of the establishment, increasing them.

In addition, the design of hospitality industry establishments is an integral part of marketing strategies aimed at creating a positive image and brand recognition. It often becomes the basis for advertising campaigns, through which the uniqueness of hotels and tourist and recreation complexes is emphasized. Marketing strategies often use design to attract new customers and retain customers.

**Analysis of recent research and publications.** The study of the peculiarities of the formation of the interiors of hotels and tourist and recreational complexes is devoted to the work of domestic and foreign scientists. Among them, it should be noted Tretyak Yu., Kuznetsova I. [1], Oliynyk O., Revva N., Tymchuk S. and Neshchadym L. [2], who note that color and light solutions serve as means

of enhancing the expressiveness of the interior space of equipped premises. Dranytskyi Yu. [3], who investigates the issue of style in hotel interiors in modern design practice and determines the style of hotel interiors according to the international gradation of hotel services. Modern foreign researchers are also actively studying the design of hotel and tourist-recreation complexes and its impact on customer satisfaction and the competitiveness of enterprises. Among such studies, attention should be paid to the works by Jutta Wittmann-Wurzer A. and Tsek N. [4], which examine the determinants of hotel room design in Europe until 2030 and provide recommendations for adapting the design to the future needs of the hospitality industry. The scientific works of such researchers as Zubyaga M., Sopelana A., Gandini A., Aliaga H. M., Calvet T. [5] highlight sustainable cultural tourism in European destinations and the need for innovations in the design of tourist facilities to create a more attractive environment for tourists.

**Identification of previously unresolved aspects of the overall problem.** The study of the impact of design on the competitiveness of hospitality institutions remains incomplete, especially in the aspects of the impact of innovative design solutions on the emotional attachment of customers and the construction of marketing strategies based on this.

**Formulation of the article's objectives (problem statement).** The purpose of the article is to analyze the significance of design in the context of marketing strategies of hotel and tourist-recreational complexes, as well as to study its impact on the emotional comfort and loyalty of customers.

**Formulation of the article's objectives (statement of tasks).** In the conditions of modern demands of consumers in the hospitality industry, the design of hotel and tourist-recreational complexes is one of the important elements of marketing strategies, as it directly affects brand perception and emotional connection with visitors. In today's competitive environment, design plays the role of not just an aesthetic factor, but also a key tool for creating a unique atmosphere that attracts tourists and promotes their loyalty. With an ever-expanding selection of hotels and resorts, innovation in the design of such businesses can go a long way in helping them stand out in the market, emphasizing uniqueness and providing customers with an unforgettable experience. In the context of marketing strategies, design

can become the basis for positive feedback and recommendations from consumers.

It is worth noting that the design of hotel and tourist and recreational complexes affects not only the perception of the institution from the side of aesthetics, but also the psychological comfort of customers, emotional state and mood, creating a connection with the space and the need for repeated visits to the institution in the future. Modern research in the field of psychology emphasizes that a well-designed environment contributes to relaxation, improvement of mood and general psychological state of a person. Therefore, correctly selected design elements (color, lighting, texture, etc.) can create an atmosphere that will positively affect the emotional state of guests, increase their level of satisfaction and loyalty to the establishment. Therefore, design is an integral part of the marketing strategy of hotel and tourist and recreational complexes, ensuring the psychological well-being of customers.

Tarasova K., Kononenko G. and Yantovska O. note that color and light are key elements of design and architecture, affecting the atmosphere of space, mood and well-being [6]. Researchers Adamenko S., Ralko M. and Bulatov V. emphasize the importance of color for the psyche and note its significant influence on behavior and even health [7].

In general, design can evoke different emotions in consumers. Colors, lighting, texture, composition, and other elements can create an impression of joy, peace, energy, or cause other desired or undesired emotional reactions. Knowledge about the psychology of the influence of design on the emotional state of a person allows you to simulate the desired atmosphere and create an emotionally charged design that will contribute to the emotional attachment of consumers to a place.

One of the most powerful ways to influence the emotional state and mood is to create the atmosphere of the room, that is, the use of a certain palette of colors, textures and design elements to reflect the uniqueness and features of the institution, its certain mood and ensure the mood that will correspond to its theme (calm, mysterious, energy or relaxation). Providing the right atmosphere can help attract and retain the attention of viewers by promoting certain emotional responses [8].

Today, an important place in the design of hotel and tourist-recreational complexes is played by art objects, which become not just a decoration of space, but also a tool for creating

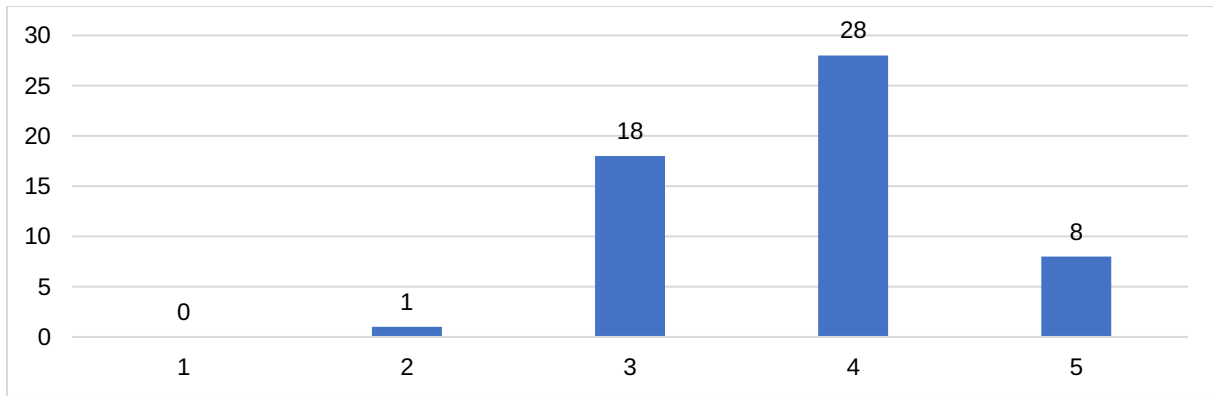
a favorable emotional and psychological environment. Bazyliuk N. notes that «art objects add depth, character and personality to a space, make it more alive and expressive, and also create an opportunity to influence the emotional state and mood» [9]. According to O. Pylypchuk, «art objects have the ability to create artistic images that meet the emotional needs and mood of interior users, this makes the interior more expressive and able to influence the psychological state of people» [10].

For a more detailed study of the influence of the design of hotel and tourist-recreational complexes on the emotional state of customers and their loyalty, a questionnaire was conducted. The survey was based on finding out how different design elements affect the emotional state of customers, their level of satisfaction, the desire to return and the willingness to recommend the establishment.

55 respondents who stayed at least once in a hotel or tourist and recreation complex took part in the survey. During the survey, one of the first questions was about the respondents' assessment of the importance of room design for them in choosing a place to stay during a trip. The response options represented the levels of importance of the design (1 – minimum importance, 5 – maximum importance). Of those surveyed, 65.4% (36 respondents) gave a rating of 4 or 5, which indicates the high importance of design for a large part of the respondents. Only 1 respondent (1.8%) gave a low rating (2 points) and none (1 point). This means that few consider design an insignificant factor when choosing a hotel. Evidence suggests that hotel design plays an important role for most people when choosing where to stay while traveling. About two-thirds of respondents rate its importance above the average level (4 or 5 points), and the average score is 3.78, which generally indicates that the design of a hotel or tourist and recreational complex is considered when choosing a place to stay during a trip (Figure 1).

The research included questions that assessed the importance of design and its elements on the psychological and emotional state of visitors and their impressions of the hotel or tourism-recreational complex. Questions related to the choice of design type, the most influential elements of the interior, the desired color palette and the general emotional effect of being in a well-designed room.

The analysis of the data shows a significant impact of design on the psychological and



**Figure 1. The importance of accommodation design when choosing a place for tourists to live**

*Source: formulated by the author*

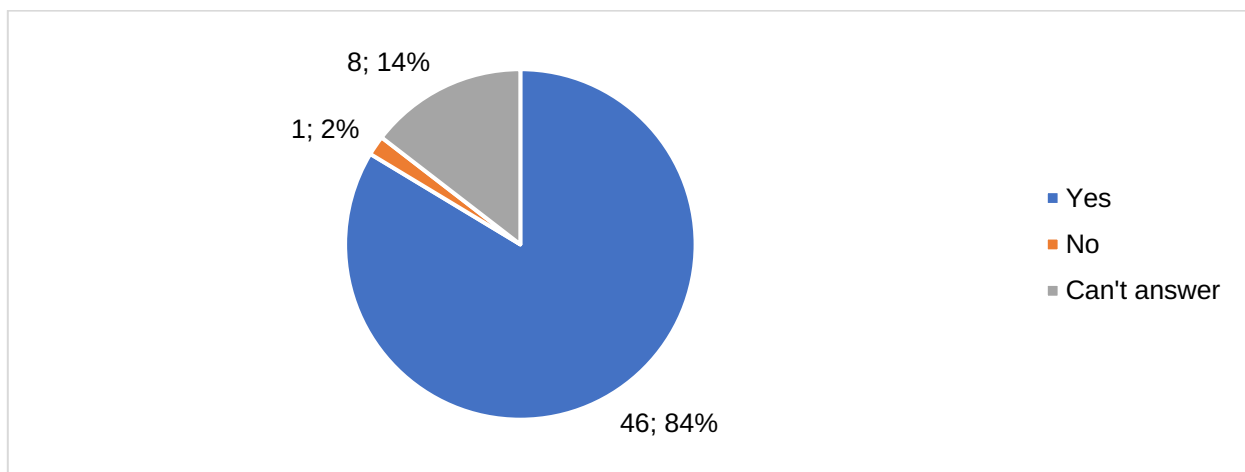
emotional state of visitors. More than 80% of respondents noted that the well-thought-out design made them want to return to the hotel (Fig. 2). Lighting (69.1%), color palette (69.1%), material texture (49.1%) and space planning (56.4%) were the main elements that most influenced the overall impression of the hotel. The most common emotions that arise in well-designed interiors are calmness and relaxation (74.5%) and pleasure (67.3%).

Therefore, the choice of design directly affects the emotional comfort of visitors, which is emphasized by such key elements as lighting and color palette, coziness and comfort, mental reaction to materials and texture. For example, the lighting and color palette of the room significantly affect the mood and psychological perception of the space. Warm colors and natural light promote a feeling of comfort, while bright or dramatic color solutions can create anxiety or stimulate activity.

Almost 71% of respondents believe that functionality and matching style are the decisive factors that shape the desire to return to the hotel. The functionality of the premises increases the feeling of security and orderliness. And soft, natural materials are associated with peace and promote relaxation, while metal or glass elements can cause a feeling of coldness or even alienation.

According to the results, the design of a hotel or tourist-recreational complex has a distinct positive effect on the emotional state of visitors, enhancing the feeling of satisfaction, comfort and peace. More than 78% of respondents agree that a properly selected interior can improve their emotional state. Therefore, the creation of a comfortable and emotionally attractive environment in a hotel or tourist and recreational complex promotes repeat visits.

A good hotel design has a significant impact not only on the aesthetic perception and emotional



**Figure 2. The influence of accommodation facility design on customer loyalty**

*Source: formulated by the author*

state of guests, but also stimulates repeat visits and recommendations. Looking at the survey results, one can analyze how important design is to a hotel's marketing appeal and its ability to maintain consumer loyalty.

From the study, among all those surveyed, 92.7% of respondents are ready to recommend a hotel if they were impressed by the design (Fig. 3). This confirms the theory that aesthetically attractive hotels receive more recommendations, which helps to popularize the establishment among new consumers.

The distribution of answers to the question about the importance of design for booking shows that 94.6% of participants rate its importance at a medium or high level. Design is an influential factor for guests when booking and can even compete for priority with the price or location of a hotel.

In addition, professional photos of interiors and testimonials from other customers occupy the first positions among marketing materials that attract the attention of customers. 56.4% note the importance of photos, and 70.9% focus on reviews. This emphasizes the need for high-quality visual presentation of hotel design on travel platforms and websites.

Most respondents (59%) consider the design of common areas important and give it a score of 4 or 5. This indicates that the aesthetics of public areas, such as lobbies or restaurants, form the first impression that can affect the overall satisfaction of guests.

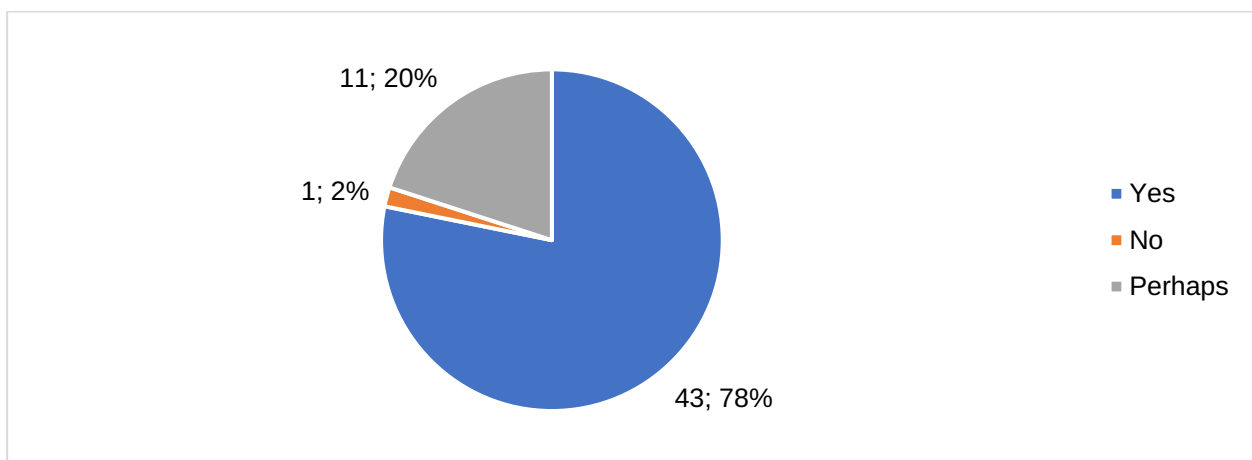
About 65.5% of survey participants respond positively to special design solutions in marketing campaigns, and this can become a decisive factor when choosing a hotel. Thus, unique or

non-standard interior solutions can increase the attractiveness of the hotel in the eyes of potential guests.

About 16.4% of respondents said that they always take photos if the interior is impressive, and 49.1% do it sometimes. This reinforces the effect of social marketing: the aesthetic design encourages customers to share their impressions on social networks, which contributes to free advertising through positive reviews.

The obtained data show that an aesthetically attractive and well-thought-out hotel design has a significant impact on its popularity, marketing appeal and consumer loyalty. Design not only becomes a deciding factor for bookings, but also increases the likelihood of receiving positive reviews, recommendations and promotes loyalty of customers who are ready to return.

The design of the hotel and tourist and recreational complex plays a key role in increasing their competitiveness, especially in the conditions of the modern market, where marketing strategies are increasingly focused on the emotional experience of the client. Within marketing strategies, it is important to stand out from the competition, and here design becomes not just a visual element, but a tool for attracting and retaining customers. A well-thought-out interior, unique design solutions and atmosphere reflecting the style or concept of the hotel not only create aesthetic appeal, but also form emotional associations that can turn a visitor into a regular customer. In particular, the use of professional photos, video tours and visually attractive materials in advertising campaigns becomes an important element in forming the brand image and increasing its appeal to new audiences.



**Figure 3. The influence of the design of the accommodation establishment on the recommendations of its customers**

*Source: formulated by the author*

In addition, design as part of a marketing strategy can serve to create a «wow effect» that motivates customers to share their impressions on social networks, which strengthens the positioning of the brand and its visibility in the market. Unique spatial and stylistic solutions, such as thematic rooms or innovative design of common areas, not only add value to the product, but also become a competitive advantage. Therefore, in modern conditions, where consumers seek not only services, but also bright impressions, design integrated into marketing strategies becomes a determining factor of success, which contributes to increasing the competitiveness of tourist complexes and hotels.

Design is also closely related to the economic efficiency of the hotel business. Investments in modern design solutions, such as the integration of the latest technologies or adaptation

to environmental standards, can increase profitability by increasing the average check and attracting new customer segments. European studies emphasize the importance of design for improving service quality and forming long-term advantages, which allows institutions to remain competitive in changing market conditions.

**Conclusions.** Therefore, the design of a hotel or tourist and recreational complex has an important influence on the choice of consumers, their loyalty and the marketing attractiveness of the establishment. An attractive interior increases the chances of bookings, referrals and positive reviews, and encourages guests to share their experiences on social networks, which creates effective free advertising. Unique design solutions, professional interior photography and positive customer reviews are especially important for attracting new guests and maintaining the loyalty of regular customers.

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