

Good design servicescape for a hotel (lobby and restaurant) essay example

[Business](#), [Customers](#)



Introduction

Servicescape can be defined as environment in which a service is delivered to customers (Bitner, 1992). Service totality delivered at one place is also called service setting. Service setting plays a critical role in shaping expectations, differentiating service firms, facilitating customer and employee customer goals, and influencing the nature of customer experiences (Bitner, 1992).

In the context of the current paper servicescape means the environment of delivering hotel and restaurant services. The topic of the current assignment relates the ambient factors, design, layout and social factors accompanying delivery of the services in the hotel lobby and restaurant.

The following name for the hotel was chosen: Luxomania. The slogan for the hotel is “Luxury for those who understand”. Dynamic and stylish name is supposed to attract attention of young and ambitious local and international professionals. The name for the restaurant that was chosen is Delicious Temptation. The slogan for the restaurant is: “Spoil yourself with the best food ever”.

The hotel is designed to serve people having high social status. They are sophisticated and can afford luxury style of life. The target audience is people aged between 27-45 years old. The potential customers are young, ambitious, sophisticated, and traveling a lot on business.

Hotel Lobby Ambience and Design

Ambient Factors

Aroma

Mehrabian-Russel Model describes the effect of ambience and other factors of external and internal environment on customers. Empirical study of Graa and Kebir (2012) revealed that the impact of store environment on emotional states including pleasure and arousal are significant while not showing any correlation with dominance (Graa and Kebir, 2012).

Hirsch (1995) emphasized on the impact of odors on consumers' behavior in slot casinos. The results of the research presented by Hirsch (1995) revealed that pleasant scents may improve evaluation of store environment, quality of service, and the willingness to visit the place one more time. Thus, pleasant neutral aromas may make an impact on consumer behavior (Mehrabian & Russell, 1974).

The notes of citrus (grapefruit, lemon, mandarin) reduce stress and fill human body with energy. A mix of these scents will help customers feel more relaxed, comfortable, and cozy. Besides, perception of cleanness of the hotel lobby will make the customers feel cozier. Fresh citrus notes will contribute to employees' productivity (Cohen & Bodeker, 2008).

Music

Music in the hotel lobby should emphasize uniqueness of the hotel that would differentiate it in the market. Besides, hotel lobby is the first venue a customer enters. Music should create memorable and enjoyable experience for the guests (Kellaris & Kent, 1994). Calm jazz music can help create perception of a fashionable hotel and make the customers feel exceptional. Jazz music is sophisticated and original that could contribute to forming perception of hotel exclusivity (Kellaris & Kent, 1992). Jazz music fits creative

and outgoing people that could help set simple and friendly relationships with the customers after they enter the door. According to Baker, Parasurman, Grewal & Voss (2002), a store can become a place offering various opportunities. Thus, the hotel lobby can create opportunities by raising the spirits of the customers. For example, light music like jazz can create good mood and help attract potential customers (Spies, Hesse & Loesch, 1997).

Donovan & Rossiter (1982) researched the connection between store atmosphere and the impact of music on purchasing behavior. Donovan & Rossiter (1982) concluded that consumer behavior is influenced by changes in emotional states caused by environmental factors. The results of the study are supported by empirical research. However, the researchers tested the effect of music, but did not specify different music styles that affect purchasing behavior (Tai & Fung, 1997).

Color

The hotel lobby will be designed in warm beige colors with muted light to create perception of coziness and calmness that is necessary for hard-working people and businessmen willing to have a good rest. Low sofas and tables should be the opposite color of the color of ceiling and walls. The color of sofas is chocolate and dark chocolate. It is not recommended to use more than three colors in the room design not to disturb classical interior. The ceiling will be designed using modern materials. It will look like waves slightly lighted with dotted and floor lamps (Appendix 1). Beige color is ideal for the hotel lobby because this color is friendly, approachable, and warm

helping create friendly relationships with those who enter the door. This is the most suitable color for the first room the customers enter. Dark brown color of chocolate helps create coziness and respectability. This is a neutral color suggests reserve and seriousness (Kotler, 1974).

Air Quality

The temperature of air inside the hotel in lobby should be comfortable: between 68 and 74° F or between 21 and 24° C in winter. Slight increase by 4-6° F (1-2° C) in air temperature is acceptable during summer time. Relative humidity should be between 30% and 60% depending on the temperature: the higher air temperature, the lower humidity must be. Also, air humidifier and ionizer must be used because air in the lobby to ensure healthy environment for the customers and employees (Chao, 2000).

Layout and Design

Architecture

The style of the building must be in line with the rest of the buildings located in Oxford Street, London. A building with colonnades with clean lines will fit the general picture (Russell & Pratt, 1980). Despite little impact of the overall style of the building on consumer behavior, the space should be harmonized not to interfere with the general style of the street. Target audience of Luxomania would likely pay attention to the overall style of the building thus making the impact on decision to stay in the hotel (Tai & Fung, 1997).

Countryman & Jang (2006) identified that the elements of the atmosphere of hotel lobbies influence customers' impression, especially the customers of boutique hotels. The lightening of the lobbies was identified as the most

influential factor in the interior. The style and colors used in the interior were identified as the lowest dimensions that make an impact on consumer behavior. However, this research was conducted in Indonesia and Malaysia. Thus, cultural differences may matter in this case.

Scale

The hotel will be relatively small, a kind of a boutique hotel for 50 rooms. The hotel is supposed to be small and cozy offering exclusive services for its guests.

Materials

The ceiling in lobby is draped in beige fabrics making wave-like perception (Appendix 1). The tables in the lobby are made of pale wood. Upholstery is made of brown and dark-brown velveteen (Lindstrom, 2005).

Decoration

Russell, Lewicka and Niit (1989) considered the impact of cultural background on emotional reactions. This study can help adapt the findings to the particular situation. For example, knowledge of emotional feelings stimulated by the factors of external environment can help better understand the needs of London dwellers and develop better servicescape for the hotel lobby and restaurant.

The main elements of decoration are as follows: floor lamps with effect of papyrus, cushions, floor-to-ceiling windows, and the carpet that repeating the image of the ceiling (Appendix 1).

Variables and Technology

The potential customers are registered using electronic system. The locks are electronic as well as lightening (Baker, Parasurman, Grewal & Voss, 2002). The use of the latest technological advances makes an impact on purchasing behavior of target audience. The customers of target social layer are likely to use electronic advances at home and would likely prefer to feel comfortable in the hotel (Ryu & Jang, 2008).

Signs, Symbols and Artifacts

Labels

The name of the company is placed above the main entrance of the hotel. All papers containing information about the hotel are labeled with hotel monograms. The name of the company and other inscription are made of gilding (Simpeh, Simpeh, Abdul-Nasiru and Amponsah-Tawiah, 2011).

Directional Purposes

The entrances, exits, toilets, car parking, restaurant, and other facilities are labelled as well. The inscriptions are written in black on the gilding tablets. Moving directions are shown by the arrows. The tablets are supplied with lightening to show the direction in the dark time of the day (Jang & Namkung, 2009). The use of signs for directional purposes save time and reduce waiting expectations thus reducing stress and dissatisfaction of the customers (Grewal, Baker, Levy & Voss, 2003).

Communication of Behavioral Rules

Special tablets are designed to communicate behavioral rules to the customers. The tablets are made in the same style that the tablets made for directional purposes. These tablets communication certain behavioral rules including non-smoking area and mandatory accompaniment of children by adults (Simpeh, Simpeh, Abdul-Nasiru and Amponsah-Tawiah, 2011).

Challenges

Service delivery process is automatized, but certain issues may arise. Possible issues can be resolved with the help of well-trained personal (Kotler, 1974). The capability of solving critical issues is important because the potential customers expect to receive excellent service for extra amount of money paid. Therefore, the probability of the critical issues must be reduced to the minimum.

High-Contact Services

High-contact services are supposed to be delivered by qualified employees to support an image of an exclusive hotel. The desk is large to symbolize high status of the guests. The size of the desk is to reinforce the image of the hotel (Simpeh, Simpeh, Abdul-Nasiru and Amponsah-Tawiah, 2011).

High-contact services are the main value-adding factor in hotel and restaurant business (Ryu & Jang, 2008). The importance of this environmental factor was also supported by Milliam (1986).

Social Factors

Customers' Behavior and Appearance

According to the theory developed by Bitner (1992), physical setting may

influence human behavior. Therefore, both customers and employees may be influenced by physical setting of the lobby. The hotel lobby is a public space and the customers' behavior must fit the norms of behavior in public places. According to the concept of the hotel, it is supposed to receive young businessmen and professionals.

Employees

As the employees create the climate in the hotel, they should be nicely and neatly dressed, be polite and friendly to convey the potential customers a sense of comfort and harmony, they should be trained to deliver excellent services to the customers (Bitner, 1992). The receptionists should be dressed in cream-colored chiffon blouses or jackets and black skirts or trousers. The appearance of the personal of the hotel is a part of general atmosphere. It is important that the quality of personal comply with the overall design and atmosphere in the hotel (Summers & Hebert, 1999).

Crowding

There is an adequate number of staff at the counter to serve the customers. The concept of the hotel does not suggest crowding in the lobby. Signs communicating the rules of behavior are supposed to reduce crowding and stress in the lobby (Countryman & Jang, 2006). Interestingly, crowding is not always perceived as negative factor influencing purchasing intentions. Russell, Lewicka and Niit (1989) found little support of the fact that crowding is perceived negatively.

Hotel Restaurant Design

Ambience

Aroma

Donovan & Rossiter (1982) also considered the impact of store atmosphere on customers' behavior. The results of this study showed positive correlation between music, service, general atmosphere with customers' behavior.

These findings can be used for developing servicescape for Luxomania and Delicious Temptation.

As the restaurant is inside of the hotel, special attention should be paid to the scents because the restaurant setting suggests cooking. On the one hand, a smell of cooking is nice and awaking appetite. On the other hand, the restaurant is inside of the hotel and the smell of food could penetrate to lobby and other premises. Therefore, intense air conditioning should be used to eliminate undesired smells. Slight vanilla scent mixed with the scent of pear can stimulate the appetite (Ryu & Jang, 2008).

Music

Music in the restaurant should be classical to stress on aristocratism of the environment. Slow classical music helps eat slowly, enjoy food, and communicate with business partners. The findings of Yalch & Spangenberg (2000) also stressed the impact of music on time spent in stores. Neutral and calm music may raise mood and contribute to more positive perception of environment (Bruner, 1990). The importance of background music in the restaurants was also emphasized by Milliam (1982; 1986).

Color

White color was chosen for the hotel restaurant taking into account the

aristocratic concept of the hotel. Contrasting violet furniture and green plants are supposed to revive the interior. White color makes the restaurant feel clean. Violet color is perceived in European countries as a color of wealth and nobility. Thus, the restaurant environment will likely be perceived as aristocratic and noble (Appendix 3).

Bellizi& Hite (1992) paid attention to the effect made by colors on purchasing intentions. There were two colors tested by the researchers making impact on the choice of the colors for the hotel lobby and the restaurant. Blue color was perceived as calm, positive, and cool. Thus, violet color is close to blue tested by Bellizi& Hite (1992). Therefore, light-violet and violet colors were chosen for the design of the hotel restaurant (Appendix 3).

Air Quality

The requirements to the temperature and humidity in the restaurant are the same as the requirements to these indicators in the lobby. The venue should be equipped by the powerful air conditioning system to avoid penetration of food smells from kitchen. The air in the restaurant should be humidified and ionized to provide healthy working environment for the customers and employees (Chao, 2000). As well as Chao (2000), Pham (2004) emphasized the importance of temperature and humidity in the restaurant.

Layout and Design

Architecture

The restaurant is located inside of the hotel. Therefore, the architecture is the same with the hotel. The interior is sophisticated and aristocratic. It must comply with outer design of the building (Ryu & Jang, 2007).

Scale

The restaurant is capable to accommodate 100 guests at one time.

Luxomania is not a family hotel. The restaurant can be used for relatively small corporate events and seminars.

Materials

Modern materials are used to design the restaurant. The ceiling is stretch; the floor is made of laminated plastic. The furniture of the restaurant including tables, bar, and chairs is made of high-quality plastic. There is a floor covering made of synthetic materials. All materials used in the design of the restaurant are ecologically-friendly (Appendix 3) (Summers & Hebert, 1999). Jang & Namkung (2009) stated that the quality of material used for the design of the restaurants is more important than the materials that were used for the design of the hotel lobby.

Decoration

Han & Ryu (2009) examined the effect of decoration and artifacts, ambient conditions, and spatial layout on customer satisfaction, customer loyalty, and price perception in the restaurant business using structural equation model offer by Anderson & Gerbing (1998). Han & Ryu (2009) concluded that these three factors of external environment strongly influenced customer loyalty, price perception, and customer satisfaction. Interestingly, decoration and artifacts made the strongest influence on customer behavior and satisfaction. Thus, significant attention should be paid to the decoration of the restaurant so it is perceived sophisticated and aristocratic.

The whole tone of the restaurant design is light and spontaneous. The light is medium, it is not either muted or too bright. The chairs are faceted. The bar

is faceted like the chairs and supports the style of the restaurant (Appendix 3).

Variables and Technology

The orders are taken automatically using electronic order system. Each table is equipped with an electronic device collecting orders. The waiters do not gather the orders, they only deliver them. It reduces the number of mistakes made when gathering the orders by waiters (Wirtz, 1994). The issues of crowding in the restaurant are keener than in the hotel lobby. Therefore, the management of the restaurant should pay more attention to these issues using technological advances (Milliam, 1986).

Signs, Symbols and Artifacts

Labels

The table-cloths, napkins, and towels in the restaurant have the monograms of the restaurant made of gilding embroidery. White and cream-colored decoration with gilding is supposed to emphasize the status of the guests. There are several tables under white cloths under subdued lightening convey signal about full service that suggests additional payment for the services. Despite the furniture is plastic, the design of the restaurant communicate high level of services and food. In this case, plastic furniture does not symbolize cheap and bad service (Simpeh, Simpeh, Abdul-Nasiru and Amponsah-Tawiah, 2011).

Directional Purposes

The entrances, exits, and toilet rooms are labelled accordingly. The inscriptions are decorated in the same style that in the lobby (Sherman, Mathur & Smith, 1997).

Communication of Behavioral Rules

Challenges

Restaurant is the place where the probability of conflicts emerging is high. The managers of the restaurant should exercise enough control over the quality of food and services to satisfy customers. Attention should be paid to the training of the personal of the restaurant (Pham, 2004).

High-Contact Services

In the restaurant, waiters and barman present high-contact services. Service personal in the restaurant must be well-trained, good-mannered, and tolerant.

Jang & Namkung (2009) applied Mehrabian-Russell stimulus-response model in the restaurant business using structural equation model proposed by Hu & Bentler (1999). The findings of Jang & Namkung (2009) showed that service and atmospheric functions serve as stimuli enhancing positive emotions. Also, Jang & Namkung (2009) revealed that positive emotions as a part of general atmosphere make an impact on the restaurant consumption experience.

Social Factors

Customers' Behavior and Appearance

Servicescape plays an important role in tourism and restaurant business. Bitner (1992) stated that customers seek tangible evidence of high-quality intangible services. Thus, servicescape consists of both tangible and intangible elements. The design of the restaurant should communicate prosperity and excellent style of life. The restaurant is supposed to serve the customers of the hotel and business people that do not stay in the hotel.

Employees

The managers, waiters, and barman should pass the training related delivering excellent services, communication with customers, and servicing etiquette. The clothes of the waiters and the barman should be neat and clean. All of the personal must wear white uniform with golden buttons and long violet aprons (Wakefield & Blodgett, 1996).

Grewal, Baker, Levy & Voss (2003) examined the effect of store atmosphere and wait expectations on patronage intentions. Grewal, Baker, Levy & Voss (2003) revealed that wait expectations and atmosphere evaluation largely depend on gender. Thus, this factor should be taken into account when creating atmosphere for the hotel lobby and the restaurant.

Crowding

Wirtz (1994) also pointed at the impact made by external environment on consumer behavior using the Russell's model of affect. Wirtz (1994) state that external environment can affect emotional states of the customers thus forming positive or negative opinion about external objects. Thus, crowding

may negatively affect purchasing decisions.

The concept of the hotel and restaurant does not suggest crowding. The orders are served according to the order – “ first come, first served”. In the case if a large number of orders are coming, the waiters are supposed to help in the floor.

Conclusion

This research indicated that the factors of external environment including decoration, music, and atmosphere of the hotel lobby and the restaurant are important to please the customers. Such components of environment as organized layout, stylish design, overall cleanness, and warm colors of interior are proved to be important for the visitors. The current research was based on the previous research related the impact of the factors of the environment on customer behavior and emotions in retail stores, restaurants, and casinos. The research of the impact of the external environmental factors on the hotel visitors was related Asian countries. Thus, further research of the impact of the factors of external environment on customer behavior in the European hotels is needed.

Appendix 1 Hotel Lobby Design

Appendix 2 Oxford Street in London

Appendix The Hotel's Restaurant

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