



# **Space Design Teaching for Garden Theme Hotels with Application of Regional Culture**

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**Abstract:** In recent years, the primary, secondary and tertiary industries are constantly developing, and the development of the tertiary industry, namely the service industry, is particularly rapid. Since the reform and opening up, people's consumption power has gradually improved. While people have met basic material needs, spiritual needs become a new demand and people hope to be provided with high-quality services. As an important industry in the service industry, hotel development is an important part of the city's economy. The theme hotel is a new type of business for hotels. Unlike ordinary hotels, theme hotels are mainly distributed in cities with relatively developed economies and good geographical environments, and have different themes. This article focuses on the integration of regional culture and theme hotel space design.

**Keywords:** Garden Theme Hotel; Space Design; Teaching; Regional Culture

## **1. Introduction**

Hotels are generally places that provide consumers with accommodation, catering, entertainment and other services. Traditional hotels lack certain characteristics in the development process, and their competitiveness is relatively weak. With the innovation and development of hotels, in order to meet people's new needs for hotels, traditional hotels have innovated in terms of form and so on. The theme hotel is one of them.[1] The design of theme hotels is according to different characteristic themes that form specific design concepts, and these design concepts are the development theme of theme hotels. Theme hotel can highlight its theme from appearance to internal service. Unlike traditional hotels, theme hotels tend to be more modern, and their development methods have personalized characteristics, breaking the old style of traditional hotel development. Some hotels also regard regional special culture as the theme of the hotel.

## **2. The significance of regional culture to the theme hotel space design**

### **2.1 Relationship between regional culture and theme hotel space**

Hotels are an important subject in the development of every city, and hotels in different cities have different characteristics. Many theme hotels will use this regional cultural design hotel theme to distinguish themselves from other hotels. Such hotels generally have unique resources and culture, and can demonstrate the charm of the hotel by providing various special services to guests. Theme hotel is different from an ordinary hotel, it is generally a high-end hotel, a regional characteristic hotel, and even one of the local signs. While using the regional characteristics to enhance competitiveness, theme hotels are also demonstrating regional culture to people and promoting the local area. Therefore, as a medium of regional cultural communication, theme hotels also play a role in the development of regional culture.[2]

### **2.2 The significance of regional culture to the design of theme hotel space**

With the continuous development of hotels, it has become more and more convenient to go out, and the demand for hotels is also increasing. When people choose hotels, they will make comprehensive considerations based on their

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prices, decoration, equipment and other services, and finally choose the most cost-effective hotel to stay. As a high-end hotel, theme hotels generally have consumers with higher income levels. Such consumers will put forward stricter requirements for theme hotels. If a theme hotel wants to widen the gap with competitors, it must attract consumers' attention with distinctive services. Therefore, a theme hotel must have all the functions, quality, and special services to meet all the needs of consumers so that consumers can experience high-quality and innovative services. In addition, if the theme hotel wants to gain a broader market, it must conduct market research and design the hotel from the perspective of consumers. For most consumers, they hope that the hotel can let them understand the local characteristics, so the designing concept of regional special culture is also an important way to attract consumers.

### **3. Teaching strategies for garden theme hotels space design with application of regional culture**

#### **3.1 Design principles**

First of all, the design of theme hotels should follow the principle of inheriting culture and introducing new ideas. For most consumers, the hotel is an important bridge to understand a region. Through the hotel, consumers can understand the unique culture of the region. Therefore, the development of hotels is related to the historical task of inheriting regional culture, and the development of hotels must adhere to the design principles of inheriting regional culture. This is also a major feature of the hotel's development, and it is also a manifestation of the hotel's social responsibility. Nowadays, the links between various countries and regions are getting closer and closer, and economic globalization has allowed various countries to converge in all aspects. However, people's sense of identification with regional culture is decreasing, and many regions have lost their local characteristics in the development process. As an important part of regional development, the hotel needs to continue the regional characteristic culture. While inheriting the regional culture, the hotel must also keep pace with the development of the times and innovate in the development. As a new product of modern development, theme hotels have become more and more mature. When designing the hotel theme, it must be adhered to the principle of creativity and integrates regional culture and science into the design of the hotel space, so that it can not only highlight the regional culture, but also reflect the modernization.

Secondly, the design of theme hotels should adhere to the principle of unity of beauty and practicality. In the design process of the theme hotel, it is necessary to meet the basic requirements of consumers. Its functions must be complete, and the design must be practical, to not only meet people's aesthetic needs, but also allow consumers to experience the efficiency provided by the hotel service. In addition, as a high-end hotel, theme hotels should set up the basic goal to satisfy consumers' practical requirements and fully consider consumers' aesthetic requirements in the process of space design. A hotel that only meets the basic needs of consumers cannot highlight the design features of the hotel, nor can it show the unique charm of the hotel, and it is easy to make consumers feel dull and bored. Therefore, the theme hotel should adhere to the principle of unity of practicality and aesthetics in space design, and create beautiful and practical spaces using various elements.

Finally, the design of theme hotels must adhere to the principle of experience. From the perspective of consumers, the space design of theme hotels should pay more attention to consumers' ideas. The design of many theme hotels is integrated into the characteristic culture of the region. During the space design of this type of theme hotel, the hotel rooms, restaurants, entertainment venues, etc. can combine with the regional culture to make consumers feel immersive, so that consumers can experience the local characteristics in the hotel to enjoy the personalized spiritual service.[3]

#### **3.2 Visual display of regional culture in the design of theme hotels**

The design of the theme hotel should fully consider the visual experience of consumers while integrating regional culture. Space shaping is an important part of the theme hotel design because people keep dynamic with space, and they are always interacting with space. The same space can bring different visual effects to people at different time periods, and show the extensibility of the existence of material. When designing a space for a theme hotel, the designer can create variable spaces by separating the spaces, which are divided by hotel items, furniture, etc. It can be changed at any time and can show a dynamic change process. When dividing the space, it is necessary to include different types of

spaces so that to meet different needs of consumers.[4]

In addition to the visual effects of the theme hotel space design, the materials used in the space design are also an important part of the theme hotel. A T=theme hotel is a hotel with a high degree of modernization. Its space design has modern characteristics. The color, texture, essence, etc. of materials can all highlight the hotel's design theme. For regional cultural theme hotels, the materials used in the space design should highlight the local cultural characteristics in many ways so that to accurately convey the hotel design concept to consumers. This kind of theme hotel should not only integrate the local characteristic culture in space design, but also carry out unique innovation on this basis.

### **3.3 Construction of regional cultural characteristics in the design of theme hotels**

The theme hotel design also needs to construct a space scene when it integrates into the regional special culture, to show the unique charm of the hotel with the real scene. Through the scene-oriented design, the hotel space is full of vitality, which makes consumers feel fresh. In addition, the scene design of the theme hotel needs to be supported by a specific situation. In this context, it is also necessary to design an environment that is consistent with the regional culture, supporting the scene with a complete story to enhance the authenticity of the theme hotel scene. This allows consumers to more intuitively understand the regional characteristics of culture, so that they can feel satisfied visually and psychologically.

The philosophy of theme hotels is not only to satisfy consumers physically, but also to satisfy consumers mentally. It uses a narrative technique to create an atmosphere that allows consumers to more simply and directly experience and feel the regional special culture, and to accurately receive the designer's message, which is an external narrative technique. There is also an implicit narrative technique. Compared with the former, implicit is not directly visible, but requires consumers to perceive the original intention of space design.

## **4. Conclusion**

In short, the development of theme hotels needs to be integrated with regional culture, which is an important foundation for the further development of theme hotels. While inheriting the regional culture, theme hotels should also pay attention to the practical and aesthetic effects of hotel space design and adhere to specific design principles, to design from the perspective of consumers to meet the personalized needs of consumers. While carrying forward the regional culture, theme hotels should also make innovations and achieve sustainable development.

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