

A STUDY OF IMPACT OF ROOM INTERIOR DESIGN AND DECORATION ON GUEST EXPERIENCE IN STAR HOTELS

MS MANASI SADHALE

*RESEARCH SCHOLAR & ASSISTANT PROFESSOR
DEPARTMENT OF HOTEL MANAGEMENT
TILAK MAHARASHTRA VIDYAPEETH, PUNE*

DR.SUVARNA SATHE

*RESEARCH GUIDE & HEAD OF DEPARTMENT
DEPARTMENT OF HOTEL MANAGEMENT
TILAK MAHARASHTRA VIDYAPEETH, PUNE*

KEY WORDS : Impact, Interior Design and Decoration, Guest Experience, Star Hotel

ABSTRACT :

When we discuss about the interior design and decoration in five star hotels, we focus on decorating and choosing theme, style, color scheme, selecting of good quality furniture, flooring, window covering, artwork and lighting. It also includes hotel location, building structure, layout, functional aspects and making the space accessible to specially able people. Hotel interior design and decoration is the most important part of five star hotels as hotel interiors make a first impression on guests when they enter in the hotel first time. There are two parts of interior design namely external and internal. External design includes parking area, garden, building design and structure. Internal design includes hotel lobby, rooms, stairways, elevators, restaurant, coffee shops, bar, health club, swimming pool and kitchens etc. Many hotels are famous for their building design such as Burj Al Arab in Dubai, The Taj Mahal Palace in Mumbai, Raas Devigarh in Udaipur.

Interior decoration allows the use of different types of materials depending on the concept and theme of the hotel. The interior designer can also use eco-friendly designs in hotel lobby. Research has shown that natural light has a positive effect on guest experience. A good design goes hand in hand with good ambience. Ambience referred to overall feeling of the atmosphere that a person gets when sitting in a space or being in surroundings of a particular design or decor. It is brought about by quality, right combination color, good lighting, and quality finishes.

The guest room is the main product of the hotel. Different rooms are decorated as per their types. Keeping in touch with the principles and elements of design guest rooms are tastefully decorated making them functional and packed with guest amenities and facilities.

Hotels have been majorly affected due to COVID-19 pandemic due to which there is lot of rethought about design, decoration and re planning of spaces. These include public areas and restaurants due to the seating restrictions need to be redesigned for safety and social distancing.

This is an exploratory study to find out the impact of interior design and decoration in the guest room on customer experience. As the design and décor, is the first that the guest experiences as soon as he/she enters the hotel premises. The room is his/ her home away from home and its interior has to be designed for maximum comfort, functionality, and expressiveness. The researcher plans to study this area in particular as the guest would spend a considerable amount of time in the room. The researcher would like to find out whether these aspects add to the guest experience when guests stay in hotels.

INTRODUCTION :

IMPORTANCE OF INTERIOR DESIGN:

The main product of any hotel is the guest room. The main motive is to earn profit through selling this product. The guests pay more than 50 percent amount to make their stay comfortable and to gain a different experience. Guests may stay in a hotel for pleasure, convenience or from necessity. Whatever the reason for the stay, the guest will always expect a certain standard of service and value for money through various aspects related to the room. It also includes room interior. The room interior design and decoration directly affects guest's stay. When guests enter in the room he/she first see the room design which has a certain wow factor which is due to the first impression the guest gets of the way the room is dressed.

It is important to understand the expectation of a guest. Guest room must be designed in such a way that when guest enter into the room he/she is able to use all the room equipment easily. This leads to the guest feeling comfortable in the room.

Nowadays people come to the hotel for relaxation so they need comfortable bedding and ergonomically made furniture in the room. Like home guests want their room be neat, hygienic, comfortable, private and safe. Basic expectations of any guest include a beautiful room which is neat and clean. First impression in this context has to be the last one .

OBJECTIVES OF INTERIOR DESIGN AND DECORATION

Beauty: In this context beauty refers to the aesthetic value and appeal of a guestroom and how can a hotel achieve it. If the vision of the finish product is well decided and all is planned on paper the execution is effective.

For example: A contemporary modern hotel will choose an accented neutral color scheme where as a heritage hotel may use color diversity.

Functionality: Functionality deals with the product we sell the most, which is the guest room. By functional it means that all the contents in the room should be easy for the guest to use and easy to

maintain for House- keeping staff. The space the furniture and accessories should not disturb the movement of the guest and has to be clutter free.

For example: Social space in a room has to be designed for proper integration. Sitting should be comfortable and spacious enough for guests.

Expressiveness: This means that every interior element must portray a design with a definite idea or theme when a guest sees it.

Themes which may be follows are: -

Nature.

Heritage.

Geometric.

Abstract.

BASIC TYPES OF INTERIOR DESIGN AND DECORATION :

Nautical Interior Design.

Decorative Design.

Contemporary Interior Design.

Modern Style of Interior Design.

Nautical Interior Design: The nautical décor has examples from cottage or coastal style décor. The designers put the foundation of sand color or white color. The experts also put a touch of blue. The theme is of coastal, the decorative materials used are just ropes, sailboats, seashells in clear jar, navigation map etc. The designer uses wood in unfinished form to bring a natural view.

Decorative Design: This refers to surface enrichment of the architecturally design. These include all elements of design in conjunction to principles of design.

Contemporary Design: The modern style is the contemporary. The contemporary style is quite different from one another. But the designers use both modern and contemporary style in an interchangeable pattern. The contemporary designs are more fluidic in nature. This can be altered as per the interest of the seeker.

Elements of contemporary Designs include natural light, open spaces, natural textured fabrics, either very dark or very light wood tones, neutral colors and the metal accent pieces in abundance.

Modern style of design: The materials used in this type of designing are mostly the glass and steel. This looks simple yet with the entire décor.

Elements of Modern Interior Design include bold colors, contrasts or neutral with primary colors, Plain area rugs or geometric pattern, Open floor plans, furniture will be of clean lines with smooth and sleek surface, Asymmetric design made with intention to catch the guest attention also getting an artistic look with accessories.

ELEMENTS OF DESIGN.

1: Line: Lines can be seen in the room as vertical, horizontal, curved diagonal to name of few vertical lines usually see in walls. Horizontal lines see in windows or as curtain rods and curved lines in the form of arches and stair handles .

2: Form: Any object which is having a 2 dimension or 3 dimensional angles is called the form or object in the room. These include furniture, accessories, objects of art .

3: Texture: Texture gives a room much needed break from monotony. Texture is of two types tactile and visual. Tactile texture can be felt with hand like cloth or linen which can be soft or coarse. Visual texture can be seen visually like a textured wall in a guest room.

4: Color: It is required for instant appeal of the room in positive manner. Colors determine the mood that needs to be set in the décor of the room or public area. Guests relate to colors in different ways both positively as well as negatively which needs to be decided according to the function and use of the area.

5: Pattern: Floral , geometric, plain, lines, checks are just a few types of patterns in a room. Patterns can be seen on upholstery, curtains, furniture, carpets. A larger room can support bigger pattern whereas a smaller room, the patterns must be only ¼ th of the design. Introduction of the pattern can be done as plain carpet, patterned curtains and very small pattern on upholstery. Patterns have to vary in size so that repetition is avoided.

6: Space: This is premium and has to used tactfully and according to its function. This has to be planned on paper first with dimension, proper aisle space and placement of furniture before it is actually executed. This way the optimization of the room can be achieved.

UNITS OF DESIGN Units of design are the types of themes in a room. These define the look of the room or public area in the eyes of the guest.

1: Naturalistic: This theme represents nature which may include floral landscaped, gardens which is seen usually in resorts or hill station hotels. The main focus is to see these from the window where the focus is on nature and the guest gets a view of this abundantly in the hotel. Small porch, fountains, waterfalls etc should be incorporated in the hotel to bring in this aspect which represent continuity and life.

2: Geometric: This is base on pure forms like circles, triangles, rectangles etc. This would be in form of motifs, seen on carpets, upholstery, shapes of furniture motifs may be in the form of dots, stripes, checks.

3: Abstract: This implies/ suggests freedom from a normal theme. The interior decorator can use his own imagination. This theme suggest one particular idea which throughout the hotel which guests may not understand the inspiration but if asked for an explanation this idea has its own interpretation.

4: Stylized /Contemporary / Modern: One can find different kind of shapes, sizes which are non-conventional and seen in areas like furniture, fittings, shapes, patterns in a room in These themes can create a very sophisticated, elegant décor and design in the room making it unique.

5: Heritage: These themes normally associated with rich culture and heritage of the city, province or particular type ethos the city they are known for etc. These themes can be seen in penthouse suites or food and beverage restaurants and even signature suites of the hotel.

GUESTROOM INTERIOR DESIGN AND DECOR INCLUDE FURNITURE, FIXTURE AND FITTINGS :

Furniture and fixtures include all hardware items present in the guestroom which are which are cannot be moved or difficult to move since they are fixed in position. Following are the list of essentials always present in the guest room namely Main door ,Windows, Locks, Telephone ,Television , Minibar ,Heating equipment ,Guestroom safe, Bed , Wardrobe , Sanitary fittings, Lighting fixtures.

BEDS AND BEDDING :

These are an essential part of any guestroom. Beds and Mattresses are of great importance for sleeping in comfort. Hotels not only use the bed only for sleeping or for comfort but also to attract the guest with its design. Bedding includes all the articles placed on the bed it include bed linen, pillow cover, quilts and pillows etc.

SOFT FURNISHINGS :

There are different types of soft furnishings used in guestroom. Some of them used for decorative purpose it provide color, pattern, and texture to the room. Some may provide warmth and comfort. The types of soft furnishings include Cushions, Curtains, Bolsters, Duvet covers, Quilt to name a few.

GUESTROOM ACCESSORIES :

Guestroom accessories used to decorate the room. According to theme of the room or color combination of the room decided accessories are chosen. Accessories are not only chosen for their beauty, but also to promote the appearance of a room as a unit. Accessories should be placed in all important areas of the room because they create focal points to give the eye pleasing resting place and holding the guest attention.

Some guestroom accessories include Pictures on the wall, different color and size vases, different shape and size of lamps, brass articles and artifacts, Mosaic tiles, Stone sculptures, Wall hanging, Ornamental mirrors, Crystal artifacts

COMPONENTS OF GUEST ROOM INTERIOR DESIGN :

There are different components of design which make room beautiful and functional.

COLOR SCHEME : according to theme and category of any room the designer selects the color for the guest room. Color is important component of design because it affects the mood of the guest. There two types of color schemes used in room decoration and design.

- 1) Related color scheme : In this color scheme, each and every color related to each other on the color wheel
- 2) Contrasting Color Schemes : In this color scheme colors which lie on the opposite side of the color wheel are considered.

Factors to be kept in mind while planning the color scheme for guest room :

- Purpose of a room.
- Size and proportion of a room.
- Amount of light that the area receives.
- Relationship of the area or rooms to the other room on the same floor and also with corridor.
- Always used dark colors for a larger room as it will appear to be smaller and lighter colors to be put in smaller rooms to make them appear larger visually creating an illusion.

LIGHTING :

Lighting is an undisputable part of room design and décor. The designer can highlight the particular areas with the help of light. Light has an emotional effect in interiors. Light suggests activity whereas darkness is depressing. Lighting in a hotel is a necessity for the following reasons:

- It is functional
- It is beautifies the area
- Sources of light can be beautifully expressed by variety of lampshades.

Lighting also has to be controlled as too much bright light is tiring and too dim light feel exhausting. Therefore light plays an important role aesthetically and functionally while planning. To decide on lighting the amount of natural light which comes into rooms via the windows be assessed. At night artificial lighting is required. Natural day light creates

happy hormones in a person and solar energy for the hotel. In a guest room it is controlled with the help of curtains, Sheer curtains and tinted glass or film.

WINDOWS :

Windows is an essential part of any area and plays a major role in guest room and other public areas of hotels. Windows have four practical and functional uses They bring in a natural light to the room as well as public area.

- a) These give a view and a vision of the scenery outside the room.
- b) In windows which can be opened, they promote fresh air and ventilation.
- c) Through a window a guest can find an extension if he doesn't have a terrace as a part of his room..

WINDOW TREATMENT:

Window treatments are given to windows to make them more decorative and for the control the degree of sunlight and add beauty and character to window. There are two types of window treatments namely soft window treatment and stiff window treatments.

CARPETS :

Carpet is also the part of interior design. Carpets are used in many hotels because of carpets provide functional as well as aesthetic utility. Carpets are also used for decorative purpose.

.FLOORING :

Flooring is a essential part of any interior design. Flooring used in all areas in hotel. While selecting the floor surfaces, it is important to keep in mind the functionality of the surface. Hard floorings are long lasting and durable. It is easy to clean and fire retardant. There are two types of hard flooring resilient and non-resilient flooring. Resilient flooring includes wood flooring, asphalt flooring and bit mastic flooring. Non-resilient flooring in includes stone, concrete, ceramic and resin flooring. Semi hard flooring : is also durable but less than hard flooring it includes linoleum flooring, cork flooring, rubber flooring and plastic flooring .Soft flooring : this type of flooring is quite warm and slip resistance and they are available in variety of color, pattern and design. Soft flooring coverings can be used like carpet, rugs and mats which are not fixed to the flooring and their placement can be changed as per need .

GUESTROOM BATHROOM :

Bathroom is essential part of guestroom design. Bathroom is design according to room size and category and it is separated from the bedroom by sliding panels or a glass partition. Guestroom bathroom has features like vanity counter, make up area, compartmentalized toilets and shower area.

NEED OF THE STUDY :

In today's times, Hotel business is extremely sensitive to changes, customer centric and the whole foundation of the business based on guest likes and dislikes to a large extent. In a hotel, a first impression is usually the last impression. Design and décor of the property plays a significant role in this aspect. This exploratory research aims to find out the impact of the decorative and design aspect on customer experience and whether it is enhanced or affected by it. Hotels spend a lot of revenue on the look of the property and have the latest the design trends being incorporated in their buildings at regular intervals. This ensures that the hotel looks up to date, inviting and keeps up with competition. COVID-19 pandemic has put hotel businesses in a precarious position worldwide. The 'New Normal' brings marked change in the design and décor sensibilities of the guests, interior designers, architects and the management of the hotel. Going forward innovation, new design combined with technology will take a front seat in the interior and exterior of the hotel properties.

OBJECTIVES OF THE STUDY :

1. To understand importance of hotel interior design and decoration in star hotels.
2. To understand the effects of different components of room interior design and decoration on customer experience.
3. To study the current trends regarding interior design and decoration in star hotels during and post COVID -19 pandemic.

LITERATURE REVIEW:

(The impact of interior and exterior designs of hotel on customer perception, Shantha A, Jan 2019) This research basically talks about two categories of interior design. i.e structural interior design (SID) and comprehensive interior design (CID). SID includes building related design such as building layout, wall, ceiling, floor etc. and CID includes furniture, fixtures and equipment design. If the hotel interior design is attractive and guest feel relaxes in this environment then guest may return to the hotel or the demand for hotel may increase as the guest should process a positive emotion towards the design in the hotel. According to the survey, every category of hotel design and structure are different. The main attractive area in the hotel is the entrance of the hotel, hotel lobby, furniture arrangement, wall color, receptionist area, guest rooms décor, paintings, lighting, carpet, flooring, etc. This accounts to most of the area covered under décor and design which is important.

(Making sense of the hotel , ogle A , 22nd may 2009) This research talks about how the hotel guest room design and decoration impacted on guest stay or experience and which elements mostly influence or extent guest stay. In this research paper researcher talks about two types of guest personalities i.e, ‘upstairs’ and ‘downstairs’ personality. Upstairs personality means introverted people who want to spend most of time in room only they are always preferring private place. Downstairs personality means this people spend most of the time in public area. This research paper says that the guest satisfaction is influenced by their guest room experience because of interior design of guest room customer feel relax and comfortable. Different criteria are used by business guest when they evaluate their hotel stay. It include location , price , appearance of the building , service quality etc. and according to study visual aspect of the guestroom also affect on guest experience.

(Application of perception theory in hotel, interior design, Yu H, Bai G, 2018) This research paper basically talks about general modern hotel interior design theory which is useful to design new hotel. Research paper shows that every hotel design their hotel based on one particular theme and it is use of its own geographical environment. According to researcher there are three types of perceptual levels i.e, visual, space-time and logical perception. Visual perception basically we capture by seeing any place first time by eye and we feel wow. We get this reaction when we see something different incredible design. Space-time perception means when we get dynamic experience through any design. And logical perception means designing of the hotel according to our own experience. According to researcher successful hotel design should make use of its own geographical environment. i.e, space and regional cultural themes.

(The impact of interior design on guests preferences and satisfaction in commercial hotels of Kolkata, west Bengal-India, Dr. Parlay G, August 2019) this research paper talks about design elements of hotel interior like scale, finished material, furniture and its arrangement. Researcher says that interior design considered as a art and science of enhancing the interior space. According to researcher guest are generally attracted by the ambience and design of a physical environment. And interior design and decoration is also depends on socio-demographic factors such as age, gender, marital status and income level.

(Interior design of the hotel rooms as a factor affecting customer satisfaction in hotels, Obinwanne, Cletus Okechukwu, February,2019) we know that hotel interior design make guest experience and create first impression. This research paper talks about interior space within building and architectural elements it includes floor, ceiling, walls, windows, doorways and stairways. Every single hotel design is different according to theme and location. There are different types of layout according to room type.

(Hotel architecture and design budget to reduce by 30%, Singh S, April 27, 2020) we know that because of covid - 19 situation there are lots of changes in hotel design. According this article previously hotel spend more money on artificial design but because of this pandemic situation whole scenario is changed now most of the guests are preferred nature oriented place. Researcher said that in future guests are only preferred isolated modular units and open common area format in hotel.

(Welcome back : the new hotel stay, Staicoff J, August 18, 2020) in this article researcher said that in this covid-19 situation interior designers are work so hard to create hotel common spaces has been extinguished by new physical distancing requirements. Now designers are work on immediate fixes like six foot spaced tape on the floor and acrylic panels at check in counters. Research said that interior designers are designed air quality control panels inside the guestroom. It is a neutral and slightly positive compared to the corridor, with low volumes of outside air and exhaust air. Restroom exhaust systems are also inspected continuously and filtered out air continuously. Researcher said that designers are look to create multifunctional guestrooms. Designer try to create touchless entry doors, smart HVAC systems, touchless television.

RESEARCH METHODOLOGY :

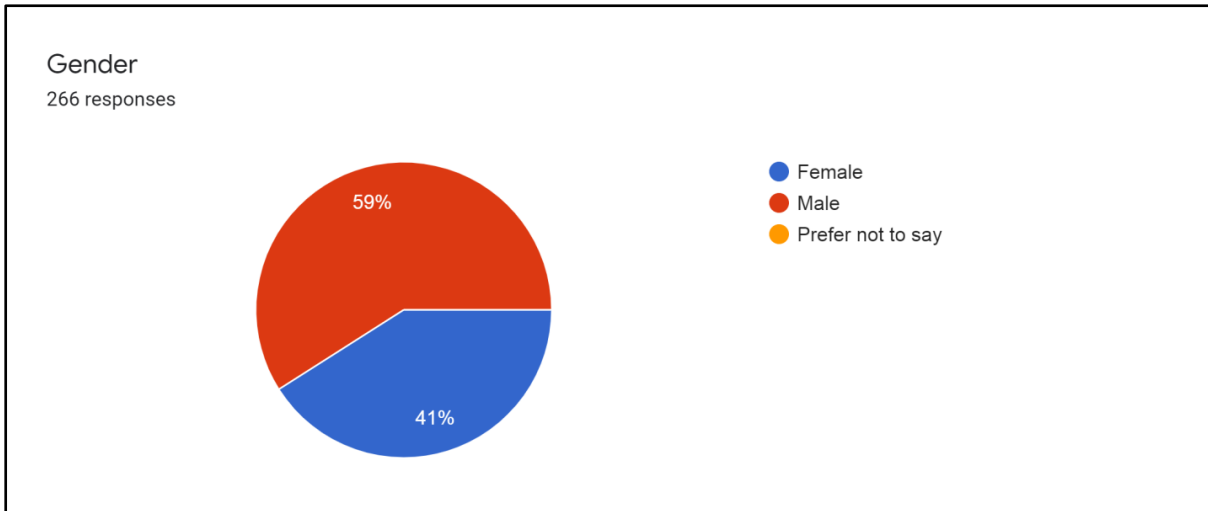
SAMPLE : Total 266 respondents participated in this survey. The survey was conducted by random sampling method and questionnaire was filled by people who have visited star hotels at least once to stay.

QUESTIONNAIRE : The questionnaire consist of various MCQ's related to room interior design and decoration in star hotels.

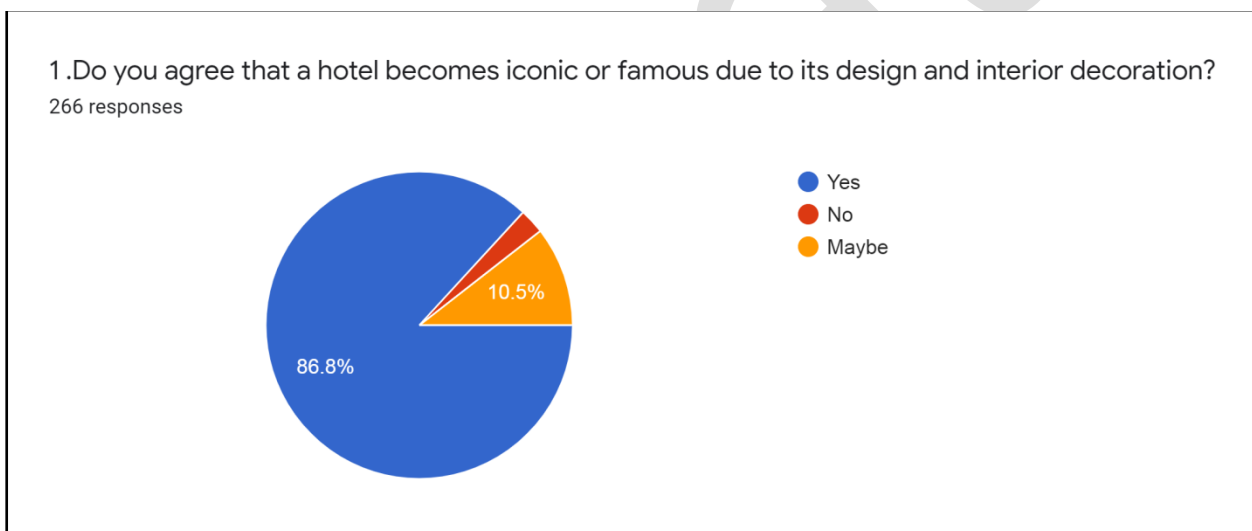
SECONDARY DATA : The secondary data collected by magazines and books and research papers.

DATA ANALYSIS:

Demographic profile of respondents is shown through pie diagram below



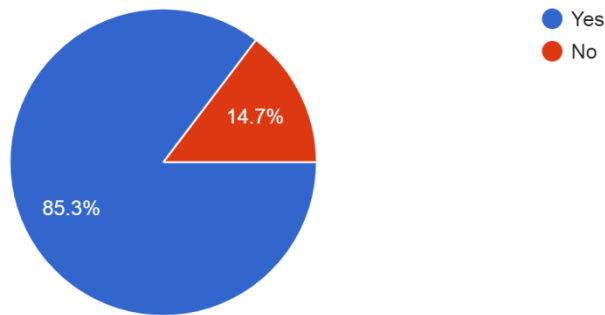
Total responses received are 266 from that responses 59% respondents are male and 41% respondents are female.



Out of the total responses 231 (86.8%) respondents agree with the statement that the hotel becomes iconic or famous due to its design and interior decoration. 28 (10.5%) respondents disagree with the statement and remaining 7 (2.6%) respondents are said that maybe hotel becomes iconic or famous due to its design and interior decoration.

3. Would you like to check in a guest room with a theme ?

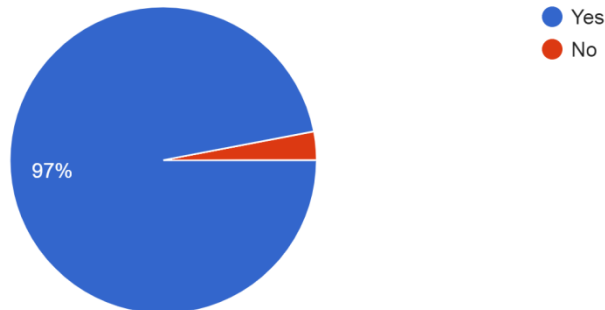
266 responses



According to all the total responses 227 (85.3%) respondents said that yes they would like to check in a guest room with a theme and 39 (14.7%) respondents said that they would not like to check in a guest room with a theme.

4. Do you agree that the design and decor must be functional (easy to use) from guest point of view ?

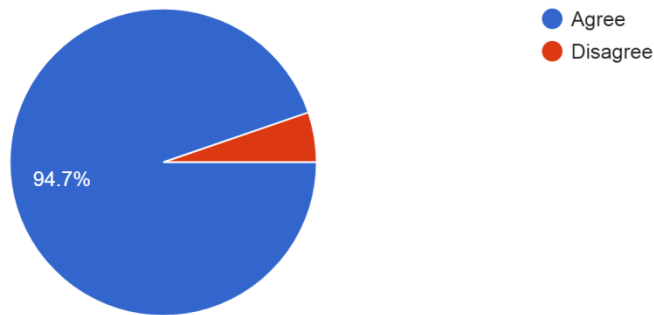
266 responses



Out of total responses 258 (97%) respondents agree with the statement that the design and decor must be functional from guest point of view. And 8 (3%) respondents disagree with the statement.

5. Ergonomically tuned furniture is very important from comfort view point in a guest room ?

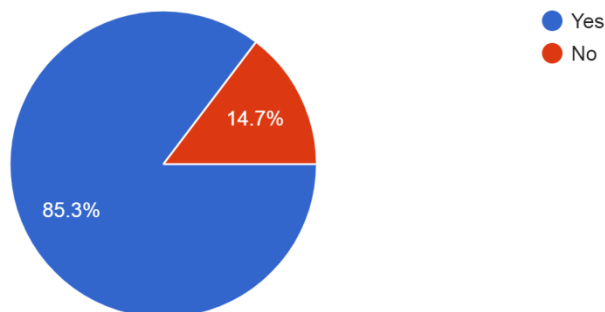
266 responses



Out of total responses 252 (94.7%) respondents agree with the statement that the ergonomically tuned furniture is very important from comfort view point in a guest room. And 14 (5.3%) respondents disagree with this statement.

6. Are you aware that the category of a room decides the extent of its decor ?

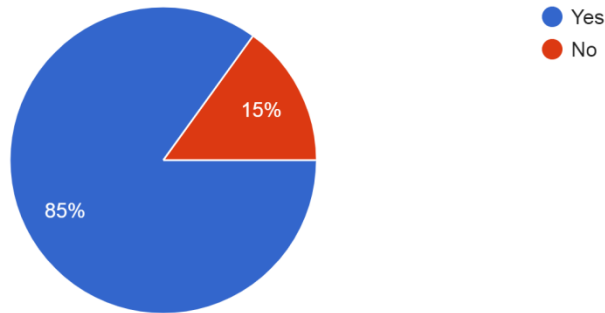
266 responses



According to all responses 227 (85.3%) respondents are aware about the category of a room decides the extent of its decor and 39 (14.7%) respondents are not aware about the category of a room decides the extent of its decor.

7. Would you pay more for a room with a view ?

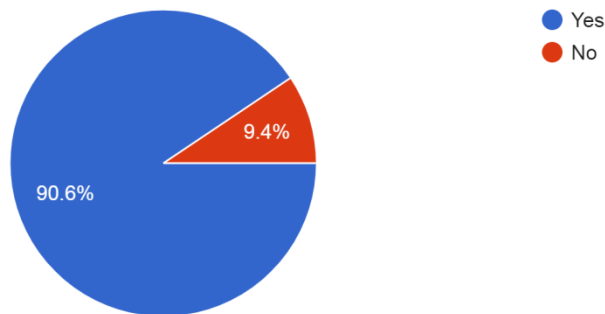
266 responses



According to all responses 226 (85%) respondents are said that yes we will pay more for a room with a view and 40 (15%) respondents are said that we will not pay more for a room with a view.

8. Would be comfortable with natural light and potted plants in your room or bathroom ?

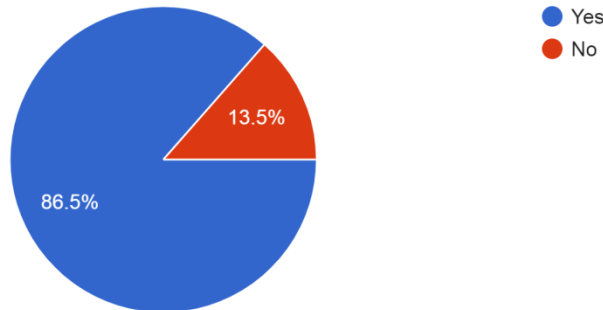
266 responses



Out of all responses 241 (90.6%) respondents said that yes they would be comfortable with natural light and potted plants in the room or bathroom and 25 (9.4%) respondents said that they would not be comfortable with natural light and potted plants in a room or bathroom.

9. Would you prefer use of technology or room automation in the decor and design of your room ?
(e.g Sensors in fixtures & fittings)

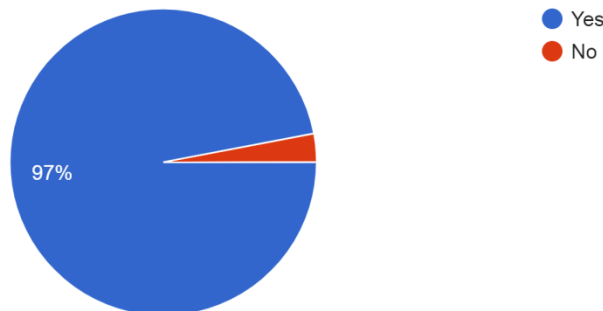
266 responses



Out of all responses 230 (86.5%) respondents prefer the use of technology or room automation in the decor and design in their room. And 36 (13.5%) respondents do not prefer the use of technology or automation in the decor and design in their room.

10. Does the over all look of the guest room have an impact on you the moment you enter it ?

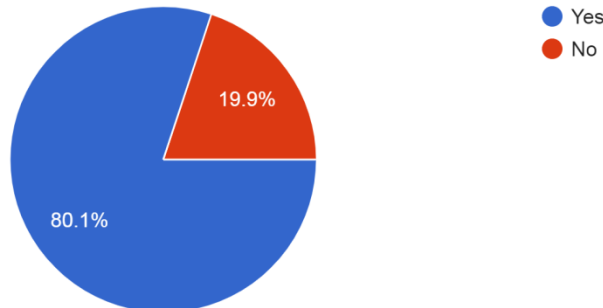
266 responses



According to all responses 258 (97%) respondents agree with the statement that the overall look of the guest room have an impact on you the moment you enter it and 8 (3%) respondents disagree with this statement.

11. Would you return to check in to a hotel because of the interior decor and design of the guestroom as a crucial part of your guest experience ?

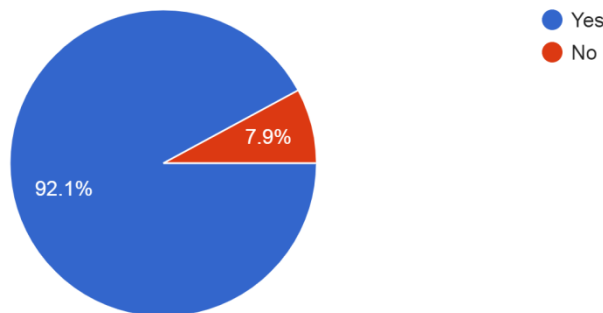
266 responses



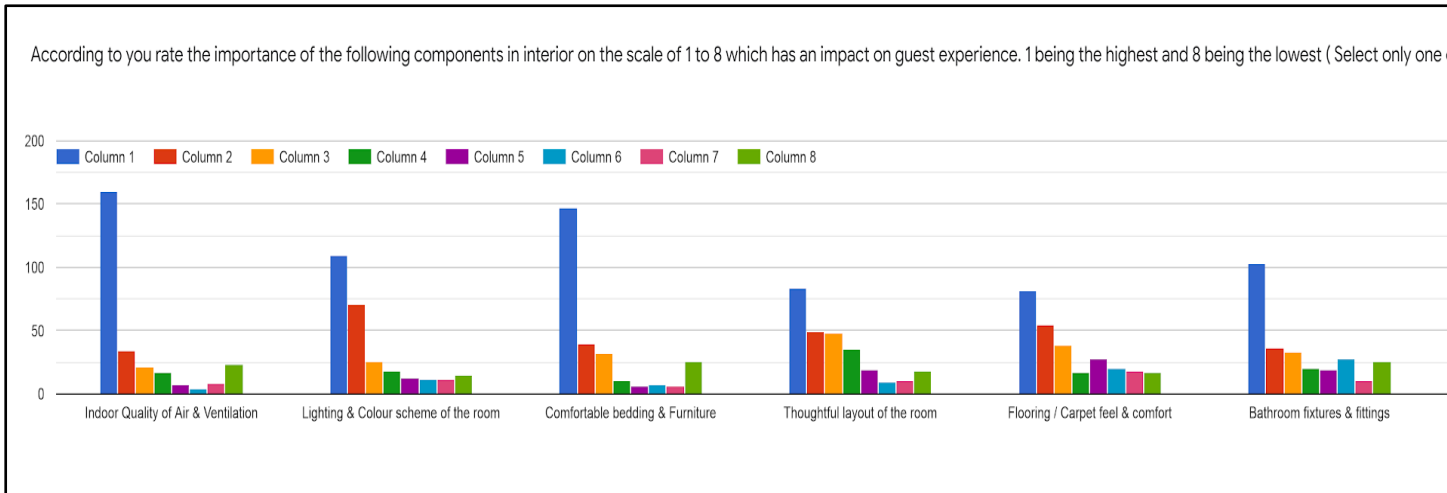
According to all responses 213 (80.1%) respondents said that yes they would like to return to check in to a hotel because of the interior design and decor of the guestroom as a crucial part of our guest experience. And 53 (19.9%) respondents said that they would not like to return to check in to a hotel because of the interior decor and design of the guestroom.

12. Would you recommend a hotel for a stay based on the comfort of the interior of the guest room?

266 responses



Out of all responses 245 (92.1%) respondents said that yes they recommend a hotel for a stay based on the comfort of the interior design of the guestroom, and 21 (7.9%) respondents said that they will not recommend a hotel for a stay which is based on the comfort of the interior of the guestroom.



The above data give us the understanding that maximum respondents out of all respondents 182 in number think that the safety and privacy is most important factor in hotel room. 160 guests think that indoor quality of air & ventilation is important. 147 respondents think that comfortable bedding and furniture is important factor. 110 people think that lighting and color scheme of the room is most important factor in guest room. 103 people think that bathroom fixture and fitting is the most important factor in guest room. 84 people think that thoughtful layout of the room is most important factor in guest room. 83 people think that texture in linen , wall and upholstery is most important factor in guest room. 82 people think that flooring/carpet feel or comfort is the most important factor in guest room. The maximum people think that the safety & security is the most important in guest room and the least priority is given by respondents to flooring/carpet feel or comfort.

FINDINGS AND OBSERVATIONS :

From primary data collected the researcher has observed that the age bracket of respondents was between 18 to 60 years who participated in this survey. From the responses they are aware about importance of interior design and decoration in star hotels. Out of all responses 157 (59%) male and 109 (41%) female respondents are involved in this survey. To drive home the point about the study the researcher asked one general question to all respondents whether they are aware of a 5 star hotel which is famous for their design and décor. Maximum respondents named Taj Mahal Hotel , Taj Blue Diamond, Marriott, Westin, Conrad, Burj Al Arab in Dubai, Le Meridien etc

Out of all responses maximum people means around 85.3% people said that they would like to stay in themed hotel because now a days people are travel for relaxation or business purpose in other region and they are excited to know their culture. Maximum people 97% are agree with the statement that design and décor must be functional and easy to use the all guest. Because if it is not easy to use to the guest it affects on their whole stay. 94.7% respondent said that ergonomically tuned furniture is very important because when guest

enter in the room it is easily accessible and easy for guest to use that things. Maximum people 85.3% people aware about that the category of room decides the extent of its décor.85% people are ready to pay more amount for a room with a view. So, that's why view of the room is also important factor. 90.6% people are prefer natural light and potted plants in the room. 86.5% people are prefer use of

technology and room automation in the décor and design of the room. 97% people said that yes overall look of the guest room have an impact when we enter in the room. 80.1% people said that they would like to return to check in into hotel because of the interior design and décor. 92.1% people said that they would recommend a hotel for a stay based on the comfort of the interior of the guest room. According to the rating maximum people give importance to safety and privacy and people give minimum importance to flooring or carpet feel and comfort.

So, the above components of room interior design and decoration affect on guest experience. Because of COVID- 19 pandemic situation there are changes in room and bathroom design and decoration. Previously hotel used carpeted floor because it looks aesthetic and noise resistant but can be a bed for dust mites. Hotels prefer hard flooring or tiles and detachable soft floor covering like rugs. These hard floorings help to spot any dirt or germs easily. Designers are also used maximum sunlight and fresh air in their design. Sanitary fittings in bathroom have become touchless and sensor controlled.

CURRENT TRENDS IN INTERIOR DESIGN AND DECORATION DURING AND POST COVID-19 :

- Self check in portal fitted at the entrance of the hotel. Hotels are providing the code to the guest on mobile to open assigned guest room.
- Focus is on hygiene, sanitation and stringent cleaning methods and social distancing is promoted in guest rooms also where the seating in the room is modified so that people sit far away from each other.
- Guest mobile is connected to the all buttons and switches in the room through particular app to avoid using fingers for touch.
- If guest are using the mini-bar at that time bill automatically posted in the guest folio when bottles are withdrawn from the bar.
- Most of the hotels are using natural resources for the designing the room. Like fresh air and sunlight so, guest feel fresh and ventilated in the room.

Conclusion : The room interior design and decoration has created its impact on guest experience in star hotels and it is also helps to increase the revenue of the hotel and repeat business of the hotel.

Because of COVID- 19 pandemic situation now there are lots of changes in hotel room design. There are different components and elements of interior design and decoration which is affect on guest stays and experience.

ANNEXURE

Following questions were asked to the guests who stay at star hotels on a regular basis.

- 1) Name
- 2) Gender
- 3) Age
- 4) Do you agree that hotel becomes iconic or famous due its design and interior decoration?
- 5) Are you aware of a 5 star hotel known for its design, architecture and decor ? (Please type the hotel name)
- 6) Would you like to check in a guest room with a theme ?
- 7) Do you agree that the design and decor must be functional (easy to use) from guest point of view ?

- 8) Ergonomically tuned furniture is very important from comfort view point in a guest room?
- 9) Are you aware that the category of a room decides the extent of its decor?
- 10) Would you pay more for a room with a view ?
- 11) Would be comfortable with natural light and potted plants in your room or bathroom ?
- 12) Would you prefer use of technology or room automation in the decor and design of your room ? (e.g Sensors in fixtures & fittings)
- 13) Does the overall look of the guest room have an impact on you the moment you enter it ?
- 14) Would you return to check in to a hotel because of the interior decor and design of the guestroom as a crucial part of your guest experience ?
- 15) Would you recommend a hotel for a stay based on the comfort of the interior of the guest room?
- 16) According to you rate the importance of the following components in interior on the scale of 1 to 8 which has an impact on guest experience. 1 being the highest and 8 being the lowest (Select only one option for each column)
 1. Indoor quality of air and ventilation
 2. Lighting and color scheme of the room
 3. Comfortable bedding and furniture
 4. Thoughtful layout of the room
 5. Flooring or carpet feel and comfort
 6. Bathroom fixtures and fittings
 7. Texture in linen and upholstery
 8. Safety and privacy

REFERENCES :

1. Shantha A, Jan 2009, The impact of interior and exterior designs of the hotel on customer perception, Viewed on 14 Oct 2020

<https://www.google.com/search?q=The+impact+of+interior+and+exterior+designs+of+the+hotel+on+customer+perception.+Jan+2009%2C&oq=The+impact+of+interior+and+exterior+designs+of+the+hotel+on+customer+perception.+++Jan++2009%2C&aqs=chrome..69i57.3330j0j7&sourceid=chrome&ie=UTF-8>

2. Ogle A, 22nd may 2009, Making sense of the hotel,

Viewed on 16 Oct 2020

https://www.google.com/search?q=2.+Ogle+A%2C+22nd+may+2009%2C+Making+sense+of+the+hotel%2C&rlz=1C1CHHM_enIN761IN765&oq=2.%09Ogle+A%2C+22nd+may+2009%2C+Making+sense+of+the+hotel%2C&aqs=chrome..69i57.2279j0j7&sourceid=chrome&ie=UTF-8

3. Yu H, Bai G, 2018, Application of perception theory in hotel interior design.

Viewed on 21 Oct 2020

https://www.google.com/search?q=3.+Yu+H%2C+Bai+G%2C+2018%2C+Application+of+perception+theory+in+hotel+interior+design.&rlz=1C1CHHM_enIN761IN765&oq=3.%09Yu+H%2C+Bai+G%2C+2018%2C+Application+of+perception+theory+in+hotel+interior+design.&aqs=chrome..69i57.2004j0j7&sourceid=chrome&ie=UTF-8

4. Dr.Parley G, August 2019, The Impact of interior design on guest preferences and satisfaction in commercial hotels of Kolkata, west Bengal-india.

Viewed on 2 Nov 2020

https://www.google.com/search?q=4.+Dr.Parley+G%2C+August+2019%2C+The+impact+of+interior+design+on+guest+preferences+and+satisfaction+in+commercial+hotels+of+Kolkata%2C+west+Bengal-india.&rlz=1C1CHHM_enIN761IN765&oq=4.%09Dr.Parley+G%2C+August+2019%2C+The+impact+of+interior+design+on+guest+preferences+and+satisfaction+in+commercial+hotels+of+Kolkata%2C+west+Bengal-india.&aqs=chrome..69i57.1810j0j7&sourceid=chrome&ie=UTF-8

5. Obinwanne, Cletus Okechukwu, Feb 2019, Interior design of the hotel rooms as a factors affecting customer satisfaction in hotels.

Viewed on 10 Nov 2020

https://www.google.com/search?q=5.+Obinwanne%2C+Cletus+Okechukwu%2C+Feb+2019%2C+Interior+design+of+the+hotel+rooms+as+a+factor+affecting+customer+satisfaction+in+hotels.&rlz=1C1CHHM_enIN761IN765&oq=5.%09Obinwanne%2C+Cletus+Okechukwu%2C+Feb+2019%2C+Interior+design+of+the+hotel+rooms+as+a+factor+affecting+customer+satisfaction+in+hotels.&aqs=chrome..69i57.1586j0j7&sourceid=chrome&ie=UTF-8

6. Singh S, April 27 2020, Hotel architecture and design budget to reduce by 30%.

Viewed on 13 Nov 2020

https://www.google.com/search?q=6.+Singh+S%2C+April+27+2020%2C+Hotel+architecture+and+design+budget+to+reduce+by+30%25.&rlz=1C1CHHM_enIN761IN765&oq=6.%09Singh+S%2C+April+27+2020%2C+Hotel+architecture+and+design+budget+to+reduce+by+30%25.&aqs=chrome..69i57.3358j0j7&sourceid=chrome&ie=UTF-8

7. Staicoff J, 18 August 2020, Welcome back : The new hotel stay

Viewed on 20 Nov 2020

https://www.google.com/search?q=7.+Staicoff+J%2C+18+August+2020%2C+Welcome+back+%3A+The+new+hotel+stay&rlz=1C1CHHM_enIN761IN765&oq=7.%09Staicoff+J%2C+18+August+2020%2C+Welcome+back+%3A+The+new+hotel+stay&aqs=chrome..69i57.10178j0j7&sourceid=chrome&ie=UTF-8

HAMMER : Hotels & Institutions, 2017

OXFORD PUBLISHING : Hotel housekeeping –Operations and Management.

<https://hospitality.economictimes.indiatimes.com/news/operations/architecture-and-design/hotel-design-may-undergo-significant-changes-post-covid-19-pandemic/75140021>

<https://www.architecturaldigest.com/story/7-ways-covid-19-continues-to-impact-hospitality-design>

<https://www.architecturaldigest.com/story/6-ways-coronavirus-is-changing-hospitality-design>

<https://hospitalityinsights.ehl.edu/covid-19-design-changes-hospitality-spaces>

<https://www.israel21c.org/how-covid-is-altering-the-design-of-our-homes-and-offices/>

<https://www.thehindu.com/life-and-style/luxury/made-in-india-how-covid-19-is-changing-the-luxe-living-room/article31540629.ece>

<https://www.mymove.com/home-inspiration/decoration-design-ideas/the-fastest-growing-trends-in-hotel-interior-design/>

<https://www.hvs.com/article/8725-covid-19-impact-on-the-indian-hotels-sector>

<https://www.gensler.com/research-insight/blog/how-will-covid-19-shape-hospitality-architecture-and-design>

<https://www.dwell.com/article/coronavirus-pandemic-interior-design-impact-0bf0f8a1>

<https://occa-design.com/blog/redesigning-hotels-post-covid-19-5-key-areas-to-consider/>

<https://www.businessinsider.com/future-of-hotel-design-after-coronavirus-hospitality-architects-2020-6http://www.singleply.co.uk/what-is-the-future-for-hotel-design-after-covid-seminar-review-and-recording/>

Mahratta