

# Discussion on Hotel Space Design Strategy Based on User Experience Optimization

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## ABSTRACT

This study explores the importance of user experience in hotel space design and analyzes the key strategies for optimizing hotel space design. First, the role of immersive experience in enhancing user perception and emotional resonance is studied, emphasizing that space design should not only meet basic functional requirements but also enhance the sense of experience through sensory stimulation and situational shaping. Secondly, the interaction between planning and design is explored, pointing out that precise planning can give hotel space a distinctive theme and enhance its cultural value and market competitiveness. In addition, the study also analyzes the composition strategy of spatial theme experience, emphasizes the deep integration of historical culture and regional culture in hotel design, and combines specific cases to illustrate how space planning can enhance users' immersion and desire for exploration. Finally, the key strategies for optimizing hotel space are proposed, including spatial layout, sensory experience, cultural integration, and other dimensions, to achieve a more attractive and competitive hotel space design. This study provides theoretical support and practical guidance for future hotel space planning.

**Keywords:** Experience optimization, Hotel space, Strategic design.

## 1. INTRODUCTION

Experience is a process that combines physical perception and psychological feelings. People come to know the surrounding things through practice, emphasizing the individual's personal experience. When exploring how immersive experiences are formed, it is necessary to focus on the impact of specific places on experiencers and concentrate on the characteristics of these places [1]. First of all, a place should have physical properties that can directly act on the body's senses, providing experiencers with intuitive feelings, such as visual beauty and tactile comfort. These concrete sensory experiences then trigger a sense of pleasure at the psychological level and further ascend to a sense of satisfaction at the spiritual level. The entire immersive experience process prompts experiencers to focus intently, immersing them completely in the surrounding environment.

The core of the immersive experience lies in creating a strong sense of presence, making people feel as if they are right there in the scene, thereby

generating deep emotional resonance. Its significance is not only reflected in enhancing people's sense of experience and perception but also in making the experience more enriched, in-depth, and multidimensional, allowing the experience to evolve from superficial sensory stimulation to a more profound immersive experience [2].

In the context of a resort hotel, the sense of experience refers to the comprehensive feelings formed by vacationers through direct observation or actual participation. From the perspective of the experiencer, this feeling originates from the feedback of multiple senses such as sight, hearing, touch, and smell, and it is temporal, running through the entire process from the vacationer's arrival at the hotel, check-in, entering the guest room, experiencing various facilities and services, to departure. From the perspective of the hotel as the object, there are many factors that affect the vacationer's sense of experience, including the quality of spatial design, the completeness of hotel facilities, the quality of service attitude, and the taste of food and beverage. Among them, the quality of spatial design has the most profound

impact on the overall sense of experience and is the focus of this study. Spatial design covers architectural planning, individual building design, interior decoration design, and landscape design. These dimensions together shape the unique experiential atmosphere of the resort hotel and constitute the content that designers need to focus on [3].

Under the "Belt and Road" strategy, the rise of the experience economy has brought new opportunities for hotel design. Combining experiential models with cultural themes to promote the planning and design of themed boutique hotels requires in-depth research from four aspects: "culture, experience, intelligence, and innovation." This study focuses on how to explore the cultural theme of the hotel at the spiritual level and explores the design methods of experiential themed boutique hotels to achieve the integration of themeing, experiential, artistic, living, innovative, and exploratory aspects. By combining theoretical research with practical application, this study promotes the intelligent innovation of hotel design, providing academic support for the establishment of themes, design concepts, methodologies, and theoretical systems in hotel space design, and offering important reference value for future research and practice of experiential themed boutique hotels [4].

## **2. THE RELATIONSHIP BETWEEN USER EXPERIENCE AND HOTEL SPACE DESIGN**

In hotel space design, user experience is not only related to the functionality of the space but is also a key factor in shaping a unique accommodation experience. Rational space planning and experience design can enhance customers' immersion, allowing them to gain a richer sensory experience in the hotel environment. Based on this, exploring the relationship between user experience and hotel space design helps to deeply understand the core elements of spatial experience and provides theoretical support for the optimization of subsequent design strategies.

### **2.1 Concept of Hotel Space Experience Design**

The space experience design of themed boutique hotels can enhance customers' perception of the living environment, thereby increasing the hotel's attractiveness and expanding its customer

base. First of all, during the design process, it is necessary to clearly define the target customer group and shape the hotel theme according to their preferences. For example, if the hotel theme is centered around physical and mental well-being, it should not only provide basic food and lodging services but also add experiential items such as yoga, fitness, and tea ceremonies to attract customer groups who hope to escape the hustle and bustle of the city and pursue relaxation of body and mind. Accurate customer positioning helps to segment the market, thereby enhancing the hotel's economic benefits [5].

The space experience design of themed boutique hotels can be summarized into the following three core concepts:

#### **2.1.1 Utilization of Life Scenario Materials**

Life scenarios play a significant role in any design, especially in the spatial creation of themed boutique hotels. Unadorned, raw life scenarios can provide designers with entirely new sources of inspiration. Moreover, the use of life scenario materials can reflect the designer's subjective expression, thereby enhancing the immersive quality of the spatial experience.

#### **2.1.2 Integration of Space Prototypes and Culture**

The space experience design of themed boutique hotels is based on space prototypes and integrated with local culture, endowing the space with unique regional characteristics. Space prototypes, as specific spatial forms, carry design experiences passed down through generations and contain rich spatial narratives, allowing customers to experience their own stories within the space.

#### **2.1.3 Continuation of Traditional Spatial Narratives**

The application of traditional spatial narratives can enhance the sense of life in the spatial experience, making it more closely related to reality and improving the overall quality of the spatial experience. In addition, diversified spatial experience design can enhance the sense of fun, providing customers with a rich sensory enjoyment.

Through the comprehensive application of the above concepts, the space experience design of themed boutique hotels can create an

accommodation environment with depth and cultural connotations, offering customers a more immersive experience, which in turn enhances the hotel's market competitiveness.

## **2.2 Factors Affecting Hotel Space Experience**

At present, the space experience design of themed boutique hotels in China is constantly improving with the development of society, but still faces certain challenges [6]. The main factors affecting the space experience of themed boutique hotels can be summarized into the following three aspects.

### **2.2.1 The Impact of Traditional Culture on Space Experience**

The space experience design of themed boutique hotels is profoundly influenced by traditional culture. In the design process, overemphasizing ethnic culture can enhance the experience, but due to its collective unconscious nature, it may lead to modern customers' lack of interest in such architectural styles, thereby affecting the hotel's market competitiveness and economic benefits. Therefore, when designing the space experience of hotels, it is necessary to integrate traditional culture with modern culture. Traditional culture can be used to shape the core narrative of the space experience, while modern architectural styles can endow the hotel with new visual and functional characteristics. The combination of the two can not only highlight the uniqueness of themed boutique hotels but also enhance customers' spatial experience.

### **2.2.2 The Impact of Architectural Technology on Space Experience**

The space experience design of themed boutique hotels is limited by technology and materials during construction. Strict adherence to physical structures and building codes may restrict design expression, affecting overall aesthetics and preventing the hotel from truly reaching the "boutique" standard. To enhance the quality of the space experience, it is necessary to combine traditional construction techniques, such as the interlocking and lifting beam structures, with modern construction technologies to enhance the artistic expression of the architecture. This will allow the hotel to present a richer spatial hierarchy

and aesthetic value, thereby increasing its market appeal.

### **2.2.3 The Impact of Regional Environment on Space Experience**

The space experience of themed boutique hotels is closely related to their regional environment. If the hotel design fails to allow customers to perceive the charm of the space through their five senses, it will affect the overall aesthetics, disconnect the hotel from its surroundings, and reduce the customers' willingness to stay. Moreover, even if the theme design is unique, the lack of a "sense of presence" in the local area will prevent the formation of a truly immersive experience. Therefore, when constructing the hotel space experience, it is essential to fully consider the regional environment factors, integrate the space experience with the surrounding environment, enhance customers' sense of participation and identification, and meet their expectations for themed boutique hotels.

## **2.3 The Significance of User Experience and Hotel Space**

Integrating user experience with hotel space can provide customers with a spatial environment that has a specific sense of presence through immersive design. The creation of immersion relies on multi-sensory stimulation. Therefore, hotel space design needs to comprehensively employ various means such as spatial layout, scene construction, and experience shaping, and use elements like color, sound, and touch to create a particular atmosphere. This environment can effectively stimulate the experienter's senses, guide them to have a deep experience from the physiological to the psychological level, and ultimately achieve an immersive state.

The creation of immersive experiences can meet the diverse needs of modern consumers. With the rapid development of society, the functional attributes of hotel space are constantly evolving and becoming increasingly rich. On this basis, immersive hotel spaces further expand and enhance the functionality of the space. Unlike traditional inns or ordinary hotels, they have distinct thematic characteristics and unique sensory experiences, greatly enriching and enlivening the accommodation experience.

Moreover, high-quality hotels can not only promote the development of local tourism and

attract more visitors but also create job opportunities and increase regional economic benefits. At the same time, hotel space design, through the integration and innovation of local culture, helps to promote the inheritance and development of local culture. Under the background of the new era and the new consumer culture, exploring the design methods and development models of hotel space is of great practical significance for enhancing user experience, promoting the integration of culture and tourism, and driving industry innovation.

### **3. KEY STRATEGIES FOR OPTIMIZING HOTEL SPACE DESIGN**

In the design of themed hotel spaces, precise planning and rational spatial composition are at the core of creating immersive experiences. However, to truly enhance user experience, hotel space design also needs to start from the details and comprehensively consider multiple factors such as functional layout, sensory experience, and cultural integration. Based on this, further key strategies for optimizing hotel space design will provide stronger support for improving space quality and enhancing market competitiveness.

#### ***3.1 Form Strategies and Design Methods for Experiential Hotel Spaces***

In hotel space design, planning and design is a crucial step before the formal design process. Its core lies in clarifying objectives, formulating methods, and conceiving the overall spatial effect and thematic direction. Planning is not only about the layout of hotel space but also an in-depth exploration of the business philosophy, market positioning, and user needs. Compared with design, planning focuses more on strategic layout and planning, while design is the transformation of planning concepts into implementable spatial expressions. The two complement each other and jointly determine the final presentation of the hotel space.

The core of planning and design is to break through the limitations of mere decoration and to explore the comprehensive business needs of the hotel from a deeper level. Through multi-dimensional innovative strategies, the space should not only have aesthetic value but also effectively carry the business philosophy, brand characteristics, and cultural connotations. Excellent planning can

add higher value to the design, enabling it to achieve maximum benefits in commercial operations and user experience. Therefore, in the spatial creation of themed boutique hotels, planning is not only a prerequisite for design but also an important guide throughout the entire design process.

In practice, planning and design involve multiple aspects such as market analysis, target user positioning, thematic concept construction, and spatial function planning. Successful planning ensures that the design is carried out around clear objectives, avoiding the blind accumulation of decorative elements or lack of spatial logic. At the same time, the final effect of hotel space design is the result of the implementation of planning. Therefore, it is necessary to fully consider factors such as user experience, spatial atmosphere, and commercial value in the planning stage to achieve a hotel space that is both aesthetically pleasing, functional, and market competitive.

#### ***3.2 Experience Content Strategy Design for Experiential Hotel Spaces***

Planning and design interact with and promote each other in the experience of hotel spaces, jointly shaping the overall value of the space. Planning is not only the preliminary conception of design but also a process of closely integrating hotel management and marketing strategies. For themed boutique hotels, the planning of space experience content needs to revolve around a distinct theme, making the hotel not only a place to stay but also a unique cultural experience space. Precise planning can endow the hotel space with a soul, and innovative design can enhance the hotel's cultural taste and spatial experience, thereby strengthening market competitiveness.

When planning the content of the spatial experience, designers need not only a solid theoretical foundation in design but also an in-depth study of the market environment to keenly capture dynamic experience demands. Integrating experience content design with planning concepts ensures that the spatial theme is not only visually attractive but also provides a deep level of interactive experience. Without the planning of spatial experience content, it remains only at the conceptual level and cannot truly realize the value of the space. Therefore, planning and design must work in concert to jointly construct the hotel's spatial experience system.

The core of themed space design lies in shaping an immersive atmosphere through specific experiential behaviors, endowing the space with storytelling and interactivity. Planning not only determines the concept of the themed space but also propels the procedural implementation of experiential design, enhancing the theoretical depth and practical feasibility of the overall design.

- Theme Selection

The choice of theme is crucial to the hotel's core characteristics and can be derived from historical culture, regional landscapes, folklore, or literary and artistic works. Hotels should delve into local cultural features and natural geographical elements, transforming them into creative design languages that permeate the hotel's spatial layout, decorative style, and service experience. For instance, the Beijing Shichahai Rosewood Cultural Theme Siheyuan Hotel centers on rosewood culture and Siheyuan architecture, integrating traditional Chinese culture with high-end accommodation to create a boutique hotel with a rich historical charm.

In terms of architectural design, the hotel follows the traditional layout of Beijing's Siheyuan, adopting a symmetrical arrangement and using elements such as grey bricks, grey tiles, vermilion wooden doors, and carved wooden windows to create an elegant oriental aesthetic atmosphere. Rosewood, as a key design element of the hotel, is not only used in architectural structures like doors, beams, and columns but also reflected in furniture, decorations, and art displays, showcasing the exquisite craftsmanship of rosewood carving and highlighting a dignified and elegant cultural charm.

Regarding experiential content design, the hotel has planned a series of immersive activities centered on rosewood culture, allowing guests to deeply experience the charm of rosewood art during their stay. For example, the hotel regularly holds rosewood carving craft exhibitions and lectures by intangible cultural heritage inheritors, enabling guests to gain a close-up understanding of the history, processing techniques, and cultural value of rosewood. Additionally, the hotel features a calligraphy experience hall and a tea-tasting room, where guests can immerse themselves in the elegant traditional Chinese lifestyle within the antique Siheyuan setting.

In terms of service experience, the hotel focuses on providing a hospitable approach with oriental charm. Upon check-in, guests receive a welcome gift carved from rosewood, and the rooms are

furnished with custom rosewood furniture and handmade sachets, creating a unique cultural atmosphere. Meanwhile, the hotel's courtyard design incorporates traditional Chinese garden art, featuring a meandering stream and stone carvings, further enhancing the immersive experience.

Through precise planning and rational design, experiential hotel spaces can better meet the personalized needs of modern consumers, making them not only places to stay but also carriers for cultural dissemination and immersive experiences. Beijing Shichahai Rosewood Cultural Theme Siheyuan Hotel not only provides a high-end and comfortable accommodation environment but also, with its unique rosewood cultural theme, creates a cultural journey for guests to travel through history and savor craftsmanship.

### ***3.3 Composition and Planning Design of Spatial Thematic Experience***

In modern design culture, some designs tend to overly focus on spatial style, such as pursuing luxury, modernity, or personalization, while neglecting the core functions of the space and the needs of users. This tendency leads to designs that only satisfy personal aesthetic preferences but lack in-depth consideration of the space's business model, sustainable development, and compositional factors. Particularly in the shaping of hotel thematic spaces, the architectural and interior spatial structures are often overlooked, resulting in a lack of systematic planning for the spatial experience. The root cause lies in designers' failure to clearly distinguish between the objects and goals of design and planning, ignoring their interplay in shaping the spatial experience.

The composition of spatial thematic experience involves two dimensions: historical culture and regional culture. Historical culture can be seen as a vertical logic, carrying the accumulation of time and shaping a profound cultural heritage. Regional culture, on the other hand, is a horizontal logic, emphasizing the integration of spatial environment and culture, endowing the space with unique regional symbolism and identity. The shaping of regional culture is not only reflected in architectural style but also permeates the planning and design of the space's interior, integrating cultural value with spatial experience. For example, the Hangzhou Xixi Wetland Cultural Theme Hotel, centered on "water town culture," deeply explores the natural ecology and historical culture of the Jiangnan water town

and transforms them into spatial narrative elements to create an immersive spatial experience.

In the hotel lobby, the design features large-scale Jiangnan garden lattice patterns and ink wash landscape murals, creating a poetic and picturesque waterside atmosphere. At the center of the hall, there is a shallow water feature that reflects curved bridges, artificial hills, and bamboo, allowing guests to instantly feel the unique charm of the Jiangnan water town upon entering the hotel. Moreover, the interior design of the hotel rooms draws inspiration from Song Dynasty aesthetics, using low-saturation color schemes such as light grey, beige, and natural wood tones, complemented by traditional lacquer screens and custom bamboo-woven lighting fixtures, which together create an elegant and culturally rich ambiance.

Spatial planning extends beyond visual design to encompass guest interaction experiences. The hotel regularly hosts cultural experience activities such as traditional tie-dyeing, ancient paper-making, and Jiangnan tea ceremonies, enabling guests to engage with traditional crafts in an immersive space and deeply appreciate the allure of Jiangnan culture. In addition, the hotel's courtyard design incorporates the ecological characteristics of the Xixi Wetland, featuring a small black-awned boat experience area where guests can take a boat ride along the artificial waterways, experiencing the tranquility of the Jiangnan water town within the hotel grounds.

The Hangzhou Xixi Wetland Cultural Theme Hotel integrates spatial planning with regional culture, transforming the hotel into not just a place to stay but a repository of cultural memories. Every space is meticulously planned to allow guests to experience unique spatial rhythms and cultural imagery as they move, pause, and explore. This spatial experience not only enhances the hotel's cultural value but also strengthens its market competitiveness, providing guests with an unforgettable immersive experience.

#### 4. CONCLUSION

With the rapid development of modern consumer concepts, personalized, branded, high-end, and experiential consumption have gradually become mainstream trends, and hotel design has thus ushered in new changes. Today, the updating of design concepts has made hotel spaces pay more attention to the diversity of form and function, and integrate more humanistic and artistic connotations,

creating unique themed boutique hotels. Themed hotels are no longer limited to external decorative presentations, but through innovative design, they are endowed with more cultural and emotional experiences, creating unique living scenes for customers. These hotels adopt flexible and diverse spatial designs according to different functional needs and environmental characteristics, not only meeting the different usage needs of customers, but also creating a brand-new interactive experience atmosphere.

Many hotels in China have integrated intelligent technology with spatial design to showcase innovative intelligent experience spaces. These hotels have introduced Internet of Things (IoT) technology and used intelligent control systems to create a "smart hotel" model, enabling customers to conveniently book, pay, select rooms, open doors, and check out through mobile apps. In addition, room temperature, lighting modes, music playback, air humidity, and cleanliness can all be adjusted through remote control, greatly improving customer comfort and convenience during their stay. The application of hotel intelligence not only optimizes the customer experience but also changes the traditional hotel operation and management model, promoting the development of the hotel industry in the direction of intelligence.

Moreover, these hotels have innovatively launched "five-senses" all-round experience rooms, integrating visual, auditory, gustatory, olfactory, and tactile experiences to meet customers' pursuit of personalized needs. This design not only enhances customers' social interaction needs but also incorporates humanistic care, bringing rich sensory enjoyment to customers. Through meticulous service design, hotels allow every customer to experience the unique atmosphere of the hotel space during the experience process.

Hotel design in the new era, especially in the field of themed boutique hotels, is constantly improving service levels and customer experience through innovative means such as intelligence, personalization, and informatization. This not only changes the traditional management and operation model of the hotel industry but also provides a new direction and driving force for the intelligent development of the hotel industry.

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