



The Effect of Oriental Art as an Interior Design for Urban Hotel Business Plan

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Received: February 07, 2022. Revised: March 02, 2022. Accepted: March 12, 2022.

Abstract

Purpose – The quality of the hotel depends on the Oriental arts established. Customers tend to believe that high prices reflect the offered services. This research expounds on the effects of Oriental interior designs in the hospitality industry in enhancing hotel profitability, opportunities for development, and the growth of urban hotels.

Research design, Data, and methodology – This study conducted the comprehensive literature analysis to obtain suitable contents about the effect of Oriental Art for Urban Hotel Business Plan. the literature analysis method systematically assesses the value of qualitative data. Resources are organized into groups using a coding frame.

Result – The adoption of the Oriental arts in the interior designs in the hotel industry will lead to customer attraction, improved competitive advantage, customer loyalty, and the preservation of the societal values of culture. Therefore, the marketing practitioners should adopt oriental arts as an integral aspect of interior designs to enhance customer satisfaction

Conclusion – Marketing practitioners also use the oriental arts to enhance customers' willingness to pay. This is because oriental arts serve as the cues that enable the consumers to feel that the hotel's products are of quality. When oriental arts are used in interior hotel designs, the customer's willingness to pay increases. Thus the firm's relationships with customers are boosted.

Keywords: Oriental Arts, Interior Design, Hotel Business Plan, Marketing Strategy

JEL Classification Code: L83, L21, M39, Z11

1. Introduction

Interior designs in hotel businesses refer to the decorations used in the hotel industry. Today, the business industries are striving to attain a competitive advantage. This is because there is an increasing demand for urban hotels to create destinations in which the consumer feels connected, a place they want to spend time. The interior designs of hotels ought to captivate and inspire the customers. Oriental art is a form of marketing that can inspire customers in modern society. Art can inspire and enhance customer satisfaction much more as it has the power to stir up the customer's emotions while leaving a lasting impression. Therefore, going on the creative journey with the customers is a marketing strategy for the urban business planners that is possible through artistic collaboration. Oriental arts create a good first impression that enables the customers to have come again push. On arrival, the customers are motivated by the hotels that have established interior decorations and decide that the hotel is in a position to provide satisfaction. A hotel should give an appearance of a home away from home. The customers who want to feel at home while far from home expect much decoration from the hospitality hotel. Puccinelli, Goodstein, Grewal, Price, Raghbir, and Stewart (2009) postulated that the hotel appearance is the basis for customers' decisions whether to consume the services or not.

In the competitive 21st century, the restaurants and the hotel's architects are working towards developing exterior and interior designs that will enhance a friendly customer experience and the luxury hotel appearance. The influence of Oriental art can be in the form of paintings, sculptures, handicrafts, or costumes. According to the study (Coomaraswamy, 1919), oriental arts create a mysterious and romantic through the creation of unreality. This is because what is romantic to a guest enhances curiosity minds. Davis (2005) postulates that art designs involve the making of the arts in daily lives. This design has become part of the mainstream cultures in businesses and hotels. Today hotels have incorporated artistic designs in decoration. Specifically, hotels in America have incorporated interior artistic design to promote customer attraction.

Moreover, the proper interior designs reduce tear and wear maintenance costs. Nevertheless, it enhances customer satisfaction and promotes the willingness of the customers to spend more (Ryu & Han, 2011). As a result, the level of income generation in the hotels improves, resulting in a consequent increase in the returns on investment (ROI).

The interior designs must of the urban hotels be developed to enhance the customer's first impression. It should be lively to enhance an environment that is rewarding and comfortable to the customer to encourage repeat patronage. An outdated hotel furnishing tends to discourage customers from seeking better amenities. When a hotel has special features, it is likely to be marketed for free because a good product markets itself. In the current decades, people perceive a hotel with good images and pictures as a conducive place for human life. Designs make the hotels look beautiful. According to the prior research (Jana & Chandra, 2016), the interior outlook of hotels is directly related to the levels of profitability and growth in the hospitality industry. The design of the hospitality industry or enterprise enhances the operational appeal to the potential customers. Hotel owners who wish to promote the growth and profitability of their business should seek customers' views regarding aesthetics. This is because customer satisfaction is the central goal of every business that wishes to survive in the current competitive age. Unsatisfied customers are likely to seek services in other hotels and hospitality industries (Jana & Chandra 2016). The quality of the hotel depends on the Oriental arts established. Customers tend to believe that high prices reflect the offered services (Ryu & Han, 2010). Therefore, it is of great importance for the Hotel owners to maintain a high standard of interior designs to attract and retain customers, promote customers' comfort, and enhance high financial returns to the business. This paper will expound on the effects of interior designs in the hospitality industry in enhancing hotel profitability, opportunities for development, and the growth of urban hotels.

2. Literature Review

According to the prior research (Liu & Jang, 2009), research done in Chinese restaurants shows that the dining atmospherics in the hotels affect the customer's emotions. Hotels atmospheres can either enhance the customer's emotions positively or negatively. Positive emotions tend to enhance a positive perceived value of the hotel. This is because satisfied customers are likely to have a second visit to the hotel. Cultural regeneration is one of the tools used for urban development. It restores and improves the quality of urban life by enhancing the unique features of places or organizations (Wansborough & Mageean, 2000). Urban design is an integral aspect of cultural regeneration as it improves the atmosphere of the environment. Specifically, the art improves the expression of a culture in the hotel. Therefore, in hotels, the artistic designs improve people's positive perceptions and a consequent performance improvement.

Yuan and Wu (2008) postulations agree with that of the study (Liu & Jang, 2009). The previous study (Yuan & Wu, 2008) postulated that in the hospitality industry, experimental marketing should promote customers satisfactions through emotions and values. Customers' positive perceptions and the feel of service quality are promoted through oriental arts. Thus the hospitality managers should promote an operational environment that can maximize customers' value through oriental arts. Mahmood and Khan (2014) postulates that organizations today are blending the 7Ps of marketing with the goals of retaining the existing customers and attracting new potential customers. Though this article uses research in the Bangladesh bank, it is shown that service marketing enhances customers' perceptions. According to this source, promotional activities, the price, people, and the physical environment correlate with the customer's satisfaction. Customers often use physical evidence to evaluate the quality of the services offered in an enterprise. Physical evidence can be used to ascertain the quality of the organization's products. Therefore the enterprises should provide great environments suitable for the enterprise image. The aspects of the physical evidence include the exterior and the interior designs. This design enhances consumers' perceptions and expectations (Mahmood & Khan, 2014). The perceptions created by the consumers concerning the provider's services enable the customers to enhance a service experience that influences the perceptions of the organization.

On the hand, Huang, and Tsaih (2021) postulate that the hotel lobby is where the customers develop the first impression regarding the hotel image and the quality of the provided services. According to this source, integrating an appropriate design in a hotel lobby enhance value to the organization. For instance, it increases customer satisfaction while enhancing better operational management. The economic advantage and value of a hotel in the competitive world. Considerations such as the atmospheric designs, appropriate construction, and modular designs enhance the organization's competitive advantage. Therefore, the strategies that will enhance these considerations will guarantee comfortable environments for the hotel guest. China is an example of a country with rapidly growing hotel markets. Thus, many hotel brands have been established in China. For instance, in Shanghai. Today, hotel operators are considering various branding and marketing strategies to win recognition from the consumers (Huang & Tsaih, 2021). In the hospitality industry, lobby designs have been adopted to enhance the hotel brand's image and promote the qualities of the product. The integration of the appropriate art in the hotel enhances value to the hotel and will also boost the industry's competitive advantage. Heritage buildings in recent decades have transformed into hotels and have become attractive hotel designs (Walker, Mullagh, Evans, & Wang, 2019). As a result, the guest can learn the history of the culture during the stay within the design also increases the hotel's on the hotel's popularity in the global market economy. An innovative hotel model should enhance a company's frequent updates of the hotel lobbies to reflect the positive hotel image.

In recent decades, government policies have aimed to enhance economic globalization in Western countries such as the United States and China. These shifts are important in the fact it aims at enhancing economic growth. As a result, the populations have relocated from rural to urban areas. These shifts resulted in the affected significance of the cultural designs and the heritage practices. With the increase in mass-produced products, the traditional designs are often regarded as uncompetitive items of the past. As a result, these artifacts have been lost (Cai, Hong, Xu, Gao, Wang, & Chi, 2020). Ethno-cultural products have, however, gained value in the urban ecologies of the creative practices. The ethnocultural products have been integrated into bars, restaurants, and shops in the Shanghai region to attract customers and tourists (Walker et al., 2019). The strategic market positioning of the business enables a business to impact the consumer's awareness through the business arts to reduce the business competition. The physical environment consists of the functional aspects and the social aspects that impact overall business performance. The customers tend to interact with these drivers and create their values and meanings regarding their feelings towards the organization, thoughts, and behaviors. Therefore, the organization should develop its artistic arts that become a basis of identity to boost its financial performance while enhancing a competitive advantage (Walter & Edvardsson, 2012).

According to the study (Chiriko & Hawassa, 2020), in recent years, the tourism industry has achieved high growth. Cultural tourism has become a popular tourism segment. Cultural aspects have become the source of motivation or customers to visit new destinations. Every year. This source postulates that cultural tourisms include the cultural offers provided by the destinations. For instance, the cultural arts in hotels. Oriental arts have become the motivation for the customers to visit the new places. A cultural resource refers to any cultural feature available within a region and can be consumed by tourists. This product offers market attention. The shop design's promotional practices show that arts play a role in the interactive strategies of the consumer's designs that enhances a distinctive consumer's taste. (Song, 2018). The Chinese cities have undertaken small-scale renovation through traditional house styles in shops and hotels to attract tourists (Wang, Zhang, & Wu, 2022). This has improved the economic, environmental, and physical aspects of these enterprises. The recent urban development has given more attention to the heritage value and the neighborhood conservation while enhancing the beauty of the urban hotels. Therefore, the sense of a place has promoted the inclusion of the cultural oriental arts to shape industrial characteristics (Shen & Chou, 2022). The cultural aspects as the beauty and attraction components in industries and organizations have led to the improvement of the

enterprise value and livelihoods. The global brand's global brands have gained demand in China. The Chinese and the American consumer's expectations of affordable luxuries have led to the adoption of oriental arts as the components of global marketing (Mundel, Soopramanien, & Huddleston, 2021). Chinese influence on urban development has thus constituted integral city development (Chungu & Dittgen, 2021). Incorporating the local arts and culture as integral aspects of sustainable service design leads to the enhancement of unique and best customer experiences. The hotels that integrate oriental arts in their designs add value while enhancing a societal and cultural base (Chen & Chen, 2021). Moreover, this shift tends to protect society's values.

Zavadskas, Bausys, Kaklauskas, and Raslanas. (2019) postulate that the marketing that emphasizes the client's personal interest tends to win much customer satisfaction and competitive advantage in the industry. In rare cases, most industries fail to integrate the potential customers' emotional and physiological states. According to this source, customer satisfaction is enhanced through the enterprise's attractiveness. Thus, while marketing, the industries such as hotels should aim to enhance the emotional and psychological aspects that enhance the buyers' affective states. However, Dai, Hein, and Zhang, (2019) postulate that a gap exists between the marketing of the arts and the tourist's expectations. This is because the marketers have failed to incorporate the local flavor experiences. They should aim at enhancing tourists' engagement in the product and the industrial design. This is because, in marketing, the main objective is to drive customer satisfaction and loyalty while enhancing organization profitability (Fahy & Jobber, 2019). The behavioral, demographic, and psychographic segmentation in the industry tends to positively impact the customer's loyalty. The higher the level of the interior design, the greater the customer's loyalty (Owusu & Agyemang, 2021). The traditional designs provide the solutions to the problems in the industry (Rashid & Ara, 2015). The traditional designs are part of the green innovation that enhances a sustainable industry, shop, or hotel in terms of profitability and attractiveness.

3. Methodology

The present study conducted the comprehensive literature analysis to obtain suitable contents about the effect of Oriental Art as an Interior Design for Urban Hotel Business Plan. In the 1930s and 1940s, scholars reflected social attitudes and assumptions. In its early stages, quantitative newspaper analysis necessitates a far higher conceptualization and measurement of these notions. Sociology concepts influenced the study of media material: The term "content analysis" was created in 1941 (Shorey, Ang, Yamina, & Tam, 2020). During WWII, Harold Lasswell was charged with directing a government investigation into battlefield communications (Schreier, 2020). The average sentence length, word length, and amount of personal terms in a publication were used to create a readability formula. Material analysis has sparked increased attention due to the impact of content on audience members.

New variants of the strategy arose as it was applied to various research challenges. A focus on the production and reception environment and the interaction of various literary aspects was added to this. Non-frequency indicators, also known as "single-occurrence indicators," are phrases or words that only appear once in the text (Woo & Kang, 2020). There is a difference between qualitative and quantitative research, and some topics, according to Berenson, necessitate a qualitative approach.

In these areas, several organizations linked with the Climate and Development Knowledge Network (CDKN) aid developing nations. Using a quantitative, case-based approach (QCA), the CDKN M&E team assessed the factors that contributed to research uptake (QCA) (Hong, 2021). QCA's capacity to uncover trends in various situations by focusing on in-depth studies is one of its most valuable strengths. If the appropriate variables (e.g., output level or effect level) are present, change at one level may result in change at another (e.g., output level or impact level) (Prasad, 2019). Used to determine whether or not various projects and programmers were successful.

If a case is left out of the quantitative case analysis (QCA), it may not be easy to do M&E research (QCA). There is fear that the scoring system for variables would become unduly subjective due to the necessity to make hard decisions. Furthermore, QCA may not suit assessments that need a certain budget and timeline. QCA is a very effective technique for ongoing M&E and one-time procedures (Kang, 2021). While researchers don't need to be a math whiz to complete a QCA or run the application, it's a good idea to understand the fundamentals.

Lastly, the QCA method systematically assesses the value of qualitative data. Resources are organized into groups using a coding frame. QCA can help researchers keep focused on the work at hand if researchers deal with a significant number of specialized data. Material assessments have become more concerned with the material's impact on viewers. Thomas à Kempis and Charlier de Gerson contributed to Yule's analysis of the stylistic substance. The research design is the study's structure for collecting and interpreting data. Researchers must ensure that their findings are presented clearly and straightforwardly in the report. Using both open-ended and closed-ended data, QCA can be used to

determine if something is quasi-necessary or sufficient. This method determines how effectively a given event can be represented using logic and set relations (Woo, 2020).

Measurement inaccuracy can be dealt with in several ways. Ex-ante skewness may be recognized, prevented, and reported using descriptive statistics and graphical approaches. Also, Expectations may be based on the relevance of a single component to the overall outcome. Researchers may use qualitative comparative analysis (QCA) to determine why certain items change and others don't. QCA can be utilized 10 to 50 times, depending on the type of investigation. CDKN helps developing countries. The CDKN M&E team used a quantitative, case-based technique to analyze research uptake (QCA). For example, QCA may be used to detect patterns in various situations (Lee, 2021).



Figure 1: Key Advantage of Literature Content Approach

4. Results

The adoption of the best arts in the interior designs in the hotel industry will lead to customer attraction, improved competitive advantage, customer loyalty, and the preservation of the societal values of culture. Therefore, the marketing practitioners should adopt oriental arts as an integral aspect of interior designs to enhance customer satisfaction and ultimately increase profitability. Based on QCA, this study found total five kinds of solutions for the effect of Oriental Art as an Interior Design for Urban Hotel Business Plan.

4.1. Considering Customers' Preferences

The hotel's design presents a competitive marketplace that improves service quality. Therefore, the marketers should place attention on the physical industry setting since it affects the customer's service experiences. While designing the interior hotel designs, the managers should consider the customer's preferences and tastes to develop the interior designs that suit their needs (Wan, 2013). According to, travel and tourism have become the industrial basis of complexities in the western economies. Many have failed to understand that tourism is the basis of capital accumulation. Therefore, more geographic analysis should enhance critical geographies regarding tourism (Britton, 1991). Therefore, the marketing practitioners should focus on the capitalistic aspects of tourism that are driven by social dynamics. The marketing practitioners should also emphasize creating distinctive and strategic brands that promote a positive industry image and identity (Morgan, Pritchard, & Pride, 2007). Strategic industry brands enhance a strong brand.

The hotel lobby is how the guest or customers establish the first impression. Therefore the marketing practitioners should establish the appropriate design that enhances value. The economic advantage and value enhancement should be used as the dimensional aspects used in decision-making regarding the modular hotel designs. The designs should be appropriately constructed in an economical way that is cost-effective to be maintained and repaired. This strategy facilitates innovation and enhances hotel comfort and friendly environments for the hotel guest (Huang & Tsaih, 2021). Branding and marketing the hotels enables the managers of the hotels to obtain customer recognition from the investors and the consumers.

4.2. Expressing a Stylish and Positive Image using Oriental Arts

Moreover, hotel marketers should promote greening arts that reflect modern living styles (Huang & Tsaih, 2021). Technological advancements such as social media should be used in collecting the customer's views regarding the hotel levels in which it promotes customer satisfaction through arts and lobbies. This enables the hotel marketing practitioners to adjust to future hotel artistic designs. In recent times innovative business models should be projected towards enhancing a sustainable competitive advantage through an update of the hotel lobbies or oriental arts that expresses a stylish and positive image to the customers. This will guarantee customers' comfort and consequent loyalty. Moreover, the hotel marketing practitioners should create perfect maintenance plans for the hotel interior designs. Planning enables hotel marketing practitioners to avoid ineffective production resources and inappropriate artistic designs that negatively affect the hotel environments (Peng, Chen, & Hung, 2020). Besides, the marketing practitioners can use interior designs to enhance the hotels' luxury outlook. This is because luxury products have become accessible to the middle-classes. The hotel's perceived hedonic value and functional value influence guest satisfaction, which also translates to positive customer attitudes to the restaurant (Peng et al., 2020). The hotel industry is facing stiff competition. Thus, hotel marketers should enhance innovative aspects that attract new customers through unique experiences. Cultural enrichment allows hotel practitioners to create works of vitality by incorporating domestic or foreign cultures (Hu, 2010). For instance, the oriental arts, when integrated into the hotel, dishes consumers positive attitudes. According to Hu (2010), culinary competencies result in the hotel's competitive advantage. Moreover, Cohen (1993) postulates that oriental arts can be used in hotels to enhance product authenticity. The hotel that adopts innovation in designing the interior best looks of the hotel can secure the external audience. Product authenticity refers to the ability of the product to satisfy the customers' expectations. Thus, hotel marketing practitioners should adopt innovative oriental arts that win new customers. Creativity has become a marketing strategy in cities seeking to improve attractiveness (Richards, 2020). Creative place-making should consider the vision that develops a coherent narrative about the industry.

4.3. Creating a Memorable Sensation through the Oriental Arts

Increasing the number of customers is the objective of small and growing investors. Cultural arts provide an opportunity for hotel marketing practitioners to attract tourists. Therefore, the marketing practitioners can attract buying of their industry products (Ebster, 2011). This is because the oriental arts appeal to the potential customers that the industry products are of quality. Moreover, the customers can be attracted to the hotel site because they can visit the place as an attraction site where they can take photos. However, they can not only take pictures, but they will also dine in the hotel. As a result, the industry's sales are boosted, resulting in an overall increase in profits.

Moreover, with the oriental designs, the marketing practitioners can orient customers in the hotels (Sainaghi, 2010). As a result, the customers are likely to stay for longer times in the hotel. Longer stays imply that the customers are likely to spend more money on the hotel's products and services. As a result, the hotel's sales and revenues are boosted, implying an increase in the profitability levels. Nevertheless, the marketing practitioners in hotels can use the oriental arts to create a memorable sensation in the minds of their customers (Peterson & McCarthy, 2003). The customers feel that the place is the best. As a result, the customers are likely to make a repeat visit to the hotel, come with friends, and enjoy the hotel.

4.4. Enhancing the Corporate Image in the Eyes of the Public

Furthermore, the marketing practitioners use the oriental arts to enhance the corporate image in the eyes of the public. Oriental arts serve a hotel's social corporate responsibility to its customers. This is because the customer's happiness and satisfaction are enhanced. It is a form of green marketing that meets the demands of conscious consumers. It enables the hotel firm to gain a competitive advantage, reduce operational costs, and enhance a corporate image (Kucukusta, Mak, & Chan, 2013). Marketing practitioners also use the oriental arts to enhance customers' willingness to pay. This is because oriental arts serve as the cues that enable the consumers to feel that the hotel's products are of quality. When oriental arts are used in interior hotel designs, the customer's willingness to pay increases (Heo & Hyun, 2015). For instance, the presence of WI-FI networks increases customer satisfaction.

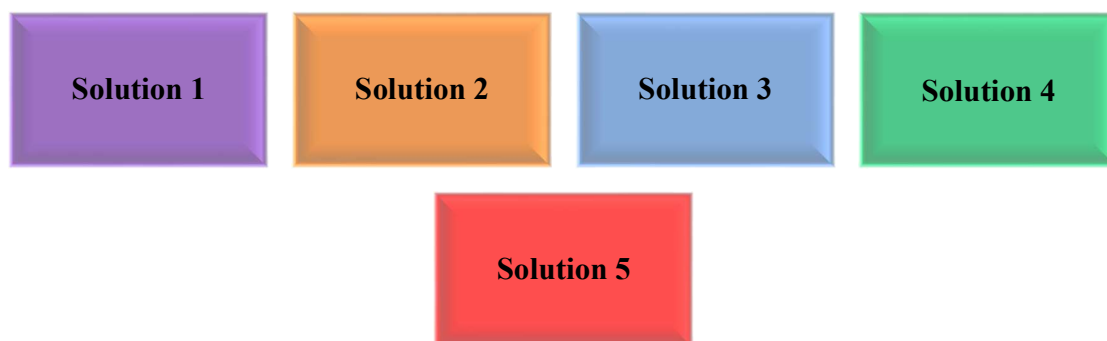
Oriental arts is also a basis of creative leadership in hotels. It promotes the features of services that are characterized by strong human addition. It enhances the tangibilization of services in the hospitality industry. The use of oriental arts creates unique environments that increase the hotel business while enhancing the customer's sense of humor. Moreover, the marketing practitioners in the hotel industry use the oriental arts to enhance a true sense of the hotel products. This is because arts portray a sense of luxury and quality of the enterprise products. Therefore, with

the oriental arts, customers can believe that the hotel products are of quality that those of the other hotels offering the same products. The nature of social networks demands the adoption of constructive aspects of an advertisement. In contrast, by marketing through social media, hotels can use the oriental arts in advertising their products and services to create a sense of superiority in the hotel product's services (Sousa, Magalhães, & Soares, 2021). Oriental arts, when integrated with social media advertising, create a strong brand about the enterprise is enhanced.

Nevertheless, oriental art is a basis on which the hotel managers enhance diversity. Through arts, the hotel's marketing practitioners can model diversity in the urban space (Molho, 2020). As a result, the hotel policymakers place themselves in the transnational cultural context that enhances economic growth. Enterprises that encourage diversity through oriental arts are likely to attract new visitors. Marketing practitioners in hotels tend to use oriental arts to set competitive pricing. Oriental arts is the basis on which customer satisfaction is increased. Thus, the basis of pricing illusion makes the prices of goods and services appear less expensive (Soukhathammavong & Park, 2019). Thus it improves the willingness of the customers to spend in the hotel.

4.5. Enhancing the Practical Value of Products and Services Based on the Oriental Arts

Marketing practitioners also use arts to enhance the practical value of their products and services. This is because the customers are often driven by innovative fashions (Hung, Ren, & Qiu, 2021). The oriental arts form the basis on which the marketing practitioners influence the customer's hotel destinations. The marketing hotel practitioners can also use oriental arts to enhance the customer's rational value (Hung, Huang, & Lyu, 2020). It enhances the customer's luxury experiences and a quality perception that forms consumers' rational loyalty. Therefore, oriental arts greatly impact hotel marketing in attracting potential customers.



1. Considering Customers' Preferences
2. Expressing a Stylish and Positive Image using Oriental Arts
3. Creating a Memorable Sensation through the Oriental Arts
4. Enhancing the Corporate Image in the Eyes of the Public
5. Enhancing the Practical Value of Products and Services Based on the Oriental Arts

Figure 2: Five Approaches of Oriental Art for Better Business Plan of Urban Hotels

5. Conclusions and Implications

In conclusion, oriental arts have a great implication in the hotel industry. The efficiency of the hotel industry depends on the integrated interior designs. Interior hotel design plays a good role in the hospitality industry. The statement that the first impression is created last longer is true. Many scholars agree that satisfied customers can make a repeat purchase from a hotel that is attractive. Besides, the loyalty between the hotel and the customers improves when the customers' expectations are met. The hotel's artistic designs are where the customers develop the first impression regarding the hotel image and the quality of the provided services. Integrating an appropriate design in a hotel lobby enhances value to the organization.

For instance, it increases customer satisfaction while enhancing better operational management. The economic advantage and value of a hotel in the competitive world. Considerations such as the atmospheric designs, appropriate construction, and modular designs enhance the organization's competitive advantage. Therefore, the strategies that will enhance these considerations will guarantee comfortable environments for the hotel guest. Moreover, oriental arts enhance the firm's competitive advantage, increase profitability, improve growth, and improve corporate image. The integration of the appropriate art in the hotel enhances value to the hotel and will also boost the industry's competitive advantage. This is because the consumers are assured that the firms' products and services are of great quality. Satisfaction is enhanced through the attractiveness of the enterprise. Thus, while marketing, the industries such as hotels should aim to enhance the emotional and psychological aspects that enhance the buyers' affective states. As a result, the probability of attracting new customers is enhanced. Therefore, it is of great importance for the Hotel owners to maintain a high standard of interior designs to attract and retain customers, promote customers' comfort, and enhance high financial returns to the business.

Oriental arts have great implications in the hotel industry. It has become a way in which the hotel managers communicate to their potential customers about the quality of the hotels' products. Through the oriental arts, Hotel managers can retain their customers. Thus oriental arts are significant in realizing good relations between the hotel and its clients. This is because oriental arts impacts the customer's satisfaction levels and improve loyalty. In recent times innovative business models should be projected towards enhancing a sustainable competitive advantage through an update of the hotel lobbies or oriental arts that expresses a stylish and positive image to the customers. This will guarantee customers' comfort and consequent loyalty. Moreover, oriental arts imply that the hotel can enhance customers' memorable experiences. This is because oriental arts enhance the customer's values, such as surprise, involvement, and meaningfulness (Castellani et al., 2020). Customers who are satisfied can repeat their visit to the hotel. The hotel that adopts innovation in designing the interior best looks of the hotel can secure the external audience. Product authenticity refers to the ability of the product to satisfy the customers' expectations. Therefore, the hotel managers should create and effectively manage Oriental arts to ensure survival in the competitive markets. Adopting oriental arts in marketing also implies that the hotel profitability levels will be improved.

Furthermore, the oriental arts in the hotels imply that the hotel brand value is improved (Gupta, Gallear, Rudd, & Foroudi, 2020). The brand value of the organization enhances its competitive advantage. The brand value created by the business for its customers directly translates to the firm's competitive advantage through the market orientation (Gupta et al., 2020). A firm with a high competitive advantage compared to its competitors can enjoy the benefits associated with large economies of scale. Besides, oriental arts as integral aspects of interior designs enhance the luxury outlook of the hotels. This is because luxury products have become accessible to the middle-classes. The hotel's perceived hedonic value and functional value influence guest satisfaction, which also translates to positive customer attitudes to the restaurant (Park & Kang, 2022). Adopting the oriental marketing strategies enhances the attraction of the green consumers while enhancing the firm corporate thrust. Cultural arts also provide an opportunity for hotel marketing practitioners to attract tourists. Therefore, the marketing practitioners can attract buying of their industry products (Ebster, 2011). This is because the oriental arts appeal to the potential customers that the industry products are of quality. Moreover, the customers can be attracted to the hotel site because they can visit the place as an attraction site where they can take photos and entertain.

Furthermore, the adoption of oriental arts in hotel marketing enhances the corporate image in the eyes of the public (Panigyrakis, Panopoulos, & Koronaki, 2020). Oriental arts serve a hotel's social corporate responsibility to its customers. This is because the customer's happiness and satisfaction are enhanced. It is a form of green marketing that meets the demands of conscious consumers. It enables reduced operational costs and enhances a corporate image. Marketing practitioners also use the oriental arts to enhance customers' willingness to pay. This is because oriental arts serve as the cues that enable the consumers to feel that the hotel's products are of quality. When oriental arts are used in interior hotel designs, the customer's willingness to pay increases. Thus the firm's relationships with customers are boosted.

This study contributes to greater knowledge regarding oriental arts as a form of marketing in the hotel industry. However, it also portrays limitations that make this research less dependable. This study focused more on the descriptive aspects of the research than the qualitative aspect of the research. It was expected that good research would foster more quantitative research that establishes a correlation between the variables under the study. For instance, this research should have depended more on the quantitative aspects of the research through numeric analysis. For instance, by postulations such as "the research shows a moderate relationship between oriental arts and profitability levels as shown by $P > 0.54$ ". However, this research depended more on descriptive statistics of the data derived from the literature. There is no experimental analysis undertaken for the results or solutions. Furthermore, this research failed to outline the conflicting views between this research and the already undertaken research. For instance, some research argues that the tourists' designs should depend more on the modern technologies that establish the best

building structures. However, this research fails to identify such conflicting arguments. In this research, there was also a challenge in choosing the most relevant sources for data extraction. However, I tried my level best to identify the most relevant sources that could lead to the most relevant conclusions. Some researchers have biased views due to factors such as cultural backgrounds. In this case, I focused only on the peer-reviewed scholarly articles that supported my main arguments regarding oriental arts. Furthermore, time was a limiting factor in this research. There was a limited time for data collection as I tried to work within the stipulated times. Despite these limitations, I tried my level best to enhance comprehensive conclusions regarding Oriental arts as the hotel marketing strategy.

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