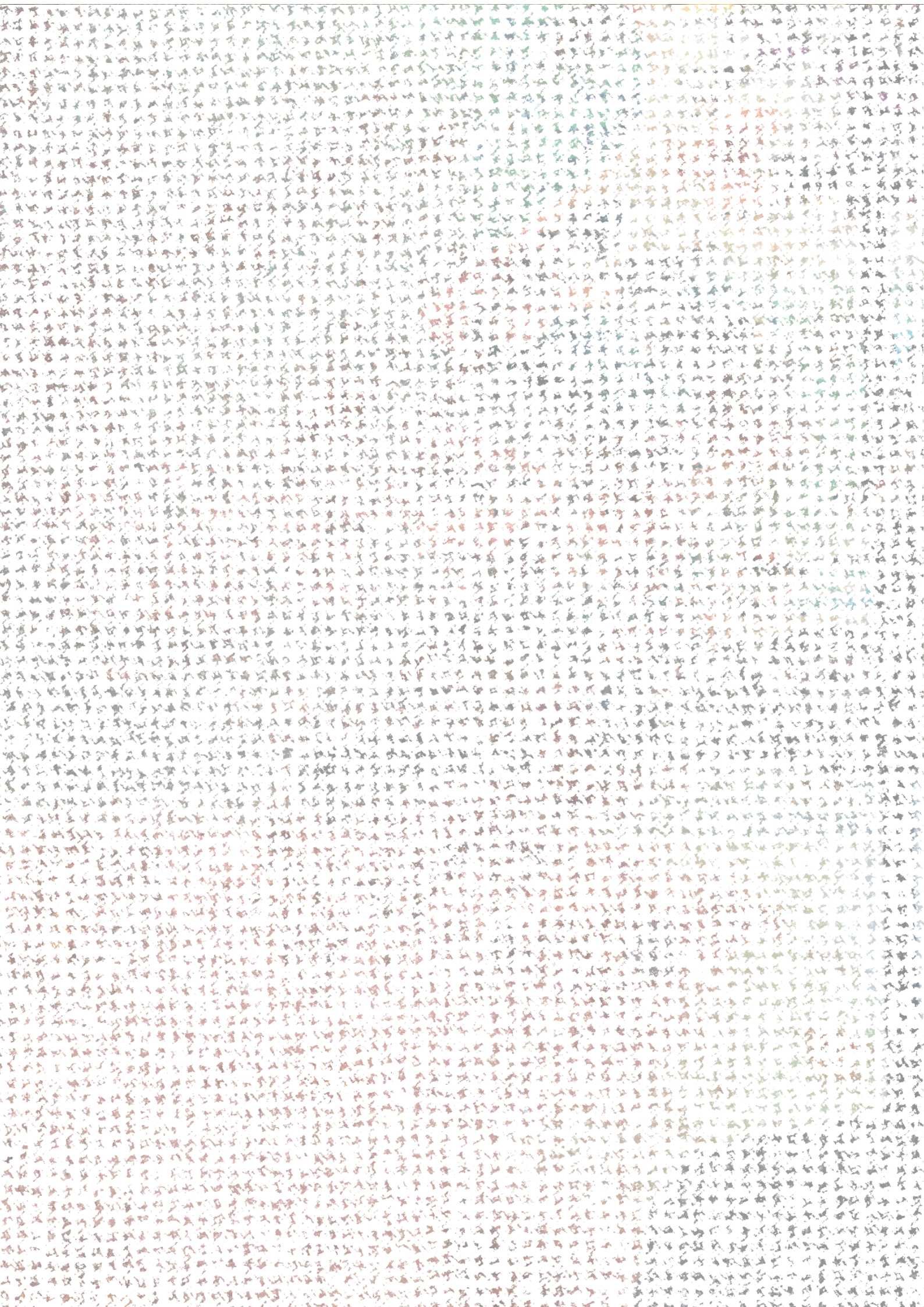


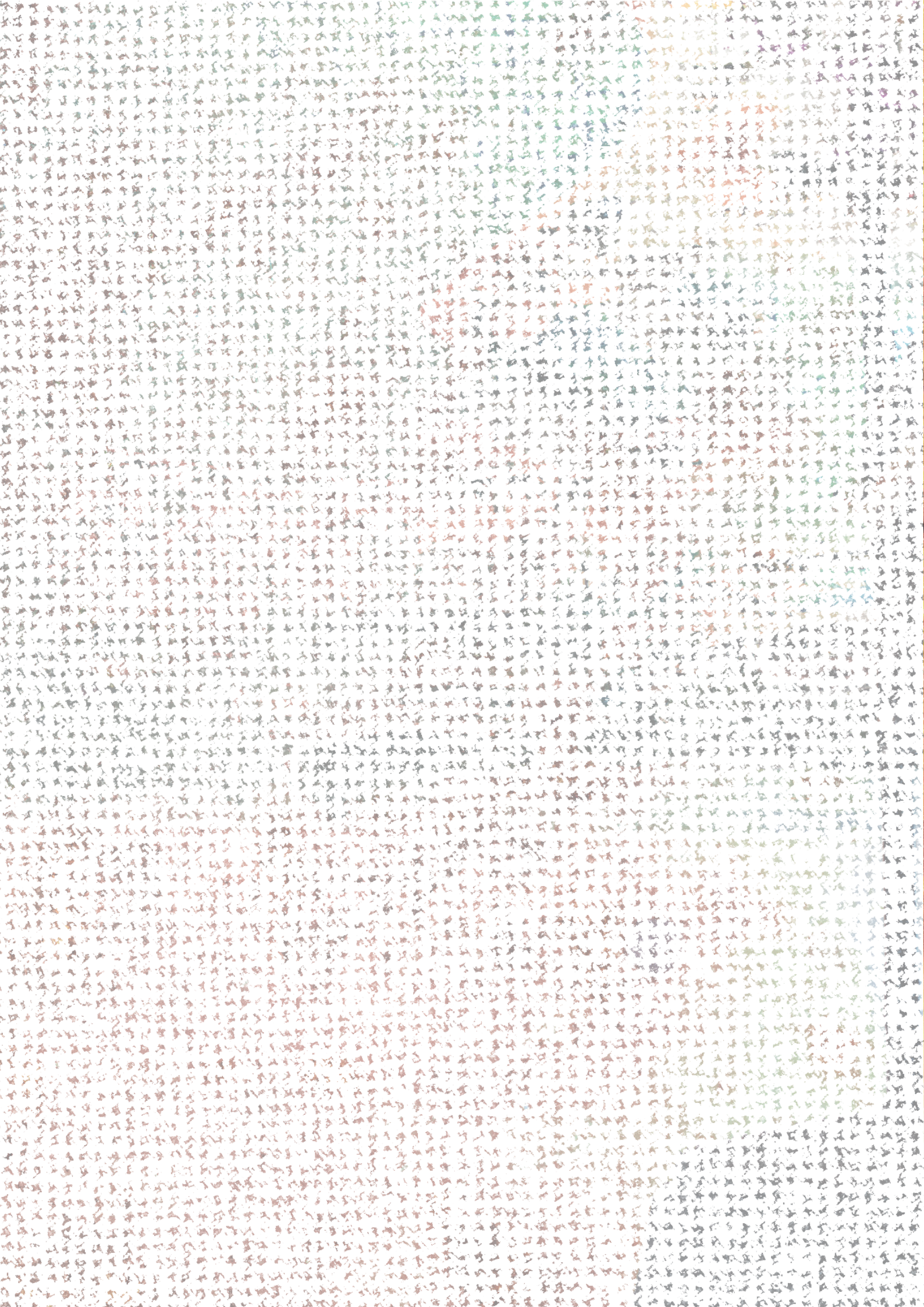
# H O T E L

LOBBY AREA  
DESIGN



# H O T E L LOBBY AREA D E S I G N

- GUEST PREFERENCES OF  
INTERIOR DESIGN  
ELEMENTS & FUNCTIONS  
AT HOTEL'S LOBBY IN  
CONTEMPORARY AREA
- HOTEL LOBBY ANALYZING IN  
**TURKEY**



**Politecnico di Milano, Facoltà  
del Design master of Interior  
Design, a.a. 2016/2017**



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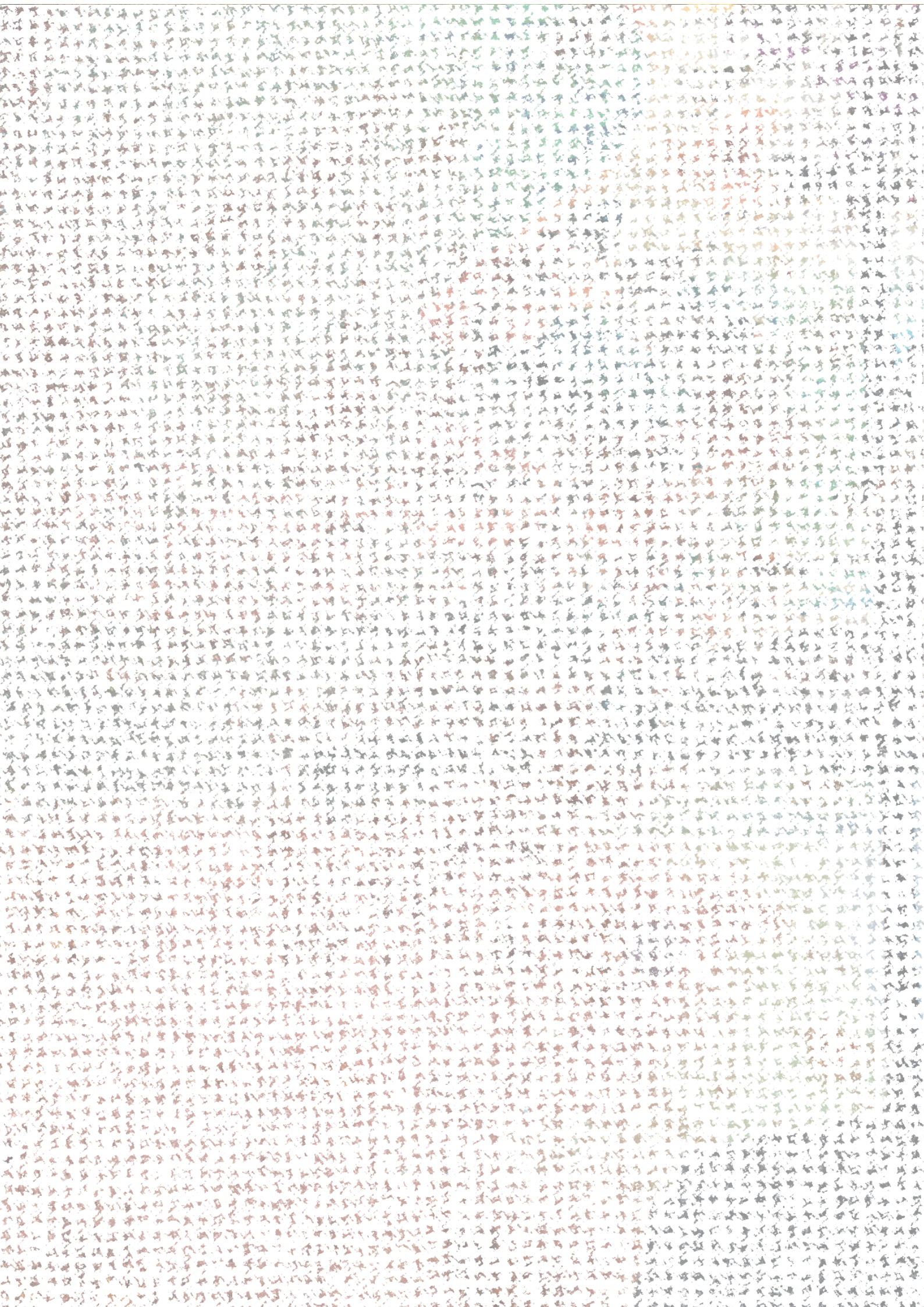
Milano, 2016



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# CONTEXT

page

<b>ACKNOWLEDGMENTS</b> .....	I
<b>ABSTRACT</b> .....	IX
<b>INTRODUCTION</b> .....	1

## Chapter / 1

<b>HISTORICAL BACKGROUND OF HOSPITALITY</b>	7
<b>1.1. HISTORY OF HOSPITALITY</b> .....	11
<b>1.2. WHAT WAS THE IMPORTANCE IN THE HOTEL INDUSTRY</b> .....	17
<b>1.2.1. TRANSPORTATION</b> .....	17
<b>1.2.2. ECONOMY</b> .....	18
<b>1.2.3. TECHNOLOGY</b> .....	18
<b>1.2.4. INNOVATION</b> .....	23

## Chapter / 2

<b>LOBBY AREA IN DIFFERENT CASES</b>	25
<b>2.1. LUXURY HOTELS</b> .....	34
<b>2.2. RESORT HOTELS</b> .....	44
<b>2.3. CONVENTION HOTELS</b> .....	56
<b>2.4. LIMITED SERVICES HOTELS</b> .....	70
<b>2.5. BOUTIQUE HOTELS</b> .....	74
<b>2.6. URBAN &amp; SUBURBAN HOTELS</b> .....	80
<b>2.7. HYBRID &amp; MIXED USED HOTELS</b> .....	84
<b>2.8. AIRPORT HOTELS</b> .....	94
<b>2.9. SKYSCRAPERS &amp; MIXED USE HOTELS</b> .....	102

## Chapter / 3

page

### LOBBY HALL IN CONTEMPORARY AREA

111

- 3.1. NEW ASPECT TO LOOK HOSPITALITY..... 114
  - 3.1.1. WHAT IS HYBRIDIZATION MEAN  
AND HYBRID THINKING ..... 116
  - 3.1.2. IMPACT OF GLOBALIZATION IN FUNCTIONS  
OF LOBBY DESIGN ..... 120
  - 3.1.3. CAN WE SEE A LOBBY AS A PRODUCT ..... 124
  - 3.1.4. LUXURY IN TRAVELING ..... 130
- 3.2. ONLINE SURVEY - TRAVELER CHOICES ..... 134
  - 3.2.1. SAMPLING AND DATA COLLECTION..... 135
  - 3.2.2. RESULTS AND DISCUSSION ..... 137

## Chapter / 4

### LOBBY IN TURKEY IN CONTEMPORARY AREA

163

- 4.1. IMPACT OF GLOBALIZATION TO TOURISM IN TURKEY..... 166
- 4.2. INNOVATION IN HOTEL INDUSTRY IN TURKEY  
AND NEW APPROACH TO DESIGN ..... 170

# Chapter / 5

page

## CASE HOTEL ANALYZING IN TURKEY

177

<b>5.1.EVALUATION RESEARCH</b> .....	181
<b>5.1.1 QUANTITATIVE AND QUALITATIVE ANALYZING METHODS</b> .....	183
<b>5.1.2.PILOT STUDY</b> .....	185
<b>5.1.3. SAMPLING</b> .....	187
<b>5.1.4. DATA COLLECTION</b> .....	189
<b>5.2. QUALITATIVE METHODS</b> .....	193
<b>5.2.1. BILKENT HOTEL AND CONFERENCE CENTER ANKARA, TURKEY</b> .....	195
<b>5.2.1.1 ANALYSIS OF THE HOTEL'S FEATURES</b> .....	198
<b>5.2.1.1.1 LOCATION OF THE HOTEL</b> .....	200
<b>5.2.1.1.2-BUSINESS OR LEISURE AIM</b> .....	212
<b>5.2.1.1.3 CAPACITY OF THE HOTEL</b> .....	204
<b>5.2.1.2 FUNCTIONS AND ELEMENTES IN THE LOBBY AREA</b> .....	208
<b>5.2.1.2.1-HYBRIDIZATION AND INNOVATION</b>	
<b>IN THE LOBBY AREA</b> .....	214
<b>5.2.1.2.2 DESIGN ELEMENTS</b> .....	216
<b>5.2.1.2.2.1. LIGHTING</b> .....	216
<b>5.2.1.2.2.2. FINISHING MATERIALS AND</b>	
<b>COLOR SCHEMES</b> .....	216
<b>5.2.1.2.2.3. FURNISHING</b> .....	219
<b>5.2.1.2.2.4. CIRCULATION</b> .....	220
<b>5.2.1.2.2.5. POPULATION</b> .....	222

<b>5.2.2. SENTIDO LETOONIA GOLF RESORT BELEK ANTALYA, TURKEY</b> .....	227
<b>5.2.2.1 ANALYSIS OF THE HOTEL'S FEATURES</b> .....	233
<b>5.2.2.1.1 LOCATION OF THE HOTEL</b> .....	234
<b>5.2.2.1.2 BUSINESS OR LEISURE AIM</b> .....	237
<b>5.2.2.1.3 CAPACITY OF THE HOTEL</b> .....	242
<b>5.2.2.2 FUNCTIONS AND ELEMENTES IN THE LOBBY AREA</b> .....	246
<b>5.2.2.2.1-HYBRIDIZATION AND INNOVATION IN THE</b> .....	252
LOBBY AREA	
<b>5.2.2.2.2 DESIGN ELEMENTS OF RECEPTION AREA</b> .....	254
<b>5.2.2.2.2.1. LIGHTING</b> .....	254
<b>5.2.2.2.2.2. FINISHING MATERIALS AND</b> .....	257
COLOR SCHEMES	
<b>5.2.2.2.2.3. FURNISHING</b> .....	257
<b>5.2.2.2.2.4. CIRCULATION</b> .....	260
<b>5.2.2.2.2.5. POPULATION</b> .....	262
<b>5.2.2.2.3 DESIGN ELEMENTS-LOBBY AREA GROUND FLOOR</b> ..	266
<b>5.2.2.2.3.1. LIGHTING</b> .....	266
<b>5.2.2.2.3.2. FINISHING MATERIALS AND</b> .....	266
COLOR SCHEMES	
<b>5.2.2.2.3.3. FURNISHING</b> .....	270
<b>5.2.2.2.3.4. CIRCULATION</b> .....	272
<b>5.2.2.2.2.5. POPULATION</b> .....	274
<b>5.2.2.2.4 DESIGN ELEMENTS - LOBBY AREA FIRST FLOOR</b> .....	278
<b>5.2.2.2.4.1. LIGHTING</b> .....	278
<b>5.2.2.2.4.2. FINISHING MATERIALS AND</b> .....	278
COLOR SCHEMES	
<b>5.2.2.2.4.3. FURNISHING</b> .....	280

	page
<b>5.3. QUANTITATIVE ANALYZING RESULTS AND DISCUSSION</b> .....	283
<b>5.4. QUANTITATIVE ANALYZING CROSSTABULATION RESULTS</b>	303
<b>AND DISCUSSION</b> .....	234

## Chapter / 6

<b>CONCLUSION</b> .....	309
-------------------------	-----

## Chapter / 7

<b>APPENDIX</b> .....	333
-----------------------	-----

<b>7.1. TRAVELER CHOICES, GOOGLE SURVEY QUESTIONNAIRE</b> .....	336
---	-----

<b>7.2. HOTEL ANALYZING AND USER PREFERENCES QUESTIONNAIRES</b>	
<b>ENGLISH</b> .....	340

<b>7.3. HOTEL ANALYZING AND USER PREFERENCES QUESTIONNAIRES</b>	
<b>TURKISH</b> .....	344

<b>7.4. HOTEL ANALYZING AND USER PREFERENCES QUESTIONNAIRES</b>	
<b>RUSSIAN</b> .....	348

## Chapter / 8

<b>8.1. INDEX OF FIGURES</b> .....	356
------------------------------------	-----

<b>8.2. INDEX OF TABLES</b> .....	366
-----------------------------------	-----



<b>8.3. INDEX OF GRAPHICS</b> .....	369
-------------------------------------	-----

<b>8.4. BIBLIOGRAPHY OF LITERATURE</b> .....	371
--	-----


<b>8.5. BIBLIOGRAPHY OF IMAGES</b> .....	379
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# ABSTRACT



Key Words  
-  
**ABSTRACT**



Hotel Industry

Innovation

Physical Environment Factors

Hotel Lobby Design

Turkey







**T**he purpose of this study was to identify **the current research hotel lobby area design, guest preferences** of interior design elements and functions at **the hotel's lobby area in contemporary** and hotel lobbies **analyzing in Turkey**. At the same time this study reveals that all physical environment factors (i.e., the design of the hotel, the equipment at hotels and the ambient conditions) had the greatest influence on **customers' loyalty**. In addition, the thesis gives ideas for the **improvement of tourism** in a country, hotel managers and **innovation in hotel industry** with about **users' preferences**. According to 'the tangible physical surroundings may more directly influence consumers' affective responses'. Thus, the environment with all its components is a key factor.

**In the first section** of the study, information is given about the history of the hospitality and importance for the hotel industry with transportation, economy, technology and innovation are described.

**In the second section**, different hotel categories were examined and features with differences of the hotel lobbies are described. In the meanwhile, the impacts on customers of the hotel lobbies were investigated.

**In the third section**, user preferences are discussed and enriched with surveys analyzing via social media. At the same time impact of globalization in functions of the lobby design was investigated. Except those answers were sought to question of 'what is hybridization mean and hybrid thinking'.



Key Words  
-  
**ABSTRACT**

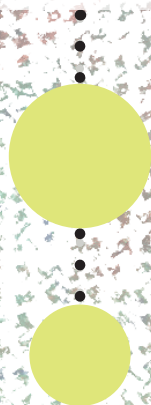
Hotel Industry


Innovation

Physical Environment Factors

Hotel Lobby Design



Turkey







**In the fourth section,** impact of globalization to Turkish tourism and innovation are discussed. This step was a guide for the research for evaluation research.

**In the final,** Turkish hotels were selected for the survey. Here in it has the effect of being an important tourism center of Turkey. At the same time the estimates were made about future trends of the lobby design. Thanks to those steps, a guideline was estimated while respecting guest preferences and the hotel lobby area design.



Key Words  
-  
**ABSTRACT**



Industria di Albergo

Innovazione

Fattori di Ambiente

Disegno di Atrii di Albergo

Turchia




**L**o scopo di questo studio era di identificare la concezione di zona di hall nei hotel, così come le preferenze di elementi di decorazione interiore e le funzioni che si trovano nel hall di hotel contemporaneo ed infine l'analisi dei hall di hotel in Turchia. Allo stesso tempo questo studio rivela che tutti i fattori di ambiente naturale fisico, questo essere-a-dire, la concezione del hotel, l'attrezzatura ai hotel e le condizioni ambientali, avevano una molto grande influenza sulla fedeltà dei clienti. Di più, la tesi dà delle idee di miglioramento per il turismo nei paesi studiati, per i direttori di hotel ed anche in materia di innovazione nell'industria alberghiera, concernente la scelta degli utenti. Secondo « L'ambiente naturale fisico e dunque tangibile può più direttamente influenzare l'affetto dei consumatori. » Dunque, l'ambiente naturale con tutti i suoi componenti è una fattore chiave.

**Nella prima partita**, dello studio noi parleremo della storia dell'ospitalità e dell'importanza per l'industria alberghiera dei trasporti, l'economia, la tecnologia e l'innovazione sono descritte.

**Nella seconda partita**, parleremo delle differenti categorie di hotel che abbiamo esaminato e le caratteristiche e noi descriveranno le differenze dei hall di hotel. Aspettando, abbiamo esaminato i loro impatti sui clienti dei hall di hotel.

**Nella terza partita**, le preferenze di utente sono discusse e sono arricchite con le inchieste di analisi via i media sociali. Allo stesso tempo l'impatto della mondializzazione è studiato nel suo funzionamento e nella sua concezione delle lobby aree. All'infuori di queste risposte, abbiamo cercato la domanda « che vuole dire l'ibridazione e che è ciò che il pensiero ibrido. »

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Key Words  
-  
**ABSTRACT**


Industria di Albergo

Innovazione

Fattori di Ambiente

Disegno di Atrii di Albergo

Turchia




**Nella quarta partita**, studieremo l'impatto di mondializzazione sul turismo turco e sull'innovazione. Questa tappa era una guida per la ricerca per la valutazione di questa ricerca.

**Nella parte finale**, una selezione di hotel turchi è stata scelta per l'inchiesta di cui l'area al loro conférent di essere dei centri di turismo importante della Turchia. Allo stesso tempo, abbiamo proceduto alle valutazioni delle tendenze future nella concezione di lobby. Grazie a questi una linea direttore non è stata stimata rispettando delle preferenze di invitato e la concezione di zona di hall di hotel.





# INTRODUCTION



**Key Words**  
-  
**Introduction**

Visual Impression

Physical Environment

User's Behavior

Rich Visuals

Leave & Seek

Quality Performance

Customer's Loyalty

Redesigning

Balancing Aesthetics

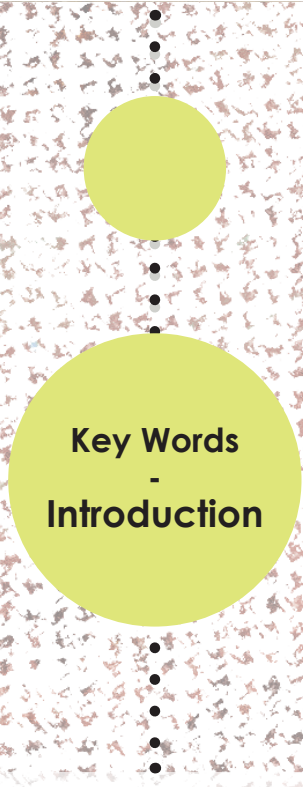




The physical environment plays an important role in influencing customers' behavior, creating an image for an organization (Bitner, 1992; Lucas, 2003; Mattila, 1999; Mehrabian & Russel, 1974 ). Generally, rich visuals come first for customers because these visuals are first items to effect their **visual impression** both positively and negatively. Therefore, the physical environment of the hotel plays a big role and important for the industry and customer loyalty.

**Physical design** can direct user behavior and their reactions therefore especially for business firm results from customers' behaviors are essential topics. The physical design of a building has been proven to **restrict people's behavior** (Mehrabian & Russel,1974) and has the power to influence people's reaction to particular environments. An appropriate physical environment helps produce **quality performance**; if the **environment is unsuitable**, people often **leave** and **seek** one that aligns more closely to their tastes and preferences (Pulgram, 1979). For this reason, it is important for business firms to identify the desirable behaviors of their customers and to then set goals that reinforce these behaviors, especially hospitality centered businesses like hotels( Thapa& Arch,2007).

Hotel is an environment not only for accommodation purpose but also a place to respond **customers' loyalty**. As it is mentioned how first items are important for users perception, in the hotel lobby hall area is a first impression for customers. Thus, not only new constructed hotels consider this issue. Many **older hotels** are **redesigning their lobbies** to meet the needs of travelers by **balancing aesthetics** and design while also providing guests with the services they



**Key Words**  
-  
**Introduction**

Exploring Design Feature

Attractive in a Hotel Lobby

Effectuated Behaviors

Quantitative Data

Qualitative Data



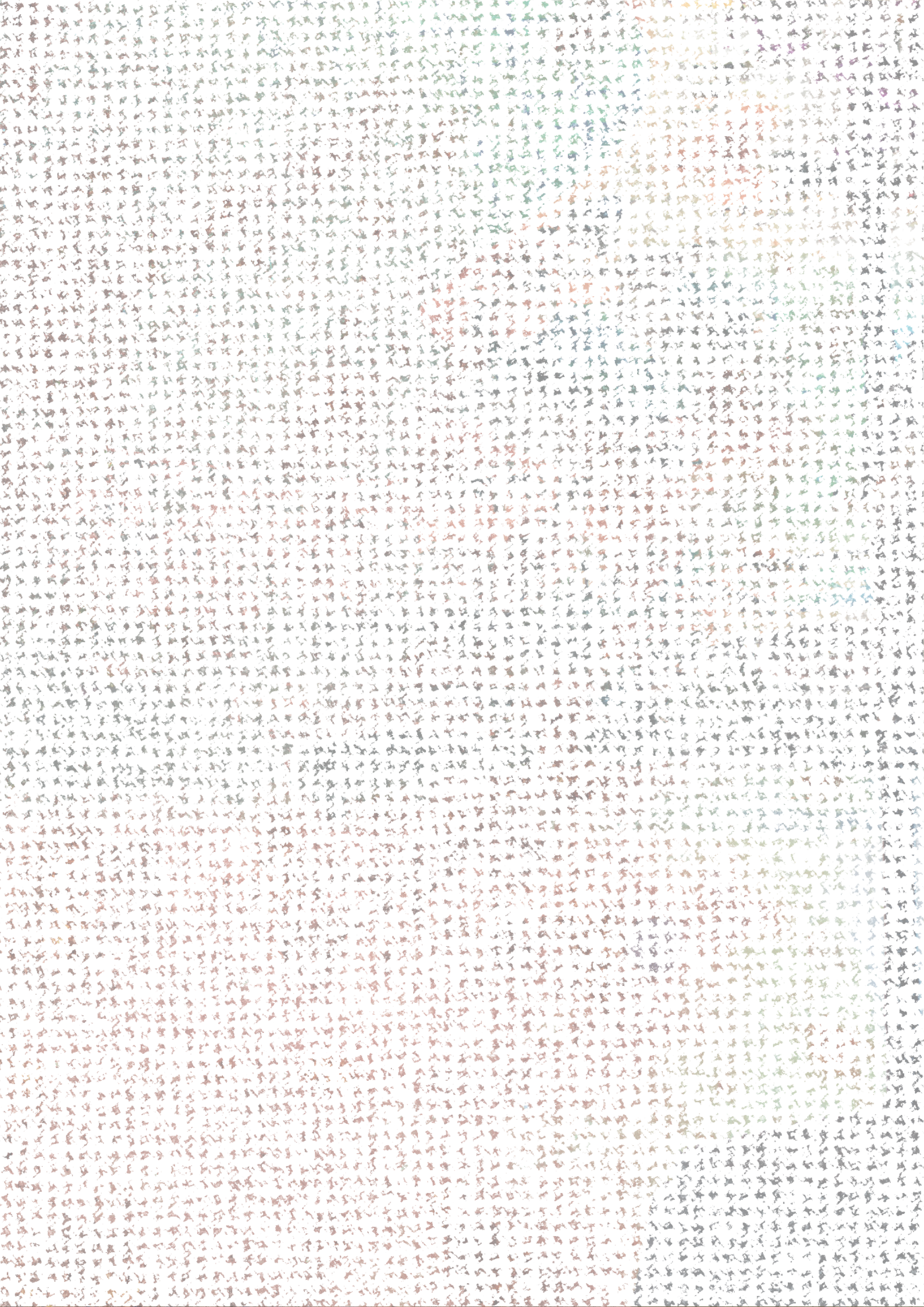
require (Andorka, 1995). At the same time imagination transfer is increasingly important concept in both the **popular** and **elite** sector of the hotel business.

The purpose of this study is to **explore the design features** what guests find most **attractive in a hotel lobby**, and thus, determine how these features **affect** their overall **behaviors** toward the total hotel's environment. This study used quantitative and qualitative methods. **Quantitative data** were obtained from questionnaires that addressed eighteen questions pertaining to the physical environment attraction. **Qualitative data** for this study were obtained from photographs and physical observations, which permitted a triangulation of the data.



# CHAPTER / 1

## HISTORICAL BACKGROUND OF HOSPITALITY





**1.1.HISTORY OF HOSPITALITY**

**1.2.WHAT WAS THE IMPORTANCE  
IN THE HOTEL INDUSTRY**

**1.2.1.TRANSPORTATION**

**1.2.2. ECONOMY**

**1.2.3.TECHNOLOGY**

**1.2.4.INNOVATION**



Key Words  
-  
History  
of  
Hospitality



Cultural & Historical Norms

Relationship

Ancient Greece, Rome & Bible  
Times

Religious Well - being

Superstitious Fears

Missionaries, Priests  
& Pilgrims

Military, Diplomatic & Political  
Missions



# /Historical Background of Hospitality

**H**ospitality has existed during history. With changing conditions, hospitality industry has experienced major changes. This section will give us information about the history of hospitality.

Hospitality is a **cultural** and **historical** norm. At the same time hospitality is a code of ethics for many civilizations. Hospitality is the **relationship** between **guest** and **host**, or the act or practice of being hospitable. Specifically, this includes the welcome, reception and entertainment of guests, visitors, or strangers in a warm, friendly and generous way. For example; in India, hospitality is based on the principle Atithi Devo "hava, meaning "the guest is God" (2016, *Introduction to Hospitality Management Class XII*).

## 1.1. History Of Hospitality

**T**he concept of hospitality is extremely old; it is mentioned in writings dating back to **Ancient Greece, ancient Rome** and **Biblical Times**. Two possible explanations of why ancient times people felt required to be hospitable: they felt that hospitality to strangers was necessary to **their religious** well-being and in others, they were hospitable only because of their own **superstitious fears**. Therefore we find either religion or the supernatural as the principal motivating force in the concept of hospitality ( Penner, et. al., 2013).

Hospitality in ancient Greece is understandable that certain elements of religion were intermingled with the idea. Missionaries, priests, and pilgrims formed a very large part of the traveling public. Often they were journeying to holy places, perhaps oracles or temples that had a dominant position in their religion. During



Key Words  
-  
History  
of  
Hospitality



Military Travel

Contempt Accommodation

Sleeping in Tents

Caravan Routes

Taverns & inns  
Khan

Monastery

Resting Places

Meeting Places



the Roman era, travelers who were not on the road for religious reasons were usually on military, diplomatic or political missions (Penner, et. al., 2013).

There are **military travel** on the basis of the hospitality industry. Many military travelers using existing **contempt accommodation** along the way. "In the cities was of a bad reputation and detrimental to travelers; outside the cities, they neither existed nor were needed" (2016, *Introduction to Hospitality Management Class XII*). Therefore, the military travelers preferred to **sleep in the tents** they carried with them. For example, in ancient Iran, along the **caravan routes** used large tent campers. However, at certain points of the path, "accommodations known as Khans were constructed. These were simple structure consisting of four walls that provided protection not only against natural elements but also against enemies who attacked under cover of darkness" (2016, *Introduction to Hospitality Management Class XII*).

In the later years of the Roman Empire, **taverns** and **inns** provided shelter for traveling **merchants, actors, and scholars**. Accommodations were still primitive. Sometimes there were rooms for the people but no stables for the horses; more often there were stables but no rooms. The high spot of that era in terms of hospitality was the development by the Persians of post-houses along the caravan routes. These developed later than the khans and provided accommodations and nourishment for both soldiers and couriers. During the Middle Ages, it has been an important function of the monastery. For example, one of them provides accommodation and food for travelers. Therefore it was used as a guest house. Some **monasteries** and **churches** were built in a separate building to accommodate passengers. This building was known **xenodocheions** as business or Greek word that means **resting places** ( Arnold et. al., 2007).

In 18th century modern accommodation was built. For politicians, priests and businessmen have become extremely popular **meeting places**. Today, many places are possible to see modern accommodation buildings.



Key Words  
-  
History  
of  
Hospitality

Behavioral of the host

Private Communications

Tangible & Intangible factors

Psychological & Pphysical comfort

Turkish Tradition

Welcoming Approach

Humanitarian and Moral

Obligatory Duty

National & International Business

Hepple et al. (1990) talks about from four major characteristics of hospitality. First of all, hospitality, **behavioral of the host** is that indicators for its guests. Second **private communications** between a receiver and transmitter and it provides emotional engagement. Thirdly, hospitality **tangible** and **intangible** factors it involves blending. Fourth, the guest security of the host includes providing **psychological** and **physical comfort** of guests. Similarly, By Hemmington (2007) is specified that the five dimensions of commercial hospitality. These; host guest relations, generosity, abundance of small surprises, trust and security and hospitality fiction is in the form of success.

In **Turkish tradition**, it was adopted **welcoming approach** that sincerely implemented as a natural behavior by almost all of society. Turks to give importance to guests, they see an inheritance from the **ancestors**, the this idea, social- economic life of society and have spread to almost all areas. Turkish people for hospitality, a task that must be fulfilled, is a **humanitarian** and **moral** issue. **Auspiciousness** and **good luck sign** and a deposit was a guest by God, every community or a guest house in the family **sojourns** that have or guest room. Guests must be at the service requirements and defects in the best way to be met. Guests to overcome, take the bait should be given, should be the best of those who get it over and feed. They make for a Turk not served, it is an **obligatory duty**.

In Turkey, accommodation sector alone was not effective in the emergence of tourism. At the same time **national** and **international business** leaders who work has been effective. The emergence of national hotel chains have been in the 19th century (Alaeddinoğlu et. al., 2015) but the international hotel chain has emerged between the 1940-1950 years. These the major international hotels are Hilton and Sheraton. These hotels are aimed at business people engaged in international business (Litteljohn and Beeatter, 1992). After 2000, a large amount of accommodation facilities in Turkey increased in Aegean and Mediterranean Sea regions (Cavlek, 2002).

Key Words  
-  
Importance  
in the Hotel  
Industry

Transportation

Economy

Tecnology

Innovation

Transportation

Service Sector

Quality

Caravanserais

Internet World



## ..... 1.2.What Was the Importance in the Hotel Industry .....

**H**ospitality is about serving the guests to provide them with **feel-go-  
Hod-effect**. Guest is God has been one of central tenets of world culture since times immemorial. Nowadays the travel and tourism industry is also included in the hospitality sector. The boom in travel and tourism has led to the further development of hospitality industry (2016, *Overview of Hospitality Industry*). Since the hospitality conscious exist and created an industrial sector, hotel industry has been shaped with mainly the topics of transportation, economy, technology and innovation.

### ..... 1.2.1.Transportation .....

**T**he importance of transportation sectors have been increasing in international hotel industry. One indicator of developed economies has become the share of the service sector within the total economy. Therefore, there has been an increasing number of studies about classification of **service sectors**, problem assessment, cost analyses, human resources, financial and marketing analyses and service quality. The **quality** concept in service sectors is harder to conceptualize and measure than it is in other sectors. Using the appropriate models and measure in service quality measurement is utmost important in providing directions to management of the practitioners.

Has affected the location and design of hotels. **Caravanserais**, semi-permanent tent structure, were generally located 40 to 45 kilometers, apart as that was far as caravans could travel in nine hours. Apart as that was far as caravans could travel in nine hours. As the Roman Empire expanded, causing official imperial officials to journey long distances, and modes of transformation improved, travel

**Economy**

Financial risks

Renovation

Innovation

**Technology**

Controllig

Mainstream

Hotel Chains

Millennials

flourished. After mid-late 1800, railroads and shipping showed development so range of travel could push. **Growing transportation** cases like automobiles and highways were seen around 1920s. With the extensive **appropriation of the Internet world**, potential travelers could have chance to choose where they **desire**. The full impact of this development on hotel design will become apparent in the coming decade (McDonough et.al. 2001).


### ..... 1.2.2. Economy .....

**E**conomic impacts also follow the hotel design. **Financial risks** would be susceptible for both world and local scale. So, creation of new hotels or redesigning the hotels can show explosion in during good and bad periods. Examples from end of 20s until today have been seen. “ The crash of 1929, which put four out of five hotels into receivership, and the recession of the late 1980s that was fueled by the capital made available from the growth of investments in Real Estate Investment Trusts ( REITS).” After 90’s occupancy rates continue to increase and **renovation** and **innovations** continue but in a more average pace (McDonough et. Al. 2001).

### ..... 1.2.3. Technology .....

**H**otel technology presents seemingly endless possibilities. According to Mandelbaum (2015):

In the past several years, hotel smartphone apps have become industry standard; however, forwarding-thinking hotels are taking app one step further by giving guests the ability to **control their rooms** with their smartphones. While smart controls have been steadily growing in popularity, they’re now going **mainstream**, with big-name **hotel chains** such as Starwood, Hilton, and Marriott



Technology

Millennial Generation

Personalized Experiences

Tech enabled

Up-to-date Information

Negotiating Power

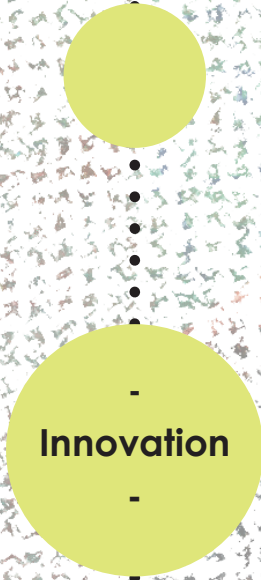
allowing guests to use their smartphones to access the hotel's rooms and hotel services.

At all three chains, guests can use their smartphones as room keys, unlocking room doors and guests only areas such as fitness rooms and pools.

Members of the **millennial generation** – those born in the 1980s and 1990s – are known to be tech-driven and partial to **personalized experiences**. In fact, 85 percent of millennials own a smartphone, which means smart controls are a great way to capture millennial attention. Soon enough, millennial travelers will grow to expect **tech enabled** hotel stay.

While some hotel technology is more **gimmicky** than valuable – think the robot staffed hotel that opened recently in Japan – there are valuable technologies you can invest in 2016 to drive your business. The key is to focus on technology investments that make hotel visits easier and more personal for guests, from providing them with virtual reality previews to simplifying their stays via their smartphones.

New technologies, especially the Internet, have had a major impact on the tourist industry in general, and more specifically on the hotel industry. In less than ten years, hotels have seen the great possibilities that new technologies offer. For example, the fact that tourists can obtain **up-to-date information** about the various hotels from their home, and negotiate their own on-line reservations, has not only increased the **negotiating power** of the hotels against tourist service suppliers, but it has also opened new customer communication and access routes to provide important business opportunities. This new perception of the opportunities generated by the technological environment motivates a firm's greater tendency toward innovation (Campo et. Al. 2013).



New Idea

Method

Invention

Tourism

Transformation

Service Innovation

Demands

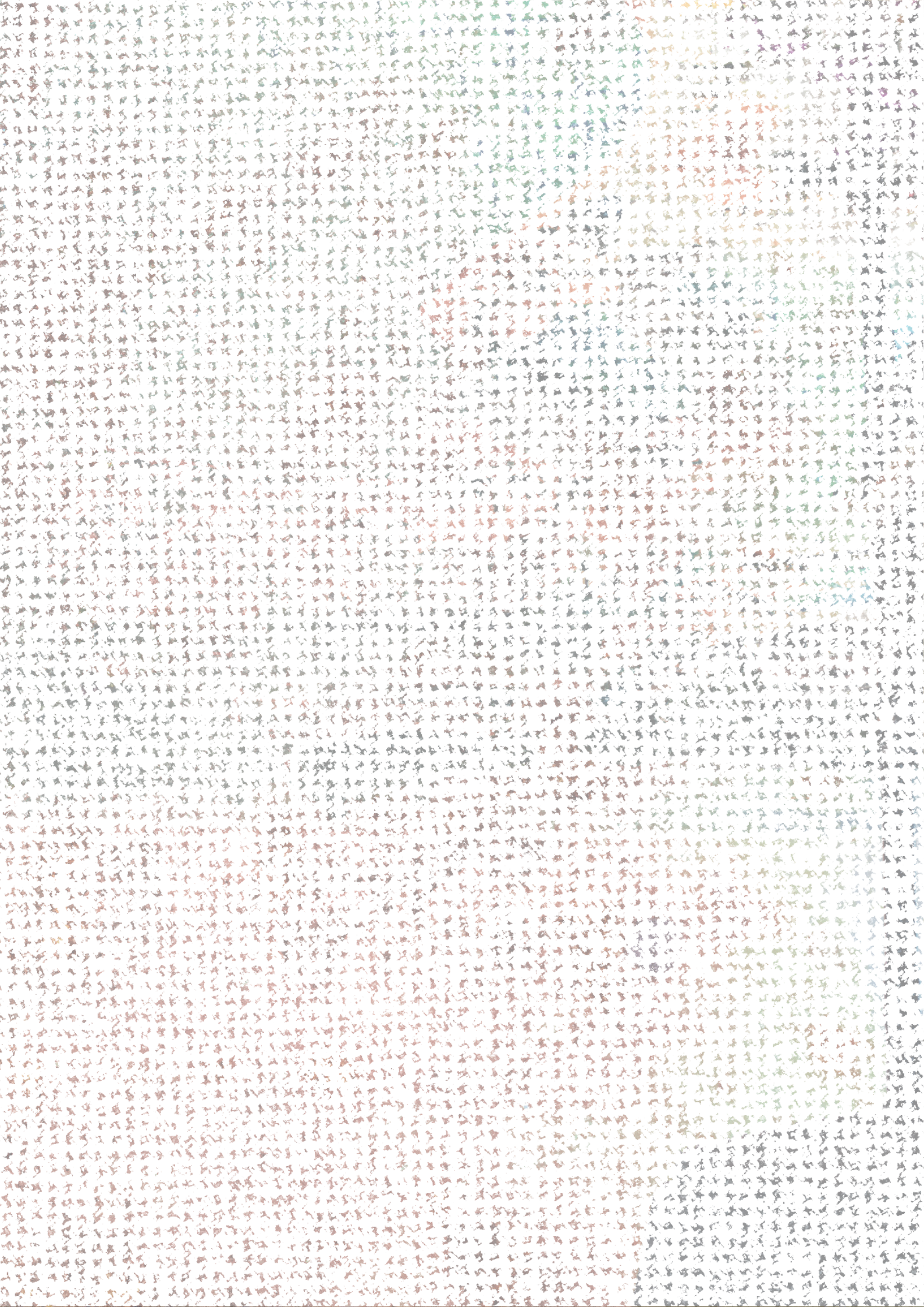


## 1.2.4. Innovation

According to Longman Dictionary of Contemporary English; innovation is a **new idea, method, or invention**. General innovation definition: “A technological product innovation is the implementation/commercialization of a product with **improved performance** characteristics such as to deliver objectively new or improved services to the consumer “(Orfila-Sintes,& Mattsson,2009, pp. 308-394). **Tourism** is an important and extremely competitive sector, which is characterized by continuous **transformation**. Therefore, innovation is very important in hotel industry.

Recently, Ottenbacher and Gnoth(2005) found nine factors that promote successful **service innovations** from hotel managers: market selection; strategic human resource management; training of employees; market responsiveness; empowerment; behavior-based evaluation; marketing synergy; employee commitment; tangible quality. It is thought that these nine factors that contribute to the development of the hotel industry.

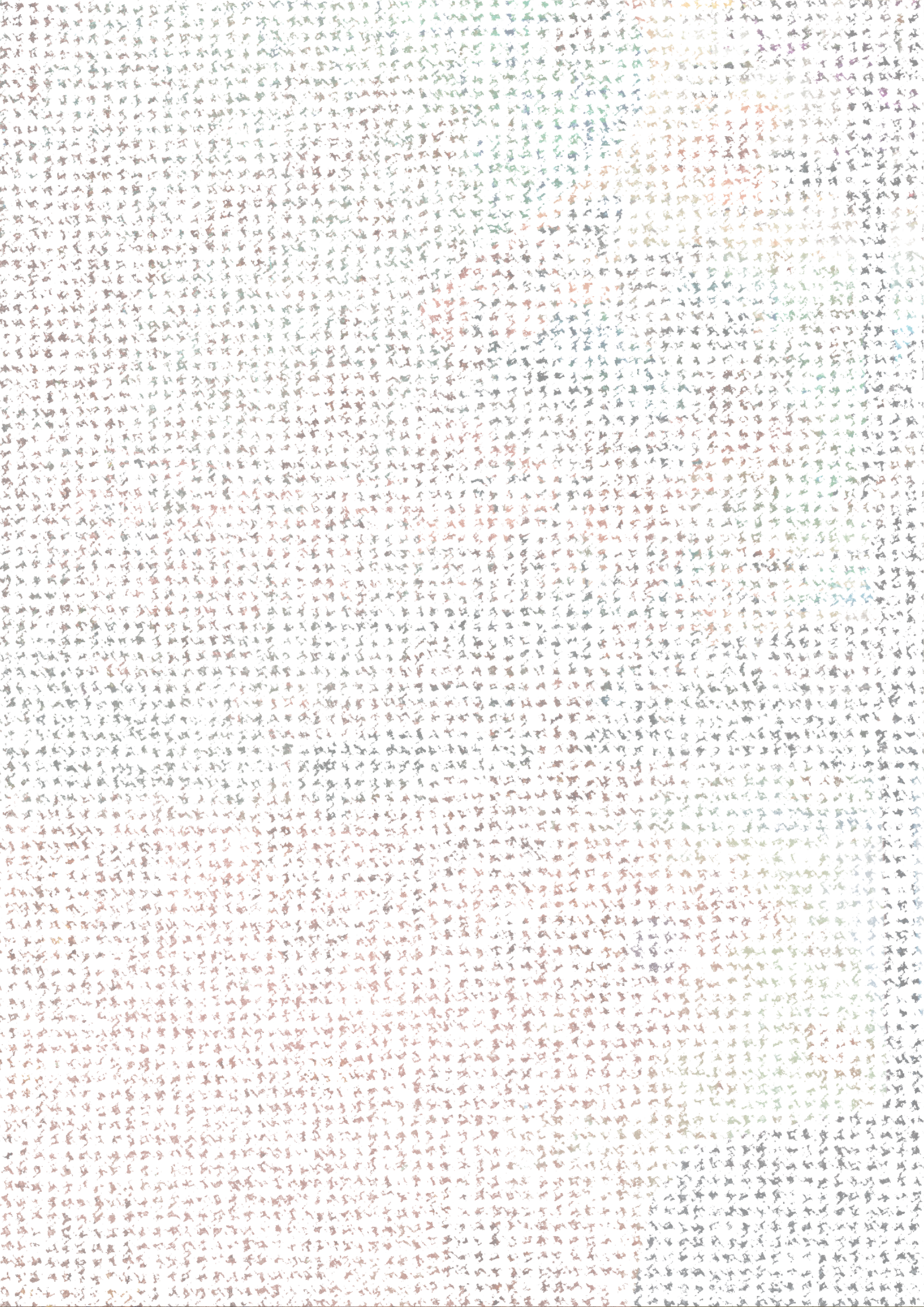
Tourists have become more **demanding** while choosing among many alternatives. Low-price strategies are not always possible, and even less so for tourist destinations in developed countries where labor costs are significantly higher than they are in developing countries (Jones,1996).





## CHAPTER / 2

### LOBBY AREA IN DIFFERENT CASES



**2.1. LUXURY HOTELS**

**2.2. RESORT HOTELS**

**2.3. CONVENTION HOTELS**

**2.4. LIMITED SERVICES HOTELS**


**2.5. BOUTIQUE HOTELS**

**2.6. URBAN & SUBURBAN HOTELS**

**2.7. AIRPORT HOTELS**

**2.8. HYBRID & MIXED USE HOTELS**

**2.9. SKYSCRAPER & MIXED USE HOTELS**



Key Words  
-  
Lobby Area  
-  
Different Cases

Memorable Experience

Circulation and Display

Boundary

Public Space

Private

Hotel Types

Planning

## /2. Lobby Area In Different Cases

To stay in a hotel is a very different experience . Most people can think back to a **memorable experience** of staying at a hotel with friends or family. A hotel that is remembered is the direct result of thoughtful and successful planning, design and construction (McDonough et. al.2001).

According to literature, “the lobby is a product of Western modernity” (Avermaete, Massey,2013,p. 49). The structure of the hotel lobby is that a space for **circulation and display**, for booking for a room, for hiding and being discreet, for lounging and waiting, for personal transportation. Also, it is a **boundary** between the public and the private ( Avermaete, Massey,2013). The lobby has an interior form that is merged with potential, the site of exclusion or inclusion, in which public and private are separated, the life of the street and the exclusivity of the luxury hotel are clearly signaled by the hotel lobby. However, it is a particular **public space** that is non-domestic and **private** at the same time and works in different conditions in different cases ( Avermaete, Massey,2013).

The hotel quality is improved substantially for several centuries. According to Collins (2001), “As the world’s climate changes, by what are now perceptible degrees, there will be a noticeable impact on the entire hotel industry”. An increasingly sophisticated customer base has also given rise to new trends in the hotel design, like the development of diverse **hotel types** (Rutes, Penner & Adams, 2001). Depending upon the type of guests it targets, each hotel type has different goals and the **planning** required to meet these goals vary by a variety factors that include location, size, and circulation (Rutes, Penner & Adams, 2001).

Key Words  
-  
Lobby Area  
-  
Different Cases

Global travelers

Interesting experiences

Good design

Classification

Contemporary area

Travel trade

Ranking

Location

Guideline


According to Graves and Burke (2013) in the search, “business hotels and resorts compete for today’s sophisticated **global travelers**, and their developers and operators often look to architects and designers to **create** new and **interesting ‘experiences’** for the guest” (Penner et al. 2013, p.ivv).

**Good design**, long associated with luxury and boutique hotels, today brings fresh and sometimes innovative solutions to three - star and four-star properties as a way of differentiating brands, providing value, and attracting guests.

Hotel **classifications** are essential for organizational purpose and refer information while there are individual characters of hotels. Each hotel type looks for different kinds of guests so planning, requirements can show differences by location, quality, dimension, space, standards and other kinds of characteristic features.

Although there are numerous variations of hotel typologies, only certain basic categories were criticized with the relation of **contemporary area** and the analysis.

The best way of adopting international classifications system is that the **travel trade** and international consumers can easily recognize the codes and or **ranking** systems developed. Consumers might foresee certain accommodation standards disregarding of the locations of the property. Another argument point to the difficulty of regional properties to receive top international rankings because of the geographical/climatic **location** of their properties. For example, beach front properties may find it more durable and rational to have tiled floors rather than plush carpets. For those destinations challenging themselves to adopt a national classification system the following **guidelines** can prove useful (Research Department of the Caribbean Tourism Organization, 2002).



Key Words  
-  
Lobby Area  
-  
Different Cases

Specific dimension

Circulation

Result of needs



According to the hotel area program in different number of rooms have **specific dimensions** for each facility. Lobby area should be in 520 sq m for 200 rooms, 1.275 sq m for 500 rooms, 2.155 sq m for 1.000 room (Penner, Adams, AIA, Robson ,2013, p. 308).

When this program is detailed, the lobby has specific areas for **circulation**, seating, retail, manager and support items such as luggage, toilets, bellman. These requirements are listed with the **result of needs**. Each of them changes according to the size of hotels.

Number of rooms	200	500	1.000
Area in sq m			
Flow area	185	370	745
Seating	20	45	95
Retail	30	75	185
Assistant manager	0	10	10
Support	35	55	95
Lobby lounges	165	225	335
Reception	15	30	40
Reservations area	5	15	25
Reception waiting	20	25	30
Reception sales/catering	15	20	30
Reception accounting	0	10	20

Table 2.1. Number of Rooms and Area in sq m  
(Penner, Adams, AIA, Robson ,2013, p. 308-310)



**Key Words  
-  
Luxury  
Hotels**

Global Transportation

Luxury

Comfort

High Price

Technological Development

Measure of Privacy

Registration

Lobby Hall

Individual spaces



## 2.1. Luxury Hotels

In the late nineteenth and the early twenty, **global transportation** inspired well to go wherever travelers desire and they can stay as comfortable as anywhere in the world. With the alternatives of both chain hotel system and local industries, **luxury** and **comfort** can be reachable almost everywhere. As Stephen Perkins said, “ The means to travel luxuriously is equally met by means to luxuriate in seamless and boundless comfort in an unbroken chain of service whenever and wherever (Penner et al. 2013, p. 44).

With the last period of 90s , private investors have increased greatly. A new typology for travelers has emerged, willingness to pay **a high price** for luxury accommodation, whether for business or pleasure. With the last **technological developments** modern luxury hotels had brought some new standards for the hotel business. Especially five-star hotels and services focus to offer high-level facilities, services and accommodation for their guests. However, in terms of the design of those hotels ' typologies , location, customer profiles are essential.

In Luxury hotels, every effort must be made to make the **guest comfortable** and in order to offer a **measure of privacy** on arrival and during **registration**. From guest arrival and registration, comforts in public places are considered. In the program of the luxury hotels, design principles are divided into basic areas such as public places, guest rooms and back of the house. Thus, the **lobby hall** place has a role as a division between those parts. Scale of public areas is more noticeable than the standard hotel. For instance, high ceilings and corridors are divided into **individual spaces**.



**Key Words**  
-  
**Luxury**  
**Hotels**

Private desks

One on one Attention

Airport Style

Merged with Lounges

Informal

Gathering

Intimate

Individual spaces

Retail

In these hotels, **private desks** and **one-on-one attention** often replaces the **airport-style** registration counters of chain hotels. (McDonough et al. 2001). Entrances, lobby halls are most gorgeously having characters. Registration areas might include small front desk, sometimes private desk can be designed to invite guests to be seated for a while.

According to size of the hotel concept, lobby area is **merged with lounges**. A lobby lounge area can have a formal seating with such varieties of amenities. Size of spaces can be variable like for large spaces in order to offer for **informal** or smaller **gathering**, or more **intimate** seating for private conversations. Moreover, afternoon tea or cocktails when the guest arrives or in evenings.

In the lobby hall or places near by there accommodate not only newsagent or souvenir stand but also **retail** stores. “ Neither hairdresser, nor a cosmetic shop, nor jewelry outlet, nor a boutique can survive on hotel guests alone, and are unlikely to attract other customers due to their tucked away location inside a hotel hall.” (Ponstedt, Frey, 2014, pp. 174-176)

With the desire of luxury traveling and experiences, opportunities for lodging can change the size. According to sources, “in 2011 57 million Chinese tourists were expected to travel abroad and spend U.S. approximately\$55 billion” (Penner et. al,2013, p. 44). That’s the reason number of accommodation could increase. This brings both advantages and disadvantages. As increasing economy and potentially for design or disturbing environment. By tourism industry, these two sides can be criticized with protections.



Figure 2.1.1 Reception and Lobby area of JW Marriot Hotel and Resort, Ankara, Turkey, 2016



Figure 2.1.2 Lobby area and working place of JW Marriot Hotel and Resort, Ankara, Turkey, 2016

### **JW Marriot Hotels and Resorts, Ankara, Turkey**

JW Marriot Hotels and Resorts are international chain systems that also in Ankara, Turkey can be a successful example for this multi-branded hotel group. Also have skyline features in the city. The hotel takes a place in political and business district of Ankara so it is easy to reach business centers and governmental hub areas. That is also strong reason that this hotel mostly useful for business travelers more than leisure.



Figure 2.1.3 Lobby Lounge area, JW Marriot Hotel and Resort, Ankara, Turkey, 2016

For hotel management and according to standardization of JW Marriott hotel industry, design of public spaces with meeting rooms and working places are really well considered.

The entrance has high volume with magnificent decorated lighting and escalator takes a place to create sufficient circulation (Figure 2.5). In order to welcome more guests with the same attention and to do registration while giving extend information, four welcome desks have been designed (Figure 2.1).

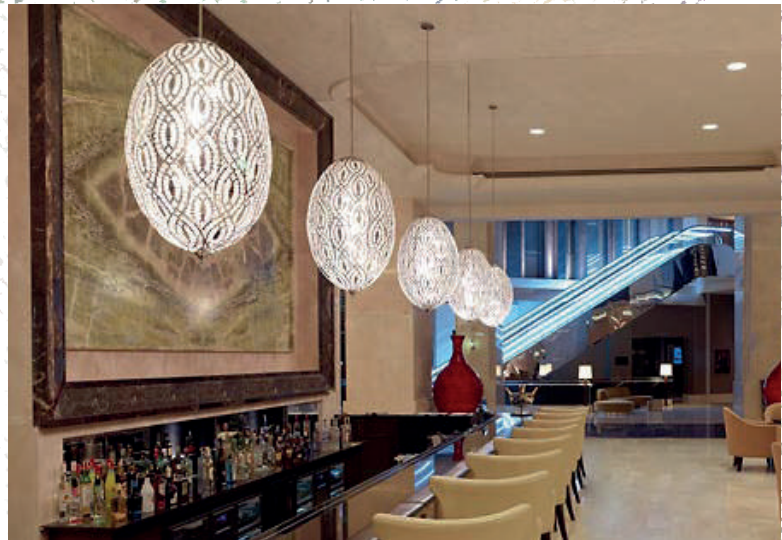


Figure 2.1.4 Lobby bar, JW Marriott Hotel and Resort, Ankara, Turkey, 2016

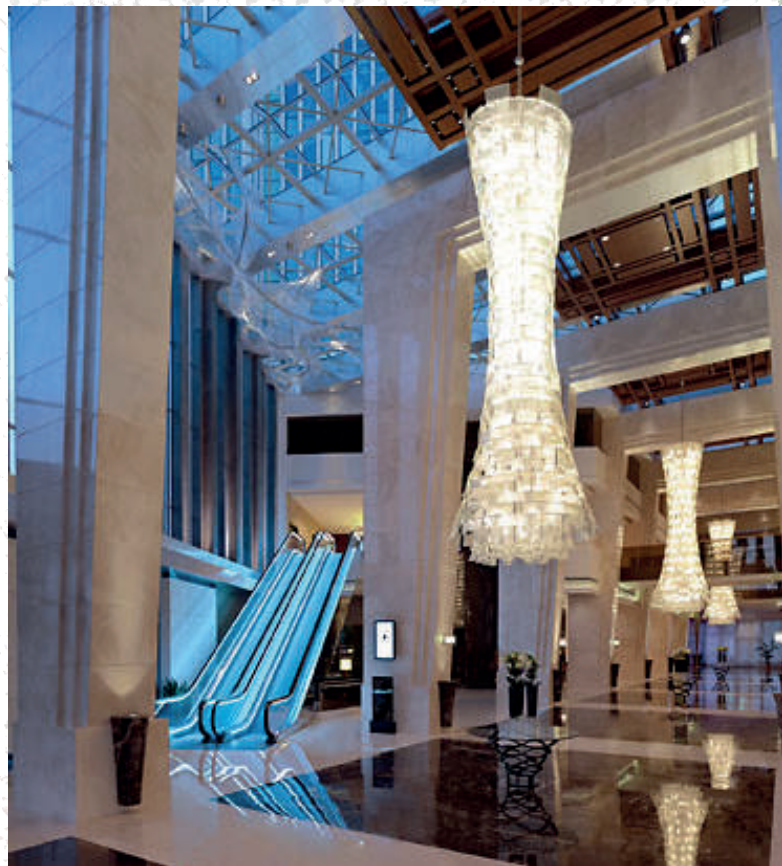


Figure 2.1.5 Lobby entrance, JW Marriott Hotel and Resort, Ankara, Turkey, 2016



Figure 2.1.6 Lobby bar, JW Marriott Hotel and Resort, Ankara, Turkey, 2016

## FOUR SEASONS HOTEL TORONTO, CANADA BY YABUPUSHELBERG

Four Seasons Hotel is another hotel for luxury and chain groups that exist in different countries. This case takes a place in Toronto, Canada. The hotel is located in the most glamorous shopping and resta-



Figure 2.1.7 Lobby seating area, Four Seasons Hotel Toronto, Canada



urant quarter of the city . This hotel mostly useful for business travelers more than leisure. Location of the hotel and visual connection with the panorama are integrated.

In terms of design language, this fantastic hotel lobby blends sophistication and the whole area is designed according to standardization.

Places for accommodation, events and meetings are designed in a same language.

Luxury and comfort are their main principles. With the first impression from lobby hall, they can answer their guest's expectations.



Figure 2.1.8 Lobby entrance, Four Seasons Hotel, Toronto, Canada

*“Before the nineteenth century, only luxury hotels had lobby halls large enough to be statement-producing gathering places. It is only in the nineteenth century, grand hotels that larger lobby halls appeared that were modeled after main halls of their admitted precedents: the palaces and castles of the aristocracy”*

(Avermaete, Massey, 2013, pg62).

## THE LOLA HOTEL NYC, AMERICA by Susan Jaques and Matthew Rolston

*“embraces a design aesthetic that is inspired by old Hollywood glamour and iconic femme fatales” (Smith, 2011 )*

The hotel is in Newyork and the building is combined with the atmosphere of the city. The hotel and especially the lobby area has a classic decoration that can be felt from the moment you enter. The feeling of sophistication and luxury are welcomed guests with sultry and moody design.



Figure 2.1.9 Lobby bar, The LOLA Hotel, NYC, America, October, 2014


Smoky charcoal hues in color, strong fabric selections, velvet mohair chairs, leather half moon shaped sofas and oversized marble coffee table. Lighting was innovated and Jason Miller chandelier and Tom Dixon fixtures were chosen.



Figure 2.1.10 Lobby bar, The LOLA Hotel, NYC, America, December, 2011



Figure 2.1.11 Lobby bar, The LOLA Hotel, NYC, America, November, 2015



Key Words  
-  
Resort  
Hotels

Industrial Revolution

More accessible

Everyday Life

Physical Surroundings

Expectation of Travelers

## 2.2. Resort Hotels

The first resort is seaside spas in ancient Greece and Rome, a concept which soon advanced throughout the Roman Empire. During Middle Ages and Renaissance spas were brought up back. During the early years of the **Industrial Revolution**, resorts remained the province of the well-to-do. Around the twentieth century resort became more **accessible** especially by middle class. This included dramatic increases in leisure travel by Europeans and Asians, primarily Japanese, as well as Americans (Penner et al. 2013).

“The primarily function of a resort is to offer an escape from **everyday life**” (Penner et al. 2013. pg 120). Experiences and being memorable could be a secret for this concept. Outdoor facilities are main operators for resort hotels. However, location, geography, locality, culture has too much connection with resort building that design phased are impacted directly.

The resort hotels are “identified within three distinct types: destination resorts, urban resorts, and theme resorts” (McDonough et al. 2001,p. 63 ). Destination resorts like in Antalya ( which is analyzed in chapter 5) are located with **physical surroundings** that guest are independent on experiences. Open-air living rooms can be offered in this experience. Urban resorts often for a short weekend or extend weekend breaks. Surrounding buildings play an integral role in the design. Theme resorts , like they are unable to have this experience in another resort.

In the improvement of resort primarily function is location. **Expectation of travelers** could determine the amenities such as spas, massages, rehabilitation centers, retails and so on of a resort hotel. The amenities not only have been decided by travelers but also the segment of MICE ( meetings, incentives, conventions, and events) looks for these kinds of possibilities to attract participations (Penner et al. 2013).

*“Experience they will be  
able to take home with  
them.”*

(McDonough et al.2001,p. 63 )

In terms of **project disciplines** the functions are divided into four titles which are guest rooms, public spaces, back of house. Public spaces in resorts have different properties and contexts according to typologies. For example, lobby and reception areas can be accommodated in **different locations** or number of seating in each area can show differences. "Destination resort usually allocate a much larger amount of space per guest than urban or theme properties, keeping in mind that guests at these resorts are generally spending more time premises for longer periods of time" (McDonough et al. 2001, p. 73).

In the point of guest arrival and registration atmosphere of arriving at a destination is important to create immediate **emotional impact** on the guests. Front desk which is the reception desk can vary, generally it is off the main arrival foyer (McDonough, Hill, Glazier, 2001). With the respect of the resort's size, intimate office, in which the guests may be seated to a more conventional counter with several registration stations. Also storage for guests' luggage and front office with storage are provided to let guests freedom.

In golf resort hotel reception desk or check in units can show differences than the other resorts. For instance, front desk for check in function may involve separated areas for the guests' golf bags and gear from their other luggage by bringing down to the cart and bag storage area (Penner et al. 2013).

In some existing examples, guests use the area only on arrival when to do check-in or check-out. Thus, this area can be totally separated from rest of the hotel. In another case, lobby lounges can work as a **living room**. Central gathering points for different activities are located. In some cases, guests come together to watch sunset or to relax. Some snack services or breakfast can be provided, also entertainment and dancing activities can take a place here.



Key Words  
-  
Resort  
Hotels

Project Diciplines

Different Locations

Emotional Impact

Living Room

Architectural Process

Socializing

Alternative Reception

Accessibility



During few centuries reception desk has been designed according to different needs and several defining factors have brought the results for **architectural process** of it. For example, dimensions or length of the reception directly in a connection with a number of guest rooms. According to Lawson's publication (1995) about hotels and resorts " 4.5 meters for 100-150 rooms, 7.5 meters for 200-250 rooms and 10.5 meters for 300-400 rooms "(Lawson,1995, p. 140). Surely it can be discussed if it is applied in an existing designed hotel because dimensions of the lobby area and functional need of services in the hotel can show differences.

Besides the beauty and possibilities of resort, comfort and luxury are emphasized. Lobbies should be 30 percent larger than suburban or airport hotels, and 10 percent greater than downtown hotels of comparable size. This shows that spending time for **socializing** and spending time in lobby area are done by guests.

At the same time, in spa resort hotels, **alternative reception** areas are provided for a health spa. Additionally, this spa functions can be provided with separated reception areas in multi used hotels like Ritz Carlton in Hong Kong which is the level of hybrid and multi used hotels. In spa resorts hotels, **accessibility** of guests from the lobby area should be easy. Or a special spa elevator which serves from guestroom areas to the spa without passing from the public areas like lobby can be provided.

There are types of resorts which are the sea side, islands, desert, golf, spa, marina, ski and Mountain, Eco tourists . Each of them has their own design and planning consideration. From materials to furnishing in both private and public spheres could show differences. " The earth tones and rugged finishes often psychologically blend with mountain resorts, while pastel colors more closely recall beach locations(...)" (Penner et al. 2013, p. 124).

*“This redefinition of the hotel was paired with a re-articulation of the lobby space. The business and resort hotels, especially in their incarnation as branches of globally operating, transatlantic chains of the post-war era, epitomise this concept of a modernist, universal standard, providing not only predictable accommodation, but also a ‘normalised’ public environment: lobbies, bars and restaurants that were designed to be identical around the world. “*

*(Avermaete ,Massey, 2013, pg. 1 )*

Geographical locations also impact the amenities in design apart from materiality and colors. In mountain hotels, the location and the function like skis can help when decision is taken in many details.

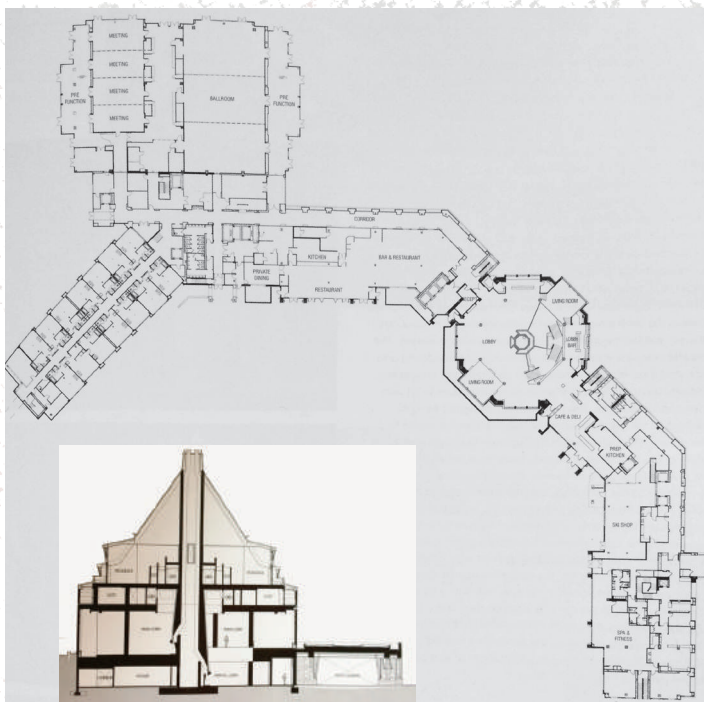
But despite the hotel which type is selected , most of the hotel creates the first impression based on the design and layout of the lobby (Andorka, 1995). In turn, these impressions may have the potential to influence how guests evaluate the effectiveness and quality of the hotel's services.

Finally, resort hotels are usually located in the mountains, on an island , or in some other exotic locations away from cities' . These hotels have recreational facilities, scenery, golf, tennis, sailing, skiing and swimming . Resort hotels provide enjoyable and memorable guest experiences that encourage guests to repeat to the resort.



Figure 2.2.1 Lobby area, Ritz-Carlton Lake Tahoe Hotel, California, America, 2013

## RITZ-CARLTON LAKE TAHOE HOTEL, TRUCKEE, CALIFORNIA



The destination resort was designed by Hornberger + Worstell Architects.

Octagonal lobby is at the center of the massing and integration with the nature and the design. Colors, materials and furnishings were chosen according to atmosphere of the geographical location.

Figure 2.2.2 Lobby area plan, Ritz-Carlton Lake Tahoe Hotel, California, America, 2013

## MALLIOUHANA AUBERGE RESORT, CARIBBEAN

Following an extensive property-wide renovation in 2014, Malliouhana was reopened debuting a lobby that evokes the spirit of 80's. Hollywood style is mixed with Caribbean chic.

The lobby features a stunning, mirrored floor that elegantly embraces the open floor plan of the resort and welcomes guests to its daily tea time.

Overall atmosphere has in a harmony. With white, blue and the nature.



Figure 2.2.3 Outside, Malliouhana Auberge Resort, Caribbean, 2014



Figure 2.2.4 Lobby area, Malliouhana Auberge Resort, Caribbean, 2014



Figure 2.2.5 Lobby area, Malliouhana Auberge Resort, Caribbean, 2014

## MARGARITA VILLE HOLLYWOOD BEACH RESORT, FLORIDA, USA

The interior design of the Beach Resort was opened near the end of 2015 in Florida. A stunning free-form lighting structure, made of margarita glasses, hangs above the lobby at this spot. This piece is a good



Figure 2.2.6 Lobby area, Margarita ville Hollywood Beach Resort, Florida, USA, 2016



Figure 2.2.7 Lobby, Retail Store, Margarita ville Hollywood Beach Resort, Florida, USA, 2016

example of the balance between sophistication and fun that the resort achieves through interior design. A blue flip-flop sculpture serves as another signature decorative item in the lobby and a very popular place for guests to take photos. The lobby features a collection of indoor cabanas that create private niches perfect for small gatherings or phone calls. They also make a good “meeting spot” for a group traveling together. Different concept of bars, stores and cafes are located in the resort. From entrance to the all areas of the hotel, different experiences are provided for users.



Figure 2.2.8 Entrance, Margarita ville Hollywood Beach Resort, Florida, USA, 2016



Figure 2.2.9 Seating Area, Margarita ville Hollywood Beach Resort, Florida, USA, 2016



Figure 2.2.10 Lobby area and Reception, Margarita ville Hollywood Beach Resort, Florida, USA, 2016



Key Words  
-  
Convention  
-  
Conference  
Hotels

Meetings

Business

Personal interaction

Intimate value

Early 20<sup>th</sup> Century



## 2.3. Convention and Conference Hotels

Convention and Conference hotels host national and international meetings. In different countries focus of **meetings** can have differences. For instance, while in United States and Canada, meetings for group **business** in large corporate, in Milan or Berlin focus on international trade shows. Rooms for convention hotels range from 500 for small meetings to 1,500+ for larger meetings. Those aims impact the purpose of convention hotels. Dimensions of these hotel groups showed explosion of a variety of different types in early 2000s. With the development of accessibility like an airport hubs all over the world, convention hotels have increased in outside of cities, center cities (Penner et al.2013).

Convention and conference hotel typologies are always confused for a lay-person. However, while the convention hotel serves for several hundred people, conference hotel attracts small groups which look for close **personal interaction** and **intimate value**.

The background of these hotels are based on the early twentieth century. In the early twentieth century, needed to educational and training places became a reason for especially universities. During many years, this necessity has increased and gotten the shape according to several needs. In Europe and the United States, dimension of conference centers may be showing differences. "In Europe, the conference center may be much larger, intended for international meetings of several thousand people, much like convention centers in the United States " (Penner et al. 2013, p. 215).



Key Words  
-  
Convention  
-  
Conference  
Hotels



Guest Expectation

Markey Opportunity

Have escaped

Beyond the expectations

Last generation needs

Merged needs



As it is also seen in other types of hotels, **guest expectations** for convention hotels have risen. Like in resort hotels, convention areas have become more self-contained. "Groups now have the option of choosing a resort like a conference center, using the relaxing atmosphere to promote teamwork and motivation" (McDonough et al. 2001, p. 103). This possibility can allow the hotel management to have **market opportunity** as a resort hotel. During a week different profitability and profiles can be seen. Some of these hotels are able to offer an experience unlike the everyday office building, making guests feel they **have escaped** from their normal office **routines** even while still working and attending meetings. Therefore, even though the guests come to the hotel just for business aim, a good design of the area and the effort of developers will attempt to give an experience **beyond the expectations**.

Convention hotels are the best types for **last generation needs** and a sufficient example for new ways of using. **Merged needs** of life conditions might push people to combine business and leisure travel together. Increasingly, conventions are held resort areas, where guests can take part in non-meeting activities or where families can spend a day on vacation while one parent is busy. Moreover, for the hotel industry it provides more benefits rather than be just business or leisure activity hotel. Guests can extend their time in these hotels for both business and vacations. In some resort hotels or conventions, meeting and working places for group people are more divided than the main circulation area, thus, in somehow, division between convention and resort typologies can be sustained.

Main necessities in convention concept hotels are a number of meeting rooms and meter square of ballroom areas. The property requires a major ballroom and substantial amounts of exhibition and multipurpose meeting space, totaling about three or four times the amount of meeting space that is normal for most business-o-



**Key Words**  
-  
**Convention**  
-  
**Conference**  
**Hotels**



Sufficient Public Place

Variable Size

Registration Counters

Appointments



riented hotels.

**Sufficient public space** for arrivals, lobby space for sufficient size number, separated entrances are main design consideration in all over lobby area in a convention hotel. In over all, public spaces have specific composition in order to accommodate large groups of users for different activities. Therefore seating areas for these kinds of hotels have varieties in different typologies, however, used more efficiently than resort or other scale of hotels.

In corporate conference centers, lobbies' size is **variable** and lobby lounge can be seen according to policy permits. Meanwhile, guest rooms are small and rarely suites can be seen. Computers and specialized room might be provided.

The convention hotel is divided into three primary categories in functional division these are public locations, guest room and back of house areas. (McDonough et al. 2001). Public areas include both interior and exterior amenities and flow space within the hotel. The arrival and registration area must be available to welcome large groups when they arrive and leave even for a short time. **Registration counters** for check in or check out must be equipped well, allowing services for both large and small groups. Baggage and luggage storage can be provided around this location.

The hotels like in this case which don't expect tour groups require such a space in which guest may check out but are still at a conference in the hotel or have **appointments** elsewhere in the city and only collect their luggage later; or if seminar organizers bring equipment the day before which cannot be stored in other event spaces which are being used for other purposes; or when luggage is sent forward (Ponstedt, Frey, 2014).



**Key Words**  
-  
**Convention**  
-  
**Conference  
Hotels**

Overnight accommodation

Different sizes

Public spaces

Guest room

These types of hotels focus on meetings and conferences and **overnight accommodation** for meeting attendees. They also provide video conferencing facilities, audiovisual equipment, business services , flexible seating arrangements , flipchart, etc. These hotels mostly located outside the metropolitan areas and have facilities like golf , swimming pools , tennis courts , fitness centers , spas etc.

	Executive conference centers	Resort conference centers	Corporate conference centers	University conference centers
Guestrooms	Average to large size rooms, few suites; club floor	Large to very large rooms, 5-10 percent suites	Small to average -size rooms; few or no suites; common area on each floor	Average-size rooms; few suites; case study or commons area on each floor
Public areas	Large lobby with lobby lounges; conference dining and specialty restaurant; entertainment lounge and game room	Average lobby with view over grounds; conference dining, specialty restaurant, and recreation dining; entertainment lounge	Lobby size highly variable; lobby lounge if corporate policy permits; conference dining and private dining; game room	Small to average-size lobby; reading room or quite lounge; conference dining and private dining; cocktail lounge

Table 2.3.1 Guest rooms and Public areas in Conference Centers

(Penner, Adams, AIA, Robson 2013, P. 217)

There are executive, resort, corporate and university conference centers. According to each conference and conventional hotel category, dimension of the public places and **guest room** areas are showing differences. Largeness and averages of this each area are in relations.



Key Words

-  
Convention  
-  
Conference  
Hotels

Central Gathering

Multiple Purpose

Temporary Exhibitions



	Executive conference centers	Resort conference centers	Corporate conference centers	University conference centers
<b>Guestrooms</b>				
Number of rooms	225- 300	150-400	125-400	100-200
Typical net area*	30-35	30-37	26-32.5	26-32.5
Gross area*	49-56	49-58	42-51	42-51
<b>Percent of total</b>	50-55	45-55	35-35	45-55
<b>Public areas</b>				
Number of restaurant	2	3	1-2	1
Number of lounges	2	2-3	1	0-1
Gross area*	8-12	8-12	6-19	8-11
<b>Percent of total</b>	8-12	8-12	7-12	9-14

Table 2.3.2. Total areas of Guest rooms and Public areas in Conference Centers

(Penner, Adams, AIA, Robson 2013, P. 218)

The lobby lounge is often the **central gathering** place after or between meeting (McDonough et al. 2001). So, this place should be large enough to host crowded numbers. Also bars in this location have prominent roles. In some cases, extra function can be added in this area like breakfast service, entertainment, dancing.

**Multiple purpose** lounges which are used generally for meeting and event purposes, in some cases have different connection with other functions. The area can be connected directly to the lobby hall, preferably at the interface to the banquet and conference area. It can be used to hold **temporary** marketing **exhibitions** of antiquity and jewels, to stage cocktail receptions or receptions prior to banquet events. If it is not used, preferably during the day or the week, it is useful to add this area to the lobby by pushing away a mobile wall (Ponstedt, Frey, 2014).



Key Words

-  
Convention  
-  
Conference  
Hotels

Public areas

Circulation

Controlling of security

Waiting time



In the conference hotel like in the convention centers, **public areas** are more essential in the design process. Location of functions might be decided according to context of it. Generally , there can be two wings or two different buildings, one of them includes meeting facilities while another one has lounge or dining facilities. Due to having public functions and events inside of these hotels, entrance is important in terms of fluency of **circulation** and **controlling of security**. “The conference facilities frequently provide two main entrances, one the lobby entrance for overnight guests, the other the function entrance, here intended for the day conferee” (Penner et al. 2013, p.228).

Even if not possible to provide alternative entrance from outside to the conference area, direct access from the hotel lobby area should be provided. It shouldn't be forgotten that the main focus in this hotel typology is on the conference and meeting area. **Waiting time** before or after events in order to welcome adequate number of guests, lounges and lobbies should have enough size. During free time of guests, multiple recreational amenities might be provided that they can spend their time sufficiently.

**JW Marriott Hotel, Indianapolis, Indiana**  
**by ,HOK Group and CSO Architects,Interior Design,**  
**Simeone Deary Design Group**

It is a sky limit in the city. Aim was to provide largest convention destination with meeting rooms in flexible function space.



Figure 2.3.1 Lobby area and Reception, JW Marriott Hotel, Indianapolis, Indiana, 2013.



Figure 2.3.2 Lobby area JW Marriott Hotel, Indianapolis, Indiana, 2013.

Huge volume is divided into private locations ( Figure 2.21). The location of 56 story towers is near the Singapore harbor. Apart from convention and meeting rooms feature, more public places like podium, casino, museum, theater, shops are provided.



Figure 2.3.3 Lobby area Atrium, Marina Bay Sands, Singapore 2013.



Figure 2.3.4 Exterior, Marina Bay Sands, Singapore 2013.

Key Words

-  
Limited  
Services

-  
Hotels

Limiting Design

Market Characteristics

Minimal Lobbies

Durable

Creatively

Basic Needs

## 2.4. Limited Services Hotels

Limited service hotels more focus on **limiting design** with the controlling costs. “Primary investment focus is on guest rooms, and not on food service, meeting, conferences, banquet, retail, or other revenue areas” (McDonough et al. 2001 p. 117 ). Specific **market characteristics** follows business, recreation , conferences, travel, single-source generators, combinations of these. Often guest room number is more considered than public areas. They mostly include the concept of:

“**Minimal lobbies** and public spaces with minimal formality

“ Simple details, common materials, and **durable** finishes” (McDonough et al. 2001, p.18 ).

Regardless of the hotel type or program, the design team must find ways to use these standards **creatively**, rather than trying to persuade the owner to invest in new details. Spending time and fees on new details will lead to redesign work that the owner will not accept as an additional service and that the design team will have to absorb (McDonough et al. 2001). Thus, design standards can change all steps on the further that designer should review the project in the beginning with the owner.

These hotels provide clean , comfortable , safe , inexpensive rooms and meet the **basic needs** of guests . Economy hotels appeal primarily to budget minded travelers who want a room with minimum services and amenities required for comfortable stay, without unnecessary paying additional costs for costly services. The clientele of these hotels include families with children , traveling business people , backpackers , vacationers retirees, etc. These types of hotels might not offer food and beverage facilities.

## SPRINGHILL SUITES MARRIOTT, QUEBEC, CANADA

The hotel offers separate areas for working, sleeping and a kitchenette. Free Wi-Fi access throughout the hotel. Meeting and banquet space offers versatile and functional options for business and social occasions. In terms of design is simplicity is preferred and mainly serves for functionality. The dimension of the lobby area is according to the hotel category, reception, lobby and lounges are located in a same place.



Figure 2.4.1 Reception area, Springhill Suites Marriot, Quebec, Canada, 2016



Figure 2.4.2 Lobby area, Springhill Suites Marriot, Quebec, Canada, 2016



## RESIDENCE INN, MARRIOTT, GAINESVILLE , USA

Overall the hotel is under limited service category but in the small scale different alternatives are provided. The hotel-wide WiFi, evening socials at Inn the Mix, parking, and a location convenient and local dining options. Lobby area can be in secondary step, however, the lobby is a balance and passage between different areas such as, an outdoor swimming pool, fitness center, business center, a meeting room, outdoor limited seating, BBQ grills. With alternative seating units the area presents choices for the users. Also, the whole area is being divided into multiple places with partitions, furniture, fireplaces and television.



Figure 2.4.3 Lobby area, Residence Inn Marriott, Gainesville, USA, 2016



Figure 2.4.4 Lobby area, Residence Inn Marriott, Gainesville, USA, 2016

*“ What will not change is the emotional significance of the hotel lobby. And thus, arriving at any hotel, grand or humble, may inspire a range of bland or intense feelings in guest, depending on their circumstances.”*

(Avermaete, Massey 2013, p.86)

## 2.5. Boutique and Design Hotels

**B**outique as meaning word, complex and specialized at the same time it is defined as services provided to **private customers**. Design, boutiques and lifestyle hotels are almost same that's why in some cases people mention them in a same way. However, quality level of a boutique hotel is upscale to luxury, even though design and lifestyle hotels are between budget and luxury. Boutique hotels were increasing with **business travelers** choices and entertainment hotels were introducing in the late 1990s. Design hotels are more same with lifestyle hotels in terms of size, location, typology of buildings, design, facilities and quality. During 80s and 90s, boutique hotels were most often used terms. According to researches and theorists, there are not differences between these categories (Penner e al.2013).

With the individual **entrepreneurs**, number of design hotels have increased. Popularity of design hotels have provided to established brands. Boutique or lifestyle hotels are recently growing. According to Ian Schrager, "the idea behind the boutique hotel, as I saw it, was meat touch people emotionally and viscerally and offer guests a truly unique experience" (Penner et al.2013, p. 54). So, mostly these travelers seek more than a place to sleep.

In the global area, hotel industry directed by **chains** such as Sheraton, Ramada, Hilton, Holiday Inn, Marriott. All look like under the standardization. Gradually, some smaller entrepreneurs have taken a role into this field that travelers can find offers that outside of limited designs and **ambiance**. Overall innovative periods, the boutique hotel system has handled with many international and old chain hotels.

For example, Royalton Hotel in Manhattan designed by Philippe Starck in 1988 is one of the revolutionary boutique hotels (Avermaete, Massey, 2013). The lobby area gained a contemporary design statues with furnishing . Intimates areas



Key Words

-  
Limited  
Services

-  
Hotels



Private customers

Business Travelers

Entrepreneurs

Ambiances

First excitement

Social gathering spot



are provided for small groups and semi privacy. The major statue of the reception desk has decreased while the bar and restaurant taking places. Public service like toilet was preferred.

Definition of public provides different meaning to boutique hotel industry. Functionality and comfort are lasting tremendous value. Few years ago an advertisement of Holiday Inn, “the best surprise is no surprise” (Penner et al. 2013,p. 54) was written . However, walking inside a hotel, walking into the lobby should create the **first excitement**.

Attracting trendsetters and celebrities, design hotels have ushered in the return of the hotel lobby as a downtown **social gathering spot**, an important urban function on the wane since the grand hotels of Golden Age, when hotels were a city’s epicenter of fashion, politics, and high society. With the new innovative style, extreme potential of nineteenth centuries hotels return in a way.

The total travel market has a small percentage of discerning travelers, who show a high importance on privacy, luxury and service delivery. As this market is typically corporate travelers, the market segment is non-seasonal, high-yielding and fast, and therefore one which boutique hotel operators target as their primary source of income.

## SEMIRAMIS HOTEL , ATHENS, GREECE BY KARIM RASHID.

The hotel is sufficient example for design boutique hotels. All areas of the hotel was designed by the famous designer from material selections to the furniture. The atmosphere of the hotel is understandable from the entrance of the area. Joyful, colorful and rhythmic interior space welcomes the guests. Each area has different types of seating and grouping in terms of design. Guest pass through a colored glass cube in the entrance.



Figure 2.5.1. Lobby Area, Semiramis Hotel , Athens, Greece



Figure 2.5.2. Lobby Bar, Semiramis Hotel , Athens, Greece  
hotel lobby. • 78

## SILKEN PUERTA AMERICA, MADRID, SPAIN

This hotel's 12 floors were designed by 19 famous architects. Ground floor which includes lobby area and lounges were designed by John Pawson. Vertical wood bars works a separation in the reception and the lobby level. Also this work orientates guest's direction. Privacy on the reception area is to succeed in this way as well.



Figure 2.5.3. Reception, Silken Puerta America, Madrid, Spain, 2015



Figure 2.5.4. Reception, Silken Puerta America, Madrid, Spain, 2015



Key Words

-

Urban  
Suburban

-

Hotels



Baby Boom

Business Activities

Zones

Development of a site






## 2.6. Urban and Suburban Hotels

In this part, urban and suburban hotels are analyzed at the same time. Apart from few points, generally these two hotel groups have the same characteristic features. Suburban hotels are the part of urban hotel category. The background bases on “nineteenth century urban life while mitigating the cultural deficiencies of the countryside” (Penner et al.2013, p. 69). After World War II, explosion of suburban **baby boom** was appeared. After 50s, suburban accommodation had taken place near the highways, railways with lower costs. With the development of cities after 1970s, business centers, shopping malls, universities, sports complexes, airports, medical complexes made up richness of suburban.

Since the beginning, apart from resort hotels, most of the hotels took place in cities or in towns. With the **business activities** in suburban areas increased suburban hotels took a role with meeting room facilities, shops, restaurants, and full-service amenities. Also these were combined with residential, office.

Guideline of the city may offer **zones** and quality for the hotel’s location. Both impact qualities of a neighborhood and a hotel. **Development of a site** and a city, hotel location especially urban hotel category plays an important role. The area on which a hotel takes place increase popularity or vice versa. Hotel industry can be willing to build a structure close to popular areas. However this issue can show differences according to countries’ laws. Angel of a hotel, location of the entrance gate from parking through welcome spaces is decided with surroundings. For example, “placing the entrance next to an adjacent property’s loading dock may be worse than putting it next to the owner’s” (Penner et al. 2013, p. 21). Also it can be cared that if location of the entrance close to cinema, theaters, stadiums in which long queues can be seen frequently, can be a reason for uncomfortableness to the hotel entrance.



Key Words

-

Urban  
Suburban

-

Hotels



Meeting Place

Economical Designed

Local Culture

Capacity

Atrium



According to Jim Anhui, by the 1990s, most of the population haven't desired a restaurant, meeting places, and lounges so the concept of limited-service took a form. Small amount of **meeting place** and without food and beverage services were an idea of the industry (Penner et al. 2013).


The distinctive suburban hotel features;

- located in suburbs of main cities
- Moderately priced
- Size are small, medium, or large
- Chosen by low budget tourists

During many years, lobby area was relatively small and **economical designed**. After 1970s, larger lobbies were shifted, not only in convention and mixed-used hotels, also in suburban complexes.

Urban and suburban hotels can also reflect **local culture**. For example, in Urfa and Mardin in Turkey, hotels have local materiality, colors and patterns inspired by the context and locally. Therefore, these hotels can have an atmosphere with touristic and historical areas.

"Lobby planning guidelines of 1.4 sq m per guestroom maybe 1.5 times the norm for suburban or small city hotels, which don't generate substantial group business" (Penner et al. 2013, p. 207). In fact, most of the spaces should be oversized because a number of people are hosted in high number groups. Lobbies should have **capacity** to accommodate great number of guests in check-in and check-out processes, elevator must support guest circulation in specific periods. Also the social pastime of people watching in the downtown or suburban hotel is accommodated in its lobby or **atrium** space.



Key Words  
-  
Mixed use  
Hybrid  
-  
Hotels

Merged

Innovative design

End of 19<sup>th</sup> century

Varieties

Larger Audiences



**M**ixed use hotels have been developing recently. Leisure and business activities have been combined and **merged** together thus office spaces, residences, shopping, and entertainment have become a strategy.

Elements of mixed use complex include office buildings, shopping malls, hotels with the integrated projects. In order to have sufficient result with the best usage of land and construction, **innovative design** is encouraged.


Since the beginning of 1800s, public places in the hotels could be seen. One of the earliest hotels to provide wide public spaces which have ushered in hotels as downtown was The Exchange Coffee House Hotel, was constructed in Boston in 1809 (Penner et al. 2013).

By the **end of nineteenth century** terrific development of the building could be seen in hotels and offices. The large hotels could offer varieties of amenities and different public functions. In Chicago, Auditorium Building was designed by Adler and Sullivan in 1889 (Penner et al. 2013). The building consists three types of public use, combined office blocks, luxury hotel rooms, theaters. After World War II, mixed-use buildings couldn't be built. After awhile, in Boston the Prudential Center which includes tower of Sheraton Hotel was built.

With the diversity of suburbs became a cause for hybrid hotel types that includes **different varieties**. Firstly, multi used functions include shopping malls, universities, museums, amusement parks, medical centers, restaurant villages, and even small towns in addition to the **largest audiences** (Penner et al., 2013).



Key Words  
-  
Mixed use  
Hybrid  
-  
Hotels



University Hotels

Mall Hotels

Medical Hotels



As it is discussed above airports are part of this category. Hybrid hotel category is analyzed in this chapter with the categories of University Hotels, Mall Hotels and Medical Hotels.

First of all, **University Hotels** are steps of hybrid hotels. Hotel industry provides accommodation system “ for families and friends who are visiting to students, prospective students or professors, invited lecturers, conference attendees, visitors on researched related or administrative business ” (Penner et al. 2013, p. 83). The lobby area works as a living room furnished with soft lounge chairs, daily periodicals are arrayed therefore guests can spend time with full of book collections.

Expansion of business and residential buildings new locations have been developed. **Mall hotel** concept is an example for this typology. For a large number of family travelers with family-friendly facilities, social rooms, both interior and exterior multi used areas have been designed.

**Medical Hotels** have been built with advanced medical services and developed innovative design systems. This hotel system was needed because of hospital long waiting list (Penner et al. 2013). This accommodation offers to patients stay with their family members, and healthcare professionals who participate in the conference. Suggested medical hotel program was prepared from room amenities to public amenities. Television lounge and lobby areas, exercise areas are also provided to invite patients out from their rooms.

## THE STUDY AT YALE, NEW HEAVEN, UNITED KINGDOM

Study at Yale ,which was designed by Kuwabara Payne McKenna Blumberg architect, is a really innovative and hybrid example for University Hotels.

24 hour Lobby cafe service with light snacks and beverages are available. The lobby level is really useful for business travelers. Even though wireless access is complimentary accessible throughout the hotel area, for people who desire to work in lobby level, an apple workstation is available during all day. iPad to use or printing services are provided by the reception. The lobby area works as a living room furnished with soft lounge chairs, daily periodicals are arrayed therefore guests can spend time with full of book collections. 24



Figure 2.7.1 Reception, Study at Yale, New Heaven, United Kingdom



Figure 2.7.2 Lobby Library, Study at Yale, New Heaven, United Kingdom



Figure 2.7.3 Lobby Area, Study at Yale, New Heaven, United Kingdom, 2013



hour lobby cafe service with light snacks and beverages are available. During a check-in period reception front desk welcome guest with beverage services.

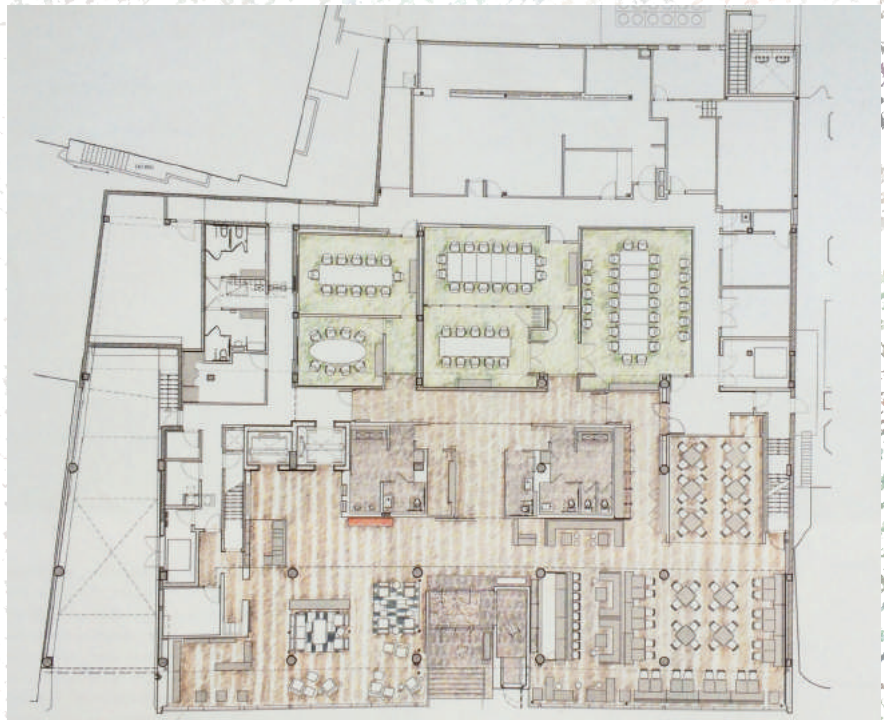


Figure 2.7.4 Lobby Floor Plan, Study at Yale, New Heaven, United Kingdom, 2013

*“If you hadn’t already made a selection from our “Enhance Your Stay,” list of popular favorites when making your reservation, grab an apple (or two) and dip into the jar for a few of our signature gingersnap cookies when checking in “ (“studyatyale”, n.d).*



Figure 2.7.5. Lobby Area, Study at Yale, New Heaven, United Kingdom

## KUCUKYALI SHOPPING MALL AND HOTEL, ISTANBUL, TURKEY

This style of hybridization includes shopping, entertainment and accommodation altogether. In total, 214 thousand meters square and the complex has five floors shopping mall and nine floors hotels. It is a recent project and going to open soon.

The hotel unit entrance is from different sides than the shopping mall. And the lobby place is located close to entrance. Generally, business travelers are aimed in the hotel.



Figure 2.7.6. Top view, Kucukyali Shopping Mall and Hotel, Istanbul, Turkey



Figure 2.7.7. Interior, Kucukyali Shopping Mall and Hotel, Istanbul, Turkey



Figure 2.7.8. Outside, Kucukyali Shopping Mall and Hotel, Istanbul, Turkey

## THE FARRER PARK COMPANY, CONNEXION, MEDICAL CARE AND HOTEL, SINGAPORE

Singapore Connexion integrated health care is the first example for Asia in the complex with medical care and hotel. Connexion, has developed by The Farrer Park Company and healthcare, hospitality, preventive medicine, medical training and education disciplines are put under one roof. A fulfilling holiday with medical treatments can be worked in, allowing convenient transitions between hotel room and conference room, networking opportunities and professional engagements. One part of the area is medical and academic centers and other links are combined with the hospital and hotel spa area. A lifestyle retail avenue located on the ground floor, completes the development.



Figure 2.7.9. Lobby Area, The Farrer Park Company, Connexion, medical care and hotel, Singapore, 2016



Figure 2.7.10. Lobby Area The Farrer Park Company, Connexion, medical care and hotel, Singapore, 2016

## CRIMSON HOTEL FILINVEST CITY, MANILA, PHILIPPINES

The hotel has two different lobby areas which are on ground and eighth floors. The lobby at the ground floor and got views with the art pieces that adorned the foyer. The formal lobby on the 8<sup>th</sup> floor for the processing of reservations. The formal lobby is like an art gallery. The installation pieces blended with the lush design. Public spaces are located at the same floor, a cafe, ballroom, reception, lobby lounge, meeting rooms, fitness center, Swimming Pool and Deck Bar. A piano is located to present instrumental concerts for the guests.



Figure 2.7.11. Lobby Area Crimson Hotel Filinvest City, Manila, Philippines, 2102



Figure 2.7.12. Lobby Area Crlmson Hotel Fillinvest City, Manlla, Philippines, 2013



Figure 2.7.13. Lobby Area Crlmson Hotel Fillinvest City, Manlla, Philippines



Key Words

-

Airport

-

Hotels



Multi Functional

Lots of facilities

International World

Alternative Functions

New Way of Design



## 2.8. Airport Hotels

Airport Hotels are one of the hotel systems has been developed by suburban hotel style. Airport terminals have been transported to the **multi-functional** use centers with malls, food and beverage, kiosks for meals, art galleries and meeting facilities. Recently, there are some interesting examples that accommodation places have been built inside the airport or near of it. Formerly, most of the airports' guests were pilots, airline personnel, early departure guests. While airport hotels still have these customers, growth business and leisure activities have impacted their market. **Lots of facilities** are available in this category hotel like 24-hour business support, self-service check-in kiosks, a health spa and fitness facilities, upgraded rooms on a concierge or club level. (Penner et al. 2013).

In busy **international world** ,**time** is incredibly valuable, most of the business travelers just go between hotel and airport. That was the main reason for the corporation of **alternative functions** in airports. Meeting places at the airport is the ideal place for business guests in order to avoid also long traffic. "As globalization of industry continues to fuel the pace and reach of business travel, amenities for the individual business traveler to work and meet on site are rapidly expanding" (Penner et al. 2013, p. 76).

In the global area, **new ways of design** strategies have been developed with the concept of contemporary scenario. Traveling and working are the two main concepts of this scenario that have to force marketing, architects and designers in order to find a new area to meet the last generation's need. In the concept of airport hotel design, this attempt can be seen clearly.

Key Words

-  
Airport

-  
Hotels

Pod & Capsule Hotels

Sleeping Cabins

Comfort

Privacy

Public area



**Pod and capsule hotels** are another new way of accommodation with innovative approaching. “They are generally inexpensive and close to the transportation areas. Guests frequently seek inexpensive overnight lodging “ (Penner et al. 2013, p. 25). Capsule **sleeping cabins** are alternatives for airports. The **comfort and privacy are provided** by the pods and enriched in waiting areas also to increase the attractiveness passengers. The cabins are independently in available areas of airports which have been specially used for this purpose.

In Japan, this hotel category is more common. Recently it has markets in some big cities like Amsterdam, New York and London **Public areas** of capsule hotels include cafeteria, bath, pool. In this accommodation style, smart-phone applications and self-check-in kiosks have taken the place of receptionist staff.

## YOTELAIR, IN TERMINAL 4 OF HEATHROW AIRPORT, LONDON, ENGLAND

A new way for the accommodation design was used. There is a direction that goes to kind of first class accommodation that there are “cabins” with “monsoon” glass enclosed showers, workstations, adjustable lighting, full size beds. In this pod concept, self-service check-in is available, and selling system of rooms are based on hourly. There are three types of cabins as standard, premium and premium triple. For the premium cabins extra luggage stores are provided.

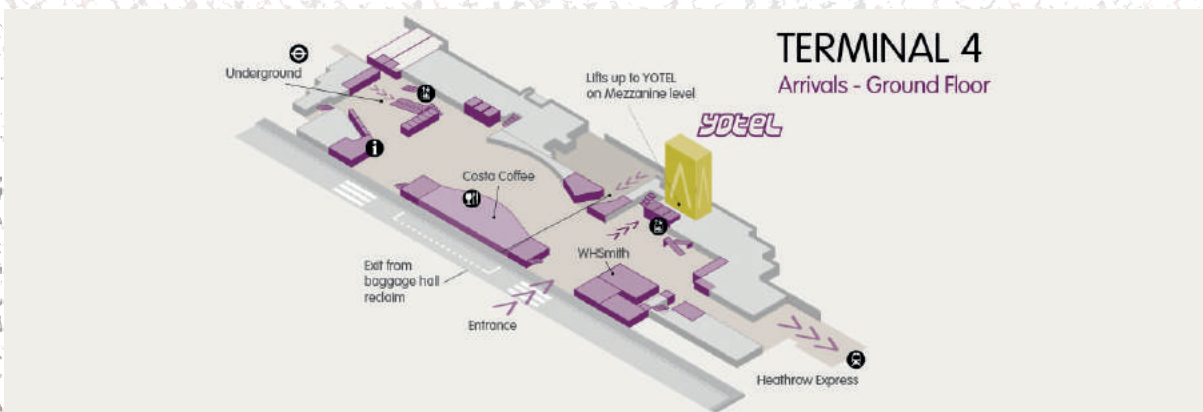


Figure 2.8.1. Location of Yotel in the airport, Yotelair, Heathrow Airport, London, England, 2016



Figure 2.8.2. Entrance, Yotel in the airport, Yotelair, Heathrow Airport, London, England, 2016



Figure 2.8.3. Check-in Yotel in the airport, Yotelair, Heathrow Airport, London, England, 2016



Figure 2.8.4. Storage, Yotel in the airport, Yotelair, Heathrow Airport, London, England, 2016



Figure 2.8.5. Standard Cabin, Yotel in the airport, Yotelair, Heathrow Airport, London, England, 2016



Figure 2.8.6. Premium Cabin, Yotel in the airport, Yotelair, Heathrow Airport, London, England, 2016

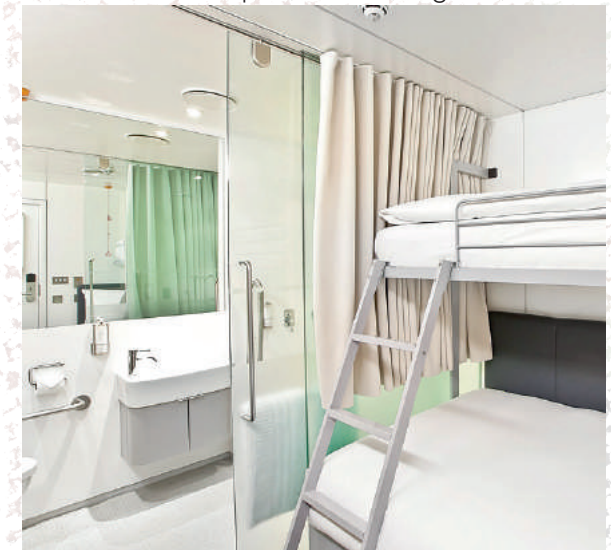


Figure 2.8.7. Triple Cabin, Yotel in the airport, Yotelair, Heathrow Airport, London, England, 2016

## NAPCABS, MUNICH AIRPORT, MUNICH, GERMANY

New generation cabins that range of sleeping cabins are offered to travelers. Napcabs are located on Level 05 of the departures area for international flights. However, passengers on Level 04 in the departures area for flights within the Schengen area can also benefit from the napcabs. Positioned in the waiting area, napcabs are located for all passengers. Using touch screens, passengers can reserve cabins directly and then spend up to 12 hours inside. The well-developed software controls ensure that temporarily leaving the napcab and then returning is also no problem at all. Payment via credit or EC card is just as simple as operating the napcab itself.



Figure 2.8.8. Napcabs, Munich Airport, Munich, Germany; 2012

## '9H NINE HOURS' , NARITA AIRPORT, TOKYO, JAPAN


Hotel aimed for passengers whose flights are delayed or cancelled .Rows of sleeping capsules line the building plus locker rooms, showers and a lounge .  
Leave your shoes in the shoebox. Fill out the Check-in Card. Get your Locker key and sleeping pod number.



Figure 2.8.9 Cabins, 9H Nine Hours, Tokyo, Japan, 2014



Figure 2.8.10 Entrance, 9H Nine Hours, Tokyo, Japan, 2014



Key Words

-  
Skyscrapers  
Mixed Use

-  
Hotels



Merged

Mixed Use Accommodation

Skyline

Division of floor area

Dominant Visual Statement

Skyscrapers are with the developed construction and design system, one of the recent styles of urban hotels. With the possibilities of locations and the size of the buildings, these accommodations are **merged** with other alternative functions. In new developing or developed cities such as Singapore, Shanghai, Hong Kong is interested to build this new way of **mixed use accommodation styles**.

In order to determine Highness of a building both economy and governmental regulation are extremely important. It is known that to be **skyline** and provide a view from the building is the most attractive side of skyscrapers. While mixed-used, multifunctional towers occupying only a **division of the floor area**, they can allow hotels to lounge in magnificent skyscrapers.

These hotels include almost hundred floors. According to research, “The Park Hyatt Shanghai in the World Financial Center and the neighboring Grand Hyatt Shanghai in Jin Mao Tower both once claimed to be the ‘highest’ hotel” (Penner et al. 2013, p. 18). Moreover, Shanghai Tower J-Hotel is the center of 121 story tower structure was built in the hub of the main business area. Therefore these triple towers work shoulder to shoulder. In any case, with the developing technology, number of these hotels are increasing and levels are changing.

“Making a **dominant visual statement** on the skyline has long been a goal of hotel owners, supported by architects and developers alike” (Penner et al. 2013, p. 18). Current tallest hotel in the world is the Rose Rayhaan Hotel in Dubai which has 72 story in the tower 333 meter Highness offers an icon on the skyline.



Key Words  
-  
Skyscrapers  
Mixed Use  
-  
Hotels



Semi Translucent

Public & Semi Public

Podium

Porte Cochéere

Sky Lobbies





Hotels are **semi-translucent** structure with urban surroundings and hotel lobbies are main public areas makes hotels “bold statements and lasting impressions”.(Penner et al. p. 19). More than other areas of urban hotels, lobby areas have the ability to set the hotels’ ambience.

In high rise mixed use complexes in which guest rooms are located in the upper levels over the **public** and **semi-public areas** such as offices and retails, a hotel may need a sky lobby. In some cases **podium** might not be adequate and alternative lobbies can be provided. Doormen and a reception desk’s staff have important roles because guests should be greeted and directed to elevators for alternative lobby areas. In the level of entrance to the building “ **a porte cochée-re**”(Penner et al. 2013, p. 110) must be provided and entrance of other places like offices, retail should be separated, in this case, controlling of the spaces and security can be successes. “Sky lobbies have the potential for great drama as they may open up to a dramatic panoramic view” (Penner et al. 2013, p 112).

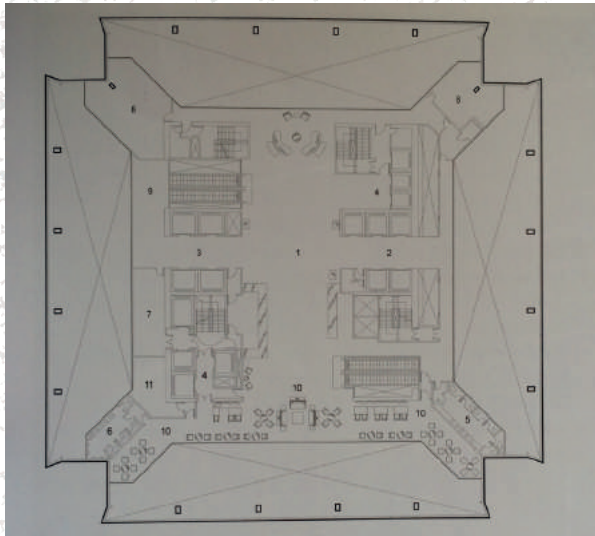
In some of these hotels **sky lobbies** are provided. Different elements like shopping malls, retail stores, ice skating, cinema, private residences are included in these towers. Hong Kong, China The Ritz-Carlton Hotel is a successful example for this topic (Figure 2.9.5). “Two major mixed used developments of the early 1980s signified the explosive business growth and rapid expansion of tourism in Singapore during that period.” (Penner et al. 2013,p .108). The case is analyzed in examples part with Swiss Hotel Stamford ( Figure 2.9.8).

## THE RITZ-CARLTON HOTEL, HONG KONG, CHINA

The hotel has these properties that provide sky lobby. Different elements like shopping mall, retail stores, ice skating, cinema, private residences are included in this tower. Rooms of guest totally include 2.750 sp m. As it is written above the dimension of the lobby area should have a dimension that is adequate to guest-rooms. The reception area is on 113th floor (Figure 2.9.3). Guests enter the hotel's arrival lobby in the building podium and are taken in high-speed express elevators 425 meter to the Sky Lobby on the 130th floor . Due to the highness of the building, guest doesn't have to spend a long time in the elevators so high-speed technology were built for that part. In these kind of hotel examples, guestrooms take place in the middle levels. Thus, key card system is used in order to have some security. While guests passing from the entrance level to the 'sky' part, they have to use the key card if they want to enter room levels. On the image it can be seen clearly that on the reception level 'lift lobby' and 'hotel lift lobby' areas were designed.



Figure 2.9.1 Exterior, The Ritz Carlton Hotel, Hong Kong, China, 2013



- 1.RECEPTION HALL
- 2.HOTEL LIFT LOBBY
- 3.HOTEL SHUTTLE LOBBY
4. LIFT LOBBY
- 5.FEMALE WC
- 6.MALE WC
- 7.OFFICE
- 8.ANCILLARY OFFICE
- 9.HOTEL GIFT SHOP
- 10.LOUNGE
- 11.STORE

Figure 2.9.2. Lobby Plan, The Ritz Carlton Hotel, Hong Kong, China, 2013



Figure 2.9.3. Reception, The Ritz Carlton Hotel, Hong Kong, China, 2013

Figure 2.9.4. Lobby, The Ritz Carlton Hotel, Hong Kong, China, 2013



Figure 2.9.5. Sky Lobby The Ritz Carlton Hotel, Hong Kong, China, 2013

## SWISSOTEL STAMFORD, SINGAPORE

The Westin Stamford Singapore has 71 stories, convention and multi used complex offers a major atrium space, shopping, offices and more kinds of facilities. Step into a world of comfort and experience strategically is located in train stations and other major transportation nodes at its doorstep. Five-star hotel that boasts a prime location amidst world-class shopping, dining, entertainment and business opportunities. Be treated to unrivaled comfort in 1,261 beautifully appointed guestrooms and luxurious suites with private balconies providing breathtaking views of Singapore's bustling cityscape and nearby islands of Malaysia and Indonesia. With high-speed Internet access in the rooms and wireless access in the other public areas of the hotel, as well as comprehensive business services, traveling executives will find working away from home much more convenient. Entertainment pleasures at Swissotel the Stamford's restaurants and bars, which includes dining and lifestyle hub where guests may listen to concerts as well.



Figure 2.9.6. View, Swissotel Stamford, Singapore, 2016



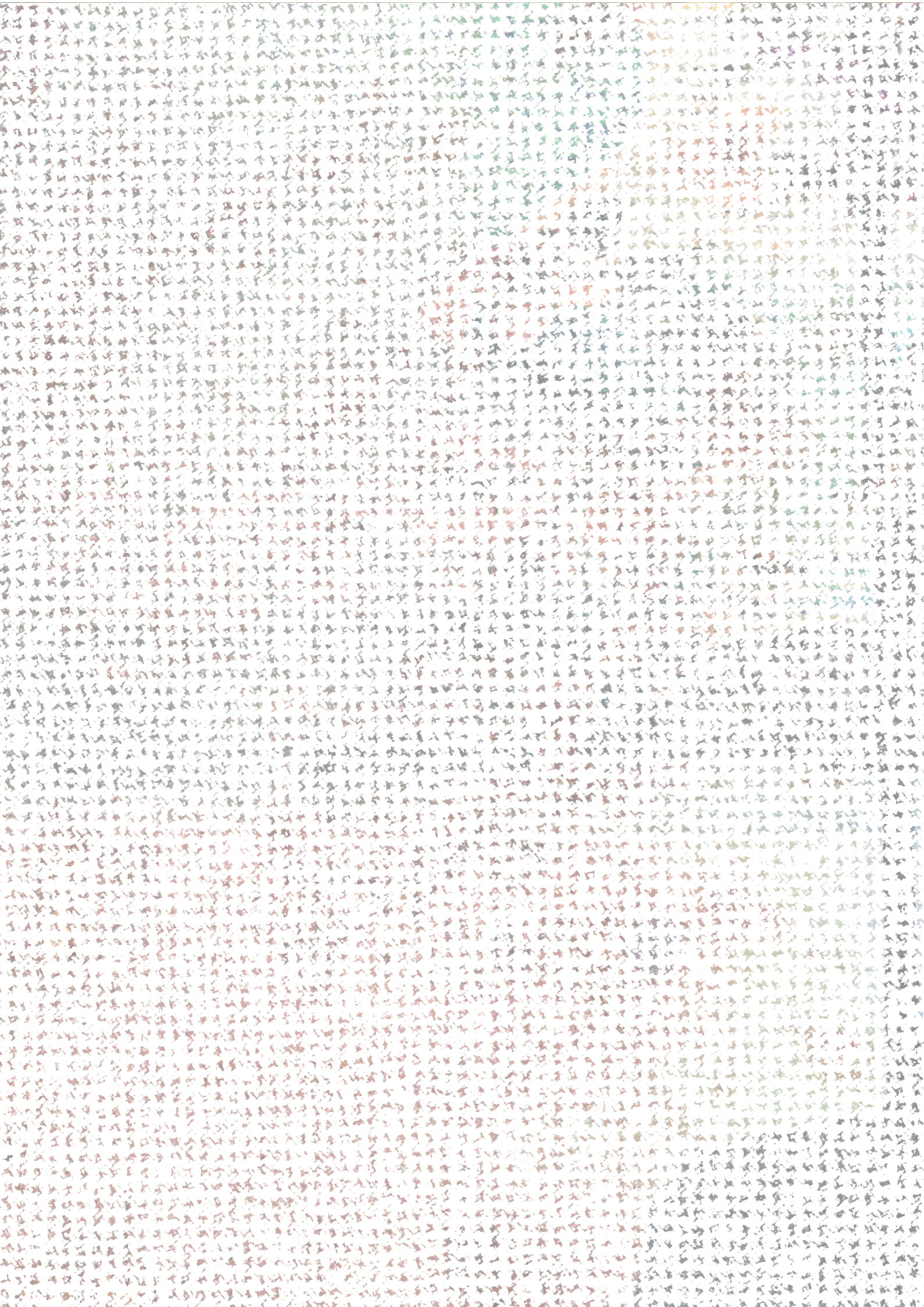
Figure 2.9.7. Lobby bar, Swissotel Stamford, Singapore, 2016



Figure 2.9.8. Lobby, Swissotel Stamford, Singapore, 2016



Figure 2.9.9. View, Swissotel Stamford, Singapore, 2016



# CHAPTER / 3

## LOBBY HALL IN CONTEMPORARY AREA





### **3.1. NEW ASPECT TO LOOK**

#### **HOSPITALITY**

##### **3.1.1. WHAT IS HYBRIDIZATION**

MEAN AND HYBRID

THINKING

##### **3.1.2. IMPACT OF GLOBALIZA-**

TION IN FUNCTIONS

OF LOBBY DESIGN

##### **3.1.3. CAN WE SEE A LOBBY AS A**

PRODUCT

##### **3.1.4. LUXURY IN TRAVELING**

### **3.2. ONLINE SURVEY - TRAVELER**

CHOICES

##### **3.2.1. SAMPLING AND DATA**

COLLECTION

##### **3.2.2. RESULTS AND**

DISCUSSION



Key Words  
-  
New Aspect  
to  
Look Hospitality



Popular Imagination

Bohemian Misery

Huge Space for Festive Events

Transforming Areas

Vibrant Microcosm

Home & Destination

## /3.1 New Aspect to Look Hospitality

The hotel lobby is a result of different experiences and the common experience of many users. Hotels and hotel lobbies have always occupied a particular place in the **popular imagination**. As a place of exclusive **sociability** and **bohemian misery**, a site of crime and murder, and as a hiding place for illicit liaisons, the hotel and its combination of experiences of public display and anonymity embody the dynamic development of the metropolis since the early nineteenth century. Offering venues for the social activities of the new urban upper and middle classes, the grand hotel was established as a building type containing **huge space for festive events** and more intimate interiors for exclusive socializing and private dining. Essentially an urban phenomenon, the grand hotel also played an important role in **transforming areas** such as the Swiss Alps, the English seaside, the French Riviera and the spa district of Bohemia into early touristic destinations. The hotel became an enclave and a microcosm of the privileged in a rural environment, a backdrop for luxurious, conspicuous consumption (Avermaete & Massey, 2013).

According to David Rockwell founder and ceo in Rockwell group (2013):

“Today’s hotel is not merely a destination, but is also a convergence of an incredible array of experiences. The moment guests enter, they become part of a **vibrant microcosm**, a carefully crafted environment provides both thrilling escape and domestic comforts” (Penner et. al 2013, p.vii). The hotel has a hybrid connection between **home and destination**. In terms of design, this idea is most clearly represented by the hotel entrance, which becomes a focal of the lobby space.

Key Words  
-  
Hybridization  
-  
Hybrid  
Thinking

Popular Imagination

Millennials

Globalization

Sustainable Improvement

Cost-Competitive

According to McDonough et al. (2001) hotels are in the “business of memories” and so, owners, architects and interior designers must work carefully to ensure a good and lasting memory for hotel guests. Hill Glazier Architects say that “the guest’s first and last experience in the op8hotel should be a reminder of the excellence of the experience as a whole” (McDonough et al., 2001). Most frequently, the first and last experience a guest has in a hotel happen in the lobby, during check-in and check-out (Miller, 1995). A single negative experience can keep a guest from returning to a hotel. This will not only deprive the hotel of that person’s future patronage, but possibly the patronage of that person’s friends and family.


### ••••• 3.1.1. What Is Hybridization Mean and Hybrid Thinking? •••••

**H**ybrid is everywhere. The concept of global leisure gives us the ability for ‘**hybrid thinking**’ Today people work everywhere with their phones, iPads and laptops. **Millennials** are not just going to F&B spaces to enjoy the culinary art, but as well to experience business. This can happen in a restaurant or in a hotel lobby or even in office buildings’ public spaces (Editorial team, 2015).

Criteria for customer perceptions tend to be indistinct and opposing with the noticeable rise during the 21st century, **globalization** of the service industry necessitates significant consideration of capacity, service level and value features to guarantee **sustainable improvement** for the hotel industry at the same time simultaneously achieving a certain level of service classification (Tseng et. Al., 2014).

The traditional hotel industry can have a similar challenge of improving and promoting more responsive, **cost-competitive** and customer-focused services that gradually develop their business processes.

Hybrid design breaks these professional silos and asks the design team to be



Key Words

-  
Hybridization

-  
Hybrid  
Thinking

Re-design

Service Innovation

Performance

Beyond The Rhetoric

Hybrid Lobby Hall



Aware, intelligent and reactive to an ecosystem of experts surrounding the design process. Hybrid designers **redesign**, rethink and, in time, reflect on their work in progressive new ways. Over time the work coming out of a hybrid design team is of a better quality, better suited to a complex physical/non-physical world and better positioned to weather the tests of time, society, and culture (Amit, 2010).

**Service innovation** and its associated dynamic capabilities are key concerns and key drivers of consistent high performance over time. In order to achieve competitive benefits some hotels recently focus on improving customer service because service innovation not only allows assessments of **performance** but also service innovation assists industries improve their service capabilities during the design stages which is to raise their service quality. Therefore in a competitive market in this global world, service innovation plays huge roles. (Tseng et. Al., 2014).

Being a thought-leader (or a design-thinker) is nice, yet also being a craftsman, who can really speak to “what works” will make a designer a better advisor to an executive. Beautiful decks or carefully worded position-papers are getting less effective as challenges become more critical, acute and complex; hybrid design makes the leap **beyond the rhetoric** in its informed use of experience-based intuition and crafts-based knowledge (Amit, 2010).

For example; Miyako Hybrid Hotel is an ideal example for **hybrid lobby hall** design. Experience the elegance and hospitality of the Japanese culture enhanced with modern amenities at our boutique hotel in Torrance, California. Offer luxurious Japanese and western amenities, contemporary design and refreshing eco-friendly environments. (“Outstanding Japanese accommodation”, n.d)

Key Words  
-  
Globalization  
-  
Lobby Design

Global Brands

Tangible Product

Chain Hotels

Conservative



### • • • 3.1.2. Impact Of Globalization In Functions Of Lobby Design • • •

**D**ue to the effect of globalization, there is a tendency, recognized in the last twenty years, towards creating **global brands**, especially in the hotel chain segment. The key to success in this regard is primarily identified by a consistent brand image, service delivery of both the **tangible product** and services, and affordable prices dependent on the target market. Since luxury and upscale hotels are highly interactive services capes, it is especially difficult to manage a global consistency throughout the hotel chain. Therefore, standardized processes, training of procedures, scripts for employees, fragmented tasks, and shared credos and values were developed to recruit, train, and retain staff on an international basis (Ransley and Ingram, 2004).

In contrast to standardized **chain hotels**, boutique and design hotels, which were first introduced in the 1980s, are individual, personalized, and modern properties, focusing on the customer's experience and adventure during their stay. Those types of hotels are not eager to be global brands, but rather emphasize on being an attractive brand in a city and a magnet where not only overnight guests, but also local visitors may enjoy the experience. It has to be added that **conservative** hotel chains, as well as boutique and design hotels have defined an important focus on cultural diversity and appreciation of the local culture in the last decade. This approach is enhanced by recruiting and training local staff, active engagement in the local community or developing products, which can be produced in the region (Ransley and Ingram 2004).

This commitment, which is also an element of the corporate responsibility, then becomes part of the brand's philosophy as well as the brand experience. The trend of acknowledging the local environment and a regional touch can often be found in the hotel's exterior and interior design as well.

Key Words  
-  
Globalization  
-  
Lobby Design

Customers' need

21 th Century

Contemporary Hotel Design

Heterogeneous

Communal

Social Experinces

Desires of Millennials

The more individualized and sophisticated **customers' needs** and expectations become, the more difficult it is to satisfy those. Several opinions or different tastes result in numerous outcomes and outputs of designs, service offers, and concepts. Lots of discussion is going on in the literature about what is contemporary design and what does the customer of the **21st century** really want and need. This subchapter tries to give an overview of various views, beliefs and interpretations of **contemporary hotel lobby design** (Braun, 2011).

The hospitality industry is very **heterogeneous** in its development, design, and trends. In other words, diversity is one of the industry's major characteristics. (Kretschmar-Joehnk and Joehnk, 2009.)

Globalization has developed different types of accommodation. Consequently different alternatives developed and accommodation perceptions have changed. Historically, the European alternative lodging industry has largely catered to students and backpackers, offering no-frill accommodations and **communal** spaces that provided cost savings and enhanced social atmospheres. As these new products and experiences began to evolve over the last several years, affordability and a focus on **social experiences** were maintained. Substantially aligned with the **desires of millennials** and millennial-minded travelers, these low-cost, amenity-rich hostel, lifestyle budget hotel and hostel/hotel combination concepts are now becoming viable in major US and Asian markets, such as New York, Los Angeles, Miami, Singapore and Tokyo, where traditional hotel rates are prohibitively expensive, as well as markets such as Detroit, New Orleans, Nashville and Portland, where unique atmospheres, architecture and cultural elements draw greater demand. With a focus on limited service with added conveniences, these products are able to decrease costs by removing unnecessary and high-cost elements, such as large guest rooms with full furniture sets, full-service restaurants, room service and daily housekeeping. It replaced them with more practical alternatives, such as smaller rooms, grab-and-go food and beverage outlets, daily housekeeping to hotel rooms but not to hostel rooms, free bicycles, free Wi-Fi and iPad usage and pay-as-



Key Words  
-  
Lobby  
As A  
Product

Consumer Preferences

Measure Preferences

Product Features

Usability

Interaction



you-go amenities such as air conditioning, towels, toiletries and high quality in-room coffee machines (Roth and Fishbin, 2016).

These new products and concepts often emphasize common areas, lounges and bars as the focal point of the property and invite guests to spend more time congregating in revenue-generating areas of the hotel, in turn maximizing revenue per occupied room (RevPOR) spent. Communal spaces are often intended to be inviting to guests by seamlessly blending with the lobby, while their concepts and designs focus on attracting local demand (Roth and Fishbin, 2016).

### ..... 3.2.1. Can We See a Lobby as a Product .....

**M**asuring **consumer preferences** is a major part of developing new products and determining the success of existing products (Cohen & Orme, 2004). Market researchers often **measure preferences** for colors, brands and flavors and the importance of certain product features in order to make recommendations about marketing strategy and product design (Cohen & Orme, 2004).

The process of new product design combines many viewpoints including marketing, manufacturing, engineering, and human factors perspectives (Tarasewich, 1996). In marketing, consumer preference research is used to determine and focus on **product features** that will persuade a consumer to purchase one product over another (Tarasewich, 1996). During the manufacturing stages, costs and efforts of producing a product are weighed against potential returns (Tarasewich, 1996).

The engineering aspect focuses on manufacturing specifications and the human factors viewpoint concentrates on **ergonomics, usability** and **interaction** issues (Tarasewich, 1996). New products are designed in an effort to fulfill the ne

Key Words

-  
Globalization

-  
Lobby Design

Competitive Advantage

Redesign

User group needs

Business Travel

Leisure Travel

Connectedness

Comfort

eds or wants of some population. The proper design of these new products is perhaps the most critical factor that determines whether or not the product, and in turn the development company, thrives or fails.

In both processes, design is important in terms of **competitive advantage** and the product life-cycle (Tarasewich, 1996). From the beginning of the development phase, product designers should consider every possible market in which a product could potentially be introduced. This type of planning will help eliminate the need to **redesign** for specific countries (Tarasewich, 1996).

Likewise, it is imperative that designers of space consider every possible user group. While the space itself is by nature in one particular market, the space will need to cater to various **user groups** including guests of varying age, gender and nationality. In addition, designers must consider guests traveling for different reasons, such as **business travel** versus **leisure travel**. Considering all affected populations from the onset will increase the success rate of new products and spaces and elongate the products' ultimate life-cycle. According to Tarasewich (1996) a company must always focus on its customers to find a way to stand out among competing companies and create a clear advantage in the marketplace. Hotel owners are no different.

According to Flynn (2004), "travelers today want three things from a hotel: 1) **connectedness**, to both people and places; 2) physical and psychological **comfort**; and 3) more selection and choices in terms of guest rooms and other amenities offered" (Flynn, 2004, pp. 23-26). In today's market, behind hospitality design, home, comfort, and security are considered the driving forces.

In an attempt to provide a more comfortable environment, the new way is to raise the size and scale of both guest rooms and bathrooms, provide less, but higher quality finishes, furniture in guest rooms, and to increase lighting in the guest

Key Words

-  
Globalization

-  
Lobby Design

Interaction

Desires

Stylish

Creative Design

SocioCultural

Technological Equipment



rooms. Flynn also suggests providing opportunities for **interaction** in lobby areas, such as installing internet kiosks, so that people will take advantage of this public space. While Flynn (2004) discusses how to create comfortable environments, he does not define comfort or provide context (Flynn, 2004, p.23-26).

Life and developments in the 21st century have changed people's behavior, attitudes and ways of living. It has become much more hectic, stressful, changing, challenging, and faster. As the requirements for human beings have been altered, needs, wishes and **desires** have done too (Curtis, 2001). The modern hotel guests have much more demands and desires than earlier population. According to Curtis (2001), the contemporary hotel guest wants a **stylish**, comfortable, luxurious, **creative design** with excellent, 24/7, authentic, personal service. It is not an easy task for hotels to fulfill those, basically, controversial wishes of their guests, especially because there is no checklist or recipe to follow.

It needs a good combination of "modern design on a creative, interesting, stimulating and intelligent level that will appear to him/her in both the global (in touch with the world) and the personal (in touch with him/her) sense" (Curtis, 2001). Furthermore, technological developments, **sociocultural** backgrounds, and current events, influence the customer's needs and wishes enormously. Standards, for instance **technological equipment**, certain design features, or exciting experiences, rise within progress. Contemporary hotel design is defined as a current design branch, which has started in the beginning of the 21st century (Braun, 2011).



Key Words  
-  
Luxury  
in  
Traveling



Temporary Lodging

Quality

Quantity

Seeks for a clear Concept

Innovation

Luxury



### 3.2.2. Luxury In Traveling

Choosing a place to stay abroad, whether it be for business or pleasure, has become an important factor in the itinerary of most of today's travelers. A hotel is no longer just a **temporary landing** space with the sole purpose of spending the night. It has become the embodiment of defined lifestyles, representing a certain kind of client with an established set of tastes and standards (Teneues, 2014).

Luxury is considered in terms of **quality** versus **quantity**. People look for a place where they can feel at home and relish perks they may not have otherwise. They take pleasure in an environment they consider to be beautiful and unique. The level of importance placed on quality of style is clearly reflected in every one of the hotels featured in cool hotels. On an ever-shrinking planet, travel is as frequent as dialing a phone number. Thanks to hotels like these, we can be punctuated by perfect places offering us much more than just a good night's sleep (Teneues, 2014).

A hotel or brand needs to understand that the customer **seeks for a clear concept** and profile to better comprehend and appreciate the experience. To create a lobby, offering stimulating and extraordinary **innovations** and products, a creative idea, a well-designed plan, courage and implementation is essential. Moreover, the impacts of those elements on the customer need to be evaluated and combined with marketing strategies to achieve customer satisfaction (Braun, 2011).

**Luxury** is ultimately about the unattainable. This is what I call the metaphysics of luxury. It's about the consumers' fantasies, hopes, and dreams and not really about the physical or material realm. Luxury marketers will do well to connect with those fantasies, because the fantasies are often far better and more

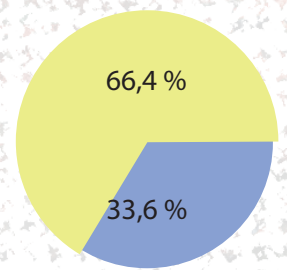


fulfilling than the ultimate reality (Danziger, 2005).

During the past century, luxury lost much of its implied decadence and moral taint. But with that loss, it became disconnected from the sense experience to which the original term alludes. So during the 20th century, luxury became a Word that described a product, an industry, an objective thing. It came to mean something expensive, affordable only to the rich, an object of transcendent quality, the best of the best (Danziger, 2005).



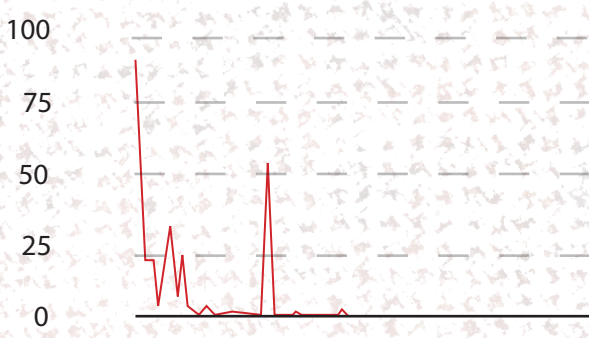
**SURVEY RESULT**



**GENDER**

MALE answers 116  
FEMALE answers 229

Figure 3.2.1.1 Gender result of the online Survey



**NUMBER OF RESPONSES DAILY**

Figure 3.2.1.2 Daily Responds of the online Survey

## 3.2. ONLINE SURVEY - TRAVELER CHOICES

First of all, in order to reach more travelers, and to understand their choices in the fastest way, an online platform which is social media was chosen. The aim of this way to analyze the choices of contemporary travelers and their choices.

### 3.2.1 Sampling and Data Collection

In the first step survey, context of questions to understand the demographic situation of participants. Age, gender, nationality, professions are asked. The reason of why they generally travel, how often they travel and what kinds of choices they prefer were asked. The choices for answers were prepared in multiple choices, rating system and open texts. After in order to understand better the choices of participation, these answers have been cross tabulated.

During the August 2016, one-month period, Facebook was used in order to deliver questions. The questions were prepared in English(Appendix 7.1). Therefore, in order to reach more people around the researcher in Turkey, the language was also translated into Turkish and distributed prints to local people around. The expected times for completing the questionnaire was expected between 5-10 minutes. Daily answers showed high result in first weeks after gradually decreased. In the end, three hundred forty-five usable questionnaires were identified as complete and serve as this study's source of data collection. All results were entered in Excel and after calculating via IBM SPSS statistic program.

AGE - Valid	Frequency	Percent	Valid Percent	Cumulative Percent
18	1	,3	,3	,3
19	9	2,6	2,6	2,9
20	17	4,1	4,1	7,0
21	14	4,1	4,1	11,0
22	19	5,5	5,5	16,5
23	22	6,4	6,4	22,9
24	37	10,7	10,7	33,6
25	63	18,3	18,3	51,9
26	16	4,6	4,6	56,5
27	14	4,1	4,1	60,6
28	7	2,0	2,0	62,6
29	8	2,3	2,3	64,9
30	8	2,3	2,3	67,2
31	3	,9	68,1	68,1
32	4	1,2	1,2	69,3
33	8	2,3	2,3	71,6
34	4	1,2	1,2	72,8
35	6	1,7	1,7	74,5
36	3	,9	,9	75,4
37	7	2,0	2,0	77,4
38	1	,3	,3	77,7
39	2	,6	,6	78,3
40	7	2,0	2,0	80,3
41	4	1,2	1,2	81,4
42	5	1,4	1,4	82,9
43	6	1,7	1,7	84,6
44	5	1,4	1,4	86,1
45	6	1,7	1,7	87,8
46	6	1,7	1,7	89,6
47	3	,9	,9	90,4
48	5	1,4	1,4	91,9
49	7	2,0	2,0	93,9
50	1	,3	,3	94,2
51	1	,3	,3	94,5
52	2	,6	,6	95,1
55	4	1,2	1,2	96,2
56	1	,3	,3	96,5
57	1	,3	,3	96,8
59	1	,3	,3	97,1
60	1	,3	,3	97,4
61	1	,3	,3	97,7
63	1	,3	,3	98,0
67	2	,6	,6	98,6
69	1	,3	,3	98,6
70	1	,3	,3	99,1
76	1	,3	,3	99,4
78	1	,3	,3	99,7
88	1	,3	,3	100,0
TOTAL	345	100,0	100,0	



### 3.2.2. Result and Discussion

At the graphic of gender(table 3.2.1.1), 229 are female and 116 are male from the total participants. With the percentage, females are more with 66.4% participants than males who have percentage of 33.6%.

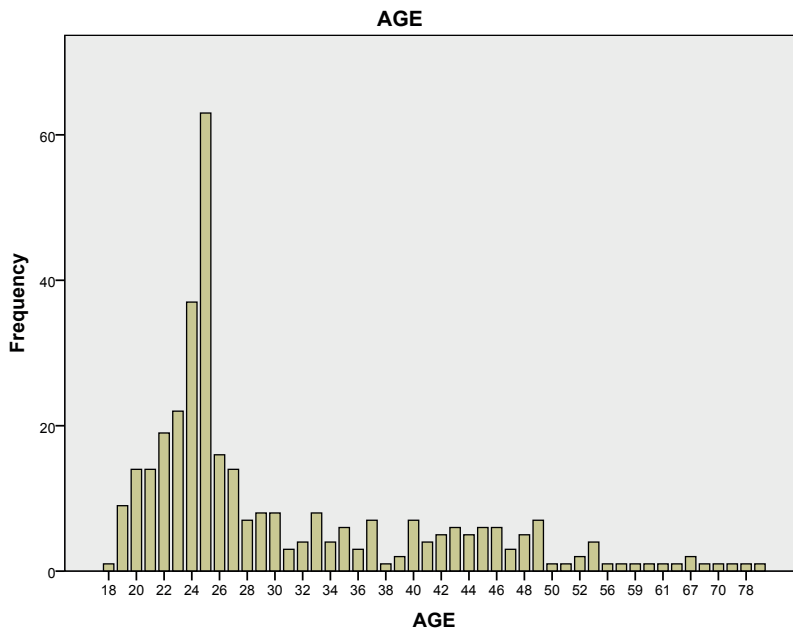


Table 3.2.1.1. Age results of Online Survey (on the right side)

Figure 3.2.1.3.demographic/age graphic (on the top)

18

YOUNGEST  
PARTICIPANT  
AGE

88

OLDEST  
PARTICIPANT  
AGE

#### Age of the Participants

At the table..., age range of the participants is from 18 to 88. As it is seen on the table, range of the ages is 70 and average of the age is 30. In order to have various answers from next questions, this range is important. However, participants are generally from the younger generation. On the graphic... most answers come from between 22 and 26 years and increase between ages of 25 and 26.

Country - Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Azerbaijan	6	1,7	1,7	1,7
Belgium	1	,3	,3	2,0
Brazil	1	,3	,3	2,3
Canada	1	,3	,3	2,6
Estonia	1	,3	,3	2,9
Finland	1	,3	,3	3,2
France	11	3,2	3,2	6,4
Germany	1	,3	,3	6,7
Hungary	1	,3	,3	7,0
Italy	12	3,5	3,5	10,4
Poland	1	,3	,3	10,7
Russia	1	,3	,3	11,0
Serbia	2	,6	,6	11,6
Spain	2	,6	,6	12,2
Sweden	3	,9	,9	13,0
Switzerland	1	,3	,3	13,3
Syria	1	,3	,3	13,6
Turkey	279	80,9	80,9	94,5
United Kingdom	12	3,5	3,5	98,0
United States	7	2,0	2,0	100,0
Total	345	100,0	100,0	

Table 3.2.1.2. Country results of the participants

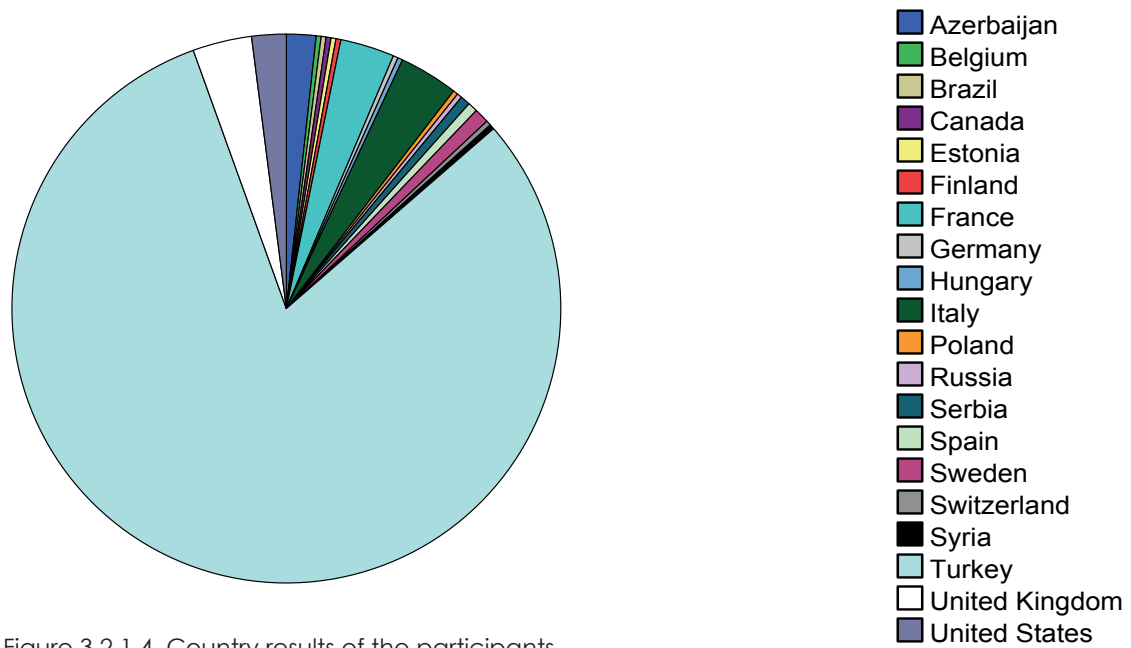


Figure 3.2.1.4. Country results of the participants

### Countries of Participants

The survey questionnaires were answered by the researcher's social media contacts. With consideration of where the researcher comes from, participation from Turkey has more donations. From 345 people, 279 are from Turkey. And the rest part which includes 96 people are from different countries. Mainly from Europe 49 participation and from Canada and Usa 8 people take place. Diversity from different places was desired to reach multiple results in the next questions' results.

16

ARCHITECT

27

INTERIOR  
DESIGNER

27

ENGINEER

18

EDUCATOR

Profession - Valid	Frequency	Percent	Valid Percent	Cumulative Percent
accountant	4	1,2	1,2	1,2
actress	1	,3	,3	1,4
analyst	5	1,4	1,4	2,9
anthropologist1	,3	,3	3,2	2,6
architect	16	4,6	4,6	7,8
architectural assistant	1	,3	,3	8,1
art direction assistant	1	,3	,3	8,4
casting director1	,3	,3	8,7	6,7
banker	1	,3	,3	9,0
biologist	1	,3	,3	9,3
cabinet maker	1	,3	,3	9,6
civil servant	3	,9	,9	10,4
computer scientist	1	,3	,3	10,7
consultant	5	1,4	1,4	12,2
contractor	2	,6	,6	12,8
cook	1	,3	,3	13,3
coordinator	1	,3	,3	13,3
dentist	3	,9	,9	14,2
doctor	1	,3	,3	14,5
driver	1	,3	,3	14,8
economist	2	,6	,6	15,4
educator	18	5,2	5,2	20,6
engineer	27	7,8	7,8	28,4
entrepreneur	1	,3	,3	28,7
fair organisation	1	,3	,3	29,0
farmer	2	,6	,6	29,6
fashion designer	3	,9	,9	30,4
food engineer	1	,3	,3	30,7

Profession - Valid	Frequency	Percent	Valid Percent	Cumulative Percent
foreigntradespecialist	2	,6	,6	31,3
graphic designer	1	,3	,3	31,6
housewife	15	4,3	4,3	35,9
industrial designer	5	1,4	1,4	37,4
interiorarch./designer	27	7,8	7,8	45,2
journalist	6	1,7	1,7	47,0
lawyer	8	2,3	2,3	49,3
manager	10	2,9	2,9	52,2
marketing	4	1,2	1,2	53,3
ophthalmogist	1	,3	,3	53,6
pharmacist	1	,3	,3	53,9
philologist	1	,3	,3	54,2
plant manager	1	,3	,3	54,5
product manager	1	,3	,3	54,8
psychologist	2	,6	,6	55,4
research assistant	5	1,4	1,4	56,8
researcher	2	,6	,6	57,4
retired	8	2,3	2,3	59,7
sales assistant/expert	6	1,7	1,7	61,4
scientist	2	,6	,6	62,0
self employed	29	8,4	8,4	70,4
student	86	24,9	24,9	95,4
swimmer	1	,3	,3	95,7
tourism professional	9	2,6	2,6	98,3
unemployed	5	1,4	1,4	99,7
urban planner	1	,3	,3	100,0
Total	345	100,0	100,0	

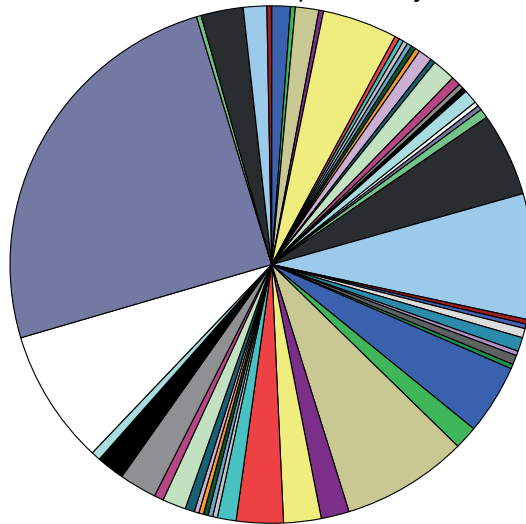
86  
STUDENT

29  
SELF  
EMPLOYED

15  
HOUSE  
WIFE

Table 3.2.1.3. Professions of the participants





- |                            |                              |
|----------------------------|------------------------------|
| ■ accountant               | ■ dentist                    |
| ■ actress                  | ■ doctor                     |
| ■ analyst                  | ■ driver                     |
| ■ anthropologist           | ■ economist                  |
| ■ architect                | ■ educator                   |
| ■ architectural assistant  | ■ engineer                   |
| ■ art direction            | ■ entrepreneur               |
| ■ assistant casting direc: | ■ fair organisation          |
| ■ banker                   | ■ farmer                     |
| ■ biologist                | ■ fashion designer           |
| ■ cabinet maker            | ■ food engineer              |
| ■ civil servant            | ■ foreign trade specialist   |
| ■ computer scientist       | ■ graphic designer           |
| ■ consultant               | ■ housewife                  |
| ■ contractor               | ■ industrial designer        |
| ■ cook                     | ■ interior architect/designi |
| ■ coordinator              |                              |

Figure 3.2.1.5 Professions of the participants

### Professions of the Participants

According to ages and people could be reached, different professional's result could be had. Most of them were categorized under the related titles after the results. The highest number is students which includes Bachelor and Master Degrees. Self employed is second highest participants and engineer, interior designers and architects follow them.

According to answers, 141( percentage of 40.9 %) participants chose both leisure and business traveling reasons. After leisure with 25 and business with 12 people follow the results. The question of reason for traveling was not as direct clear as for participants. When it was asked for direct business or leisure, answers give more strong results.

After this process, the relation between traveling reason and ages was built. Answers for both and Leisure have been chosen by ages between 24 and 29 years. ( Figure 3.2.1.7)

### Reason of Traveling

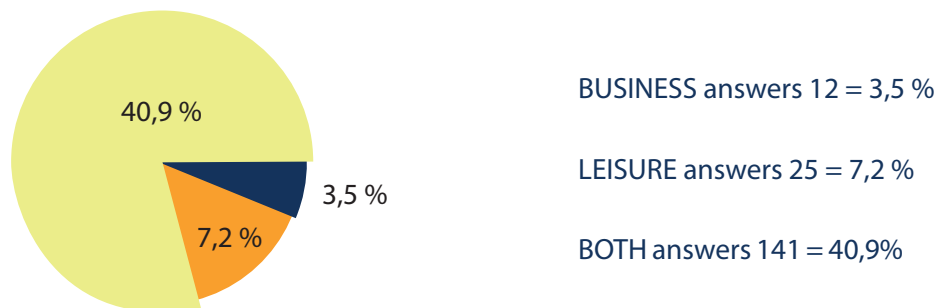


Figure 3.2.1.6. Business and Leisure Reason of Traveling

Reason for traveling was divided in this part and asked to participants to rating according to their traveling reasons. Most recognizable answer is 68.7% which includes 147 people, travel for business reasons between 1 and 3 times in a year. For Leisure reason, 205 people which is 61.6% travel from 1 to 3 and 79 people which means 23.7% in this case travel from 4 to 6 times in a year.



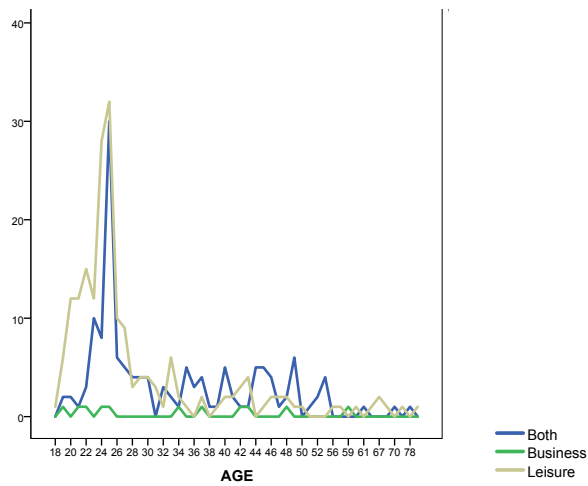


Figure 3.2.1.7. Business and Leisure Reason of Traveling

### For Business Reason

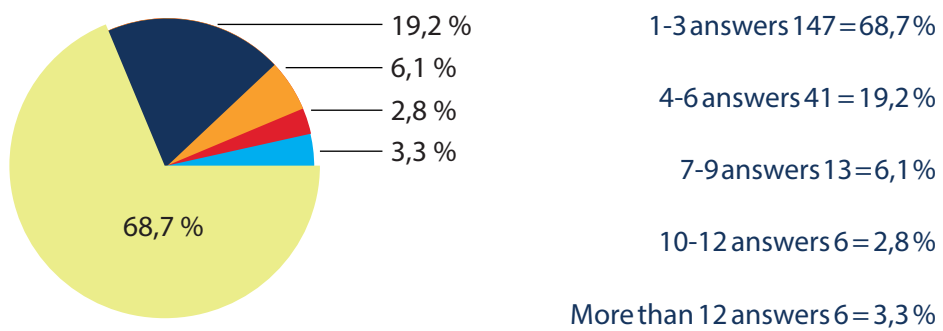


Figure 3.2.1.8. Business Reason of Traveling

### For Leisure Reason

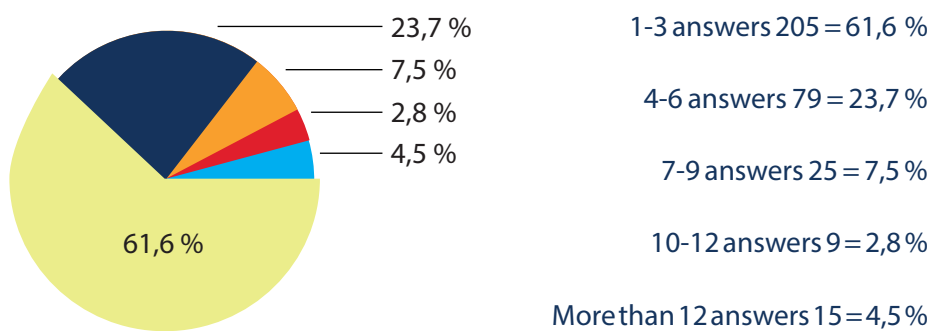


Figure 3.2.1.9. Lesiure Reason of Traveling

	FOR THE BUSINESS REASON		
		1-3	10-12
accountant	2	2	0
actress	0	1	0
analyst	3	2	0
anthropologist	0	1	0
architect	3	7	0
architectural assistant	0	1	0
art direction	0	0	0
assistant casting director	1	0	0
banker	0	1	0
biologist	1	0	0
cabinet maker	1	0	0
civil servant	1	1	0
computer scientist	1	0	0
consultant	2	3	0
contractor	0	1	0
cook	1	0	0
coordinator	1	0	0
dentist	0	3	0
doctor	0	1	0
driver	1	0	0
economist	0	2	0
educator	5	11	0
engineer	6	11	1
entrepreneur	0	1	0
ophthalmogist	0	0	1
pharmacist	1	0	0
philologist	1	0	0
plant manager	0	0	1
product manager	1	0	0
psychologist	0	2	0
research assistant	1	2	0
researcher	0	1	0
retired	5	2	0
sales assistant/expert	2	2	0
scientist	0	2	0
self employed	6	13	0
student	46	33	0
swimmer	0	1	0

FOR THE BUSINESS REASON		FOR THE ...	Total
4-6	7-9	more than 12	
0	0	0	4
0	0	0	1
0	0	0	5
0	0	0	1
5	1	0	16
0	0	0	1
1	0	0	1
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	1
1	0	0	3
0	0	0	1
0	0	0	5
0	1	0	2
0	0	0	1
0	0	0	1
0	0	0	3
0	0	0	1
0	0	0	1
0	0	0	2
1	1	0	18
4	3	2	27
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	2
2	0	0	5
1	0	0	2
1	0	0	8
2	0	0	6
0	0	0	2
7	1	2	29
7	0	0	86
0	0	0	1

Table 3.2.1.3 Cross tabulation of Professions and Business Reason Traveling in a year

		1-3	10-12
tourism professional	1	5	1
unemployed	2	3	0
urban planner	1	0	0
fair organisation	0	0	0
farmer	1	1	0
fashion designer	0	0	0
food engineer	1	0	0
foreign trade specialist	0	0	0
graphic designer	1	0	0
housewife	14	1	0
industrial designer	2	3	0
interior architect/designer	10	15	0
journalist	0	3	0
lawyer	0	5	1
manager	4	4	0
marketing	2	0	1
<b>Total</b>	<b>131</b>	<b>147</b>	<b>6</b>
	<b>38,0%</b>	<b>42,6%</b>	<b>1,7%</b>

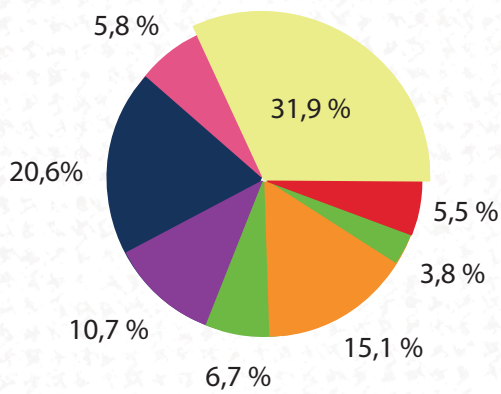
Table 3.2.1.3 Cross tabulation of Professions and Business Reason Traveling in a year

4-6	7-9	more than 12	Total
0	0	2	9
0	0	0	5
0	0	0	1
0	1	0	1
0	0	0	2
2	1	0	3
0	0	0	1
1	0	1	2
0	0	0	1
0	0	0	15
0	0	0	5
1	1	0	27
1	2	0	6
2	0	0	8
2	0	0	10
0	1	0	4
41	13	7	345
11,9%	3,8%	2,0%	100,0%

**Cross tabulation of how many time travel for business reason  
and professions of participants**

Also relation between business travelers and the professions are considered on the table (...). Even the different profession groups replied the answers, mainly they travel for leisure reason. If they travel for business, it depends on what business they do. And in the average most of them travel between 1 and 3 times for business reason.

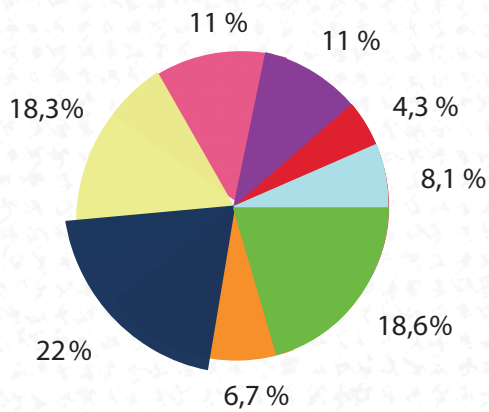
### hospitality category preferences LESS



- Resort Hotels answers 19 = 5,5 %
- Convention Hotels answers 13 = 3,8 %
- Luxury Hotels answers 52 = 15,1 %
- Boutique Hotels answers 23 = 6,7 %
- Limited Service Hotels answers 37 = 10,7 %
- Hotels answers 71 = 20,6 %
- AirBnB answers 20 = 5,8 %
- Courch Surfing answers 110 = 31,9 %

Figure. 3.2.1.10 Hotel category preferences less

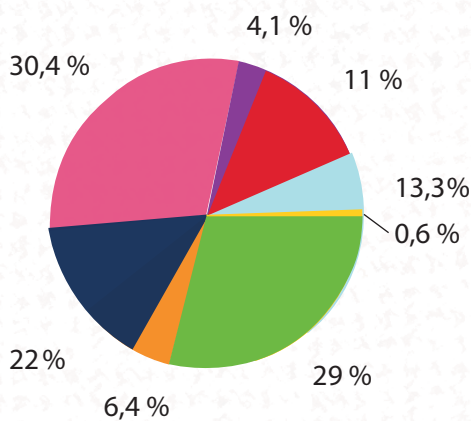
### hospitality category preferences RARELY



- Resort Hotels answers 64 = 18,6 %
- Convention Hotels answers 28 = 8,1 %
- Luxury Hotels answers 76 = 22 %
- Boutique Hotels answers 63 = 18,3 %
- Limited Service Hotels answers 38 = 11 %
- Hotels answers 38 = 11 %
- AirBnB answers 15 = 4,3 %
- Courch Surfing answers 23 = 6,7 %

Figure. 3.2.1.11 Hotel category preferences rarely

### hospitality category preferences MOSTLY



- Resort Hotels answers 100 = 29 %
- Convention Hotels answers 18 = 5,2 %
- Luxury Hotels answers 46 = 13,3 %
- Boutique Hotels answers 105 = 30,4 %
- Limited Service Hotels answers 14 = 4,1 %
- Hotels answers 38 = 11 %
- AirBnB answers 22 = 6,4 %
- Courch Surfing answers 2 = 0,6 %

Figure. 3.2.1.12. Hotel category preferences mostly

Categories of hospitality were asked to participants. Hospitality categories were divided into 8 parts. From the traditional way to contemporary choices were asked to participants. Rating marks were given by them from less to most. For the less preferable category, couch surfing and hostels were chosen. Because of the comfort, luxury, priority, best known and less known topics different results could be found.

For the rare categories, answers are extremely close. However, participants' answers were high on boutique and luxury hotels.

In the most preferred accommodation style, boutique and resort hotels were chosen by participants.

These questions have been useful to understand how many people in the number of 345 prefer what kind of hospitality in 9 categories.

According to participants' countries and their professions, answers have been cross tabulated.

	Hostels	Limited Service Hotels	Luxury Hotels	Resort Hotels
Azerbaijan	1	0	2	2
Belgium	0	0	0	0
Brazil	1	0	0	0
Canada	0	0	0	0
Estonia	0	0	0	1
Finland	0	0	0	1
France	0	1	1	3
Germany	1	0	0	0
Hungary	0	0	1	0
Italy	2	0	1	3
Poland	0	0	0	0
Russia	0	0	1	0
Serbia	0	0	1	0
Spain	0	0	0	0
Sweden	2	0	0	0
Switzerland	0	0	0	0
Syria	0	0	0	1
Turkey	27	13	37	86
United Kingdom	1	0	2	3
United States	3	0	0	0
Total	38 11,0%	14 4,1%	46 13,3%	100 29,0%

Table . 3.2.1.4. Cross tabulation Mostly Hotel category preferences and countries

When the results are cross tabulated according to most preferred hotel categories and the countries of participants, different frequencies were resulted and almost different choices were made. (Table 3.2.1.4)

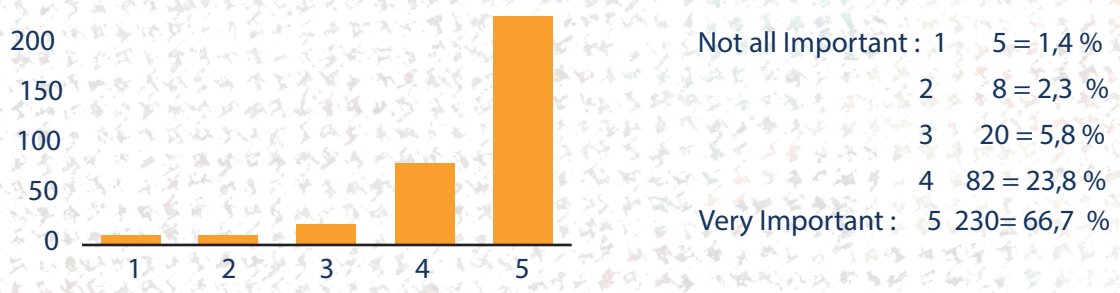
Number of participants are not enough to say exact results but according to these answers estimation could be done. For the Azerbaijan, most preferred categories are luxury and resort hotels. For Belgium, Canada, Poland, Spain, Switzerland Airbnb and for Brazil, Germany, Sweden hostels are the most preferred. For Estonia, Finland and Syria, Resort was most preferred. For France, resort and airbnb choices were selected. According to Hungary, Russia, Serbia, luxury hotels



Airbnb	Boutique Hotels	Convention Hotels	Couch surfing	Total
0	0	0	1	6
1	0	0	0	1
0	0	0	0	1
1	0	0	0	1
0	0	0	0	1
0	0	0	0	1
3	2	1	0	11
0	0	0	0	1
0	0	0	0	1
2	4	0	0	12
1	0	0	0	1
0	0	0	0	1
0	0	1	0	2
1	0	1	0	2
1	0	0	0	3
1	0	0	0	1
0	0	0	0	1
9	92	14	1	279
1	4	1	0	12
1	3	0	0	7
22	105	18	2	345
6,4%	30,4%	5,2%	0,6%	100,0%

is the most preferred one. For participants from Italy, United Kingdom and United States, boutique hotel category is most preferred. Also for Usa, resort category is most preferred for participants from Italy, United Kingdom and United States, boutique hotel category is most preferred. Also for Usa, resort category is most preferred.

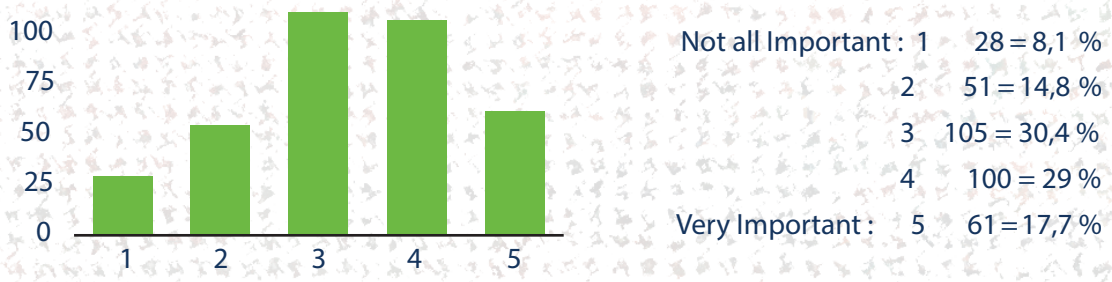
Most contribution to the survey was from Turkey. Therefore, this result can be strongly estimated. With the high numbers, boutique hotels are chosen on the list. Secondly, resort hotels are preferred.



		1	2	3	4	5	Total
GENDER	Female	2	4	16	51	156	229
	Male	3	4	4	31	74	116
Total		5	8	20	82	230	345

Figure 3.2.1.13. Preferences for Location of hotels

Table 3.2.1.5. Cross tabulation Gender and Preferences for Location of hotels



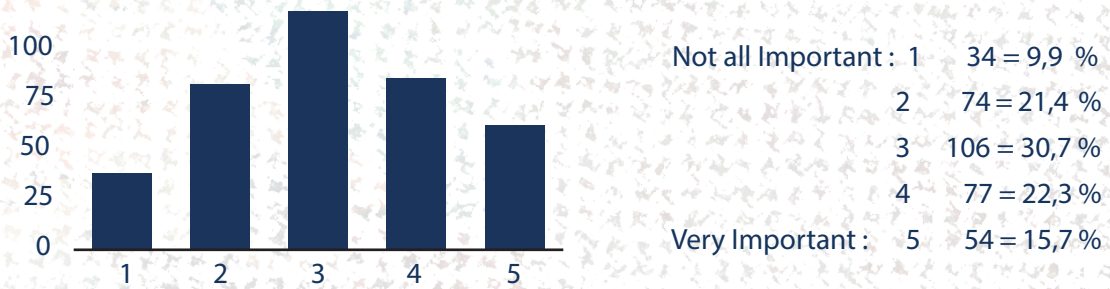
		1	2	3	4	5	Total
GENDER	Female	15	32	70	66	46	229
	Male	13	19	35	34	15	116
Total		28	51	105	100	61	345

Figure 3.2.1.14. Preferences for Capacity of hotels

Table 3.2.1.6. Cross tabulation Gender and Preferences for Capacity of hotels

This part was divided into four different questions which are ‘Location of Hotels, Capacity of Hotels, Size of Hotels and Facilities of Hotels’. The answers were asked with rating marks because personal opinions are fairly important in this kind of questionnaires. In order to understand participants expectations and their choices, these questions were asked before the step-related with the lobby area.

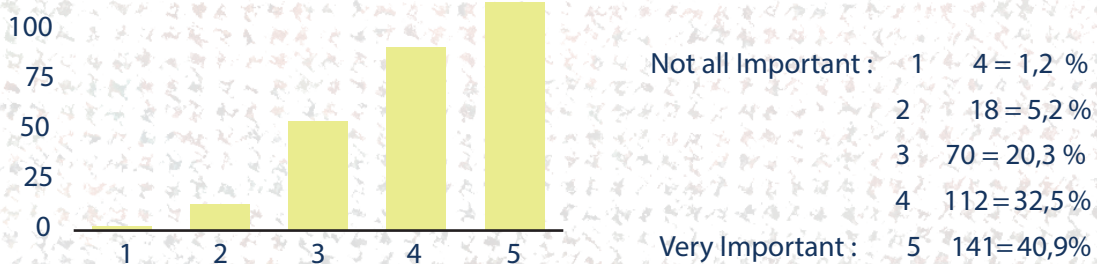
Firstly, if the **location of hotels** is important or not all important were asked the participants. 230 people which means 66,7% in this case replied with the answer of **very important**. **Capacity of Hotels** has result of **fairly important**, with hotel lobby. •154



		1	2	3	4	5	Total
GENDER	Female	22	48	69	52	38	229
	Male	12	26	37	25	16	116
Total		34	74	106	77	54	345

Figure 3.2.1.15. Preferences for Size of hotels

Table 3.2.1.7. Cross tabulation Gender and Preferences for Size of hotels



		1	2	3	4	5	Total
GENDER	Female	3	12	38	76	100	229
	Male	1	6	32	36	41	116
Total		4	18	70	112	141	345

Figure 3.2.1.16. Preferences for Facilities of hotels

Table 3.2.1.8. Cross tabulation Gender and Preferences for Facilities of hotels

fairly important with the percentage of 29% participants. Size of the hotels were the third part of this step. Fairly important result has the highest percentage with 30,7%, however, there are not many differences between choices. Facilities of the hotels are answered with very important choice. The percentage is 40,9% and the not all important result is 1,2% percentage which shows strong choices of the participants. Questions of 'Location of hotels and Facilities of Hotels' got the answer of very important. Two other questions don't have dominant differences in the result. For this reason, after these steps, four questions' results have been shown according to gender choices. ( table 3.2.1.5, table 3.2.1.6, table 3.2.1.7, table 3.2.1.8 )

### Preferred place to spend more time

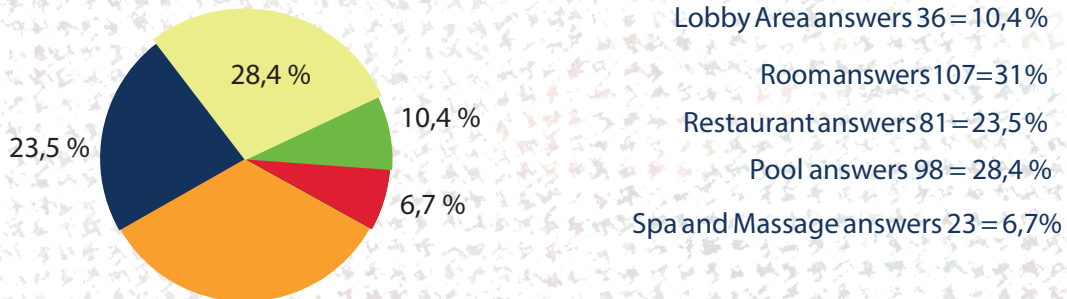


Figure 3.2.1.17. Preferred place to spend time

### Spending a time with a technological device (computer, tablet, smart phone)

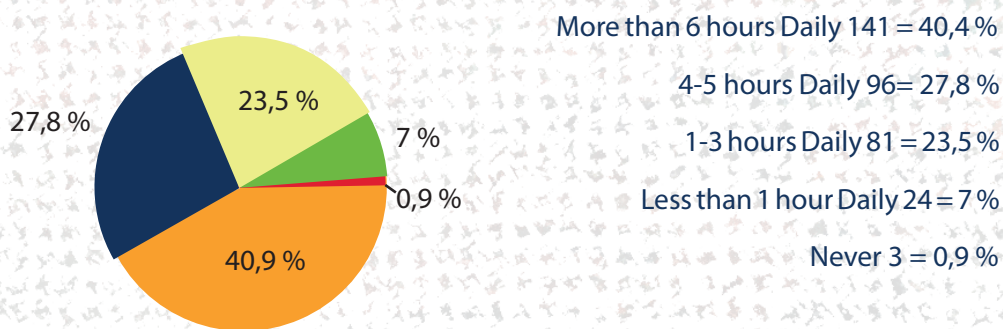


Figure 3.2.1.18. Spending time with a technological device

### Preference to do check-in for a hotel room



Figure 3.2.1.19. Preference to do check-in for a hotel room

In this part, the relation between participants and the lobby area is focused. Therefore, questions were related with the lobby area, reception and their approach to functions and technology. From their most preferred area in the hotel, and the time they spend with the technological devices to their preferences of checks in the system and functions of the lobby area today were asked to them.

According to choices of 345 participants, 107 people chose to spend time in their time in the hotel rooms, second preferable place is chosen as a bar and restaurant. In the lobby area , 36 people which is 10,4% of the total participants prefer spend time.

The answer from the question of how long they spend with technology was undoubtedly could be estimated before the analysis. 141 people which is 40,9 % spend time with the technological devices more than 6 hours in a day. 4-5 hours have 96 participants result and 1-3 has 23.5%. The answer to never came from just 3 people.

However, while people spend a really long time with the technological devices and even they are so familiar with them, in the question of the check-in system for hotel traditional result has a majority. 211 people which is 61.2% chose to do checks in with a staff in the reception desk. Smart phone has 27% and kiosk system has 11.6%. Surely, it shouldn't be ignored that people don't trust hundred percentages of safety of technology. Also according to some people, when they imagine the reception area, registration and welcome point, they want to have contact with staff.

		In the reception desk with a staff	Self Check-in kiosk	Via smart phones	Total
AGE	18	1	0	0	1
	19	5	0	4	9
	20	11	0	3	14
	21	9	1	4	14
	22	11	5	3	19
	23	14	3	5	22
	24	22	4	11	37
	25	35	6	22	63
	26	7	1	8	16
	27	6	1	7	14
	28	3	3	1	7
	29	5	1	2	8
	30	8	0	0	8
	31	2	0	1	3
	32	1	1	2	4
	33	6	1	1	8
	34	2	0	2	4
	35	5	1	0	6
	36	1	0	2	3
	37	4	0	3	7
	38	1	0	0	1
	39	1	0	1	2
	40	5	1	1	7
	41	2	1	1	4
	42	5	0	0	5
	43	4	2	0	6
	44	3	0	2	5
	45	3	2	1	6
	46	3	0	3	6
	47	1	2	0	3
	48	3	1	1	5
	49	3	2	2	7
	50	1	0	0	1
	51	1	0	0	1
	52	1	1	0	2
	55	4	0	0	4
	56	1	0	0	1
	57	1	0	0	1
	59	1	0	0	1
	60	1	0	0	1
	61	1	0	0	1
	63	1	0	0	1
	67	2	0	0	2
	69	1	0	0	1
	70	1	0	0	1
	76	1	0	0	1
	78	1	0	0	1
	88	1	0	0	1
Total		212 61,4%	40 11,6%	93 27,0%	345 100,0%

Table 3.2.1.9. check in preferences for a hotel room according to ages

		In the reception desk with a staff	Self Check-in kiosk	Via smart phones	Total
GENDER	Female	150 65,5%	24 10,5%	55 24,0%	229 100,0%
	Male	62 53,4%	16 13,8%	38 32,8%	116 100,0%
Total		212 61,4%	40 11,6%	93 27,0%	345 100,0%

Table3.2.1.10. Check in preferences for a hotel room according to genders

Preferences for check-in procedure has been analyzed according to different genders. Gender doesn't show big difference in this choice. From 345 participants, 212 people which is 61,4% chose the way to do **checks in with a staff in a reception area**. When it is analyzed according to male and female separately, in some parts show differences. Female preferred firstly **traditional way**, secondly via smart phones with 24,0% and thirdly, self-check-in kiosks. With 10,5%. Male chose **via smart phone**, which was their second choice with 32,8%, with a higher percentage than females. Thirdly, they chose self-check-in kiosks with 13,8%.

In the analysis of check-in preferences and ages, age intervals show few differences. In this step, the aim was to see how much user is integrated with new ways of doing check-in according to their ages. Over 50s highly prefer to for check-in with a staff in the reception desk. Even in the ages from 18 to 50, responded for the traditional way, participants between 22 and 27 show more interest for technological ways. Between kiosk and smart phone way, smart phone was preferred highly by the younger generation. 22 people from 37 participants in age of 24, chose a smart phone. 25-year-old participants, 63 people answered this question and 22 of them preferred smart phone choice. (Table 3.2.1.9)

## Main functions of hotel lobby today

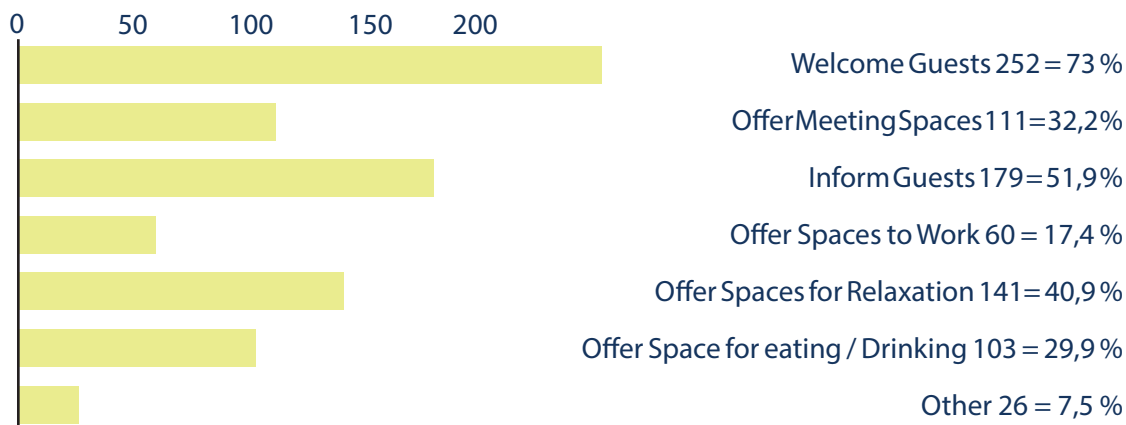


Table 3.2.1.10. Main functions of hotel lobby today

This result of the survey has critical importance for the research topic. In this part, main functions of the hotel lobby today was asked to participants and they were free to choose more than one. Multiple choices which includes welcome guests, offer meeting spaces, inform guests, offer spaces to work, offer spaces for relaxation, offer spaces for eating / drinking was also put 'other' section was let to write what they propose or think more than the list.

According to graphic, welcome guests with 73% and inform guests with 51,9 % were first and second functions according to participants. Offering spaces for relaxation was fourth choice with 40,9%. For the choice of eating and drinking spaces, 29,9% of the participants selected.

'Other' part has different results and recommendations. Some of the participants filled out this space, some of them just chose what the list includes. According to their professions and ages 'other' part has different functions, expectations.



According to answers from participants;

Place to reach for;

Daily newspapers and magazine,

Television,

Library to barrow books,

Computers,

Retail kiosks,

Stores,

Stands for advertisement

Working Stations,

Waiting points,

Photographier

Place to do ;

Shopping,

Reading,

Doing skype,

Phone calling ,

Waiting,

before check in after check out

for guests, friends, transportation

before events, conferences

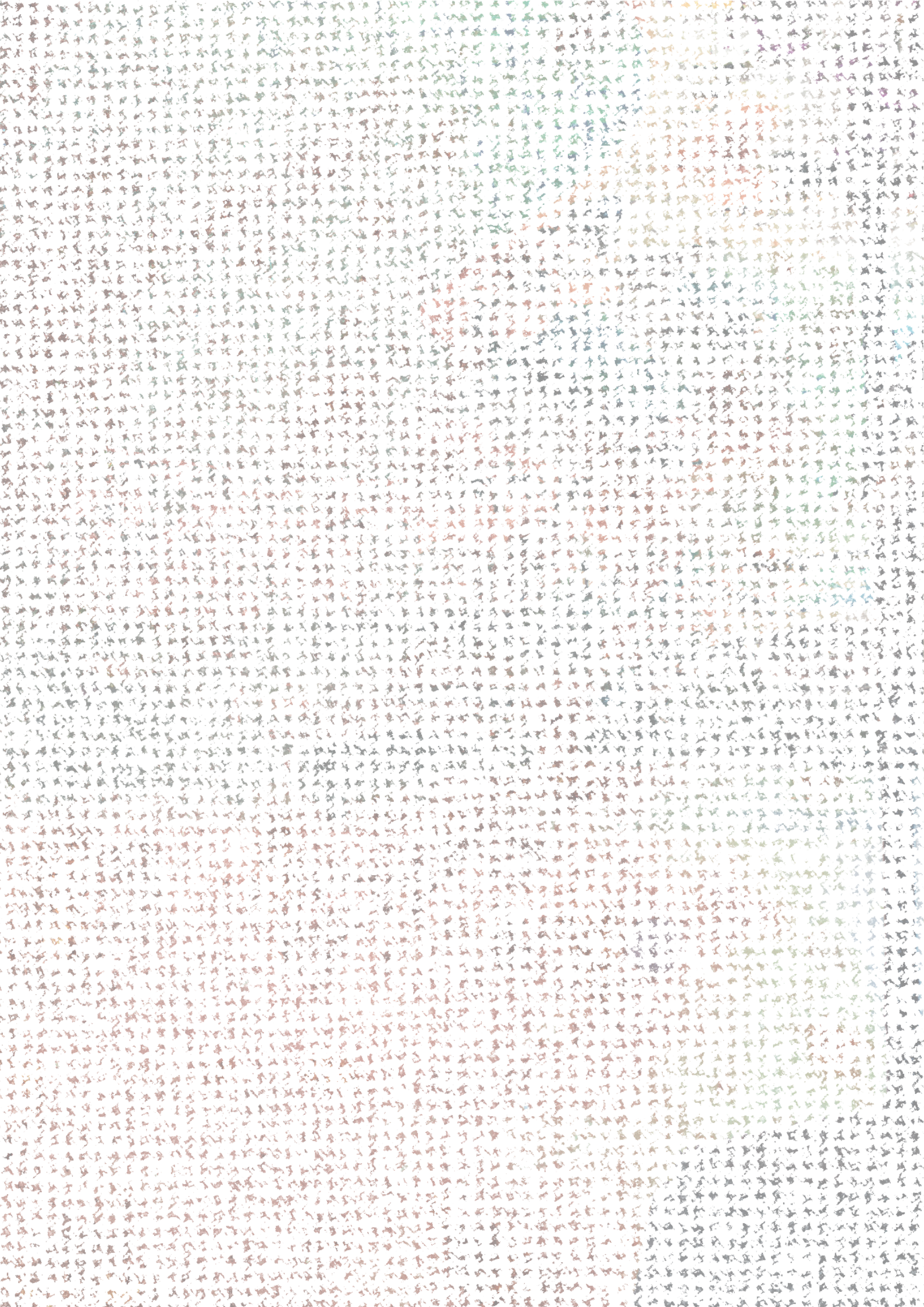
Meeting,

guests ( not staying in the hotel),

proffesions,

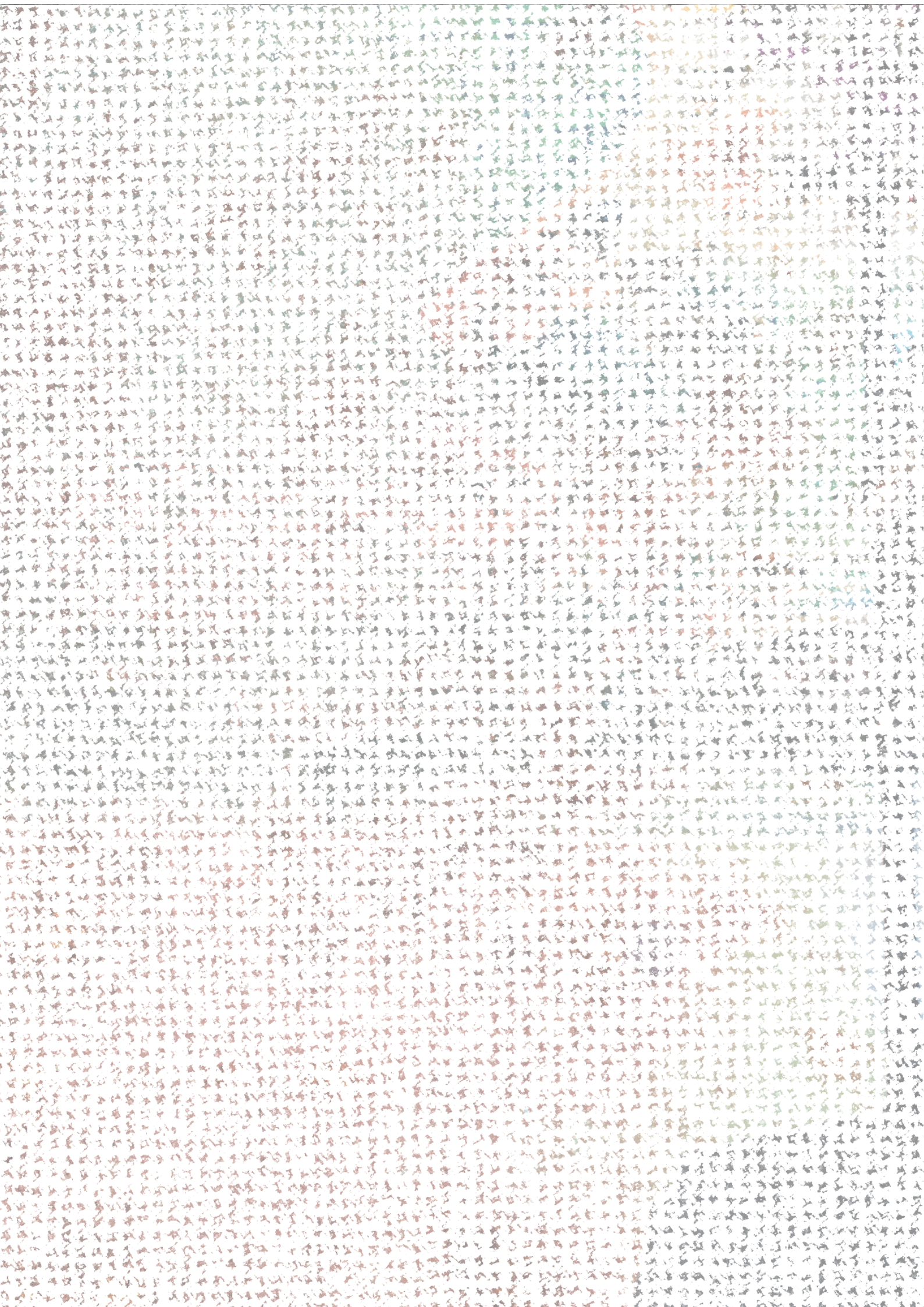
Presentation

Cocktails




## CHAPTER / 4

### LOBBY IN TUREY IN CONTEMPORARY AREA




**4.1. IMPACT OF GLOBALIZATION TO  
TOURISM IN TURKEY**

**4.2. INNOVATION IN HOTEL INDUSTRY IN  
TURKEY AND NEW APPROACH TO  
DESIGN**



Key Words  
-  
Globalization  
-  
Turkey



Touristic Business

International Hotels

Regional Differences

Budgeting Practices

Demands



Being one of first class **touristic business** enterprises, providing touristic goods and services' productions, accommodation facilities which are the most important needs for people on the voyage for tourism have been in a state process of change and development via tourism incitement act realized in 1892 in Turkey. Although there has existed development in quality in accommodation facilities since 1990s, changes in quality in the same facilities have come true because tourism has an increase in varieties, and tour operators and **international hotels** are inserted in market opportunities resulted from business travels and increases in holiday tourism. And thus, there appeared **regional differences** in accommodation facilities which have been supported by financial and other incentives since last ten years due to tourism variety (Alaaeddinoilu et. al., 2015).

Hospitality industry is one of the most important service industries in Turkey. Every year, millions of tourists come and visit Turkey especially in the western and southern region. The present study aimed at exploring **budgeting practices** of Turkish hotels in the Antalya region which is the most prominent tourism center of the country with numerous world-famous hotels (Uyar& Bilgin, 2011).

With globalization, the circulation of people between the countries increased. Many people travel to other countries and stay there. For this reason, the amount and variety of demands of customers increased in almost all countries. In addition to this, interaction happens between cultures. Firms reply to these **demands** by increasing their tourism level( Reddy, 1997).



Key Words  
-  
Globalization  
-  
Turkey

Context of Globalization

Enhancement of Innovation

Technology Investment



In recent years, tourism and its associated economic repercussions have taken place within a wider **context of globalization** of the world economy. Macroeconomic policymakers have been concerned to decrease barriers which impede international flows of goods, services and financial capital and to ensure flexibility of exchange rates, interest rates, and wages, with the aim of inducing markets to operate more efficiently (Sugiyarto, et. Al., 2003). With the increasing trend towards globalization, the growth of tourism sector may help Turkey to maintain its competitive advantages.

Despite the current world economic situation, it is widely accepted that travel and tourism will continue to grow in a globalized economy. With globalization, firms can get technology easily and cheaply due to free circulation of technology (Gomory & Baumol, 2004).

Globalization may affect the **enhancement of innovation** capabilities in the firms. Other effects on the innovation capabilities of the firms include the diffusion of knowledge related to patents and other intellectual property rights. With the transnational corporations technology investments in the firms are increasing. The most important reason for locating international corporate technology activities in Turkey firms has trained their personnel. Dispersed technology activities of firms require excellent communication and other infrastructural facilities. The Turkey seeking to attract **technology investments** should establish such infrastructural facilities on a priority basis.



Key Words  
-  
Innovation  
and  
New Aspect  
-  
Turkey



Maximize Business

Hotel Landscape

Innovative

Oriented Approach



## 4.2. Innovation In Hotel Industry In Turkey And New Approach To Design

**H**ospitality industry is one of the most important service industries especially in the western and southern region. The present study in Turkey. Every year, millions of tourists come and visit Turkey aimed at exploring budgeting practices of Turkish hotels in the Antalya region which is the most prominent tourism center of the country with numerous world-famous hotels (Uyar& Bilgin, 2011).

Due to the constant change and increasing competitive pressures on today's hotel industry, hoteliers strive to **maximize business** results through growth and increasing profit margins. Hence, they face more demanding customers, new regulations, globalization, and the destabilizing effects of technological advancement. All of these critical factors change the **hotel landscape** significantly and are introducing new challenges and generating new requirements for hoteliers. Therefore, they have to be **innovative**, exploit marketplace opportunities and, similar to other service organizations, develop long-term relationships with their customers. In view of the nature of the hotel industry, a more customer- **oriented approach** might be especially required of them for improved performance (Tajeddi- ni, 2010).

In Turkey, hospitality is comprised of three general groups:

Hospitality is comprised of three general groups:

1. The restaurant industry
2. Arts, entertainment, and recreation
3. The hotel industry.



Key Words  
-  
Innovation  
and  
New Aspect  
-  
Turkey



Customer' Needs

Local Development

New Dynamism

Physical Infrastructure

Since the basic function of hospitality is to establish a relationship between those who give hospitality and those who receive it, hospitality firms need to understand their **customers' needs** and preferences.

Despite the broad range of hotel types, hotel accommodations are broadly divisible into two main groups: public space and guest bedrooms. Entrance and receptions, lounge, bar lounge, dining room, exhibit spaces, restaurants, coffee shops, function and meeting rooms, banquet halls, and special accommodations are all considered parts of the public space. While the hotel guest rooms comprise the majority of the square footage, public spaces define the differences among various hotel types (Rutes, Penner & Adams, 2001).

In Turkey, developments in the economy and other systems supportive of a viable tourism industry open to **international competition** only came gradually and in stages. The interaction between tourism and other sectors yielded generally positive results; but the process was not without its limitations and costs. The industry contributed to **local development** in a land that suffers from serious social and economic disparities among regions. Through the eventual spread of tourism activity to relatively underdeveloped regions of Turkey (particularly central, eastern, southeastern Anatolia and the Black Sea Coast) a **new dynamism** was injected with improvements in the local social and **physical infrastructure**, enjoyed both by the tourist and local resident. But this improvement did not mean eradication of regional imbalances.

Nevertheless, besides providing much-needed infrastructure, employment, additional income and making a contribution to local social capital (new skills, enhanced organizational capabilities), tourism activity in these regions, over time, created new "actors" (local organizations, voluntary bodies, guides, concerned



Key Words  
-  
Innovation  
and  
New Aspect  
-  
Turkey



Decentralize

Mixed Projects

Art and Hotel Architecture

Romantic Concept



mayors, local administrations, and municipal unions) willing and capable of cooperating with the central government. As they proved their capacity to assume more responsibilities, in line with the general trend to **decentralize** and to devolve, they gradually acquired increased functions (Guymon, 2000).

In Turkey hotels are changing its skin. Implemented as **mixed projects**, it was the center of attraction of new hotel investments. Offices, shopping centers, residential, hotel, etc., in the number of complex projects are consisting a considerable increase (Retrieved from, turizmaktuel.com).

**Art and hotel architecture** are intertwined in general from all Turkey. Continuous renewal of interior and exterior design field has become a necessity. Therefore, the hotel business's need continual renewal. A good example of the innovative hotel in Cappadocia architecture Cave Hotel is. Seven former homes of Cappadocia and a historical the monastery have painstakingly restored twenty-five rooms (Durna and Babür, 2011). Moreover it has been great improvements in service and was made to diverge. Example hotels as it follows:

One of these is Adam& Eve Hotel in Antalya Belek. "**Romantic concept**," offers very innovative services under the name. Under this concept name, to couples who want to marry are presented very eleven innovative concepts (Durna and Babür, 2011).

Another hotel is Point Hotel Barbaros in Istanbul. It draws attention to the different approaches and services in Point Hotel Barbaros. It offers together the comforts of home and office technology for private business meetings (Elçi, 2010). At the same time there are 265 works of 26 artists in hotels and with Istanbul theme is decorated (Güler, 2010).





# CHAPTER / 5

## EVALUATION RESEARCH IN TURKEY



**5.1 EVALUATION RESEARCH**

**5.2. QUALITATIVE METHODS**

**5.3. QUANTITVE ANALYZING  
RESULTS AND DISCUSSION**

**5.4. QUANTITVE ANALYZING  
CROSSTABULATION RESULTS  
AND DISCUSSION**



This research study will utilize visual stimuli in order to collect data on user preference of design elements in hotel lobbies. There are several examples of studies that have successfully used various visual stimuli to measure some aspect of how people experience the built environment. These studies have found that responses to photographs of environments compare rather highly with responses to the actual environment (Marsden, 1999).

This study attempts to measure how guests define the attractiveness of hotel lobbies, and the design elements that influence this definition. The methods used for obtaining this information consist of qualitative and quantitative approaches. Due to time, resources, and accessibility, research was confined to the city of Antalya and Ankara.

The present study attempts to answer the following questions:

1. How do customers' perceptions of the design of hotels affect their loyalty?
2. How do customers' perceptions of equipment at hotels affect their loyalty?



### 5.1.1. Quantitative and Qualitative Methods

Quantitative data were obtained from the questionnaires a total of seventeen questions were designed for studying guests' perceptions toward hotel lobbies. Main question of the present study revolves around what are the forces that shape the physical environment of the hotel's lobbies. The questionnaire was designed to address design parameters, including the size of the lobby, furniture arrangements, color compositions, lighting design, floor treatments, interior-scraping, and way findings. The demographic questions (age, sex, and location) were designed to identify the groups that may be affected by different design parameters. Guests responded through a five-level Likert scale with a neutral midpoint, which does not require guests to have an opinion (Steiber & Krowinski, 1990).

Relying merely on questionnaires would generate an incomplete analysis. As the subject matter deals with physical environments, the use of both surveys and questionnaires was important. Participant observation is an appropriate tool to complete physical environment surveys, such as sketches, photographs, and other physical representation means. Qualitative data for this study were obtained from photographs and physical observations. Elements pertaining to the important features of each lobby's physical environment, such as entrances, reception areas, and lighting arrangements were photographed.





## 5.1.2. Pilot Study

In an effort to assess the appropriateness of the research tool to test the effects of scale, materials, seating type/arrangement and access to daylighting/views on preference for hotel lobby spaces, the researcher performed a pilot study prior to collecting the actual data. The pilot study took place at the same location, The Ankara; Bilkent Hotel with Antalya; Letoonia Belek Resort, and utilized the same visual stimuli and data collection tool prepared for the actual data collection. The only difference between this procedure and the actual data collection procedure was that participants were asked to voice any questions or concerns they had while participating in the study.

The only question asked during the actual procedure was where a door went to in one of the images. There were no questions regarding the differences in the images or what things were, including furnishings and materials. After participating, each participant was asked if there were any problems with the survey or if it was hard to understand. The only negative response was that it was fairly time consuming, requiring approximately twenty-five minutes to complete.



### 5.1.3. Sampling

Samplings were chosen in two different ways. One of them was online research to analyze traveler choices, another one was selected hotels analysed and questionnaires.

First of all, in order to reach more travelers, and to understand their choices in the fastest way, an online platform which is social media was chosen. The aim of this way to analyze the choice of contemporary travelers and their choices.

A second step, the two different hotel's lobby, located in two different areas of Turkey, were selected to promote diversity in sampling and to include different phases of hotel capacities, geographical location, guest profiles, the reason of accommodation, the dimension of the lobby areas. This approach was necessary to encompass different types of guests who travel for business, leisure and/or both of them in Turkey staying for different reasons. It was also important to ascertain that the sample selections were based on easy availability, accessibility or functionality; thus, convenience samplings were used.

These selected two different typology hotel's lobby, which is Conference - Convention, and Resort, are on two opposite sides of Turkey. The first chosen hotel is Bilkent Hotel and Conference Center in Ankara, which is the capital of the country and takes a place in the almost middle of the country. The second hotel is SENTIDO Letoonia Golf Resort in Antalya which is the near South coast of the country and one of the most touristic areas in Turkey. That's the reason categories of Bilkent Hotel and Conference Center and SENTIDO Letoonia Golf Resort have totally different functionality, expectation, sufficiency, needs of travelers.



During the Spring 2016, the general managers of couple hotels were contacted by visiting the hotels and these two hotels were selected. In each case, the aim of the study was explained and requested to distribute the surveys to the guests. In order to do sufficient analyzing and survey period by the author in the lobby area, five days of August for each hotel were decided. According to capacity and population of hotels, a number of surveys were printed. In order to reach guests easily the questions were translated into English, Turkish and Russian (Appendix 7.2,7.3,7.4). In totally, forty questionnaires for the Conference Hotel, eighty for the Resort Hotel were used. Questionnaires were accompanied by hotel management. The expected times for completing the questionnaire was between 5-10 minutes. The hotel managers were informed that in the first step the researcher would do analyzing how the guests are using all the lobby area, after that, personally collect the questionnaires. The hotel managers could also grant permission to the researcher to take photographs of the lobby just to use for this thesis project. Circulation patterns, waiting points, daylight, artificial lights, seating units of the lobby areas were determined by sketchy plans to draw.

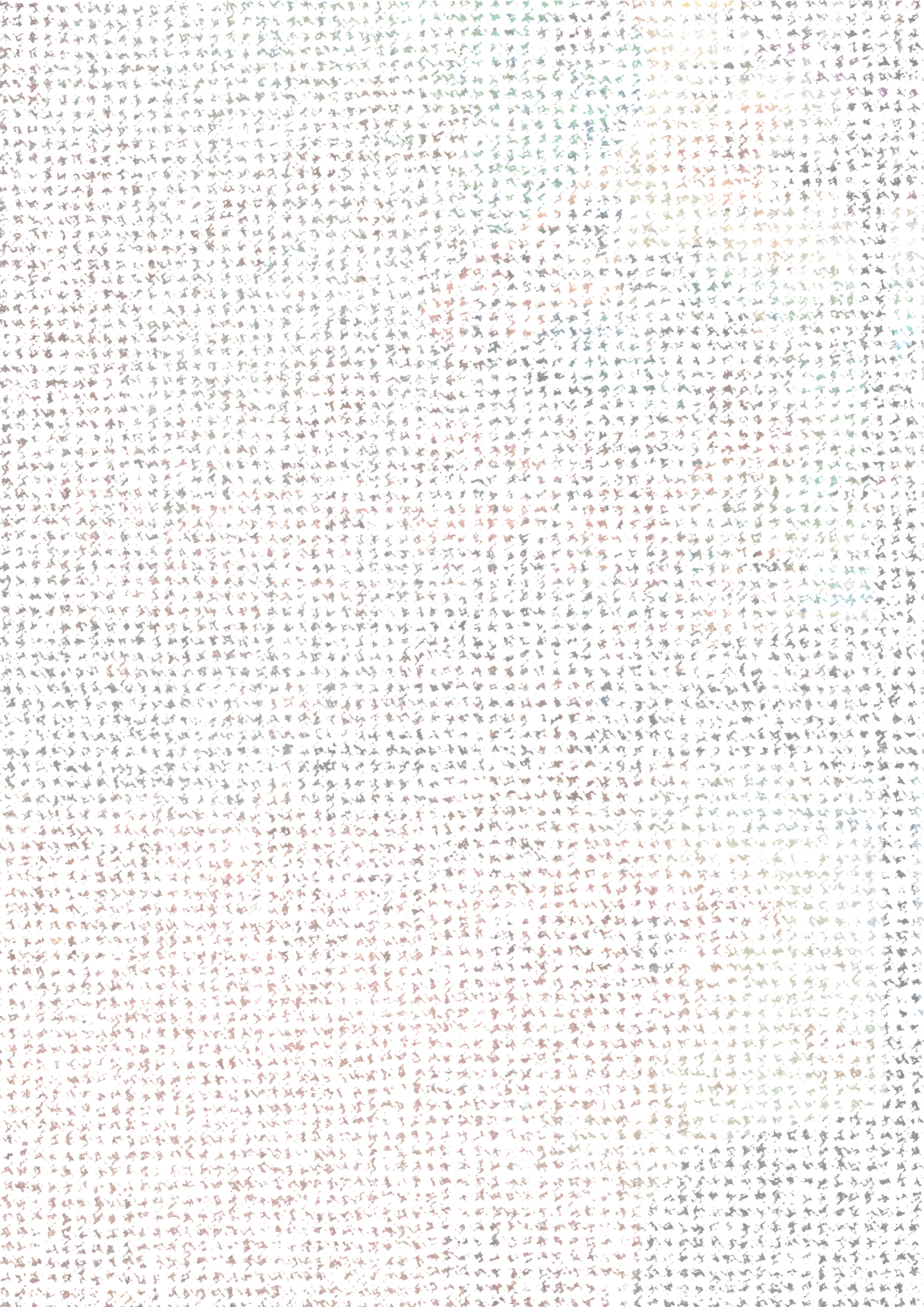
Elements relating to the essential features of the lobbies' physical environment, such as entrances, reception areas, materiality, furnishing and lighting arrangements, were photographed. Each lobby was photographed from various vantage points: facing the lobby from the main entrance point and the reception desk and facing from corners . All critical features of the lobby, such as floor and wall treatments, lighting conditions, windows, and access point to the elevators, staircases were also captured through the Canon 550D.

One hundred five usable questionnaires were identified as complete and serve as this study's source of data collection. The Statistical Package for Social Sciences (SPSS) was used to analyze the quantitative data.





Figure 5.1.4.1 Abstracted Map of Turkey



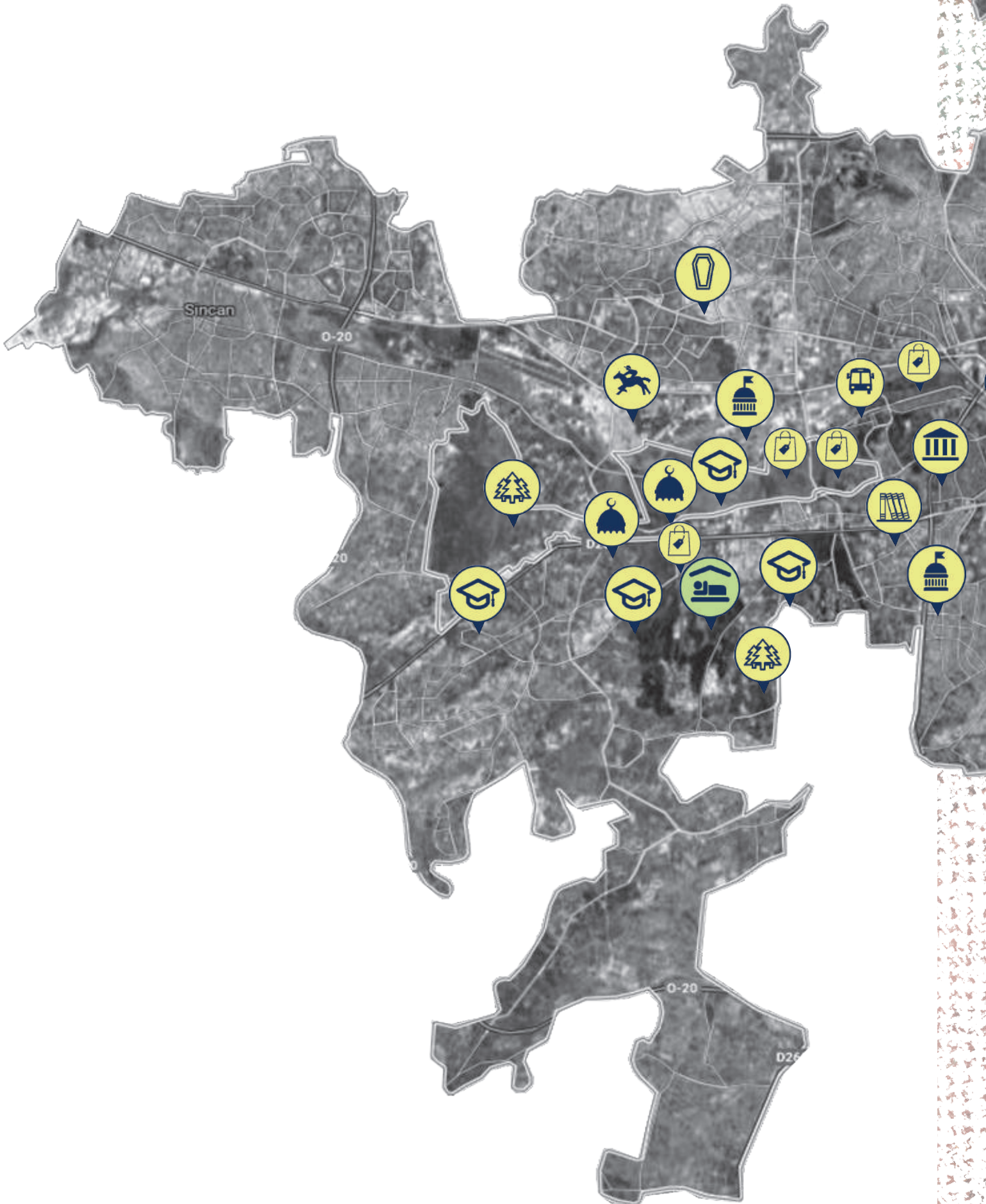


## 5.2. QUALITATIVE METHODS



Figure 5.2.1.1. Abstracted Map of Ankara

**5.2.1. BILKENT HOTEL  
AND CONFERENCE CENTER  
ANKARA, TURKEY**





-  Main Universities
  - Bilkent University, **1,9 km**
  - Hacettepe University, **11,4 km**
  - Middle East University, **4,1 km**
  - TOBB Economy and Technology University **9,8 km**
-  Governmental Buildings
  - Political Parties Center **10,5 km**
  - TBMM Parliament **11,8 km**
  - Ministries **12,5 km**
-  Ataturk Hospital **5,5 km**
-  Ibni sina/ Ankara Hospital **16 km**
-  Monument and Museum
-  Anıtkabir **12,5 km**
-  National Library **9,6 km**
-  Kocatepe Mosque **17,5 km**
-  Ahmet Hamdi Mosque **4 km**
-  Dogramacızade Alipaşa Mosque, Sinagoge and Church **1,3 km**
-  Ankamall, **16,8 km**
-  Armada and Next Level, **10 km**
-  Kent Park and Cepa, **7,7 km**
-  Forest **26,7 km**
-  Kugulu Park
-  Guven Park
-  Golbasi Lake
-  Cemetery
-  Hippodrome

 Bilkent hotel & Conference Centre  
Distance from center is **18,1 km**

 Esenboga Airport **41.2 km**

 Train Station **17.8 km**

 ASTI Bus Station **11.1 km**

Figure 5.2.1.2. Abstracted Map of Ankara with Functions  
hotel lobby •197



Figure 5.2.1.3. Entrance of Bilkent Hotel and Conference Center  
Figure 5.2.1.4. Entrance of Bilkent Hotel and Conference Center



Figure 5.2.1.5. Entrance of Bilkent Hotel and Conference Center, 2016  
Figure 5.2.1.6. Entrance of Bilkent Hotel and Conference Center, 2016

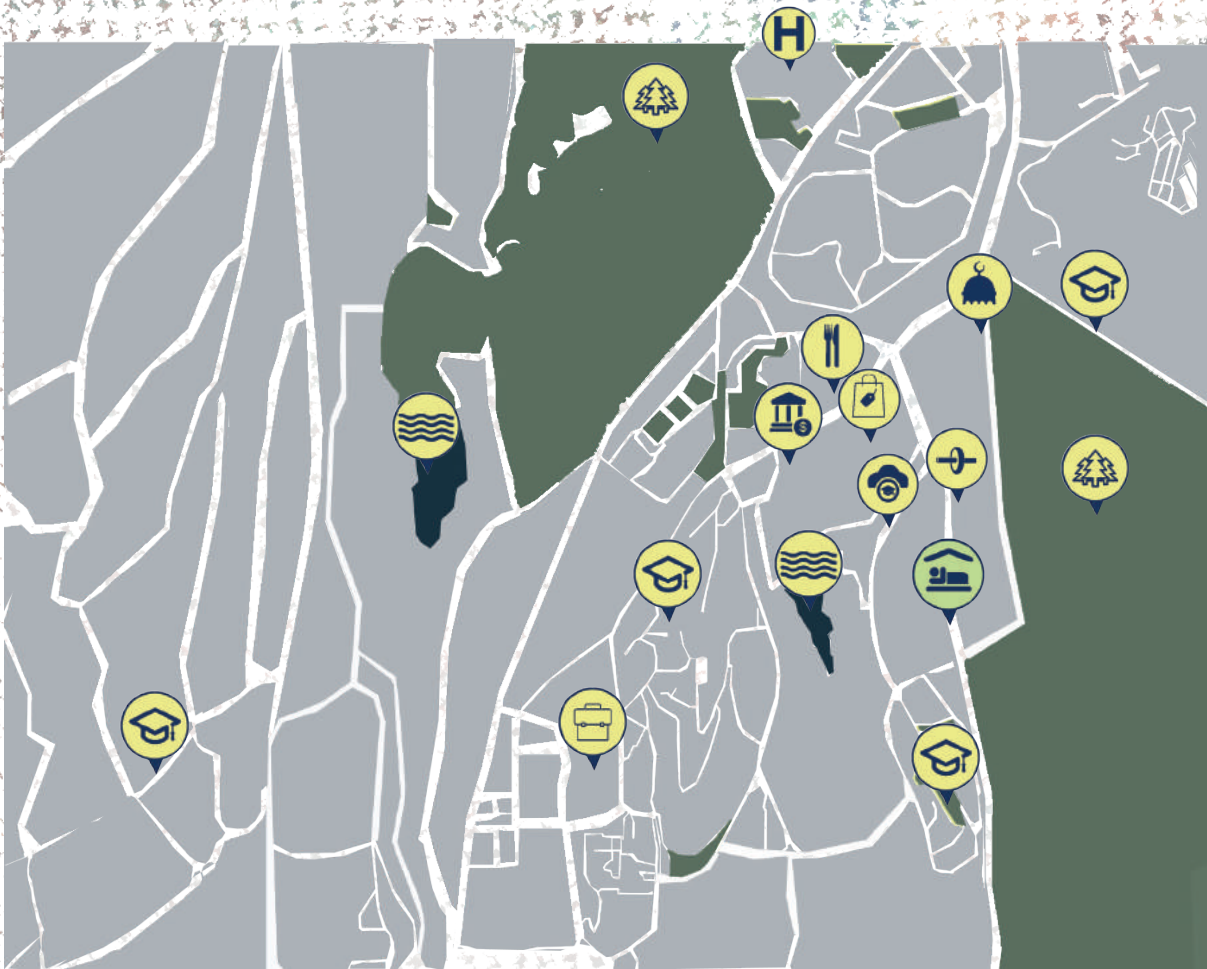


Figure 5.2.1.7. Entrance of Bilkent Hotel and Conference Center, 2016

### 5.2.1.1. Analysing of Bilkent Hotel and Conference Centre, Ankara, Turkey

Lobby area of Bilkent Hotel and Conference Centre, in Ankara was chosen to show an example how **conference and convention hotel typologies** use and approach to the lobby area in Turkey. Because of the conceptual approach of the country to different cities and to the distinct context of the locations, Ankara, which is the capital of Turkey, is a sufficient example for this topic. One of the most preferred hotels by different profession groups, profiles, nationalities, for both business and leisure reasons is Bilkent Hotel and Conference Centre. Mainly, the importance of the city has shaped the categories and functions of the industry.

Additionally, some facilities of the hotel are considered to understand reason **profile of guests** and their **preferences, functions and design elements, furnishing, circulation patterns** and **population** in the lobby area.



- |   |                                     |   |                               |   |                          |
|---|-------------------------------------|---|-------------------------------|---|--------------------------|
|  | Bilkent Hotel and Conference Center |  | Real and Ankuva Shopping Mall |  | BilkentLake              |
|  | Bilkent University                  |  | Bilkent Center-Restaurants    |  | Forest                   |
|  | Middle East University              |  | Board of Higher Education     |  | Mosque, Sinagoge, Church |
|  | Hacettepe University                |  | Sport Center                  |  | Hospital                 |
|  | Bilkent International High School   |   |                               |   |                          |
|  | BusinessCenter                      |   |                               |   |                          |

Figure 5.2.1.1.1.1. Abstracted Map of The location of Bilkent Hotel



#### 5.2.1.1.1 LOCATION OF THE HOTEL

Being close to **governmental locations, business centers** and being near to **couple universities'** campuses and almost outside of the town center, the main usage purpose of the accommodation is for **meetings, ceremonies, visiting of universities**. (Figure 5.2.1.1.1)

However, while the main typology of the hotel is being a conference center and aiming **business** functions, some facilities such as relaxing, entertainment, leisure activities are provided like in resort hotels in order to respond users demands. Focusing on more business aim than leisure activities, demographic features of guests could be more specific. Mostly, Turkish people who are interested on industry, engineering, army, politics prefer this hotel. From foreign countries even it can be changeable according to the current world economic situation, apart from Turkish guests, generally British, Azerbaijani, Iranian nationalities prefer to stay at Bilkent Hotel and Conference Center.

LOBBY  
AREA



Reception  
AREA

Figure 5.2.1.1.1.2. Entrance, Bilkent Hotel and Conference Center, 2016

## 5.2.1.1.2 BUSINESS OR LEISURE AIM

As it is said that “Groups now have the option of choosing a resort like a conference center, using the relaxing atmosphere to promote teamwork and motivation.” (McDonough et al. 2001. p. 103). This possibility can allow to the hotel management to have an **alternative market** opportunity as resort hotels. The hotel has focused on this ideology while providing **multiple functions**. During a week different profitability and profiles can be seen. With the provided swimming pool, pub, spa center, and brunch service for public not only business people prefer this hotel, but also their families or local people from Ankara can use these services whenever they desire. Therefore, **business** and **pleasure** could be integrated together. Moreover, for the hotel industry, it provides more benefits rather than be just business or leisure activity hotel. Guests can extend their time in these hotels for both business and vacations. Mutual demands could be created.

According to the research topic, the hotel was observed how the lobby hall is designed for the conference hotel functions and analyzed how travelers use the whole space. The questionnaires were asked to the users after the observation of the researcher in order to understand their satisfaction and preferences.



BusinessPurpose



LeisurePurpose



Figure 5.2.1.1.3.1. Room, Bilkent Hotel and Conference Center



Figure 5.2.1.1.3.2. Room, Bilkent Hotel and Conference Center



Figure 5.2.1.1.3.3. Room, Bilkent Hotel and Conference Center



Figure 5.2.1.1.3.4. Room, Bilkent Hotel and Conference Center

Example pictures from **Konak 27 rooms**



**235** ROOMS



**398** BEDS

Example pictures from **Standard rooms**



Figure 5.2.1.1.3.5. Room, Bilkent Hotel and Conference Center

### 5.2.1.1.3 CAPACITY OF THE HOTEL

**B**ilkent Hotel and Conference Center has five floors and consists multiple room-style choices. With the relation of the lobby area the capacities are underlined in **accommodation, meeting** and **multi-usage areas**.

**Capacity of accommodation** has two hundred thirty-five (235) rooms and three hundred thirty-eight (398) bed capacity.

Standard Rooms : - - - - -	206
“Konak 27” Standard Rooms: - - - - -	22
“Konak 27” Suites:- - - - -	2
“Konak 27” Corner Suites:- - - - -	2
“Konak 27” Presidential Room: - - - - -	1
Standard Suite Rooms: - - - - -	2
Disabled Rooms: - - - - -	3
Connected Rooms:- - - - -	4
No Smoking Rooms: - - - - -	164

### Capacity for meeting and multi usage

For different aims, one of the each room can be preferred. Meter squares and capacity of each location are changeable. Two rooms are capable of being divided. Sakarya Ballroom can be divided into 3 and Istanbul Room can be divided into 2 parts. In the end, 21 Multiple use area is provided to use.

NAME OF ROOMS	AREA (SQM)	MEETING ROOM CAPACITY		
		COCKTAIL	THEATER	CONFERENCE
SAKARYA (INTO 3)	940,00	2000	1400	1000
ISTANBUL (INTO 2)	542,00	900	441	300
IZMIR	406,00	350	250	150
ANKARA	392,00	300	220	120
KONAK ROOF	230,00	200	110	60
SKY	140,00	100	-	50
GÖKSU	120,00	80	70	40
FIRAT	119,00	100	90	50
CEHAN	100,00	-	100	50
KONAK KIRMIZI	95,00	50	32	15
KIZILIRMAK	71,00	60	65	30
YEILIRMAK	61,00	40	40	20
MERİÇ	51,00	45	30	15
SEYHAN	49,00	50	50	25
GEDİZ	34,00	30	30	15
KONAK YEİİL	30,00	-	-	10
AKSU	29,00	8	-	5
POOLSIDE	1320,00	1750	-	1000

Table 5.2.1.1.3.1 Capacity of Meeting Rooms, Bilkent Hotel and Conference Center

PAX					
	BANQUET	DINNER & DANCE	CLASSROOM	U SHAPE	T SHAPE
	1000	900	600	-	-
	450	430	324	-	-
	270	220	150	60	55
	210	170	-	-	-
	130	-	80	55	50
	70	60	-	-	-
	70	50	40	30	-
	100	60	45	45	34
	-	-	48	40	40
	50	40	24	24	24
	50	40	33	21	21
	40	30	24	18	18
	40	30	18	18	15
	40	30	18	24	22
	20	10	9	-	19
	-	-	-	-	16
	-	-	-	-	-
	800	750	-	-	-





## 5.2.1.2 FUNCTIONS AND ELEMENTS

The main entrance of the hotel is single but for one of the biggest conference halls, Sakarya ballroom, alternative entrance direction has been provided from the road direction of the hotel in order to have good circulation.

Terraces, lounges and cocktail areas are provided for conference function. Both before and after or during the activities those places can be used by participants. Nowadays, users seek a place where casual atmosphere or alternatives are provided in order to organize meetings, that's the reason, having alternative space relations are preferred by the hotel industry. Even in small conference hotels concepts more relaxed and casual environment provided and often developed indoor and outdoor experience, offering opportunities for meeting to be held on kind of private lounge areas. (McDonough et al., 2001).



Figure 5.2.1.2.2. Lobby, Ground Plan, Bilkent Hotel and Conference Centre, Ankara, Turkey



Parking



Terrace



Rotatable Door



Security X-Ray



Welcome Point



Reception



Information



Gift Shop



Seating Units



Cafe & Tea Corner



Hanger



Storage



Cloakroom



Brochure



Newspaper



Television



Lobby Pub



Elevators



Staircases



Toilets

**T**he entrance, lobby area, and restaurant services are in the **centre of the plan** , rooms are divided into two wings linearly (Figure 5.2.1.2.1) The lobby area includes also a mezzanine floor and the total meter square of all lobby area is seven hundred 700(sqm). Main spaces in the lobby area are reception and cloakroom, lobby bar/pub and working stations which are located away from the entrance and reception desk.

**Elements and functions in the entrance level through lobby area are ;**

Parking,	The pub which works as a
Terrace near the entrance gate,	lobby bar function,
Rotatable and single entrance doors,	Two different elevators for
Security gate with X-ray,	two wing of hotel floors,
The welcome point,	Three different staircases,
Reception and registration area,	one of them for lobby mezza-
Information boards,	nine floor, restaurant and spa
Gift shop,	centre, others for guest rooms.
Multiple seating units,	
Cafe and tea corner,	
Clothes hangers and luggage storage,	
Cloakroom for back conference hall,	
Brochure stands,	
Magazine and newspaper stand,	
Television on the reception wall,	

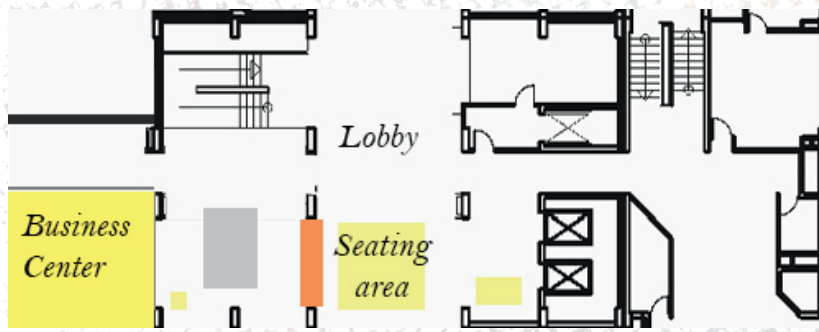
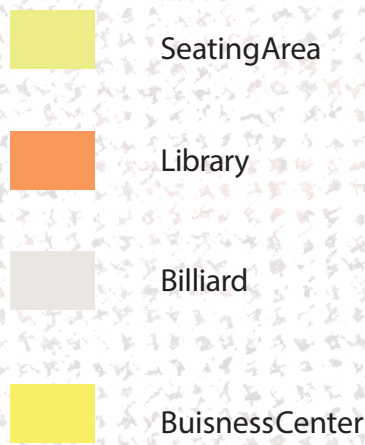


Figure 5.2.1.2.3. Lobby ,Mezzanine Floor Plan, Bilkent Hotel and Conference Centre, Ankara, Turkey



Billiard



Library



SeatingUnits



BusinessCentre



Computer



Printer



Telephone

The mezzanine lobby floor works in a separated way from the entrance level. Functionality is more focused on firstly business and secondarily entertainment which serve only to hotel guests. Pleasure and business purposes have been shaped the functions and elements .

Elements and functions in mezzanine lobby area are;

Billiard,

Library,

Group and single seating units.

Business Centre with magnetic key entrance ,

Four desktop computer,

Printer

Telephone,



Figure 5.2.1.2.1.1 Business Center, Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.1.2 Business Center, Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.1.3 Business Center, Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.1.4 Business Center, Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.1.5 Business Center, Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.1.6 Business Center, Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016

### 5.2.1.2.1. HYBRIDIZATION AND INNOVATION IN THE LOBBY AREA

**H**ybridization can be seen mostly on the mezzanine floor with the strong function of the business center. As it is focused above, pleasure and business purposes have been integrated by providing prominently Business Center with billiards because while users are working or reading they can also entertain. This way of merging functions can also be seen in the lobby bar, although the main function of the area is more focus on entertainment, the planning of the space, design of furnishing and facilities can allow to a working possibility. (Figure 5.2.1.2.1.4)

**T**he new way of using a space by different users is a concern in the bar area. The lobby bar which is called pub by the hotel industry, not only serves for hotel guests also open for the public users. Additionally, events, meetings or another kind of organization can be planned by any client.

**T**he innovative technique has been used in the door system of the Business Center (Figure 5.2.1.2.1.3). The room key cards also work to enter this area, however, just the guest who accommodates in the hotel has the opportunity to enter.



Figure 5.2.1.2.2.1 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.2 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.3 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.4 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.5 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.6 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



## 5.2.1.2.2 DESIGN ELEMENTS

**D**esign elements are another considered step. Lighting, finishing materials and color schemes, scale, furnishing, circulation pattern is going to be underlined in this part.

### 5.2.1.2.2.1. Lighting

**A**rtificial lighting units are designed for different locations and generally they are preferred to use all day long. Accessibility of daylight to the lobby area is not enough provided even the whole facade was designed with glass. Dark glass application and chosen curtains are a limit to spread daylight to the interior. The central lighting was not preferred. Spot lighting, wall lighting units, decorative and sculptural lighting units are applied. As a general lighting, spotlighting units work, variable artificial lighting units are a more atmospheric purpose (Figure 5.2.1.2.2.1) .

### 5.2.1.2.2.2. Finishing Materials and Color scheme

**M**aterial diversity was applied on both wall and floors. Generally, wallpaper, paneling has been chosen for walls, marble and carpets have been preferred for floor finishing. In the seating part of lobby area, wallpapers have been used on the walls in order to gain identification and on the rest parts laminated wall paneling with stone cover columns are integrated. Entrance facade is glass structure. For floor material, two different color marbles were applied and near the reception area carpet is used because most used seating part is there and



Figure 5.2.1.2.2.7 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.8 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.9 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016

Figure 5.2.1.2.2.10 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.11 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016



Figure 5.2.1.2.2.12 Lobby area , Bilkent Hotel and Conference Centre, Ankara, Turkey, 2016

Carpet gives a feeling of warmness like a hominess feeling.

**Color scheme** consists light and warm composition, therefore, atmosphere of the city and category of the hotel are been integrated . Application of contrast colors have been avoided and calm tones have been preferred.

..... **5.2.1.2.2.3. Furnishing** .....

**I**n terms of furnishing, an essential topic is seating units. In the public place of Bilkent hotel and conference center, there is a specific composition for a public space to accommodate large groups of people for different activities. Therefore seating areas for this kind of hotels have varieties in different typologies, however, the areas are used more efficiently than a resort or another scale of hotels. In the lobby area mainly six groups seating areas are provided. Each group has variation in itself like a triple sofa with single a wing chair (Figure 5.2.1.2.2.10) . In total, thirty-one people can seat in the lobby and reception area to have a resting or do not wait for a working purpose. Alternative seating unit is available in front of elevators with two triple sofas. Lobby bar includes multiple seating units such as bar stools, wing chairs, group sofas and chair for working units to welcome sixty people in a comfort otherwise up to eighty people space has a capacity . In the terrace, twenty people can sit on quart chair and table groups. ( Table 5.2.1.2.2.1.) However, even there is enough seating place for guests, usually they prefer to sit on specific locations especially in the lobby area near the window or close to plug or in the terrace.

Areas	Lobby hall	Mezzanine lobby hall	Lobbybar/pub	Terrace	Total
Number of seating	31	11	60	20	122

Table 5.2.1.2.2.1 Number of seating in the lobby area Bilkent Hotel and Conference Centre, Ankara, Turkey

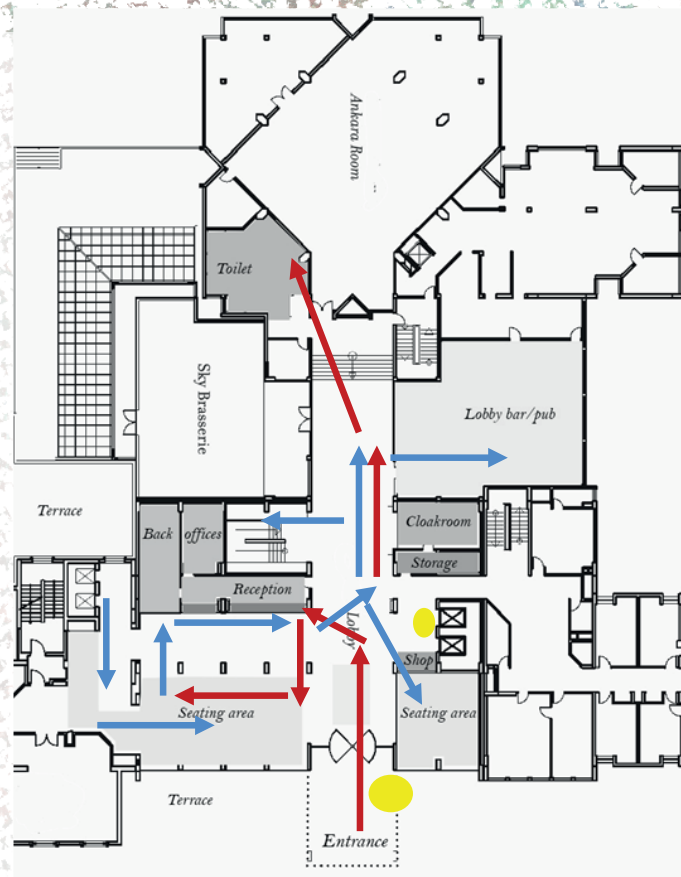


Figure 5.2.1.2.2.13 Circulation, Lobby Ground Floor Plan, Bilkent Hotel and Conference Centre, Ankara, Turkey

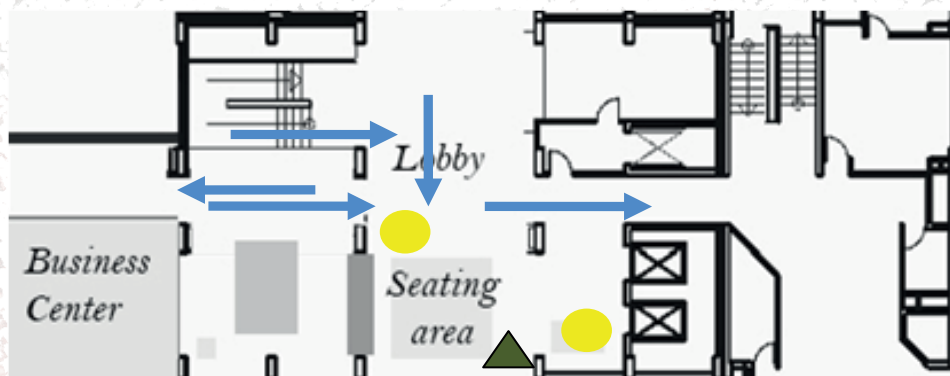
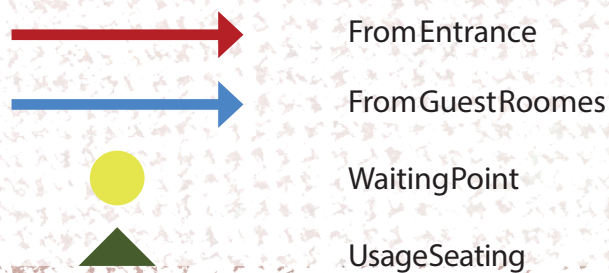


Figure 5.2.1.2.2.14 Circulation, Lobby Mezzanine Floor Plan, Bilkent Hotel and Conference Centre, Ankara, Turkey



**On the mezzanine floor**, single seating units are available more separated and seven people can use the single wing chairs. Inside the business center, four people can sit while using the desktop computers. As it is mentioned, this floor is more focus on business and working aim thus the seating units are used for that function.

..... **5.2.1.2.2.4. Circulation** .....

Circulation was another consideration step in this lobby area ( see figure d and e). The position of the central rotatable door shows the direction from the entrance through the security X-ray gate and the reception is seen after this step. The reception counter is near the column so it is not enough visible from the entrance. With the direction of the circulation pattern the desk could be more visible. Circulation pattern is chosen in a linear way mostly arriving from a point to another destination . Also, waiting points are related with those points as well. Users choose waiting spots on the circulation patterns.

Elements	Entrance Single Doors	Entrance Rotatable Door	Reception Counter	Elevator	Staircase
Dimension	90 cm	200 cm	380cm	90 cm	110 cm

Table 5.2.1.2.2.2 Dimension of Main Elements, Bilkent Hotel and Conference Centre, Ankara, Turkey

## USER'S AGE OF LOBBY AREA

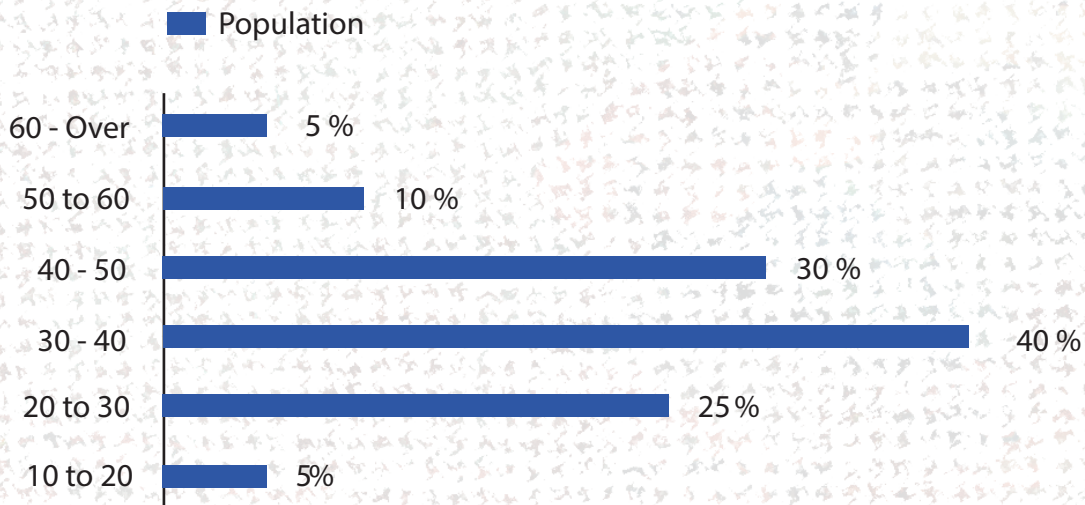


Figure 5.2.1.2.2.15 User's age of the lobby Area , Bilkent Hotel and Conference Centre, Ankara, Turkey

According to researcher observation on the hotel reception area and information from receptionists most population of the population was between 30 to 40 secondly 40 to 50 and thirdly 20 to 30 and 10 to 20 and over 60.

## POPULATION DURING THE 5 DAYS

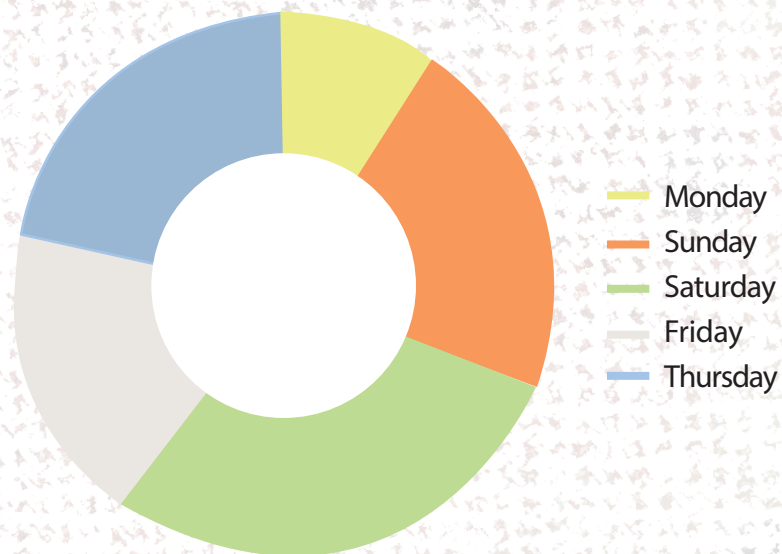
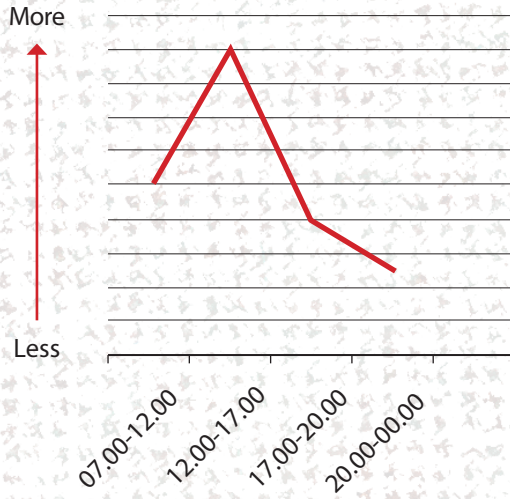


Figure 5.2.1.2.2.16 Population of the lobby Area in 5 days, Bilkent Hotel and Conference Centre, Ankara, Turkey

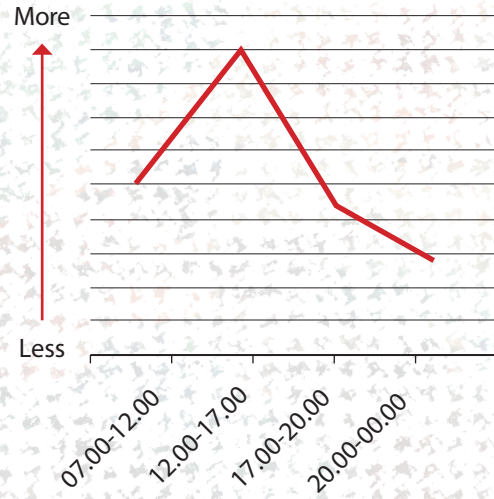
#### .....5.2.1.2.2.5. Population.....

Moreover , the population was a changeable point all day along also during the five-day period what the researcher was spent. The hotel doesn't only serve for the hotel guests but also open to the other events from outside like wedding ceremonies, politician meetings, international exams, therefore, population is not stable (Figure 5.2.1.2.2.17). The highest number of users in the lobby area was on Saturday because of the wedding ceremony and the international exam /IELTS) so invitees, event personals, and students' families were occupying the space. Thursday on which big army meeting was done, and Sunday on which brunch is organized all week were second crowded days. Friday was the third one and Monday was the least number of the population seen. On the graphics, hourly , in those five days, user population can be observed .(Figure 5.2.1.2.2.16.)

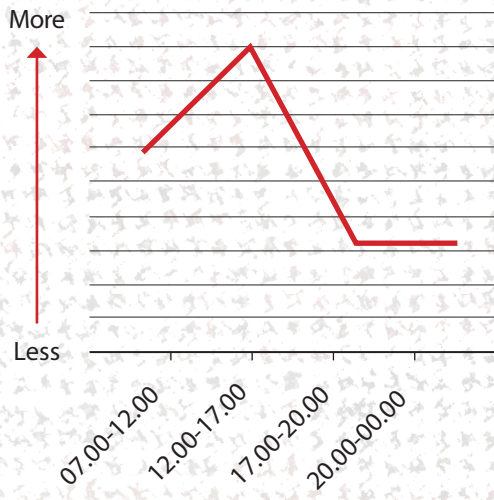
### THURSDAY



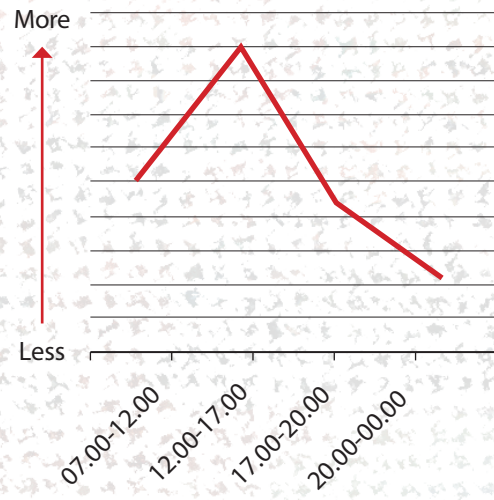
### FRIDAY



### SATURDAY



### SUNDAY



### SATURDAY

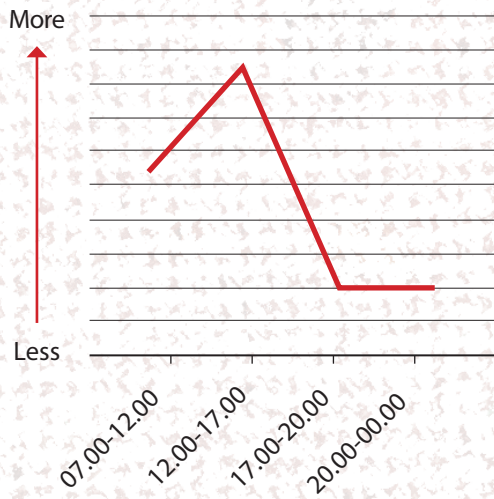


Figure 5.2.1.2.2.17 Population of the lobby Area, hourly in each day, Bilkent Hotel and Conference Center, Ankara, Turkey

These graphics have been done according to researcher observation during five days. After midnight wasn't considered. Numbers aren't shown because results show average quantity.







**5.2.2 SENTIDO LETOONIA GOLF  
RESORT BELEK  
ANTALYA, TURKEY**

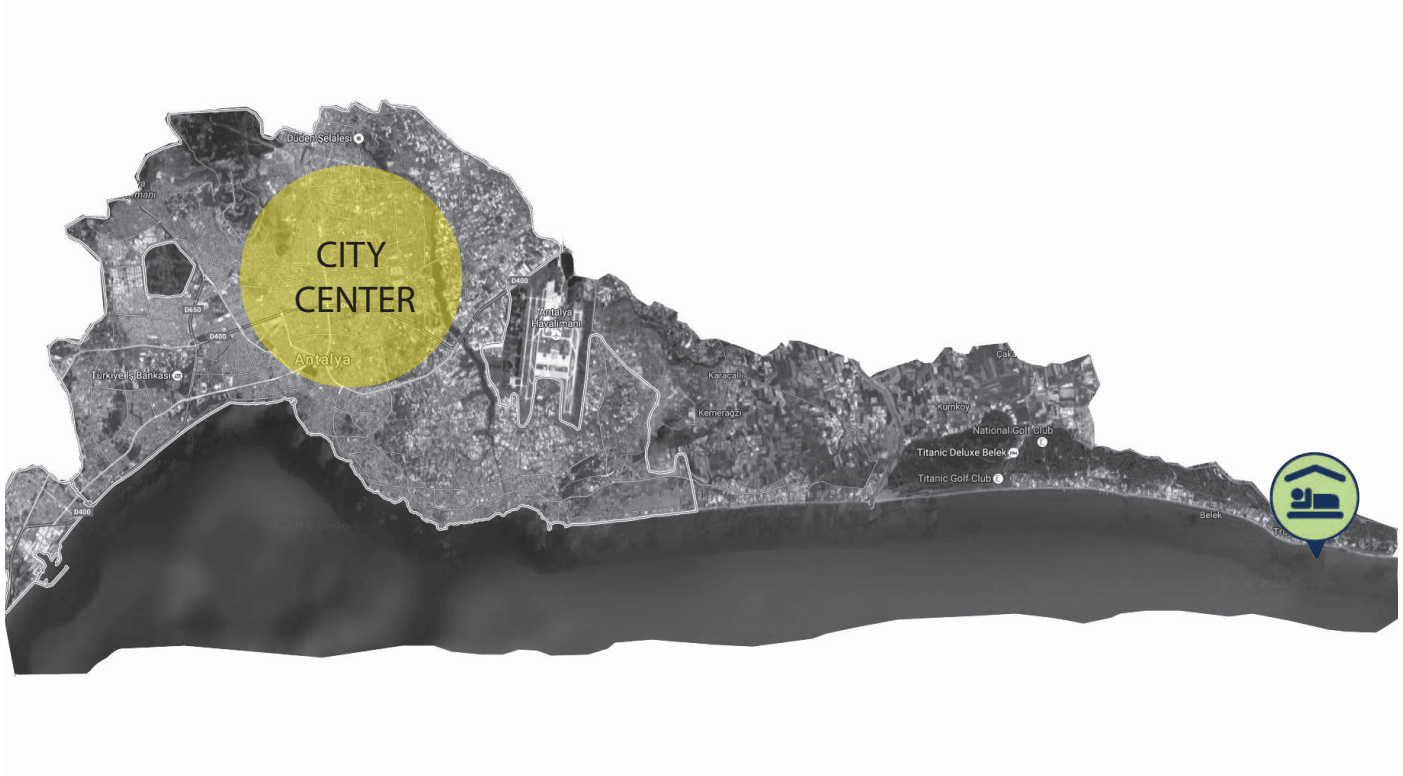


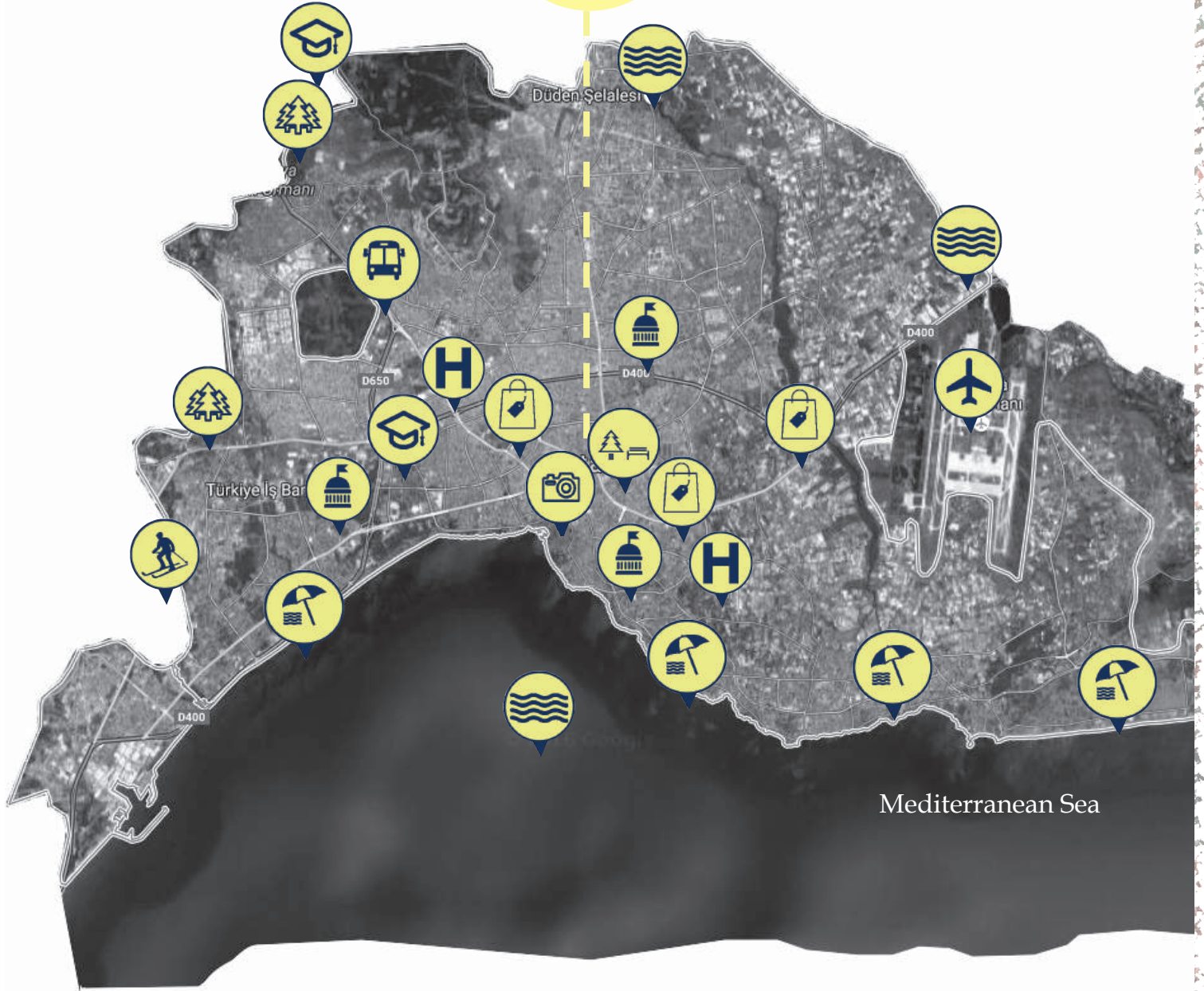
Figure 5.2.2.1 Abstracted Map of Antalya, Turkey

# **ANTALYA**

## **LOCATIONS AND DISTANCES**

### **SENTIDO LETOONIA GOLF RESORT BELEK**

CITY CENTER



Mediterranean Sea



Sentido Letoonia Golf Resort Belek

Distance from center is 49 km



Antalya Airport 35.9 km



Bus Station 53.5 km



Hospital



Deepo Shopping Mall 36,6 km

Terracity Shopping Mall 48,9 km

5M Shopping Mall 56 km

Mark Antalya Shopping Mall 46,2 km

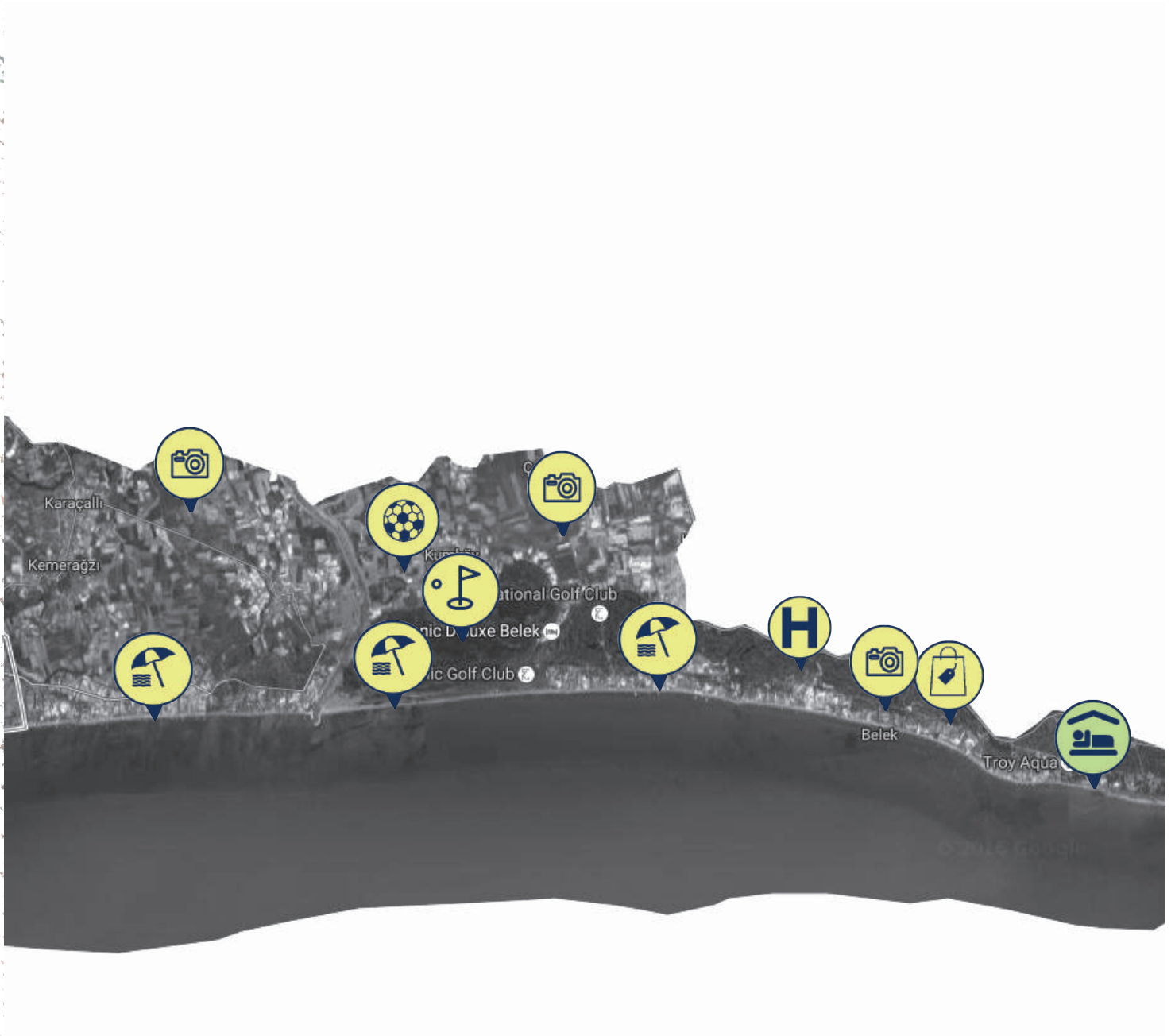


City Hall 47,9 km



Akdeniz University 53.5 km

International University 66,9 km



-  Touristic Areas 5,5 km - 20 km 44,6 km
-  Forest 55,2 km
-  National Park 81 km
-  Park 48 km
-  Football Center 12,8 km

-  Beach through the Mediterranean seaside
-  National Golf Club 12,3 km
-  Mediterranean Sea
-  Duden Water Fall 47,6 km
-  Kursunlu Water Fall 40,4 km

Figure 5.2.2.2 Functions, Abstracted Map of Antalya, Turkey



Figure 5.2.2.3 Main Entrance, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.4 Reception Entrance, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016





..... ● .....

### 5.2.2.1. ANALYZING OF SENTIDO LETOONIA GOLF RESORT BELEK

..... ● .....

**L**obby area of Sentido Letoonia Golf Resort, Belek in Antalya was chosen to show an example how resort hotel typologies in Turkey prefer to use the lobby area. Because of the conceptual approach and the geographical opportunities of the country, Antalya was a sufficient example for this topic. The hotel takes place in Antalya, which is the most popular touristic area in Turkey. Significance of the location have shaped the categories and functions of the hotel industry. Furthermore, some facilities of the hotel are evaluated to estimate reason for the profile of guests and their preferences, functions and design elements, furnishing, circulation and population in the lobby area.



- |   |                                    |   |                            |
|---|------------------------------------|---|----------------------------|
|  | Sentido Letoonia Golf Resort Belek |  | Restaurants 5 km           |
|  | Belek Shopping Area 5 km           |  | River 500 m                |
|  | Hospital 11,5 km                   |  | Beaches 0 km               |
|  | Touristic Center 5 km              |  | National Golf Club 12,3 km |
|  | Football Center 12,8 km            |   |                            |
|  | Mediterranean Sea 0 km             |   |                            |

Figure 5.2.2.5 Map of the area, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016

### 5.2.2.1.1. Location Of the Hotel

One of the main reasons why this resort hotel is selected for this research period is a feature of the geographical location. As it has been underlined, the resort was constructed in Antalya which is one of the famous touristic cities especially for summer holiday vacations.

Being close to touristic attractions and having coasted to Mediterranean Sea make the hotel more preferable (Figure 5.2.2.5). In this typological city, which is located near the beaches and especially sustain their economy with summer tourism session, host highest population during summer periods which is almost six months even some of them open all along the year.

Mostly, in the general population of the hotel foreign people who are from Russia, Britain, Germany are more than Turkish guests. This issue is generally related with the principles of the hotel industry. However, weather of the Antalya, resting, having a pleasure, entertainment or touristic attraction are main reasons for all those people. However, this year because of the economical and political situation Turkish population and Ukrainian population are heights in Sentido Leetonia Golf Resort.

However, the main typology of the industry is being a resort hotel, provided facilities are more than what usually exist in these kinds of fields. Undoubtedly, main focused facilities such as relaxing, entertainment and leisure activities are also provided opportunities for business activities are provided in a large scale. Focusing on more leisure target than business activities, demographic features of the guests can be more variable. Ages, nationalities and business guests do can show big differences.

Lobby  
Area



Reception  
Area

Figure 5.2.2.6 View of the Land, Sentido Letoonia Golf Resort, Antalya, Turkey

As it is said that “Destination resort usually allocates a much larger amount of space per guest than urban or theme properties, keeping in mind that guests at these resorts are generally spending more time premises for longer periods of time “(McDonough et al. 2001. p. 73). This possibility can provide to the hotel management to have an alternative market opportunity for a long term because Sentido letoonia golf resort has a huge field facility with multiple functions. General working period of the hotel is during summer session, however, in some cases, around the winter session they can give services for some customers. There are not only resort hotel facilities such as a swimming pool, a beach, different concept bars, spa and Turkish bath, retails, etc., but also meeting rooms, conference areas, libraries, separated television room are provided with the integration of all context.

In the lobby area part, different profile of travelers can be seen obviously by reason of business and pleasure integration. Leisure activity functions are together with business such as computer place, library room are near the lobby bar. Moreover, for the hotel industry it provides more benefits rather than being just leisure activity hotel or business.



Business Purpose



Leisure Purpose



Figure 5.2.2.7 Entrance, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016

'Mice', which includes first letters of Meeting, Incentive, Congress and Event, is the strong service facility of the hotel industry for their business sector. Therefore, with this possibility, the hotel is extremely useful for business meetings, conferences periods with the possibility of extended days to benefit from vacation context.

As a result, the hotel has suitable facilities for business travelers not only for leisure purpose accommodation thus, guests can extend their time in these hotels primarily for vacations and keeping business accompany or vice versa.

According to the research topic the hotel was observed how the reception and lobby halls are designed for the resort hotel functions, and analyzed how travelers use the whole space. The questionnaires were asked to users after the observation of the researcher in order to understand their satisfaction and preferences.

The main entrance of the hotel is a little far from the entrance of the reception area. Main gate is provided in the beginning of the complex border. Security gate is located to let passage. After passing from this gate, road continues to the reception door and parking area. Security check starts from the main gate for both cars and pedestrian.

Conference and meeting functions are integrated the casual atmosphere of the resort. Recently, people look for a condition with alternative atmosphere.



Figure 5.2.2.15 Reception, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.16 Lobby Atrium, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Lobby area has been analyzed in this research paper with all facilities inside, however, in this case reception and lobby area have been analyzed separately because of the locations of each area. Destination resorts like in Antalya ,located with physical surroundings that guest are independent on experiences. Open-air living room can be offered. Reception area works as registration station area.

“The front desk is always off the main arrival foyer. Depending on the size of resort the front desk can vary from intimate, personal office, where the guest may be seated to a more conventional counter with several registration stations,” (McDonough et al. 2001. p. 73). The reception area is the first welcome area for registrations, information and waiting points. Most of the guest may use the reception area only on arrival when to do check-in or check-out. So, this area can work totally separated from rest of the hotel. Also storage for guests’ luggage and front office with storage. However, the lobby area takes a place inside the hotel complex and closer to the entertainment facilities in order to provide more services to hotel guests and decrease the general population in the lobby hall.

Lobby area works as a living room in this resort. Central gathering points for different activities. In this case, guests come together before meals service time at the restaurant because the restaurant is planned next to the lobby hall atrium also to have a pre-drinks in the lobby bar, or to watch sunset on the terraces and to relax.

According to the research topic the hotel was observed how the reception and lobby halls are designed for the resort hotel functions, and analyzed how travelers use the whole space. The questionnaires were asked to users after the observation of the researcher in order to understand their satisfaction and preferences.



Figure 5.2.2.8 Room, Sentido Letoonia Golf Resort, Antalya, Turkey



Figure 5.2.2.9 Room, Sentido Letoonia Golf Resort, Antalya, Turkey



Figure 5.2.2.10 Room, Sentido Letoonia Golf Resort, Antalya, Turkey



Figure 5.2.2.11 Room, Sentido Letoonia Golf Resort, Antalya, Turkey



Figure 5.2.2.12 Room, Sentido Letoonia Golf Resort, Antalya, Turkey



Figure 5.2.2.13 Room, Sentido Letoonia Golf Resort, Antalya, Turkey



Figure 5.2.2.14 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Example pictures from Standard and Bungalow rooms



492 ROOMS



984 BEDS

Example pictures from Suite rooms

### 5.2.2.1.3 Capacity of The Hotel

Sentido Letoonia Golf Resort Belek doesn't have single building , has multiple building units.

#### Capacity of accommodation:

Four hundred ninety two (492) rooms and nine hundred eighty four (984) bed capacity.

Standard Rooms: -----	247
Standard Bungalow Rooms: -----	149
Executive Suite: -----	16
Junior Suite: -----	3
Family Rooms: -----	26
Garden Block Rooms: -----	51

#### Capacity for meeting and multi usage:

The Resort is spread on 7,5 hectares of land with different building units for many different functions. Some functions are in single buildings some of them are merged.

NAME OF ROOMS	AREA (SQM)	ROOMS		
		COCKTAIL	THEATER	CONFERENCE
LETOONIA	176,00	200	150	
ZEUS	252,00	250	200	
LETO	176,00	200	150	
APOLLO	185,00	200	150	
ARTEMIS	195,00	200	150	

PAX					
	BANQUET	DINNER & DANCE	CLASSROOM	U SHAPE	T SHAPE
	110	-	110	-	-
	150	-	150	-	-
	110	-	110	60	55
	110	-	110	-	-
	100	-	100	-	-

Table 5.2.2.1 Capacity of Meeting Rooms, Sentido Letonia Golf Resort, Antalya, Turkey



- Reception
- Guest Relation & Info
- Back Office & Storage
- Welcome Point
- Seating Area
- Info Point
- Bar
- Toilet



Reception Bar

Figure 5.2.2.17 Reception Plan, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Parking



Sliding Door



Welcome Point



Reception



Seating Units



Information



Map of the Hotel



Brochure



Meeting Point



Hanger



Storage



Clocks



Guest Relation



Welcome Drink



Offices



Toilets

### 5.2.2.2 Functions and Elements in the Lobby Area

SENTIDO Letoonia Golf Resot contains divided building structures more than a single building. The big entrance gate welcome guests to the resort filed and directs to the first building which works as a welcome point and reception area. (see Figure/photo..xx). The main lobby area takes place inside of the complex. Therefore the reception block and lobby block are analyzed separately.

Elements and functions in the reception area are;

- parking,
- sliding entrance doors,
- welcome point,
- reception and registration area,
- welcome drink service,
- multiple seating units,
- information board and screen,
- Information about personas,
- Map of the hotel,
- Brochure stand,
- Guest relation desk,
- Meeting points with tourism agency,
- clothes hangers and luggage storage,
- Clocks on the reception wall,
- bar as an lobby bar function,
- Toilets,
- Access to the complex,
- Access to office/ administration parts,

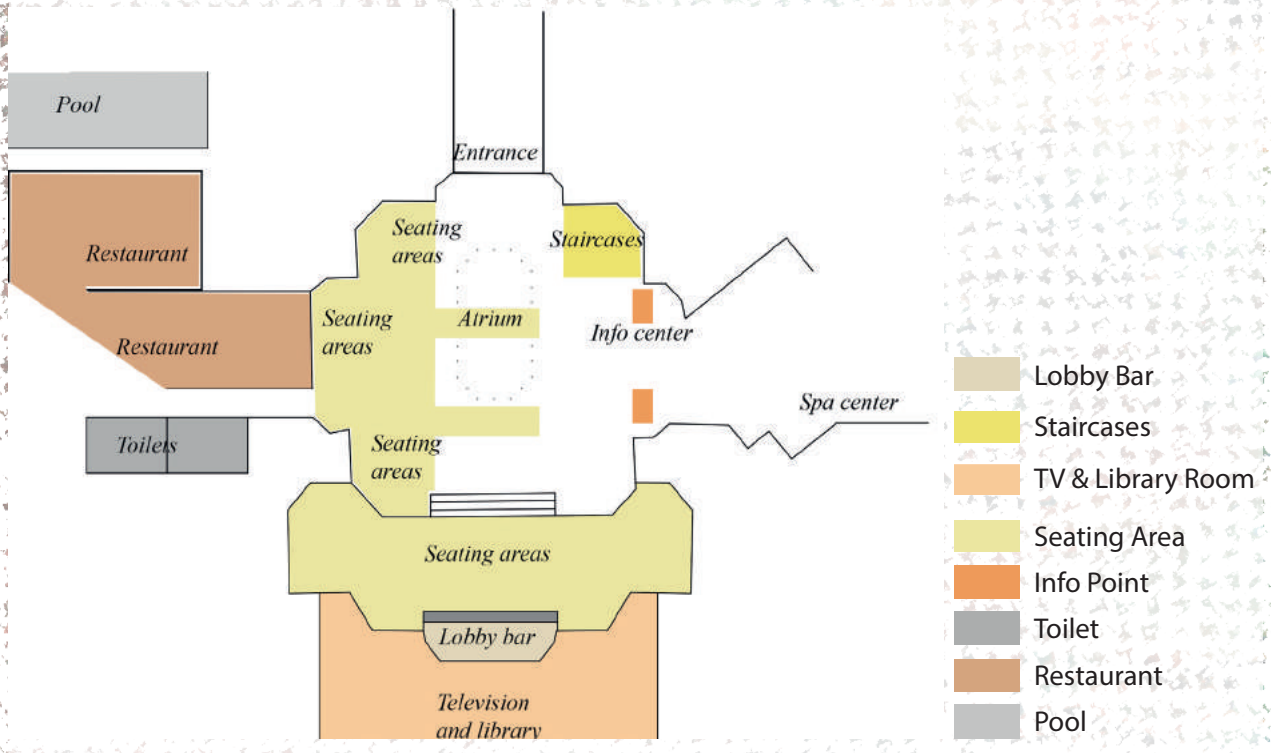


Figure 5.2.2.18 Lobby Ground Floor Plan, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Rotatable Door



Single Door



Staircases



Elevators



Atrium



Seating Units



Information



Rent a car



Lobby Bar



Television Room



Library



Toilets



Spa Center



Restaurant



**L**obby area has two floor level with multiple functions and also has connections to different areas such as restaurant, spa center and guest rooms.

Elements and functions in the first floor of the lobby hall are;

Rotatable door,

Single door,

Staircase,

Elevator,

Atrium,

Multiple seating areas

Information center,

Rent a car corner,

Lobby bar,

Television and library room,

Toilets,

Access to Spa Center,

Access to Restaurant

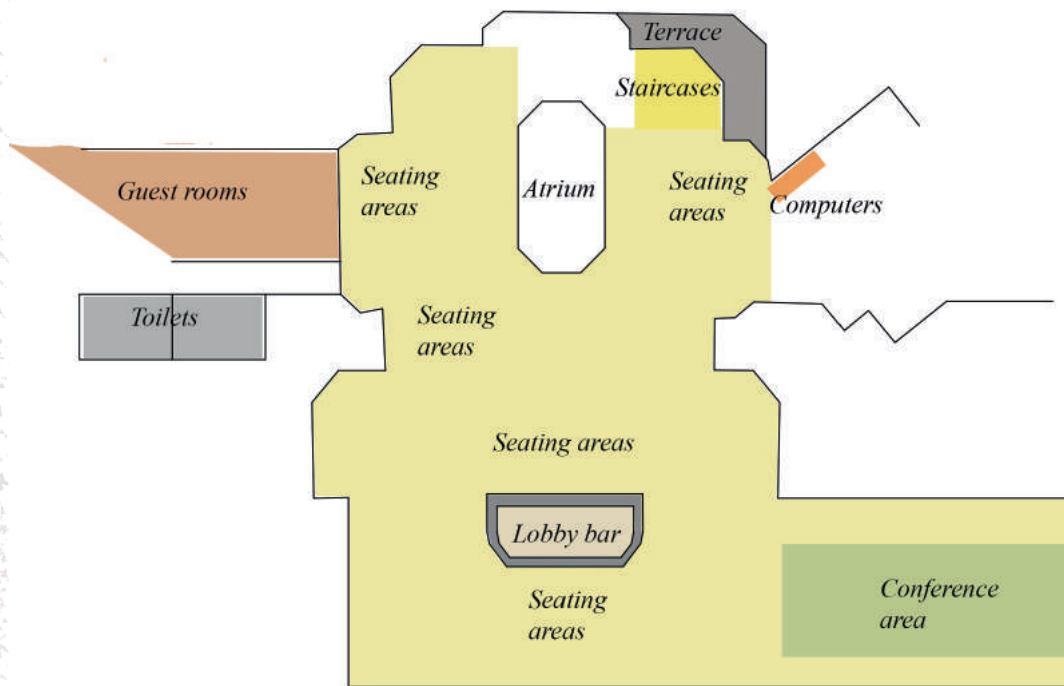


Figure 5.2.2.19 Lobby First Floor Plan, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016

- |   |   |
|---|---|
|  Lobby Bar       |  Computers   |
|  Staircases      |  Toilet      |
|  Conference Area |  Guest Rooms |
|  Seating Area    |  Terrace     |



Staircases



Elevators



Seating Units



Terrace



Lobby Bar



Fireplace



Conference area



Guest Rooms



MICE



Computer Area



Toilets

Upper floor isn't often used by guests during their summer holiday period. Mainly used when the weather is colder or in an event. While leisure time is main purpose, business factor is also provided with conference area and computer center.

Elements and functions in the second floor of lobby hall are;

Staircase,

Elevator,

Multiple seating units,

Terrace,

Lobby bar,

Fire place corner,

Conference area,

Access to Guest rooms,

Access to MICE,

Computer Area,

Toilets.



Figure 5.2.2.20 Reception Bar, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.21 Reception, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016

#### 5.2.2.2.1. Hybridization and Innovation in the lobby Area

**H**ybridization can be seen in the hotel in different ways than the conference hotel which has been analyzed in this research (chapter 2.3). In the resort, new way of using a space is stronger than hybridization. However, in some parts this feature can be seen as well. Therefore, it is more sufficient to criticize reception and lobby area in a different way. Hybridization between business and leisure activities, is provided in the lobby area more than the reception area. Conference centers and computer centers allow users use the space for working aim with entertainment. Also, these areas connect to lobby bar in this way leisure and business purposes are merged.

**T**he new way of using a space, in the reception area, meeting points are provided for guests and tourism agencies near the lobby bar, thus, the bar area is not just for resting or having a drink but also for meeting points.

The lobby area is integrated with different alternatives. Reason to connect with a restaurant and spa center, the area might be used as a waiting point or meeting point before the schedule of the activities.

**I**nnovative technique has not been used in a system in this hotel complex. As a design and material usage innovative way is preferred. Hybrid ways of using the area and new way of using a space can be said also innovative way of function.



Figure 5.2.2.22 Reception Desk, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.23 Reception, welcome area, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.24 Reception, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.25 Reception, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016

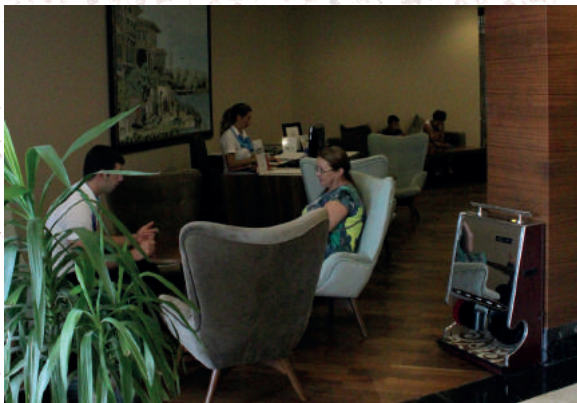


Figure 5.2.2.26 Reception, Guest Relation, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.27 Reception, Guest Relation, Sentido Letoonia Golf Resort, Antalya, Turkey, 2016

#### 5.2.2.2.2. Design Elements of Reception Area

Design elements are another consideration steps and analyzed in two parts for reception area and lobby area. Lighting, finishing materials and color schemes, scale, furnishing, circulation pattern is going to be underlined in this part.

##### 5.2.2.2.2.1. Lighting

Artificial lighting units are designed for different locations and generally they are preferred to use all day long in lower levels. Although daylight can access to the lobby area sufficiently thanks to non-colored glass facades, artificial ones work as a supporter. However, each point of the area cannot be lighted with daylight because of the size of the lobby area and angle of the sun.

A single central lighting was not preferred but each location is lighted with different design elements. Spot lighting is main lighting units, droplights to define specific areas such as the reception and the bar, wall lighting units and decorative are applied. As a general lighting, spotlighting units work, a variety of artificial lighting units are for more atmospheric purpose.

##### 5.2.2.2.2.2. Finishing Materials and Color scheme

A variety of materials were applied on both wall and floors. Generally, painting, wood paneling and mosaic tiles have been chosen for walls, marble and laminated parquet has been preferred for floor finishing.



Figure 5.2.2.28 Reception, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.29 Reception, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.30 Reception, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.31 Info board, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.32 Reception, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.33 Reception, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



In reception registration and check-in/check-out part, wood paneling has been used on the walls in order to gain identification and on the rest parts walls are painted. In order to reflect a warm atmosphere, columns are covered with wood paneling and detailed with mosaic tiles.

In terms of visual separation CNC panel was designed between toilet corridor and seating areas. Three facades are with framed glasses. For floor material, two different color marbles were applied to show borders and ornamental pattern is designed. Apart from circulation areas which are occupied with different seating units laminated parquet is preferred in order to give feeling of warmth like a hominess feeling.

Color scheme consists light and warm composition, therefore, atmosphere of the surrounding vegetation and geographical atmosphere are integrated with the interior space atmosphere in terms of color.

Visual relation between indoor and outdoor relation is highly provided near the lobby bar, also an art piece has been located there.



### **5.2.2.2.3. Furnishing**

In respect of furnishing, a fundamental topic is seating units. In the public place of Sentido Letonia Golf Resort Belek, there is a composition for a public space so as to accommodate large groups of people for different activities. Thus, seating areas for the resort hotel has a variety of different typologies, however, the areas are used sufficiently.

In the reception area mainly twelve seating areas are provided. Each group



Figure 5.2.2.34 Reception Bar, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.35 Reception Bar, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.36 Reception Bar, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.37 Reception Bar, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.38 Reception, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.39 Reception Bar, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016

has diversity in itself like a triple sofa with two wing chair.

In total, fifty-three people can seat in the reception area to have a resting, waiting before registration or check out and meeting. Alternative seating units are available in different locations of the reception area with triple sofas and wing chairs.

The bar consists multiple seating units, in front of the bar desk bar tools are located, wing chairs and a triple sofa are used, therefore, thirty-three people can seat in a comfort.

In the rest part of the area, near the information area six people can sit. With the rest 14 seating are located. Firstly, guests prefer to sit near the window or close to plug or in the terrace.

Areas	Reception	Bar	Information area	Total
Number of seating	14	33	6	53

Table 5.2.2.2 Number of Seating in the Reception Area, Sentido,Letonia Golf Resort, Antalya, Turkey, 20

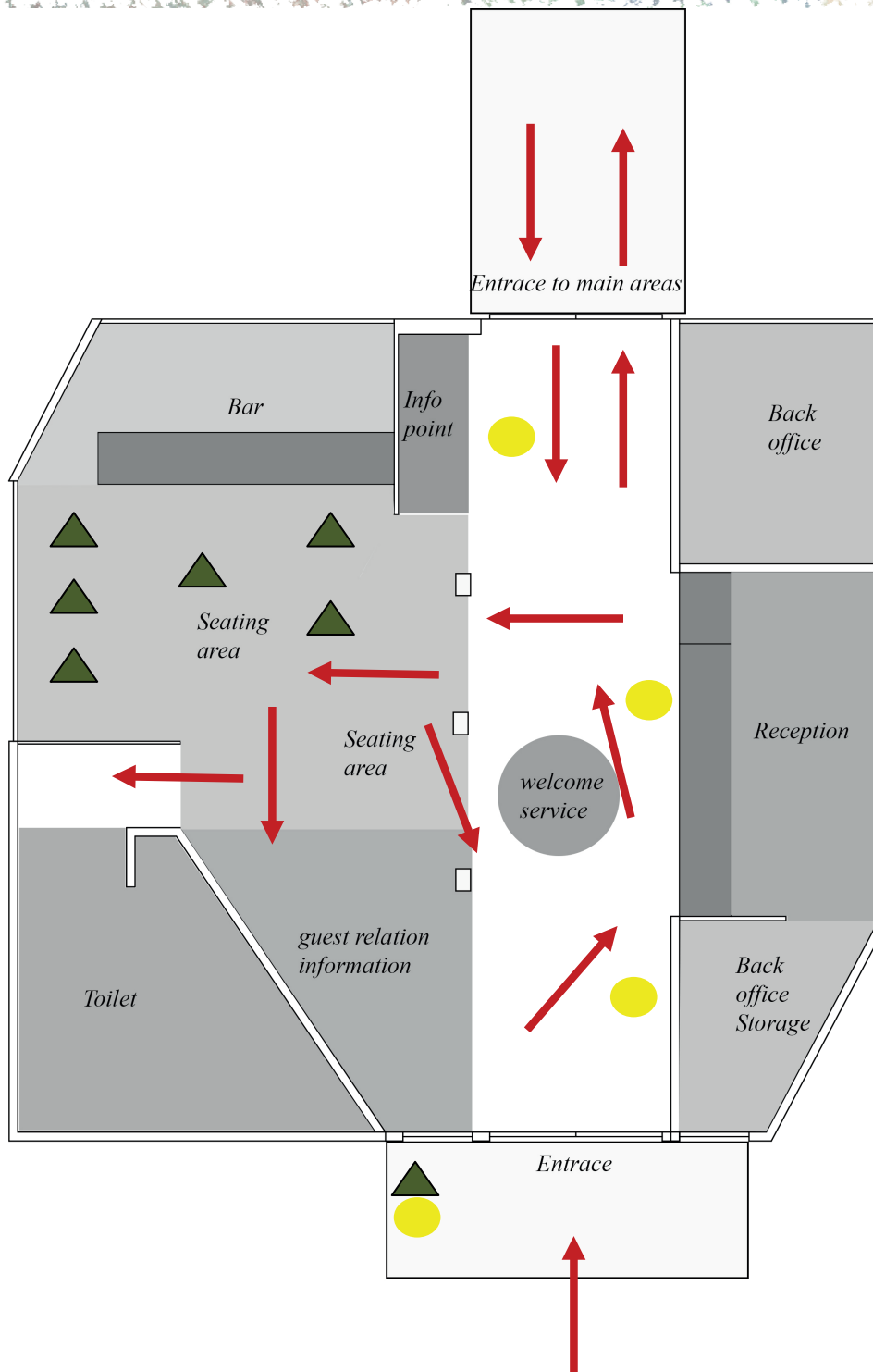
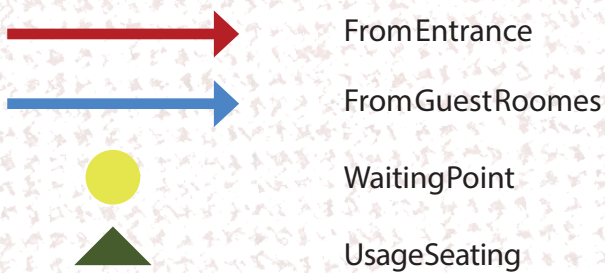


Figure 5.2.2.40 Reception Floor Plan, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016



#### 5.2.2.2.2.4. Circulation

Circulation is another consideration step in this reception area ( see figure d and e). The position of the central sliding door shows the direction from the entrance, however, the plan is enlarged and central point is occupied with welcome drink table. Therefore, when people enter they face with two directions around the circle. The reception desk is on the right side and easily recognizable from the entrance. Circulation patterns can be chosen in a linear way but with choices. Additionally, waiting points are related with those circulation patterns. Users choose waiting spots between the circulation roads and seating areas.

Elements	Entrance Sliding door 1	Entrance to Garden double wing door	Entrance Sliding door 2	Reception counter	Bar counter
Dimension	190 cm	160 cm	190 cm	250 cm	225 cm

Table 5.2.2.3... Dimension of the elements in the reception area

## USER'S AGE OF RECEPTION AREA

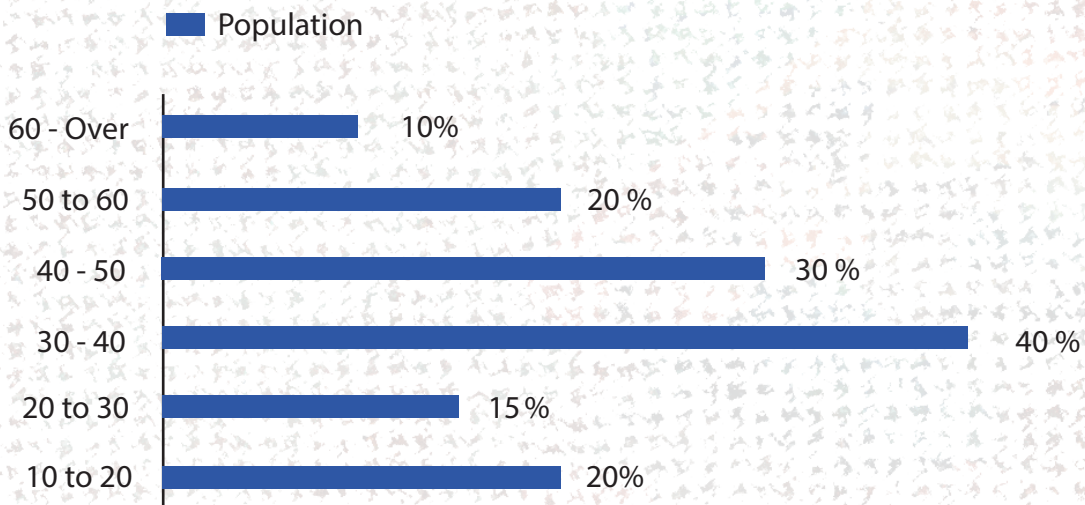


Figure 5.2.2.41 User's Age , Reception Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

According to researcher observation on the hotel reception area and information from receptionists most population of the population was between 30 to 40 secondly 40 to 50 and thirdly 50 to 60 and 10 to 20 .

## POPULATION DURING THE 5 DAYS

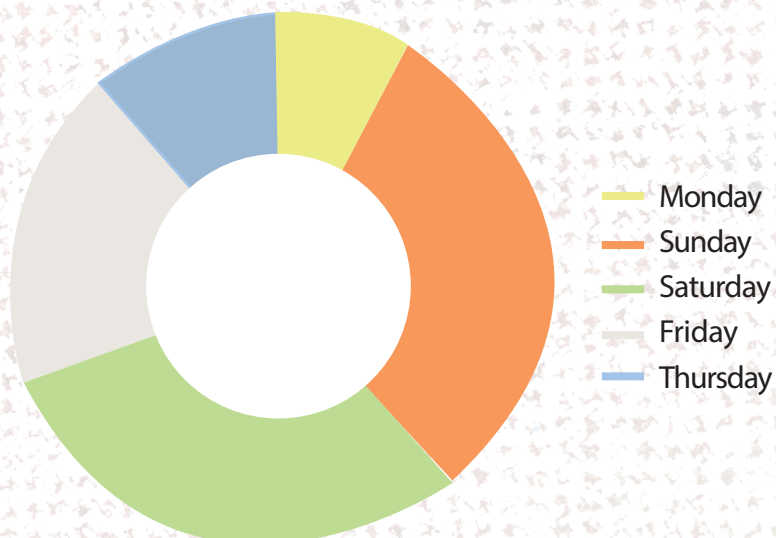


Figure 5.2.2.42 Population, Reception Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

#### 5.2.2.2.5. Population

Furthermore, the population was a changeable issue all day along also during the five-day period that the researcher was spent. The hotel highly serves for hotel guests. Reception area takes a place close to entrance of the hotel complex that's why users do not spend time if they don't need information, registration, meeting, etc. Check in of different nationalities are changeable and depending on flight dates. Even though the population of the reception depends on the registration periods, arrival and departure flights play a big role. Therefore, populations of the reception area has instability and cannot depend on check-in or check-out density. In any case, weekends are most crowded periods.

During the observation, the highest number of users in the reception area was on Saturday and Sunday . Generally, Turkish families do check-in and check-out during weekends. During all day long circulation could be seen but because of the check-in / out time midday was most intense. Additionally, foreign tourists who came to do a hotel with an accompaniment of tourism agencies, wait for buses in order to join some tours.

Second intensive day was Friday which was depending on Russian tourist check-in schedule and meeting with agencies. Thirdly, Thursday followed the order due to British guest arrival. Monday was the last day the researcher spent and also it was the same date on which less population observed in the reception area. On the graphics, hourly , in those five days, user population in the reception can be observed .(Figure 5.2.2.42.)

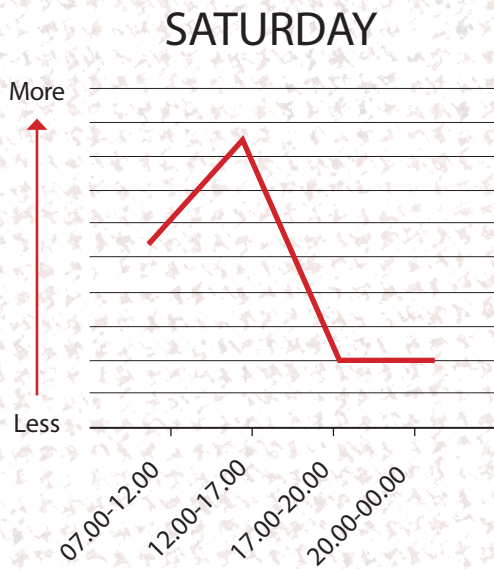
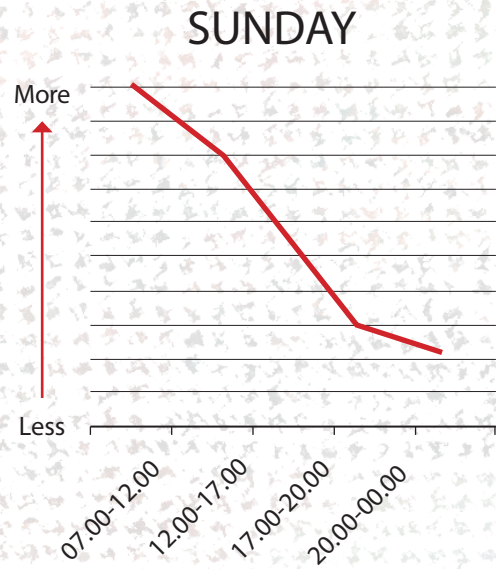
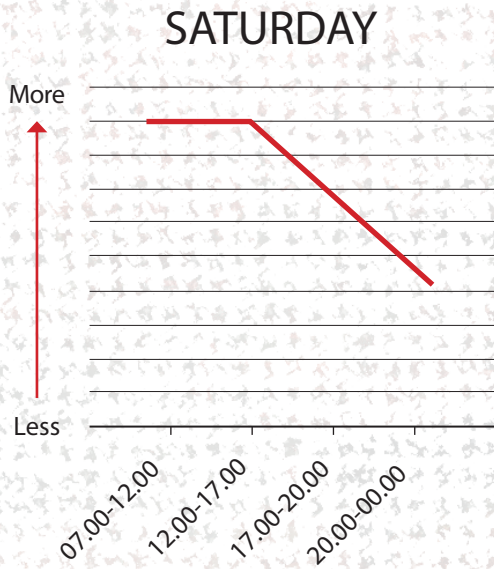
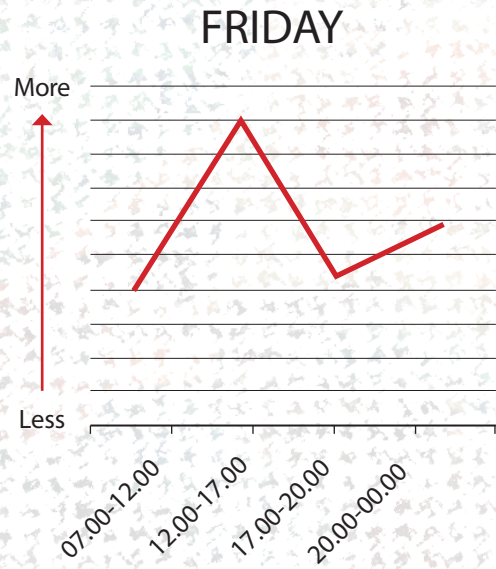
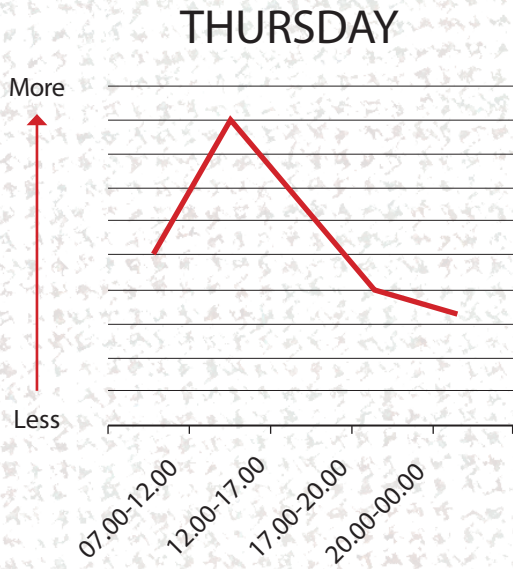


Figure 5.2.2.43 Population of each day, Hourly, Reception Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

These graphics have been done according to researcher observation during five days. After midnight wasn't considered. Numbers aren't shown because results shows average quantity.







Figure 5.2.2.44 Lobby Area , Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.45 Lobby Area , Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.46 Lobby Atrium , Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

### 5.2.2.2.3. Lobby Area Ground Floor

As it is emphasized in the beginning of the reception area analyzing design elements were another consideration steps and these issues were analyzed firstly in reception area secondly in the Lobby hall with two floors. Lighting, finishing materials and color schemes, scale, furnishing, circulation patterns and population are going to be emphasized for the lobby in this part.

#### 5.2.2.2.3.1. Lighting

Daylight can access to the lobby area sufficiently thanks to non-colored and big surface of the glass facade, artificial ones work during the darkness. There are also decorative wall lighting units which works all day long. High ceiling with the atrium is successful to spread the light around. Thus, a single central lighting was not preferred. Spot lighting is main lighting units, droplights to define specific areas such as the lobby bar desk. As a main lighting when the day light is not enough, spotlighting units work, multiple artificial lighting units are integrated to propose more atmospheric purpose.

#### 5.2.2.2.3.2. Finishing Materials and

#### Color scheme

Few different materials were used on both walls, floors also library panels are designed as a separator. Generally, painting and wood paneling have been used for walls, marble and laminated parquet have been chosen for the floor finishing. On columns finishing, first floor section and on separator wood paneling have been used, in the rest parts walls are painted. In order to reflect a warm atmosphere and conceptual design, columns are covered with wood paneling and sculptures are located inside. Front facade is with framed glasses.




Figure 5.2.2.47 Television and Library Room, Lobby Area,  
Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.48 Television and Library Room, Lobby Area,  
Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.49 Television and Library Room, Lobby Area,  
Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



For floor material, two different color marbles were applied and ornamental pattern is designed under the atrium that has relation with ornamental wood ceiling. Lobby bar and television room, which is the behind of the bar, have level differences from the entrance. With the beginning of the lobby bar area and the seating unit in front of that part different laminated parquet is preferred in order to give feeling of different functional areas.

Color scheme includes a composition which has a relation with of the surrounding. The same language in the reception area also continues in the lobby hall. Natural colors are preferred to reflect a relation with ornamental and artistic works.



Figure 5.2.2.50 Seating, Lobby Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

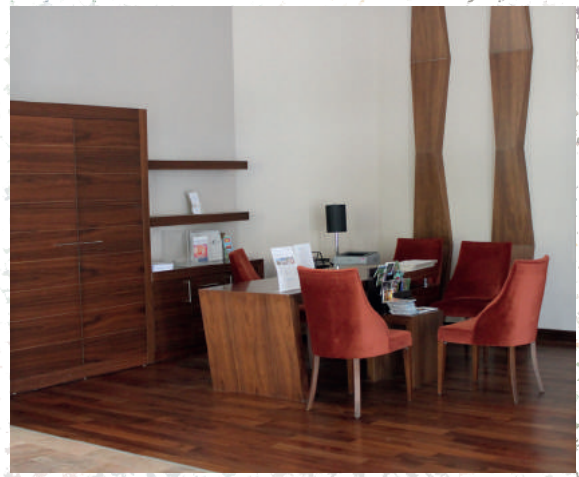


Figure 5.2.2.51 Information Desk,Lobby Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.53 Seating, Lobby Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.52 Information Desk,Lobby Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.54 Lobby Bar, Lobby Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.55 Lobby Bar, Lobby Area, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016

### 5.2.2.2.3.3. Furnishing

In terms of furnishing, an important element is seating units. In the lobby area of Sentido Letoonia Golf Resort Belek, large group of people can be host in a comfortable way with different choices. Therefore, number of seating are provided sufficiently in multiple organization.

In the ground floor of the lobby area a variety of seating groups are provided. Each group has diversity in itself like a three-wing chair with a triple sofa (Figure 5.2.2.53). Overall, hundred thirty-one people can seat on the ground floor of the lobby area to have a resting, waiting before meal time or spa reservations or having a drink. The bar consists multiple seating units, in front of the bar desk bar tools are located, wing chairs' units are used, therefore, thirty-six people can seat in a comfort. Television room has fifty-three seating with chairs and sofas.

Areas	Lobby ground floor	Library and Tv room	Lobby bar ground floor	Computer area	Lobby bar first floor	Meeting area	Terrace	Total
Number of seating	42	53	36	3	180	60	9	383

Table 5.2.2.4 Number of seating, Lobby Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

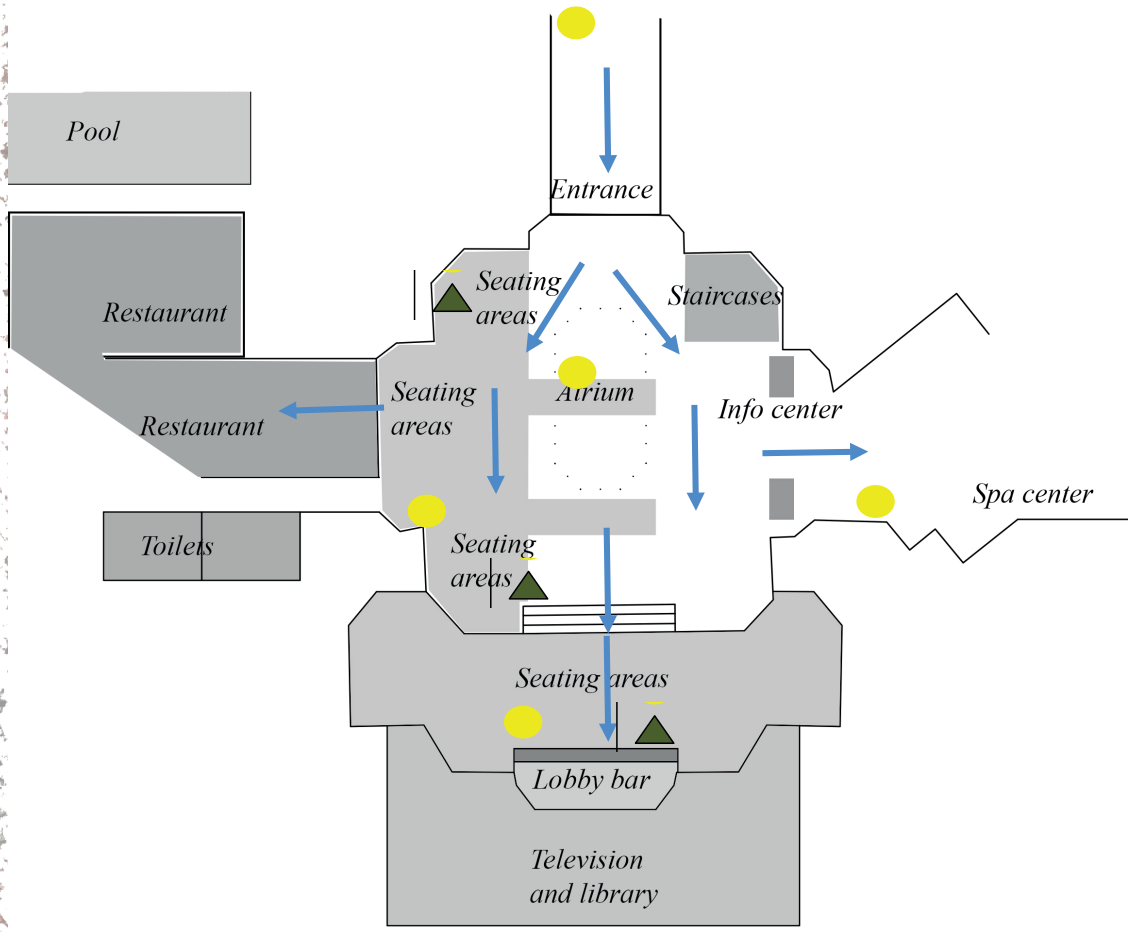
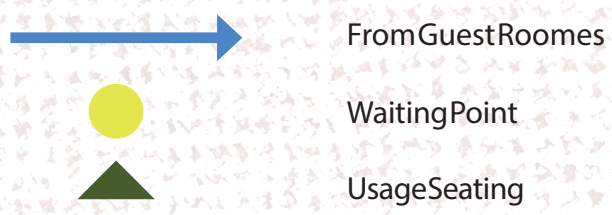


Figure 5.2.2.56 Ground Floor Plan, Lobby Area, Sentido, Letoonia Golf Resort, Antalya, Turkey, 2016





#### 5.2.2.2.3.4. Circulation

Circulation is another consideration part in this lobby hall ( see figure d and e). The central plan design of the area has two sides linear circulation around the central sculptural center. This way is almost same with the reception area. The lobby bar takes a place behind of statues, seating units are starting from the entrance and free circulation between those places are possible. Elevator is not directly visible but staircase is just near the entrance gate.

For the Television room, users need to pass in the lobby bar and for the restaurant, passage is from the lobby hall or from the pool part. Moreover, waiting points are related with those circulation patterns and connections between spaces. Users prefer waiting points between the circulation roads and seating areas.

Elements	Entrance single doors	Entrance rotatable doors	Lobby bar counter	Elevator	Staircase
Dimension	90 cm	200 cm	240 cm	90 cm	120 cm

Table 5.2.2.5 Dimensions of elements, Lobby Area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

## USER'S AGE OF LOBBY AREA ground floor

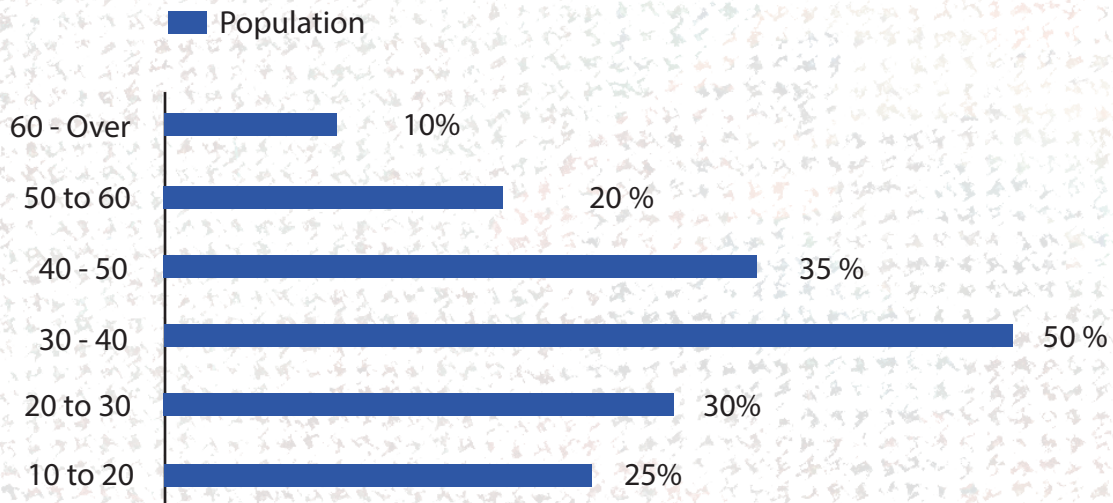


Figure 5.2.2.57 User's Age of , Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

According to researcher observation on the hotel lobby area and information from staffs, most population of the population was between 30 to 40 secondly 40 to 50 and thirdly 20 to 30 and 10 to 20 .

## POPULATION DURING THE 5 DAYS

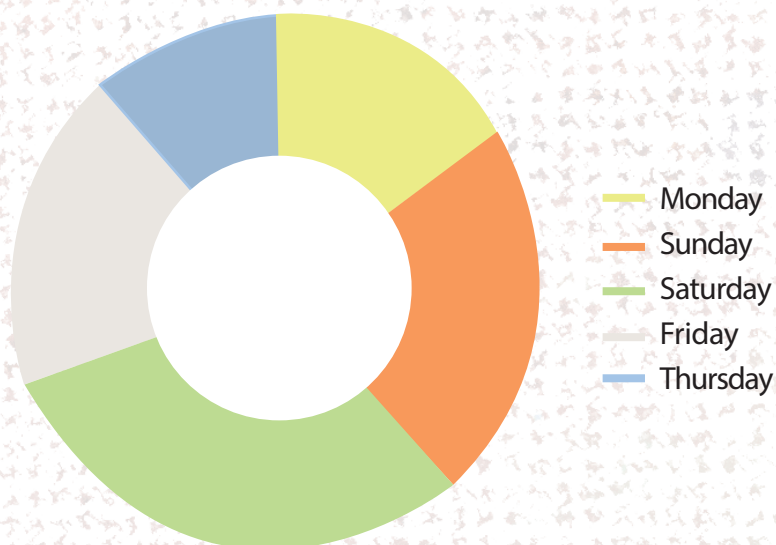


Figure 5.2.2.58 Pooulation During Five Days, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

### ..... 5.2.2.2.3.5. Population .....

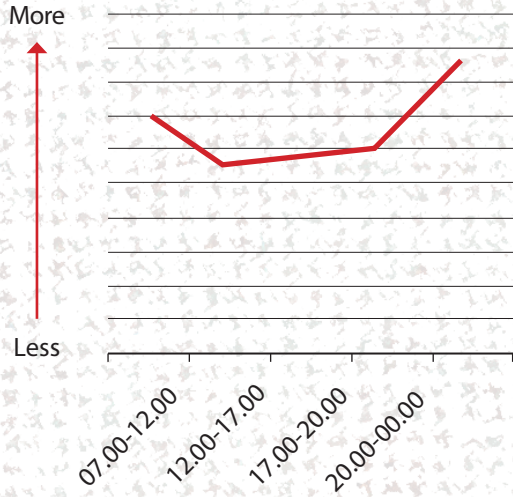
**A**dditionally, the population was an unstable subject all day long also during the five-day period that was spent by the researcher. The lobby part is to belong to hotel guests and far from the entrance so hundred percentage hotel guests' or users can be seen in a different time of a week or a day. The issue of located the lobby area further from the reception and the entrance has created the concept of activity usage. For instance, waiting or resting points after having a meal, coffee time after a breakfast or pre-drink before the dinner. Thus, registration, arrival or destination schedules are not impact the population of the hall. Also, meetings with visitors' of guests and agencies don't take a place in the area.

During the observation, the highest number of users in the reception area was on Saturday and Sunday like in the reception. In some weeks the hotel organize special cocktails or little concert and these events have taken a starting point from the lobby hall.

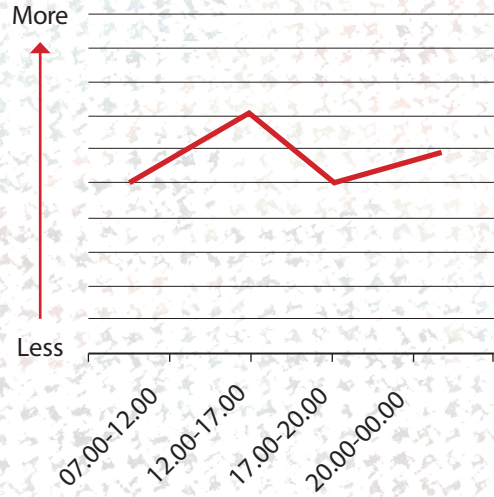
Also, number of guests staying in the hotel has determined the population issue, either way before and after of the meal-time guests have to pass from here. After the weekend period, Friday, Monday and Thursday followed the population order in the lobby area.

On the graphics, hourly, in those five days, user population in the lobby hall can be observed. (Figure 5.2.2.29)

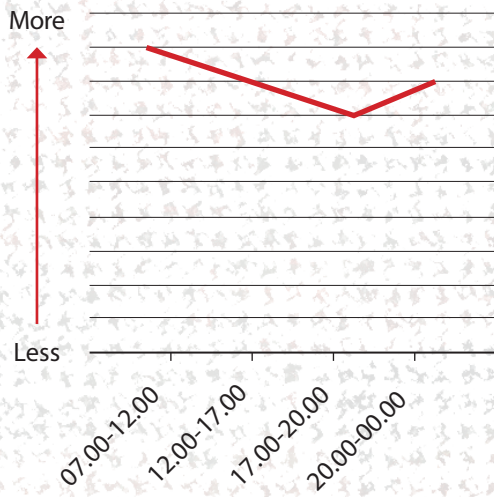
### THURSDAY



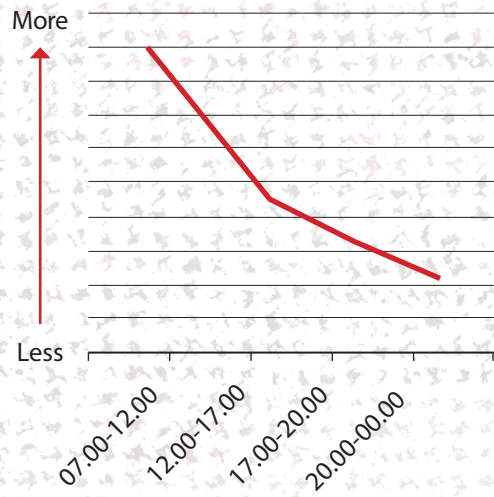
### FRIDAY



### SATURDAY



### SUNDAY



### SATURDAY

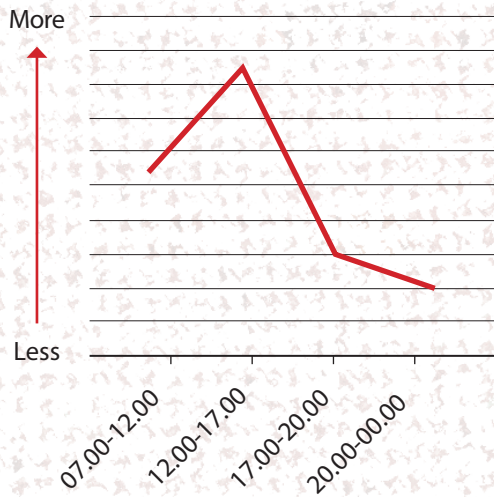


Figure 5.2.2.59 Population of each day, Hourly, Lobby Area, Sentido,Letonia Golf Resort, Antalya, Turkey, 2016

These graphics have been done according to researcher observation during five days. After midnight wasn't considered. Numbers aren't shown because results shows average quantity.





Figure 5.2.2.60 First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.61 First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

#### 5.2.2.2.4. Lobby hall First Floor

First floor of the lobby area is analyzed in respect of Lighting, finishing materials and color schemes, scale, furnishing because of the session circulation pattern and population weren't analyzed on this floor.

##### 5.2.2.2.4.1. Lighting

Daylight can easily reach to the first level of the lobby hall. Thanks to two sides of glass facade, day light could be enough, in any case, the space was not used by users on that period so artificial ones were on during the darkness in low levels. Spotlights are main artificial lighting also there are decorative wall lighting units both on the walls and columns. A single central lighting was not preferred because atrium gallery exists. The same conscious for the lighting continues on the floor as same as the ground floor.

##### 5.2.2.2.4.2. Finishing Materials and Color scheme

Few material choices were preferred on both walls and floors. Generally, painting has been used for walls, and wood covering is for columns. In contrast with the ground floor, carpet has taken a place instead of marble and laminated parquet floors finishing. On columns finishing, wood paneling continues from the ground-floor level so same language exists. The glass facade of entrance continue until the ceiling of first floor level.

Access to terrace is provided and the floor material is marble in parquet texture and size. For floor material, only in a part laminated parquet is used to create a kind of stage. In over all atmosphere on this level is warmer and with the carpet choice feeling of hominess is provided.



Figure 5.2.2.62 First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.63 First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.64 First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.65 First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.66 View, Elevator, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



Figure 5.2.2.67 View, Elevator, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



The outdoor and indoor relation is really successful on the terrace and while reaching up with an elevator. Panorama, sun set is observed by guests in the terrace.

Color scheme has a soft composition and continues from the ground level. So, from the reception area to ground floor of the lobby hall, and from there to this floor, continues in a same language.

### 5.2.2.2.4.3. Furnishing

In the analyzing of furnishing, seating units are focused like before. Multiple choices are provided in this area also with terrace features.

In the first floor of the lobby area, each group has diversity in itself like a group or single seating. Also with different colors application they are emphasized (Figure 5.2.2.63). Overall, two hundred fifty-two people can seat on the first floor of the lobby area to have a resting, or have a drink. The bar doesn't include bar stools in front of the bar desk . Generally, terrace is used more than rest during the session.

Areas	Computer area	Lobby bar first floor	Meeting area	Terrace	Total
Number of seating	3	180	60	9	252

Table 5.2.2.6 Number of Seating ,Lobby Area First Floor,Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016



### 5.3. QUANTITATIVE ANALYZE RESULTS AND DISCUSSION

After the qualitative analysis, in this section survey results from these hotels are resulted and discussed. Results from two different typologies of the hotel styles, which are conference and resort hotels, are combined together. Therefore, undoubtedly, participation profiles, genders, ages and professions show differences on the preferences.

	Frequency	Percent	Valid Percent	Cumulative Percent
Sentido Letoania Golf Resort Belek, Antalya	65	61,9	61,9	61,9
Bilkent Hotel and Conference Center, Ankara	40	38,1	38,1	100,0
Total	105	100,0	100,0	-

Table 5.3.1 Implementing Area (Hotels)

#### Implementing Area (Hotels)

According to the results, the participants of this study participated from two different hotels as Latonia Golf Belek. When it is reviewed, 65 participants have participated in this study in Letoania Golf Belek and 40 participants has participated in this study in Bilkent Hotel and Conference Center. It is clearly seen that the number (65) and percent of the participants in Letoania (%61.9) is more than the number (40) and the percent of the participants (%38.1) in Bilkent Hotel and Conference Center.

	Frequency	Percent	Valid Percent	Cumulative Percent
English	58	55,2	55,2	55,2
Turkish	38	36,2	36,2	91,4
Russian	9	8,6	8,6	100,0
Total	105	100,0	100,0	-

Table 5.3.2 .Language of the Survey

### Language of the Survey

According to the results, this survey has been prepared in three different languages as English, Turkish and Russian because in Bilkent Hotel most of the guest are Turkish and in Letoonia Golf Resort guests are more international. Therefore in order to reach more people in the areas, the survey has been translated into three languages. Specifically, 58 English (with the percent of %55.2), 38 Turkish (with the percent of %36.2) and 9 Russian surveys are used (with the percent of %8.6) in this study.

	Frequency	Percent	Valid Percent	Cumulative Percent
English	5	4,8	4,8	4,8
Turkey	50	47,6	47,6	52,4
Germany	9	8,6	8,6	100,0
UK	11	10,5	10,5	73,3
Tunusia	4	3,8	3,8	77,1
Georgia	1	1,0	1,0	78,1
Lubnan	2	1,9	1,9	80,0
Tunis	1	1,0	1,0	81,0
Ukraine	6	5,7	5,7	86,7
France	3	2,9	2,9	89,5
Kazakistan	1	1,0	1,0	90,5
Russia	6	5,7	5,7	96,2
Azerbaijan	1	1,0	1,0	97,1
USA	1	1,0	1,0	98,1
Iran	2	1,9	1,9	100,0
Total	105	100,0	100,0	-

Table 5.3.3 Country of the Participants

## Country of the Participants

According to the table, it is seen that lots of people from different countries has participated in this study. In other words, 5 people from England, 50 people from Turkey, 11 people from Germany, 11 people from UK, 4 people from Tunisia, 1 person from Georgina, 2 people from Lübnan, 1 person from Tunis, 6 people from Ukraine, 3 people France, 1 person from Kazakistan, 6 people from Russia, 1 person from Azerbaijan, 1 person from USA and 1 person from Iran has participated in this survey. In total, this survey is implemented to 105 people from all countries are. In general, majority of the participants are joined this study from Turkey (with the number of 47.6). From some countries, only one person has participated in the study. However, the results of the study can be more generalized due to the different country participants.

	Number	Minumum	Maximum	Mean	Std. Deviation	Variance
Age	105	18,00	64,00	35,4381	11,92035	142,095
Valid	105					

Table 5.3.4.Age of the Participants

## Age of the Participants

At the table, age range of the participants is from 18 to 64. As it sees, age range of this study is quietly wide compared to the other studies in this area. Average of the participants' ages is 35 with the standard deviation of 11.92.

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	55	52,4	52,4	52,4
Female	50	46,7	46,7	99,0
Total	105	100,0	100,0	-

Table 5.3.5. Gender of the Participants

### Gender of the Participants

According to the result of analysis, in this study 55 male participants and 50 female participants have participated. Comparing the number of male and female participants, the number of the males (with the percent of %52.4) is more than the number of females (with the percent of %46.7).

### Professions of the Participants

When the participants' profiles are reviewed in terms of their jobs, it is seen that most of the participants' jobs are students (12 people, with the percent of 11.2), engineers (8 people with the percent of 7.6) and teachers and dancers (7 people with the percent of 6.7). Moreover, it is seen that there are lots of other jobs that participants have in this study.

	Frequency	Percent	Valid Percent	Cumulative Percent
Driver	1	1,0	1,0	10,5
Student	12	11,4	11,4	21,9
Gardener	2	1,9	1,9	23,8
Factory Owner	4	3,8	3,8	27,6
Company Director	1	1,0	1,0	28,6
Construction	3	2,9	2,9	31,4
Guest Relation	1	1,0	1,0	32,4
Dancer	2	1,9	1,9	34,3
Teacher	7	6,7	6,7	41,0
Animation	1	1,0	1,0	41,9
Tourism	8	7,6	7,6	49,5
Boulangier	1	1,0	1,0	50,5
Designer	3	2,9	2,9	53,3
Proffessor	1	1,0	1,0	54,3
Management	3	2,9	2,9	57,1
Business	1	1,0	1,0	58,1
Retired	2	1,9	1,9	60,0
Architect	2	1,9	1,9	61,9
Engineer	8	7,6	7,6	69,5
Manager	5	4,8	4,8	74,3
Rexied	1	1,0	1,0	76,5
Economist	3	2,9	2,9	79,0
Web	1	1,0	1,0	76,2
Guide	3	2,9	2,9	79,0
Salesman	2	1,9	1,9	81,0
Self employment	2	1,9	1,9	83,8
Archeologist	1	1,0	1,0	84,8
Marketing	7	6,7	6,7	91,4
Photographer	2	1,9	1,9	93,3
Player	1	1,0	1,0	94,3
Hairdresser	2	1,9	1,9	96,2
Receptionist	1	1,0	1,0	97,1
Ceo	1	1,0	1,0	98,1
Make-up Artist	1	1,0	1,0	99,0
Journalist	1	1,0	1,0	100,0

Table 5.3.6.Professions of the Participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Job	5	4,8	4,8	4,8
Relaxation	54	51,4	51,4	56,2
Both of them	46	43,8	43,8	100,0
Total	105	100,0	100,0	100,0

Table 5.3.7 Travel Reason of the Participants

### Travel Reason of the Participants

When it is asked to the participants why they come to this hotel, the answer of the participants is that they come to this hotel for a job (5 people, with the percent of 4.8), for relaxation (54 people with the percent of %51.4) and for both of them (46 people with the percent of %43.8). Comparing the categories of answers, it can be concluded that people come to the hotel for relaxation and for both relaxation and job. The one who just come for a job seems clearly less than the other answers.

	Frequency	Percent	Valid Percent	Cumulative Percent
00	38	36,2	36,2	36,2
1-3 times	31	29,5	29,5	65,7
4-6 times	15	14,3	14,3	80,0
7-9 times	15	14,3	14,3	94,3
10-12 times	3	2,9	2,9	97,1
more than 12 times	3	2,9	2,9	97,1
Total	105	100,0	100,0	

Table 5.3.8 . Amount of Traveling for Business Reason in a year



### Amount of Traveling for Business Reason in a Year

When it is asked to the participants that how many times they travel for jobs, 31 participants said they travel 1-3 times they travel for a job in a year. Moreover, 15 participants said they travel for jobs 4-6 times in a year. Furthermore, whereas 15 participants said they travel 7-9 times in a year for jobs, 3 participants said they travel for 9-12 times in a year for jobs. Finally, 3 participants said they travel more than 12 times in a year for jobs. The participants generally said they travel 1-3 times (31 people with the percent %29.5).

	Frequency	Percent	Valid Percent	Cumulative Percent
00	2	1,9	1,9	1,9
1-3 times	70	66,7	66,7	68,6
4-6 times	22	21,0	21,0	89,5
7-9 times	8	7,6	7,6	97,1
10-12 times	1	1,0	1,0	98,1
more than 12 times	2	1,9	1,9	100,0
Total	105	100,0	100,0	

Table 5.3.9 Amount of Traveling for Leisure Reason in a year

### Amount of Traveling for Leisure Reason in a Year

When it is asked to the participants that how many times they travel for jobs, 70 participants said they travel 1-3 times they travel for a job in a year. Moreover, 22 participants said they travel for jobs 4-6 times in a year. Furthermore, whereas 8 participants said they travel 7-9 times in a year for jobs, 1 participants said they travel for 9-12 times in a year for jobs. Finally, 2 participants said they travel more than 12 times in a year for jobs. The participants generally said they travel 1-3 times (70 people with the percent %66.7).

	Frequency	Percent	Valid Percent	Cumulative Percent
It's not important	8	6,7	6,7	6,7
It's partially important	14	13,3	13,3	21,0
It's sufficiently important	34	32,4	32,4	53,3
It's important	23	21,9	21,9	75,2
It's so important	26	24,8	24,8	100,0
Total	105	100,0	100,0	

Table 5.3.10 Capacity of Hotels

### Capacity of Hotels

According to the most of the participants, the category of the hotel is sufficiently important (34 people with the percent of 32.4). Little part of the participants think that the category of the hotel is not important for them (8 people, with the percent of %6.7).

	Frequency	Percent	Valid Percent	Cumulative Percent
It's not important	1	1,0	1,0	1
It's partially important	9	8,6	8,6	9,4
It's sufficiently important	26	24,8	24,8	33,1
It's important	34	32,4	32,4	66,5
It's so important	35	33,5	33,5	100,0
Total	105	100,0	100,0	

Table 5.3.11 Facilities of Hotels

### Facilities of hotels

According to the most of the participants, the opportunity of the hotel is so important (35 people with the percent of 33.5). Little part of the participants think that the opportunity of the hotel is not important for them (1 person, with the percent of %1).

	Frequency	Percent	Valid Percent	Cumulative Percent
It's not important	7	6,7	6,7	6,7
It's partially important	34	32,4	32,4	41,9
It's sufficiently important	23	21,9	21,9	63,8
It's important	16	15,2	15,2	79,0
It's so important	25	24,0	21,0	100,0
Total	105	100,0	100,0	

Table 5.3.12 Size of Hotels

### Size of the hotel

According to the most of the participants, the size of the hotel is so important (25 people with the percent of 24). Little part of the participants think that the size of the hotel is not important for them (7 people, with the percent of %6.7).

	Frequency	Percent	Valid Percent	Cumulative Percent
It's not important	1	1,0	1,0	1
It's partially important	3	2,9	2,9	9,7
It's sufficiently important	4	3,8	3,8	13,5
It's important	40	38,1	38,1	51,6
It's so important	57	54,4	54,4	100,0
Total	105	100,0	100,0	

Table 5.3.13 Location of hotels

### Location of the hotel

According to the most of the participants, the location of the hotel is so important (57 people with the percent of 54.4). Little part of the participants think that the size of the hotel is not important for them (1 person, with the percent of

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	20	19,0	19,0	19,0
1,00	24	22,9	22,9	41,9
2,00	14	13,3	13,3	55,2
3,00	47	44,8	44,8	100,0
Total	105	100,0	100,0	

Table 5.3.14 Resort Hotels

### Resort Hotels

According to the results, 20 participants said they do not prefer resort hotels for staying. However, 24 participants in this study resort hotels are their first preference for staying. Moreover, 14 participants said they prefer resort hotels as a second choice. Lastly, 47 participants said they prefer resort hotels for staying as a third choice.

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	75	71,4	71,4	71,4
1,00	11	10,5	10,5	81,9
2,00	12	11,4	11,4	93,3
3,00	7	6,7	6,7	100,0
Total	105	100,0	100,0	

Table 5.3.15. Convention Hotels

### Convention Hotels

According to the results, 75 participants said they do not prefer convention hotels for staying. However, 11 participants in this study convention hotels are their first preference for staying. Moreover, 12 participants said they prefer convention hotels as a second choice. Lastly, 7 participants said they prefer convention hotels for staying as a third choice.

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	55	52,4	52,4	52,4
1,00	9	8,6	8,6	61,0
2,00	26	24,8	24,8	85,7
3,00	15	14,3	14,3	100,0
Total	105	100,0	100,0	

Table 5.3.16 Luxury Hotels

### Luxury Hotels

According to the results, 55 participants said they do not prefer lux hotels for staying. However, 9 participants in this study lux hotels are their first preference for staying. Moreover, 26 participants said they prefer lux hotels as a second choice. Lastly, 15 participants said they prefer lux hotels for staying an as third choice.

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	35	33,3	33,3	33,3
1,00	17	16,2	16,2	49,5
2,00	23	21,9	21,9	71,4
3,00	30	28,6	28,6	100,0
Total	105	100,0	100,0	

Table 5.3.17 Boutique Hotels

### Boutique Hotels

According to the results, 35 participants said they do not prefer boutique hotels for staying. However, 17 participants in this study boutique hotels are their first preference for staying. Moreover, 23 participants said they prefer boutique hotels as a second choice. Lastly, 30 participants said they prefer boutique hotels for staying as a third choice.

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	68	64,8	64,8	64,8
1,00	16	15,2	15,2	80,0
2,00	18	17,1	17,1	97,1
3,00	3	2,9	2,9	100,0
Total	105	100,0	100,0	

Table 5.3.18. Limited Service Hotel

### Limited Service Hotel

According to the results, 68 participants said they do not prefer limited service hotels for staying. However, 16 participants in this study limited service hotels are their first preference for staying. Moreover, 18 participants said they prefer limited service hotels as a second choice. Lastly, 3 participants said they prefer limited service hotels for staying an as third choice.

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	94	89,5	89,5	89,5
1,00	7	6,7	6,7	96,2
2,00	2	1,9	1,9	98,1
3,00	2	1,9	1,9	100,0
Total	105	100,0	100,0	

Table 5.3.19. Hostels

### Hostels

According to the results, 94 participants said they do not prefer hostels for staying. However, 7 participants in this study hostels are their first preference for staying. Moreover, 2 participants said they prefer hostels as a second choice. Lastly, 2 participants said they prefer hostels for staying as a third choice.

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	98	93,3	93,3	93,3
1,00	5	4,8	4,8	98,1
2,00	2	1,9	1,9	100,0
Total	105	100,0	100,0	

Table 5.3.20 Airbnb

### Airbnb

According to the results, 98 participants said they do not prefer airbnb for staying. However, 5 participants in this study airbnb are their first preference for staying. Lastly, 2 participants said they prefer airbnb as a second choice.

	Frequency	Percent	Valid Percent	Cumulative Percent
,00	96	91,4	91,4	91,4
1,00	8	7,6	7,6	99,0
2,00	1	1,0	1,0	100,0
Total	105	100,0	100,0	

Table 5.3.21 Couchsurfing

### Couchsurfing

According to the results, 96 participants said they do not prefer couchsurfing for staying. However, 8 participants in this study couchsurfing are their first preference for staying. Lastly, 1 participants said they prefer couchsurfing as a second choice.

	Frequence	Percent	Valid Percent	Cumulative Percent
Lobby	38	36,2	36,2	36,2
Room	9	8,6	8,6	44,8
Bar	18	17,1	17,1	61,9
Pool	33	31,4	31,4	93,3
Spa and Massage	7	5,7	5,7	99,0
Total	105	100,0	100,0	

Table 5.3.22 The most time spent place

### The Most Time Spent Place

When it is asked to the participants that where the place they spend most time, 38 participants said they spend most time in the lobby, 33 participants said they spent most time in pool. After that, 18 participants said they spend most time in the bar. Moreover, 9 participants said they spend most time in room and 7 participants said they spend most of their time in the spa and massage.

Functions of the lobby	Frequency
Welcoming	84
Informing guest	59
Providing a meeting point	41
Providing a relaxing place	37
Serving	51
Providing a workplace	39

Table 5.3.23 Functions of the lobby area

### Function of the Lobby Area

According to the results, 84 participants think that they the lobby welcome them. Moreover, 59 participants said lobby inform guests and 41 participants said lobby provide them a meeting point. Furthermore, 37 participants said lobby provide them a relaxing place. Finally, 51 participants said lobby serve drinks and meals to them and 39 participants said lobby provide them a workplace. Looking to the results, most of the participants think that lobby welcome them.



	Frequency	Percent	Valid Percent	Cumulative Percent
6 hours in a day	35	33,3	33,3	33,2
4-5 hours in a day	32	30,5	30,5	63,7
1-3 hours in a day	30	28,6	28,6	91,3
1 hour in a day	8	7,7	7,7	100,0
Total	105	100,0	100,0	

Table 5.3.24 Using technological devices in a day

### Using Technological Devices in a Day

According to the results, 35 participants use technological devices in a day 6 hours. Moreover, whereas 32 participants use devices 4-5 hours in a day, 30 participants use devices 1-3 hours in a day. Lastly, 8 participant use technological devices 1 hour in a day. This shows that most of the participants use technology 6 hours in a day (with the percent of %33.3).

	Frequency	Percent	Valid Percent	Cumulative Percent
Self check in kiosk	30	22,7	22,7	25,6
Smart phone	23	21,9	21,9	46,5
Receptionist	52	49,5	49,5	100,0
Total	105	100,0	100,0	

Table 5.3.25 Preference way of doing a check-in

### Preference Way of How Doing Check-in

According to the results, 30 participants prefer to register via self-check (with the percent of %22.7) and 23 participants prefer to register to the hotel via smart phones (with the percent of %21.9). Finally, 52 participants prefer to register to the hotel via the receptionist (with the percent of %49.5).

From this part, questions which are about the lobby and the reception areas were asked to participants to answer according to the hotel were sitting.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15 minutes	28	26,7	26,7	26,7
15-30 minutes	21	20,0	20,	46,7
30-45 minutes	15	14,3	14,3	61,0
More than 45 minutes	41	39,0	39,0	100,0
Total	105	100,0	100,0	

Table 5.3.26 The time they spend in the lobby area

### The time they spend in the lobby area

According to the results, 28 of the participants spend less than 15 minutes (with the percent of %26.7). Moreover, 21 of the participants spend 15-30 minutes at the lobby (with the percent of %20). Furthermore, 15 of the participants spend 30-45 minutes at the lobby (with the percent of %14.3). Finally, 41 of the participants spend more than 45 minutes (with the percent of %39). This shows that most of the participants spend more than 45 minutes.

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15 minutes	66	66,9	66,9	66,9
15-30 minutes	22	21,0	21,0	83,8
30-45 minutes	5	4,8	4,8	88,6
More than 45 minutes	12	11,4	11,4	100,0
Total	105	100,0	100,0	

Table 5.3.27 The time they spend in the reception

## The Time They Spend in the Reception

According to the results, 66 of the participants spend less than 15 minutes (with the percent of %66.9). Moreover, 22 of the participants spend 15-30 minutes at a reception (with the percent of %21). Furthermore, 15 of the participants spend 30-45 minutes at a reception (with the percent of %4.8). Finally, 12 of the participants spend more than 45 minutes (with the percent of %11). This shows that most of the participants spend less than 15 minutes.

	Frequency	Percent	Valid Percent	Cumulative Percent
Close to the entrance	14	13,3	13,3	13,3
Close to the reception	5	4,8	4,8	4,8
Close to the corner	5	4,8	4,8	18,1
Close to the wall	3	2,9	2,9	25,7
Close to the lobby bar	20	19,0	19,0	44,8
Close to the socket	12	11,4	11,4	56,2
Others	46	43,8	43,8	100,0
Total	105	100,0	100,0	

Table 5.3.28 The time they prefer to sit in the lobby area

## The Place That You Prefer in Lobby Area

When it is asked to the participants where they prefer to stay in the lobby, most of the participants said they prefer to stay in other points in the lobby (with the percent of %43.8). Moreover, the most preferred place in lobby that is mentioned in the survey is a place close to the bar (20 people, with the percent of %19). Lastly, the least preferred place in lobby is a point close to the wall according to the participants (3 people, with the percent of %2.9).

lobby areas	Absolutely not satisfying	Not satisfying	Neither Satisfying nor dissatisfying	Satisfying	Absolutely satisfying	no idea
Entrance	1	4	15	39	44	1
Welcome point	4	11	18	27	43	1
Reception	1	2	16	44	40	1
Check-in check-out	1	5	23	37	36	2
Lobbybar	3	21	25	29	22	4
Luggage Store	3	3	20	30	43	5
Information point	3	8	19	32	39	3
Furniture design	2	3	29	47	22	1
Single Seating	4	8	30	36	23	4
Group Seating	2	27	46	25	3	1
Artificial lighting	2	13	13	36	35	5
Daylight	8	18	8	24	42	4
Color	1	3	21	29	47	3
Composition						
View/Panorama	3	13	18	23	45	2
Floor materials	2	5	20	50	24	4
Wall materials	1	1	29	48	23	3
General design	5	0	28	44	26	2
Position of the elevator	4	24	28	28	17	4
Position of the staircases	7	15	20	30	26	7
Size of the lobby	2	13	25	35	27	3

lobby areas	Absolutely not satisfying	Not satisfying	Neither Satisfying nor dissatisfying	Satisfying	Absolutely satisfying	no idea
Interaction with people	4	4	13	53	27	4
Working place	0	9	34	36	23	3
Resting place	0	3	16	40	43	3
Comfort	0	6	12	40	45	2
Ceiling level	1	5	23	40	31	5
Ground level	1	6	25	38	28	7
Interior-scaping e.g.flower, plants	3	18	18	19	45	2
Poweroutlet	6	33	23	19	18	
Retail Areas e.g stores, gift shop	25	15	20	19	17	9
Circulation	3	7	14	42	31	8

Table 5.3.29 Their satisfaction from the lobby area

### Satisfaction From Lobby Area

According to the results, the most satisfying places at the lobby are colored match, view and relaxing place. After this, the most dissatisfied places of the lobby are power outlets, multisession, lobby bar, position of the elevator and reception. Finally, the most unknown places of the lobby are store-shopping, circulation, ground level and position of the stairs.



## 5.4. QUANTITATIVE ANALYZING CROSS TABULATION RESULTS AND DISCUSSION

After the direct results, preferences and answers have been cross tabulated. Like it is done in the chapter 3. 2. the analysis from Google survey, for the researcher distributed surveys in the hotel areas have been analyzed. Different results have been cross tabulated according to ages, professions, nationalities.

		Male	Female	Total
Travel Reason	Business	4	1	5
	Leisure	24	30	54
	Both of them	27	19	46
Total		55	50	105

Table 5.4.1 Travel reason and gender Cross tabulation

### Travel reason and gender Cross tabulation

When it is looked at whether the travel reason change according to the gender, it is seen that 4 males indicated they travel for jobs, 24 males indicated for relaxation and 27 males indicated they travel for both job and relaxation. Moreover, 1 female indicated they travel for jobs, 30 females indicated they travel for relaxation. And 19 females indicated they travel for both job and relaxation.

Country	Travel reason			Total
	Business	Leisure	Both of them	
England	0	8	8	16
Turkey	2	29	19	50
Germany	0	5	6	11
Tunisia	0	3	1	4
Georgina	0	1	0	1
Lubnan	0	0	2	2
Tunis	0	0	1	1
Ukraine	1	3	2	6
France	0	2	1	3
Kazakistan	1	0	0	1
Russia	1	3	2	6
Azerbaijan	0	0	1	1
USA	0	0	1	1
Iran	0	0	2	2
Total	5	54	46	105

Table 5.4.2 Travel reason and country Cross tabulation

### Travel Reason and Country Cross Tabulation

When the distribution of the travel reason according to the countries, it is seen that the 4 participants from England said they travel for relaxation reason and 1 person from England said that he/she travel for both job and relaxation. 2 participants from Turkey said they travel for jobs, 29 participants from Turkey they travel for relaxation and 19 participants from Turkish travel for both relaxation and job. 5 participants from Germany said they travel for relaxation reason and 6 people from Germany said that he/she travel for both job and relaxation. 4 parti-



participants from UK said they travel for relaxation reason and 7 people from UK said that he/she travel for both job and relaxation. 3 participants from Tunisia said they travel for relaxation reason and 1 person from Tunisia said that he/she travel for both job and relaxation. 1 participant from Georgia said they travel for relaxation reason.

1 person from Lebanon said that he/she travel for both job and relaxation. 1 person from Tunis said that he/she travel for both job and relaxation. 1 participant from Ukraine said they travel for jobs, 3 participants from Ukraine they travel for relaxation and 2 participants from Ukrainian travel for both relaxation and job. 2 participants from France said they travel for relaxation reason and 1 person from Germany said that he/she travel for both job and relaxation. 1 person from Kazakhstan said that he/she travel for the job. 1 participant from Russia said they travel for jobs, 3 participants from Russia they travel for relaxation and 2 participants from Russian travel for both relaxation and job. 1 person from Azerbaijan said that he/she travel for both job and relaxation. 1 person from USA said that he/she travel for both job and relaxation. 2 people from Iran said that he/she travel for both job and relaxation.

Professions	Travel reason			Total
	Business	Leisure	Both of them	
Unemployed	0	8	1	10
Driver	0	1	0	1
Student	0	11	1	12
Gardener	1	11	0	2
Factory Owner	0	2	2	4
Company Director	0	1	0	1
Construction	0	1	2	3
Guest Relation	0	1	0	1
Dancer	0	1	1	2
Teacher	0	2	5	7
Animation	0	0	1	1
Tourism	0	6	2	8
Boulangier	0	1	0	1
Designer	0	1	2	3
Proffessor	0	1	0	1
Management	0	0	3	3
Business	0	0	1	1
Retired	0	2	0	2
Architect	0	0	2	2
Engineer	1	3	4	8
Manager	0	1	4	5
Rexied	0	1	0	1
Economist	0	1	0	1
Web	0	2	1	3
Guide	2	0	0	2
Salesman	0	1	0	1
Self employment	0	1	1	2
Archeologist	0	1	0	1
Marketing	1	0	6	7
Photographer	0	1	1	2
Player		0	0	1
Hairdresser	0	1	1	2
Receptionist	0	1	0	1
Ceo	0	0	1	1
Make-up Artist	0	0	1	1
Journalist	0	0	1	1
Total	5	54	46	105

Table 5.4.3. Travel reason and professions Cross tabulation

## Travel Reason and Professions Cross Tabulation

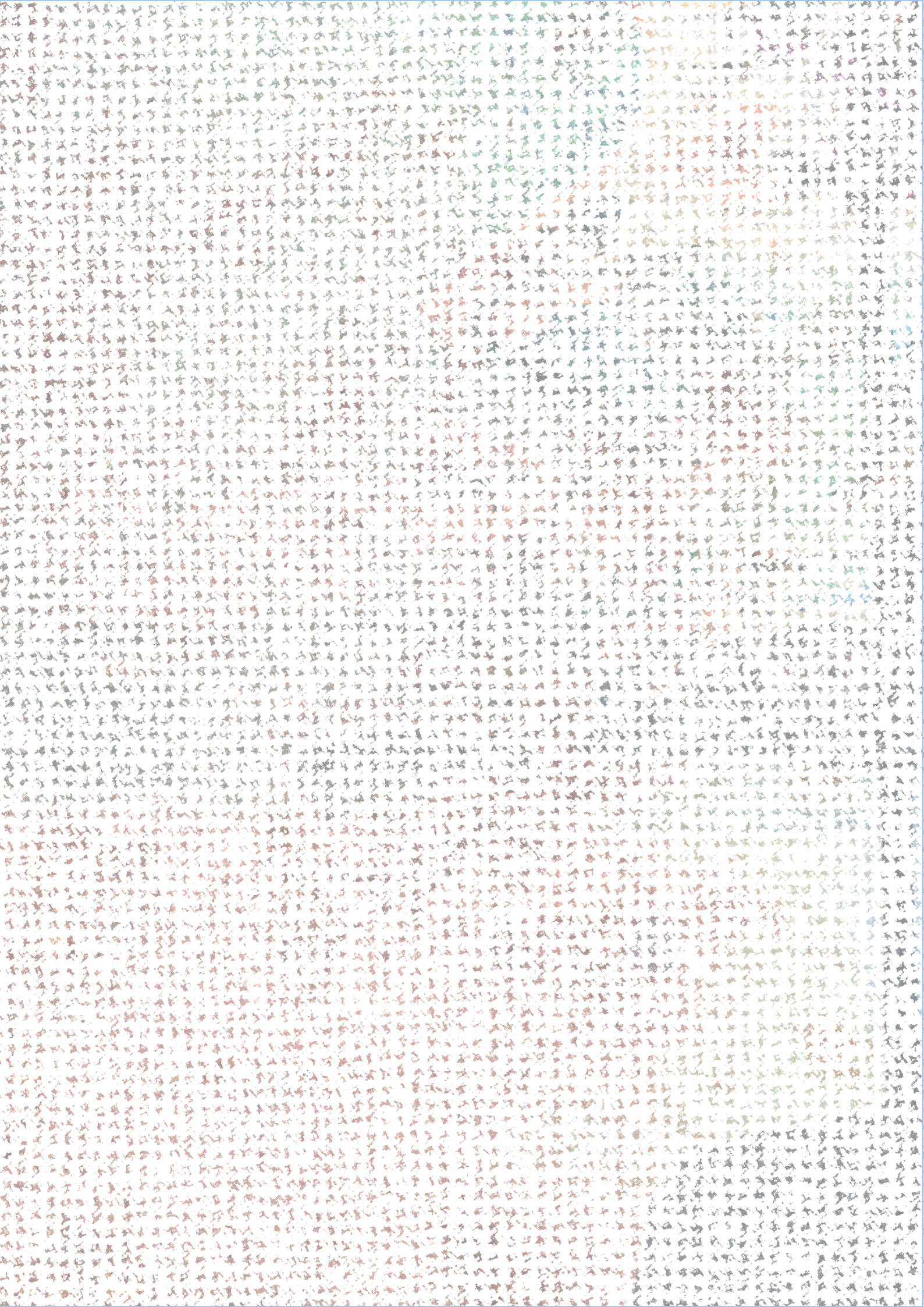
When it is looked at the table, 1 gardener, 1 engineer, 1 guide and 1 marketing worked said that, they travel for the job. In addition to that, 1 driver, 11 students, 1 gardener, 2 factory owner, 1 company director, 1 construction, 1 guest relation, 1 dancer, 2 teachers, 6 tourism, 1 boulanger, 1 designer, 1 professor, 1 retired, 3 engineer, 1 manager, 1 resides, 1 economist, 1 web, 1 sales, 1 self-employment, 1 archeologist, 1 photographer and 1 hairdresser said that they travel for relaxation. Finally, 1 student, 2 factory owner, 1 construction, 1 dancer, 5 teacher, 1 animation, 2 tourism, 2 designer, 3 management, 1 business, 2 architect, 4 engineer, 4 managers, 1 web, 1 self-employment, 6 marketing, 1 photographer, 1 player, 1 hairdresser, 1 CEO and 1 makeup artist said that they travel for business and leisure.

	Travel reason		
	Male	Female	Total
It's not important	1	3	4
It's partially important	7	2	9
It's sufficiently important	17	9	26
It's important	11	23	34
It's so important	19	13	32
Total	55	5	105

Table 5.4.4 Category of hotels and gender cross tabulation

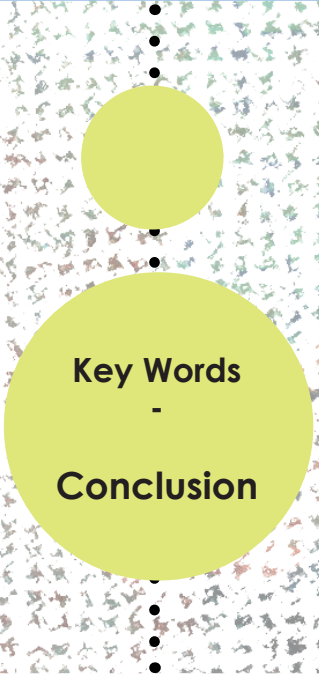
## Category of Hotels and Gender Cross Tabulation

According to the table, 1 male participant and 3 female participants said the category of the hotel is not important. Moreover, 7 male participants and 2 female participants said the category of the hotel is partially important. In addition to that 17 male participant and 9 female participants said the category of the hotel is sufficiently important. 11 male participants and 23 female participants said the category of the hotel is important. Finally, 19 male participants and 13 female participants said the category of the hotel is partially important.



# CHAPTER/ 6

## CONCLUSION



Key Words  
-

Conclusion

Historical Development

Hotel classifications and standardization

New creations & Globalization

User's needs and expectations

Innovation and Contemporaneity

Preferences for a lobby space

User's Experiences

Public Place

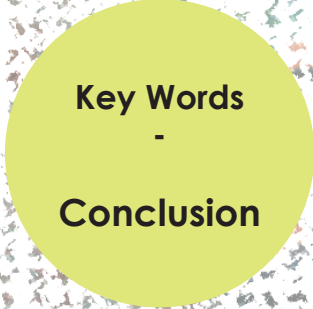

First & Last Impression

## 6/ CONCLUSION



In conclusion, this research study has produced significant results in an area of study often ignored. A hotel lobby area is a place that can be impacted by **historical development, different hotel classifications and standardization, new creations, innovation, globalization, users' needs and expectations**. Moreover, it has been determined that there are clear relationships between the **scale of the hotel lobby**, in terms of its functionality, a way, innovative process and in contemporary situations. In **functionality**, ways of usage; in **design ways**, materials used, seating types and arrangement, access to daylighting and views, circulation and the overall preference for spaces. **Innovation and contemporary** situations are always related with developments of the century, a way of people's lives, and hybridization, desires and expectations. Perhaps more importantly, this study found that each of these elements has a different size of effect on **preference for a lobby space** and preference by users. If the design guidelines are implemented by hospitality designers and architects, the developed space may improve both **the user's experience** and the owners.

The lobby is one of the **public places** that one of the critical points of the hotel industry. The capacity of a hotel is not a matter, even in a luxury hotel or in a limited service hotel, lobby with its elements have both **first and last impression** on the guests (Penner et al.2013). Visual influence and functional sufficiency decide to this impact positively or negatively. It is the first place which impacts guests' and customers' first visual observation and their physical movements are directed. However, the area is not always taking a place close to the entrance so reception area can have the responsibility of the lobby area. Even though guest rooms have more important role in most of the hotel industry, public places



Key Words  
-  
Conclusion

Tangible Factors

Dependent Variable

Customer Loyalty

Independent Variable

Design, Facilities & Ambient

Methodological Research

A Guideline

Qualitative & Quantative Results

Perception





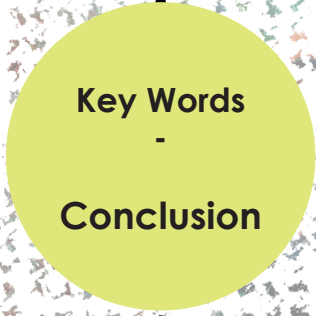
Which are in this case lobby area has essential factors for the customer's loyalty and sustainability of benefits.

From the beginning of the research, users' preferences and their expectations have been analyzed into the current examples. With the different cases, contemporary users and different generations' perceptions are observed. Therefore, the research has questioned two focuses on examining the effect of **tangible factors** on **customers' loyalty**. In this research question, the **dependent variable** is customers' loyalty; the three **independent variables** are **designed, facilities, and ambient** conditions.

In order to reach a more substantial result on customers' loyalty, existing case studies have been chosen from Turkey. The results from there and the literature analysis could be a guide for the researcher to have a **methodological research** results with a **guideline**.

With the impact of literature revision, and to gain a different dimension for the thesis, two different cities in Turkey were chosen. To see relation between geographical location, culture, demographic contexts, services and accessibility, the two hotels from Ankara and Antalya was chosen in different categories. Evaluation research helped to the processes with the **qualitative** and **quantitative results**.

**Perception** of a place by users and their preferences are keys for the guidelines. For example, it could be seen that while the technology is taking a huge place in human life, people can be still close to make traditional ways. It has been understood that, in the questions of the hotel and Google surveys, way of check-in was asked to participants. Apart from demographic impacts, total result shows that more than four hundred people still prefer to do checks in with a staff in a reception desk.



Functions

Novative

Merged & Hybrid

Overlap

Volume

High Rise Projects

Public Spheres



When the preferred location to sit in the lobby area was asked, %19,9 said near the lobby bar and %46 said others. The place they have looked for and functions they've wanted are different. Also, %39 people in the lobby, spends more than 45 minutes and in the reception, %66,6 spend generally less than 15 minutes (chapter 5.3, table 5.3.27). Therefore in the guideline these results were considered to create a space in which people can prefer to spend more time while entertaining, socializing, gathering, resting, working.

**Functions** of the lobby area are the most essential result guideline for **innovative, merged and hybrid** functions in a space. During many years, lobby area has been relatively small and economical designed. After 1970s, larger lobbies were shifted, not only in convention and mixed-used hotels, also in suburban complexes. With the beginning of last century, specialization in hotels has shown differences like more intimate interiors. With more amenities, this area can be enriched for multi-use purposes.

Firstly, **overlap** functions can be found by guests around the lobby area. Guest registration, variable dining, multiple lounges, meeting areas for guests and services can create a **volume**. The scale, facilities and atmosphere of the space have been considered by both designers and hotel industries. Therefore, traditional facilities of the lobby area can be merged with the most socializing elements which are registration and waiting areas for guests, food and beverage features, meeting and working stations. According to one of the big hotel chain which are Marriott, they call it is great room to emphasize many more things in one area (Penner et al. 2013).

The second one is **high-rise projects**. In order to organize **public spheres** while understanding the relation and location with guest room floor. There should be main elements that cannot be ignored by both designers, architects and

Key Words

Conclusion

Multiple Lounges

Socializing Elements

Registration & Meeting & Working  
Stations

New Way of Living

Innovative Functions

Technological devices

Security

the hotel industry. The lobby floor should be designed by them conveniently to answer needs of circulation from the entrance to the front desk and to elevators, needs of users', a **new way of living**, innovations, etc.

According to results, a guideline for the functions could be listed in the part below.

Front desk, reception and registration area;

Stations for registration, and information,

Kiosks for self-check-in service,

Welcome points and welcome services,

Back offices,

Bellmen station,

Luggage storage, and trolley

Seating areas with the capacity,

Private- individual units in the area,

Food and beverage service,

Lobby bar,

Working Stations,

Interior scraping or decorative elements,

Circulation,

Access to elevators and staircases,

Access to restaurants and lounges,

Access to guest rooms,

Access to retail shops; sundries, markets, souvenirs, gift stores, clothing, jewelry, books

Access to parking,

Books, magazines, brochures and newspapers.

Travel services ; city tours, airlines, rental cars

Computers, tablets

Chargers,

Other services; bancomat, copy and print center, phones,

Security,

Key Words

-

Conclusion

Contemporary Generation

Kioks

Skyscapper Hotels

Lobby bar

Sky lobbies

View of the city

Number of seatings

With the needs of **contemporary generation**, business and leisure travelers perceptions, new facilities should be added into the lobby area. For instance, for the check in and registration areas, self-check-in kiosks system can be preferred. Also smart phone technology as it is seen in the airport, so as to do check-in can be used.

Number of **kioks** for the retails can be increased and can also be open to do public access as it has been already done in few **skyscraper hotels**. Restaurants can accomplish to this innovation. Those things can change the volume of a space but it doesn't mean that new area in a construction should be added. Without adding extra area, new techniques can be found out while working with a designer. In this point, the best plans with clear definition of several functions should be accomplished in the lobby area also to make clearly understandable by guests.

The concept of **a lobby bar** has been developed in order to create functions in large atrium spaces. After a while, it has become itself as a meeting area . Mostly, the lobby bar is open space, however, in some cases partitions, railing, water features, level differences can be used. Different floor materials or lighting units can be preferred to define the place. In the new way of accommodations like in skyscrapers, lobbies are located on the 'sky' and enriched with the **view of the city**, they are called as a **sky lobbies**.

**Lobby bar** is a point that provides to guests, resting, meeting, socializing, entertaining and working. Therefore furnishing and fixtures should be well organized. Number of seating in the area should be enough to welcome enough people and invite the guest to spend time there. According to standardization **number of seating** should change between thirty and sixty. While a number of guest room is increasing, seating numbers can be increase. Also it is important that if the lobby bar is open for the public users. If it is, in this case, there should be more availability.

Key Words

Conclusion

Beverage Service

Entertainment

Entrance

Density of Traffic

Shelter

Welcoming Point

Door style



Snacks, breakfast, tea times, cocktails can accompany to **beverage service** in the lobby bar. Providing open areas too obvious by guests, variable seating units to welcome different profile guests. Lounge seating like soft sofas, long or short stools, and tables with the combination of groups in front of bar counter and in the lounge concept. In some cases, **entertainment** can be provided with instruments like piano or viola concerts and projections can be provided. Or the hotel animation team can be integrated the area for entertainment. Furthermore, relation with the panorama can be accessible and users can spend more joyful time here. Visibility, seating, bar, entertainment, food service are features should be attempted by designers while designing the area.

**Entrance** is a key part of the lobby hall area. As it is said in chapter 2.3 in the conference and conventional hotels, entrance is a separation between business travelers and leisure travelers. Additionally, in order to make them more recognizable, way findings, sign, lights should be defined. However, in order to decrease the **density of traffic** and to keep the security especially in night entrances, those are essential guide lines.

Apart from direction of the entrance, kind of shade as a **shelter** in the entrance, can be located for guests to protect them from bad weather conditions also to expose well **welcoming point**. In chapter 5.2.1, analysis of Bilkent Hotel and Conference Center and in Letoonia Golf Resort which is in chapter 5.2.2 this example can be seen. Also, a corridor can provide a passage between outside and inside.

Selection of **door style** is a significant point in the main entrance of a lobby and reception area. Weather conditions are important to decide to use rotatable, sliding, automatic or manual. In particular, in the locations minus zero during the winter so as to keep temperature inside selection of the door type should be correct.



Key Words

Conclusion

Circulation Planning

Orientatation

Size of a hotel lobby

Capacity


Hotel Classification

Small, Moderate, Large

Close to do main entrance, bellman station or luggage storage is located in order to oversee new arrivals or departures. This area is a point between the door and the reception desk or it can also be said front desk. Both lockable and shelving should be used for luggage.

The guideline for the **circulation planning** is important to have before the design process of the hotel area. Clear circulation patterns and alternatives for circulation ways, are important for the user's physical comfort. With the capacity of a hotel and number of guests they can host, the variety of facilities can be decided. For example, according to searches, " Most hotels provide between 0.6-0.9 square meters of the floor per guestroom in the lobby, not including circulation to remote functions" (Penner et al. 2013, p. 346). Circulation path must be designed with **orientation** from the entrance through the front desk and elevator to other public areas or private spheres.

In terms of the **size of a hotel lobby**, surely each **hotel classification** has different results and satisfaction. From the analyzing part of the hotel classification, the lobby areas should have a size-related with the dimension and number of guest rooms and for accommodated **capacity**. Undoubtedly, functions and budgets are related with the typology of the hotel, have significant roles in this determination. There are categorized according to small, large and moderate (Penner et al. 2013). Firstly, luxury hotels' lobby area should be scaled in a small size, because luxury and good design have impacts on this type. Resort hotels' lobby area should be in moderated because according to which kind of resort and where the location is. Convention and conference hotels should be in large because hosting meeting functions and high numbers of people these hotels need a kind of meeting, registration and break points. Limited services can be small, boutique and design hotel's lobbies should be moderated because these are related mostly



Key Words

-

Conclusion

Enriched

Alternative Experiences

Location of each Functions

Private Lobby area

Oversee Circulation

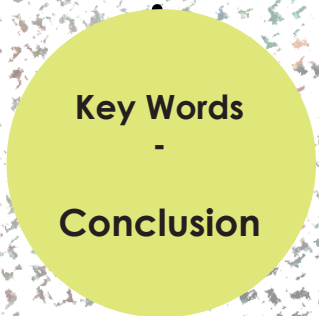

Dual Pods

Queuing Issue

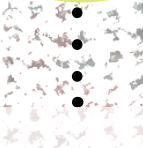
to the budget. Urban and suburban can be moderated because nowadays profile of business travelers and their expectations are changing. Therefore, demand for these hotels can increase that's why functions can be merged and **enriched** in the lobby area. In Airport hotels, the lobby area should be moderated and mostly it is depending on where they are located and how many functions and for how many people they want to serve. Hybrid, mixed use hotels and also skyscraper hotels should be on large scales. As it is said in the literature part, this way of accommodation styles are increasing recently, and the users are in favor of merged spaces or **alternative experiences** that they don't use to before.

**Locations of each function** are critical for clear circulation between each function and to sustain the comfort of the users. Entrance is the first step of the circulation. Where to enter, and after the entrance what the users see should be clarified. Also, the entrance which has been always emphasized that should be considered additional entrances for the main lobby hall or to other traffic areas. For example, in the Letoonia Golf Resort, to access **the lobby area is more private** than the reception area ( chapter 5.2.2). Only the guests of the hotel can access from the interior, for the public, reception can be reachable which is providing a keep private and loyalty for the users.

Reception desk which can be named as a front desk, should be easily visible from the entrance of the hotel so the staff can **oversee circulation** to the inside, to the elevators and staircases and to the guest-room area. The desk can be in the individual station concept or long desk design. According to standardization, each of them must be in 1.8 meters long (Penner et al. 2013). With the number of guests and the capacity of the hotel, for example, more than hundred rooms, additional individual stations should be added or length of the single unit should be changed. And for these, **dual pods** for registration and the staff can be provided. However, self-service kiosks can be provided for quick check-in and check out processes.



Key Words  
-  
Conclusion



Welcoming Groups

Alternative Entrance

Veertical Circulation

Security

Seating Areas

Working Condition

Retail Stores



In front of the reception desks or pods, **queuing issues** should be considered as well. A group of guests can arrive at the same time or the hotel can take crowded demands for check-in. As an example in convention and conference hotels, in order to **welcome groups** or who are there for business aim, the clear circulation in front of the registration or reception desk should be considered.

Reception and registration units should always have access to back offices to support guest registrations, to reach documentation, to make payment transaction.

Office access might be provided from the entrance area or from **alternative entrance** and can be included for sale, catering and administration staff.

For the **vertical circulation**, elevator and staircase should be visible from the entrance that guest shouldn't look for them. Also these should be in the eye controlling of the reception staff to check the circulation for **security**. Additionally, those elements should be close to main entrance or easy to access in order to transport luggage of guests'.

**Seating areas**, should be provided more than one in multiple variations such as some of them for individuals some of them for groups. Near the front desk, which is generally used for registration and welcome guests, is inescapable. Another seating units can be in different composition. For a individual, or group seating choices so as to socialize and contact or to have privacy. In the lobby bar area, with different sizes and highness seating should be provided. Of course with the possibilities of seating for **working conditions** or stations for guests to have a comfort and to work.

**Retail stores** are provided according to the capacity of a hotel industry and a classification of an industry. Generally, retails have access from the lobby area and direct connections or they are not in the same places. However, in the

Key Words  
-  
Conclusion

Visibility

Finishing Materials

Geographical Conditions

Signage & Graphics

Way Findings



merged functions and hybrid hotels, different facilities are always preferred in the same place. Retail areas are generally leased by the hotel industry and they can be accommodated in a store concept or as a kiosk. In order to draw guest attention on the circulation path and sometimes they can have **visibility** from the facade. In some cases, accessibility for the public users can be provided.

These are the main elements of the lobby area, apart from these steps, there are toilets for this floor, director rooms, back offices, managers or information desks, phones, hangers or trolleys which shouldn't be in the main observation angle.

**Finishing materials** are other guidelines are reached after the analysis. For floors and walls, each style of a hotel has a different selection. However, according to **geographical conditions** and the facilities the industry provides, materials can be changeable. For example, the material of a lobby in the center of a business city and the lobby hall of the resort near the beach will not be same. However, the lobby area has big volume and different functions in one space, each of these details has to be considered for total result. Ceiling heights, level differences, lighting, way-finding system, decorative details are the techniques for design elements apart from functional elements.

**Signage and graphics** should be used not just only provide direct information and orientations but also for branding. From exterior to interior signage and also printed graphic **way findings** should be used in each area of a hotel especially if the hotel has a big meter square and functions. They should be integrated the design way of the hotel. Generally, exterior and interior signage are used for the lobby. Vehicular directional exterior signs in lobby entrance, directional signage in interiors with destination signage from the front desk to guest rooms and other facilities.



Key Words

Conclusion

Customer Selections

Customer's Perception

Physical Environment

Satisfaction

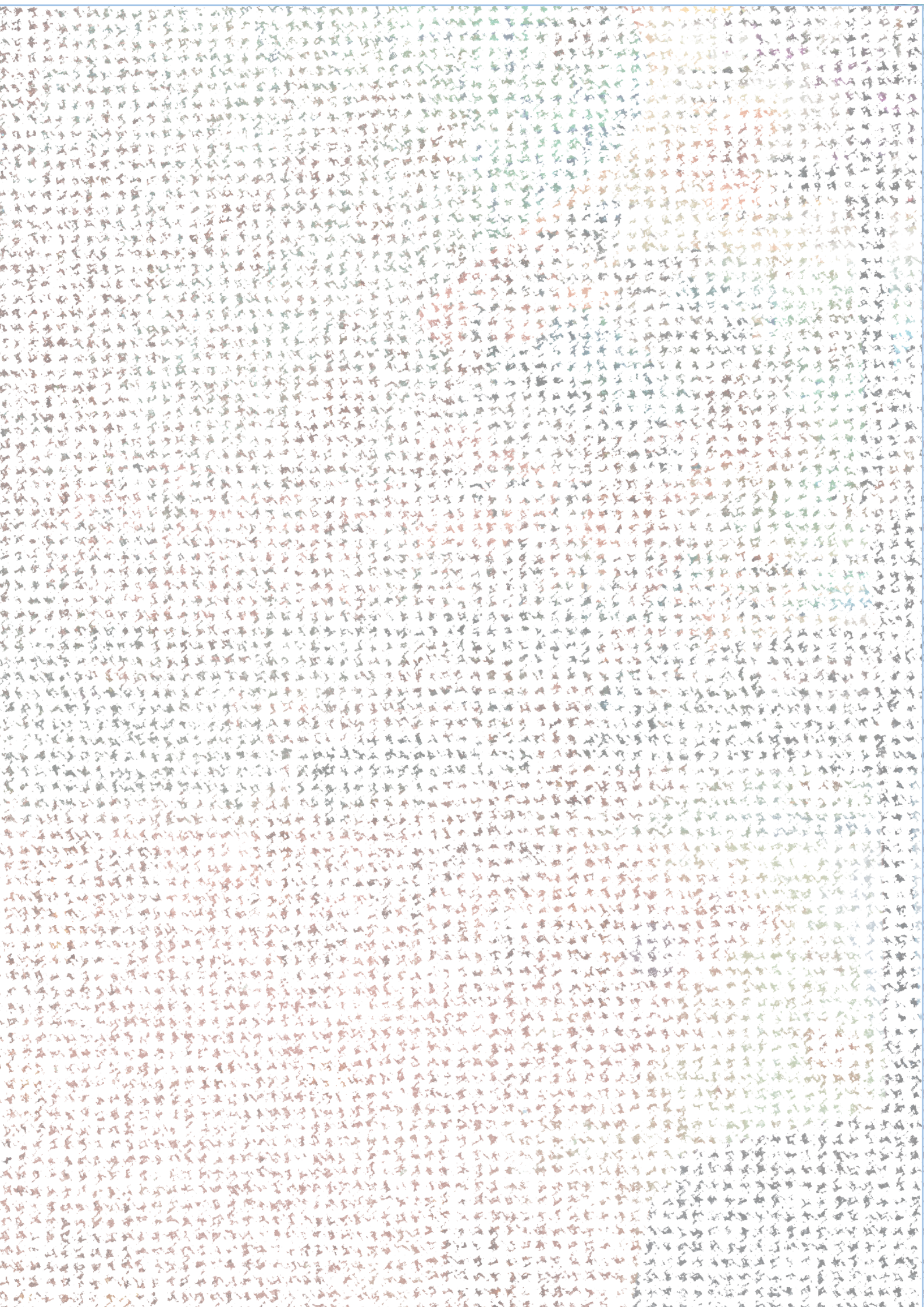
Contemporary Scenario

Socializing & Gathering

Finally, this study emphasizes that the physical environment and lobbies of hotels is one of the best drives for **customers' selection** and recommendations of hotels to their friends and relatives. It has been confirmed that all of these items have their effects on **customers' perceptions** and responses to the environment (Baker & Collier, 2005; Parasuraman et. al., 1988).

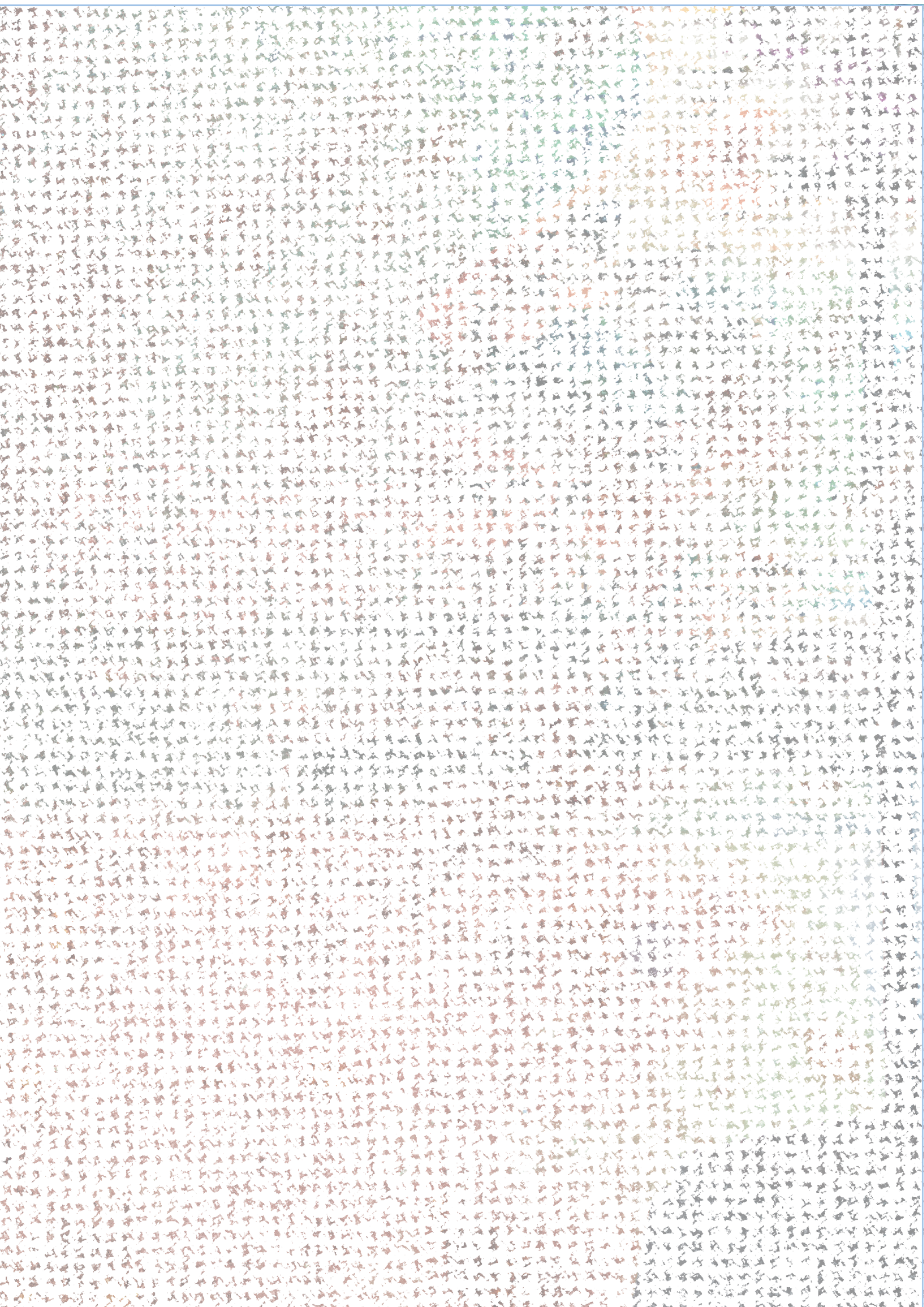
This study argues that **physical environment** influences the perceived service quality that relates to customer loyalty. This conclusion is in agreement with the findings of other studies that emphasized the role the physical environment does play in customers' loyalty and **satisfaction** process (Bitner, 1992; Lucas, 2003).

It has been seen that a lobby area is more than a place for directing, meeting, registrations and informing. The area is a kind of theater in which **contemporary scenario** has a big role. Therefore, design elements, needs and functions can be shaped by the time. Improvement of innovative approach will always push the development of **socializing** and **gathering spaces**.



# CHAPTER / 7

## APPENDIX



**7.1. TRAVELER CHOICES, ONLINE SURVEY  
QUESTIONNAIRES**

**7.2. HOTEL ANALYZING AND USER  
PREFERENCES QUESTIONNAIRES  
ENGLISH**

**7.3. HOTEL ANALYZING AND USER  
PREFERENCES QUESTIONNAIRES  
TURKISH**

**7.4. HOTEL ANALYZING AND USER  
PREFERENCES QUESTIONNAIRES  
RUSSIAN**

## 7.1. TRAVELER CHOICES, ONLINE SURVEY QUESTIONNAIRE

### Travelers choices

\*Required

1. Which country are you from? \*

.....

2. AGE \*

.....

3. GENDER \*

*Mark only one oval.*

Male

Female

4. Which profession do you do? \*

.....

5. Why do you usually travel? choose one of them \*

*Mark only one oval.*

Business

Leisure

Both

6. How many times a year do you stay in a hotel for Business reason? (If the answer Business or Both in question 5)

*Mark only one oval.*

1-3

4-6

7-9

10-12

more than 12

7. How many times a year do you stay in a hotel for Leisure reason? (If the answer Leisure or Both in question 5)

*Mark only one oval.*

1-3

4-6

7-9

10-12

more than 12



8. Please choose one of these numbers from 1 to 5 according to your opinion about **Capacity of Hotels** \*

Mark only one oval.

1      2      3      4      5

---

Not all Important                  Very Important

---

9. Please choose one of these numbers from 1 to 5 according to your opinion about **Facilities of Hotels** \*

Mark only one oval.

1      2      3      4      5

---

Not all Important                  Very Important

---

10. Please choose one of these numbers from 1 to 5 according to your opinion about **Size of Hotels** \*

Mark only one oval.

1      2      3      4      5

---

Not all Important                  Very Important

---

11. Please choose one of these numbers from 1 to 5 according to your opinion about **Location of Hotels** \*

Mark only one oval.

1      2      3      4      5

---

Not all Important                  Very Important

---

12. Which hospitality category do you prefer **MOSTLY?** \*

Mark only one oval.

- Resort Hotels
- Convention Hotels
- Luxury Hotels
- Boutique Hotels
- Limited Service Hotels
- Hostels
- Airbnb
- Couch surfing

**13. Which hospitality category do you prefer RARELY? \***

*Mark only one oval.*

- Resort Hotels
- Convention Hotels
- Luxury Hotels
- Boutique Hotels
- Limited Service Hotels
- Hostels
- Airbnb
- Couch surfing

**14. Which hospitality category do you prefer LESS? \***

*Mark only one oval.*

- Resort Hotels
- Convention Hotels
- Luxury Hotels
- Boutique Hotels
- Limited Service Hotels
- Hostels
- Airbnb
- Couch surfing

**15. Can you choose one of these areas of a hotel according where you prefer spend more time? \***

*Mark only one oval.*

- Lobby Area
- Room
- Bar, Restaurant
- Pool
- Spa and Massage

**16. For you, What are the main functions of hotel lobby today? you can choose more than one \***

*Tick all that apply.*

- Welcome guests
- Offer meeting spaces
- Inform guests
- Offer spaces to work
- Offer spaces for relaxation
- Offer spaces for eating / drinking
- Other:

17. **How long do you spend a time with a technological device ( computer, tablet, smart phone) ? \***

*Mark only one oval.*

- more than 6 hours daily
- 4-5 hours daily
- 1-3 hours daily
- less than 1 hour daily
- Never

18. **.How do you prefer to do your check-in for a hotel room? \***

*Mark only one oval.*

- Self Check-in kiosk
- Via smart phones
- In the reception desk with a staff

## 7.2. HOTEL ANALYZING AND USER PREFERENCES

### QUESTIONNAIRES ENGLISH

**Please fill the answers and choose the category that you fit into:**

1. Which country are you from : \_\_\_\_\_

2. Age: \_\_\_\_\_

3. Sex: Male  Female

4. Which professions do you do ? \_\_\_\_\_

5. Why do you usually travel? Choose one of them.

Business  Leisure  Both

6. How many times a year do you stay in a hotel for Business reason? (If the answer Business or Both in question 5)

1-3  4-6  7-9  10-12  >12

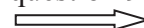
7. How many times a year do you stay in a hotel for Leisure reason? (If the answer Leisure or Both in question 5)

1-3  4-6  7-9  10-12  > 12

**8. Please choose one of these answers from NOT ALL IMPORTANT to IMPORTANT according to your opinions**

	Not all Important	Slightly Important	Fairly Important	Important	Very Important
Capacity of hotels...					
Facilities of hotels...					
Size of hotels...					
Location of hotels ...					

Please continue with question 9



9. Can you put numbers from 1 to 3 according to which accommodation category generally you prefer? **(1: LOW 2: MIDDLE 3: HIGH)**

CATEGORIES	
Resort Hotels	
Convention Hotels	
Luxury Hotels	
Boutique Hotels	
Limited Service Hotels	
Hostels	
Airbnb	
Couch surfing	

10. Can you choose **one of these areas** of a hotel according where you prefer spend more time? **(ONLY ONE CHOICE)**


AREAS	
Lobby Area	
Room	
Bar, Restaurant	
Pool	
Spa and Massage	

11. For you, What are the main functions of hotel lobby today? You can choose **more than one choice.**

Welcome guests  Offer meeting spaces  Offer spaces for relaxation

Inform guests  Offer space to work  Offer spaces for eating drinking

Others .....

Please continue with question 12 

12. How long time do you spend a time with a technological device ( computer, tablet, smart phone) ?

- >6 hours daily       4-5 hours daily       1-3 hours daily   
<1 hour daily       5 hours weekly       never

13. How do you prefer to do your check-in for a hotel room?

- Self Check-in kiosk   
Via smart phones   
In the reception desk with a staff

**These questions in below are related with the HOTEL YOU STAY NOW.**

14. How much time do you spend time in this lobby area?

- less than 15 mins       15-30 mins       30-45 mins       more than 45 mins

15. How much time do you spend time in reception area?

- less than 15 mins       15-30 mins       30-45 mins       more than 45 mins

16. Where do you generally seat in lobby area?

- Close to entrance       Close to corner       Near lobby bar       Near windows   
Near the reception area       Close to wall       Near plugs   
Others .....

Please continue with question 17



**17. Please choose numbers according how you satisfied with this lobby area?**

In Lobby Area	1	2	3	4	5	No opinion
Entrance						
Welcome point						
Reception Desk						
Check in / Check-out system						
Lobby bar						
Luggage Storage						
Information point						
Furniture design						
Single seating						
Group seating						
Artificial light						
Sun Light						
Color Composition						
Panorama						
Floor treatment						
Wall treatment						
Overall design						
Location of elevator						
Location of staircases						
Size of the all lobby area						
Interaction with other people						
Working spaces						
Resting areas						
Comfort of seating						
Height of ceiling						
Floor level						
Interior-scaping (eg. flower, plants, water body...)						
Plugs for electric source						
Retail Areas( eg. stores, gift shop)						
Circulation Pattern						

Key:

- 1: Totally dissatisfied      2: Dissatisfied      3: Neither satisfied nor dissatisfied  
 4: Satisfied      5: Totally Satisfied

Finished  
 Thank you to allocate your time!

## 7.3. HOTEL ANALYZING AND USER PREFERENCES QUESTIONNAIRES TURKISH

Lütfen soruları kendinize uygun şekilde cevaplayınız:

1. Hangi ülkedensiniz : \_\_\_\_\_

2. Yaşınız: \_\_\_\_\_

3. Cinsiyetiniz:  Erkek  Kadın

4. Mesleğiniz nedir ? \_\_\_\_\_

5. Genellikle ne amaçlı seyahat edersiniz? **Sadece birini seçiniz.**

İş  Dinlenme/ Zevk  Her ikisi

6. Yıl içerisinde kaç defa İŞ amaçlı seyahat edersiniz? (5. soruda eğer cevabınız iş yada **her ikisi** ise yanıtlayınız )

1-3  4-6  7-9  10-12  >12

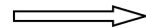
7. Yıl içerisinde kaç defa DİNLENME/ ZEVK amaçlı seyahat edersiniz? (5. soruda eğer cevabınız **dinlenme/ zevk** yada **her ikisi** ise yanıtlayınız )

1-3  4-6  7-9  10-12  > 12

8. Lütfen kendi fikrinize göre tablodaki seçenekleri işaretleyiniz. Her biri için sadece bir cevabı seçiniz.

	Hiç önemli değil	Kısmen önemli	Yeterince önemli	Önemli	Çok önemli
Hotel kategorisi...					
Hotel olanakları...					
Hotel boyutu..					
Hotel konumu ...					

Lütfen 9. sorudan devam ediniz





9. Genellikle tercih ettiğiniz konaklama türleri hangileridir? Lütfen 1 den 3 e kadar sıralayınız. (1: AZ 2: ORTA 3: ÇOK)

KATEGORILER	
Resort Hotel	
Convention Hotel	
Lüks Hotel	
Butik Hotel	
Limited Service Hotel	
Hostels	
Airbnb	
Couch surfing	

10. En çok vakit geçirmeği tercih ettiğiniz mekana göre aşağıdaki seçeneklerden sadece bir tanesini seçiniz. (SADECE 1 SEÇENEK)

MEKANLAR	
Lobby Alanı	
Oda	
Bar, Restaurant	
Havuz	
Spa and Masaj	

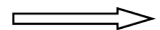
11. Size göre, günümüzde otel lobby alanının fonksiyonları nelerdir? **Birden fazla seçebilirsiniz.**

Misafirleri karşılamak  Toplanacak alan sunmak  Dinlenme alanı sunmak

Misafirleri bilgilendirmek  Çalışabilecek alan sunmak  Yiyecek/içecek sunmak

Diğerleri .....

Lütfen 12. sorudan devam ediniz



12. Teknolojik aletlerle ne kadar vakit geçiriyorsunuz? ( Bilgisayar, tablet, akıllı telefon)

- >günde 6 saat  günde 4-5 saat  günde 1- saat   
<günde 1 saat  haftada 5 saat  asla

13.Otele kaydınızı nasıl yapmağı tercih edersiniz?

- Self Check-in kiosk   
Akıllı telefonla   
Resepsiyon alanında yetkili biriyle

**Buradan itibaren sorular şuan kalmakta olduğunuz otel kapsamındadır.**

14.Bu hotel lobby alanında ne kadar zaman harcıyorsunuz?

- 15 dakikadan az  15- 30 dakika  30-45 dakika  45 dakikadan fazla

15. Buradaki resepsiyon alanında ne kadar zaman harcıyorsunuz?

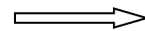
- 15 dakikadan az  15- 30 dakika  30-45 dakika  45 dakikadan fazla

16.Lobby alanında genellikle nerede oturmayı tercih ediyorsunuz?

- Girişe yakın  Köşeye yakın  Lobby bar yakını  Pencere kenarı   
Resepsiyona yakın  Duvar kenarı  Priz yakını

Diğerleri .....

Lütfen 17. sorudan devam ediniz



17. Lütfen numaraları bu lobby alanındaki tatminliğinize göre seçiniz.

Lobby Mekanı	1	2	3	4	5	Fikrim yok
Giriş						
Hoşgeldin noktası						
Resepsiyon masası						
Check in / Check-out sistemi						
Lobby bar						
Valiz deposu						
Bilgilendirme noktası						
Mobilya tasarımı						
Tekli oturum						
Grup oturumu						
Yapay ışıklandırma						
Gün ışığı						
Renk kompozisyonu						
Manzara						
Zemin malzemesi						
Duvar malzemesi						
Genel tasarım						
Asansörün konumu						
Merdivenin konumu						
Mekanın boyutu						
Diğer insanlarla etkileşim						
Çalışma alanı						
Dinlenme alanı						
Oturma alanlarının konforu						
Tavan yüksekliği						
Zemin seviyesi						
İç mekan bitki, çiçek, süs havuz...						
Elektrik Prizi						
Mağaza - alışveriş						
Dolanım - dolaşım						

Açıklama:

1: Kesinlikle tatmin etmeyici

2: Tatmin etmeyici

3: Ne tatmin eden ne de tatmin etmeyici

4: Tatmin eden

5: Kesinlikle Tatmin eden

Bitti !

Zaman ayırdığınız için teşekkür ederim!

## 7.4. HOTEL ANALYZING AND USER PREFERENCES QUESTIONNAIRES RUSSIAN

Этот опросник будет использован в исследовании, проводимом Миланским Политехническим Университетом. Вся личная информация конфиденциальна.

Пожалуйста, заполните пропуски или выберите подходящий ответ:

1. Из какой страны вы приехали : \_\_\_\_\_
2. Ваш возраст: \_\_\_\_\_
3. Пол: Муж  Жен
4. Кто вы по профессии ? \_\_\_\_\_
5. Обычная цель ваших путешествий? **Пожалуйста выберите один ответ.**  
 Деловая  Отдых  Обе
6. Сколько раз в году вы останавливаетесь в отеле по делам?  
 (Если вы ответили "деловая" или "обе" в вопросе 5)  
 1-3  4-6  7-9  10-12  >12
7. Сколько раз в году вы останавливаетесь в отеле на отдых?  
 (Если вы ответили "отдых" или "обе" в вопросе 5)  
 1-3  4-6  7-9  10-12  > 12
8. Пожалуйста расставьте в порядке значимости от **СОВЕРШЕННО НЕ ВАЖНО** до **ОЧЕНЬ ВАЖНО**

	Совершенно не важно	Не очень важно	Средней важности	Важно	Очень важно
Наполняемость отеля...					
Предоставляемые услуги...					
Размеры отеля...					
Месторасположение отеля ...					

Please continue with question 9



**9. Оцените от 1 до 3 в зависимости от ваших предпочтений в выборе отеля ? (1: РЕДКО 2: СРЕДНЕ 3: ЧАЩЕ ВСЕГО)**

ТИП ОТЕЛЯ	
Отели семейного отдыха	
Отели для проведения конференций	
Отели люкс класса	
Бутик отели	
Отели с ограниченным сервисом	
Отели для молодежи	
Airbnb	
Couch surfing	

**10. Где вы предпочитаете проводить большую часть времени в отеле?**

**(ТОЛЬКО ОДИН ВЫБОР)**

ДЕПАРТАМЕНТЫ	
Лобби	
Номер	
Бар, ресторан	
Бассейн	
Спа - центр	

**11. Для чего существует Лобби отеля на ваш взгляд ? Вы можете выбрать более чем один ответ.**

Встреча гостей  Место встречи отдыхающих  Место для отдыха

Информирование  Место для работы  Место для еды

Другое .....

**12. Сколько времени вы проводите за электронными устройствами (компьютер, телефон и т.п.) ?**

>6 часов в день  4-5 часов в день  1-3 часов в день

<1 часа в день  5 часов в неделю  нисколько

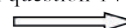
**13. Как вы предпочитаете пройти регистрацию в отеле?**

Самостоятельная регистрация

По телефону

На стойке регистрации

Please continue with question 14



Вопросы представленные ниже относятся к вашему теперешнему отдыху в НАШЕМ ОТЕЛЕ. Пожалуйста, выберите только один ответ.

14. Сколько времени вы проводите в Лобби?

менее 15 минут  15-30 минут  30-45 минут  более 45 минут

15. Сколько времени вы проводите на Ресепшне?

менее 15 минут  15-30 минут  30-45 минут  более 45 минут

16. Где вы обычно располагаетесь в Лобби?

Ближе к выходу  В уголке  Около Лобби -бара  У окна

Ближе к Ресепшн  У стены  Ближе к электророзетке

Другое .....

Please continue with question 17



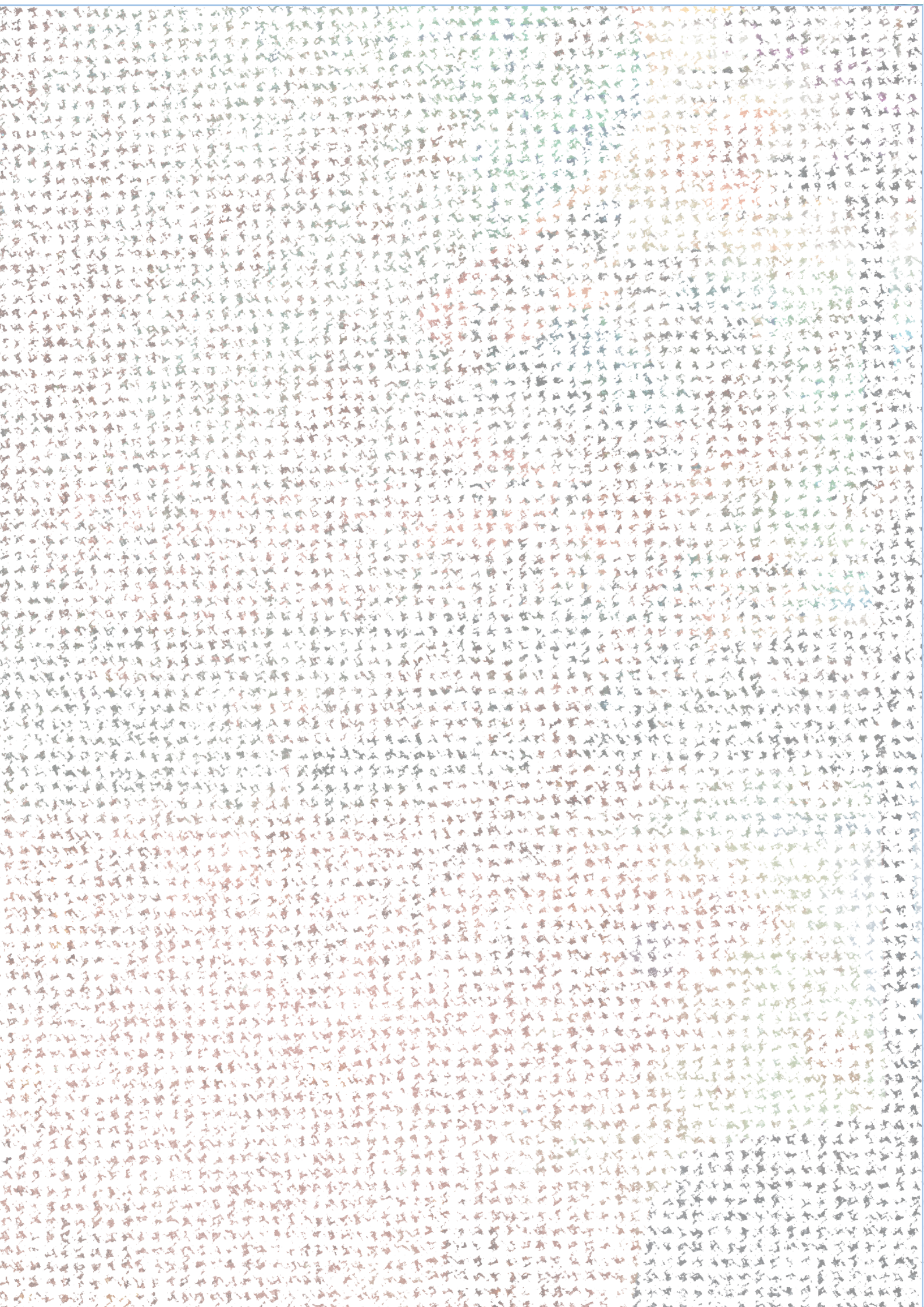
17. Пожалуйста, оцените по пятибалльной системе Лобби нашего отеля?

Зоны Лобби	1	2	3	4	5	No opinion
Вход						
Место встречи гостей						
Стойка регистрации						
Система регистрации / выписки						
Лобби бар						
Место сдачи багажа						
Информационный стенд						
Дизайн мебели						
Единичные сиденья						
Места для группового отдыха						
Освещение, подсветка						
Солнечное освещение						
Цветовая гамма						
Панорамный вид						
Покрытие пола						
Стеновые решения						
Общий дизайн						
Расположение лифта						
Расположение лестниц						
Размеры лобби						
Взаимоотношения с людьми						
Рабочие места						
Места отдыха						
Удобство кресел						
Высота потолка						
Уровень пола						
Элементы декора						
Электророзетки						
Места торговли						
Удобство проходов						

Key:

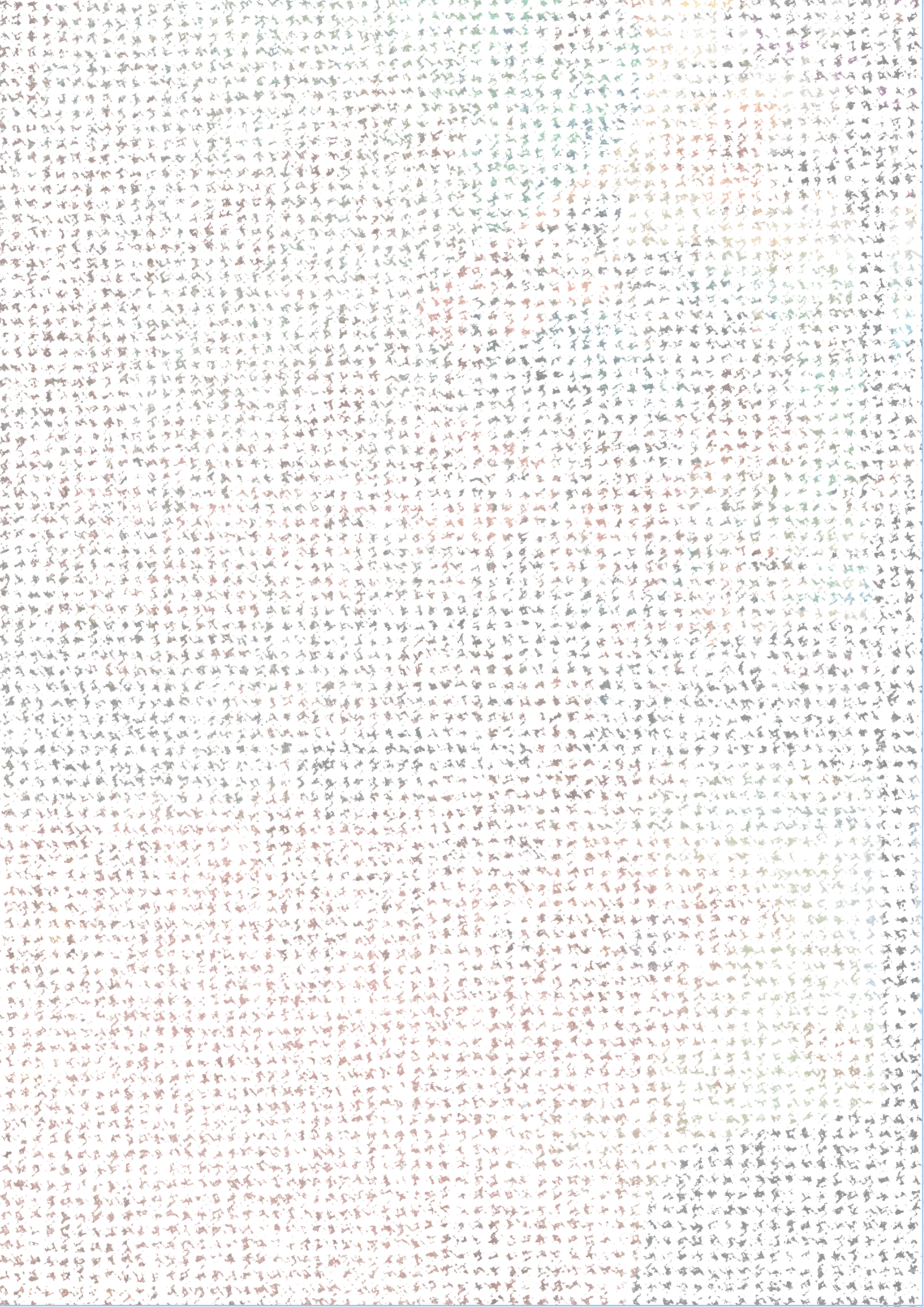
- 1: Абсолютно не устраивает      2: Недоволен      3: Нейтрально  
 4: Удовлетворен      5: Полностью устраивает

Анкета закончена  
 Спасибо за потраченное время!





# CHAPTER / 8



**8.1. INDEX OF FIGURES**

**8.2. INDEX OF TABLES**

**8.3. INDEX OF GRAPHICS**

**8.4. BIBLIOGRAPHY OF TABLES  
& IMAGES**

**8.5. BIBLIOGRAPHY OF LITERATURE**

## 8.1. INDEX OF FIGURES

**Chapter / 2** ..... 25

Figure 2.1.1  
Reception and lobby area of JW Marriot Hotel and Resort

Figure 2.1.2  
Reception and Lobby area of JW Marriot Hotel and Resort

Figure 2.1.3  
Lobby area of JW Marriot Hotel and Resort

Figure 2.1.4  
Lobby bar of JW Marriot Hotel and Resort

Figure 2.1.5  
Lobby entrance of JW Marriot Hotel and Resort

Figure 2.1.6  
Lobby bar of JW Marriot Hotel and Resort

Figure 2.1.7  
Lobby seating area of Four Seasons Hotel

Figure 2.1.8  
Lobby entrance Four Seasons Hotel, Toronto, Canada

Figure 2.1.9  
Lobby bar, The LOLA Hotel

Figure 2.1.10  
Lobby bar, The LOLA Hotel

Figure 2.1.11  
Lobby bar, The LOLA Hotel

Figure 2.2.1  
Lobby area, Ritz-Carlton Lake Tahoe Hotel

Figure 2.2.2  
Lobby area plan, Ritz-Carlton Lake Tahoe Hotel

Figure 2.2.3  
Outside, Malliouhana Auberge Resort

Figure 2.2.4  
Lobby area, Malliouhana Auberge Resort

Figure 2.2.5

Lobby area, Malliouhana Auberge Resort

Figure 2.2.6

Lobby area, Margarita ville Hollywood Beach Resort

Figure 2.2.7

Lobby, Retail Store, Margarita ville Hollywood Beach Resort

Figure 2.2.8

Entrance, Margarita ville Hollywood Beach Resort

Figure 2.2.9

Seating Area, Margarita ville Hollywood Beach Resort

Figure 2.2.10

Lobby area and reception, Margarita ville Hollywood Beach Resort

Figure 2.3.1

Lobby area and reception, JW Marriott Hotel, Indianapolis

Figure 2.3.2

Lobby area JW Marriott Hotel, Indianapolis

Figure 2.3.3

Lobby area Atrium, Marina Bay Sands

Figure 2.4.1

Reception area, Springhill Suites Marriot

Figure 2.4.2

Lobby area, Springhill Suites Marriot

Figure 2.4.3

Lobby area, Residence Inn Marriott

Figure 2.4.4

Lobby area, Residence Inn Marriott

Figure 2.5.1

Lobby area, Semiramis Hotel

Figure 2.5.2

Lobby bar, Semiramis Hotel

Figure 2.5.3

Reception, Silken Puerta America

Figure 2.5.4

Reception, Silken Puerta America

Figure 2.7.1

Reception, Study at Yale

Figure 2.7.2

Lobby library, Study at Yale

Figure 2.7.3

Lobby area, Study at Yale

Figure 2.7.4

Lobby floor plan, Study at Yale

Figure 2.7.5

Lobby area, Study at Yale

Figure 2.7.6

Top view, Kucukyali Shopping Mall and Hotel

Figure 2.7.7

Interior, Kucukyali Shopping Mall and Hotel

Figure 2.7.8

Outside, Kucukyali Shopping Mall and Hotel

Figure 2.7.9

Lobby area, The Farrer Park Company, Connexion

Figure 2.7.10

Lobby area, The Farrer Park Company, Connexion

Figure 2.7.11

Lobby area, Crlmson Hotel FllInvest City

Figure 2.7.12

Lobby Area, Crlmson Hotel FllInvest City

Figure 2.7.13

Lobby Area Crlmson Hotel FllInvest City

Figure 2.8.1

Location of Yotel in the airport, Yotelair

Figure 2.8.2

Entrance, Yotel in the airport, Yotelair

Figure 2.8.3

Check-in, Yotel in the airport, Yotelair

Figure 2.8.4

Storage, Yotel in the airport, Yotelair

Figure 2.8.4

Storage, Yotel in the airport, Yotelair

Figure 2.8.5. Standard cabin, Yotel in the airport, Yotelair

Figure 2.8.6.

Premium Cabin, Yotel in the airport, Yotelair

Figure 2.8.7

Triple Cabin, Yotel in the airport, Yotelair

Figure 2.8.8

Napcaps, Munich Airport

Figure 2.8.9

Cabins, 9H Nine Hours

Figure 2.8.10

Entrance, 9H Nine Hours

Figure 2.9.1

Exterior, The Ritz Carlton Hotel

Figure 2.9.2

Lobby plan, The Ritz Carlton Hotel

Figure 2.9.3

Reception, The Ritz Carlton Hotel

Figure 2.9.4

Lobby, The Ritz Carlton Hotel

Figure 2.9.5

Sky Lobby The Ritz Carlton Hotel

Figure 2.9.6

View, Swissotel Stamford,

Figure 2.9.7

Lobby bar, Swissotel Stamford

Figure 2.9.8

Lobby, Swissotel Stamford

Figure 2.9.9

View, Swissotel Stamford

Figure 5.1.4.1

Abstracted map of Turkey

Figure 5.2.1.1

Abstracted map of Ankara

Figure 5.2.1.2

Abstracted map of Ankara with functions

Figure 5.2.1.3

Entrance of Bilkent Hotel and Conference Center

Figure 5.2.1.4.

Entrance of Bilkent Hotel and Conference Center

Figure 5.2.1.5

Entrance of Bilkent Hotel and Conference Center, 2016

Figure 5.2.1.6

Entrance of Bilkent Hotel and Conference Center, 2016

Figure 5.2.1.7

Entrance of Bilkent Hotel and Conference Center, 2016

Figure 5.2.1.1.1.1

Abstracted map of the location of Bilkent Hotel

Figure 5.2.1.1.1.2

Entrance, Bilkent Hotel and Conference Center

Figure 5.2.1.1.3.1

Room, Bilkent Hotel and Conference Center

Figure 5.2.1.1.3.2

Room, Bilkent Hotel and Conference Center

Figure 5.2.1.1.3.3

Room, Bilkent Hotel and Conference Center

Figure 5.2.1.1.3.4

Room, Bilkent Hotel and Conference Center

Figure 5.2.1.1.3.5

Room, Bilkent Hotel and Conference Center

Figure 5.2.1.2.1.

Ground floor plan, Bilkent Hotel and Conference Center

hotel lobby •360



Figure 5.2.1.2.2.

Lobby, ground plan, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.3.

Lobby, mezzanine floor plan, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.1.1

Business Center, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.1.2

Business Center, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.1.3

Business Center, Bilkent Hotel and Conference Centre,

Figure 5.2.1.2.1.4

Business Center, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.1.5

Business Center, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.1.6

Business Center, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.1

Lobby area, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.2

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.3

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.4

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.5

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.6

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.7

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.8

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.9

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.10

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.11

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.12

Lobby area , Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.13

Circulation, Lobby Ground Floor Plan, Bilkent Hotel and Conference Centre

Figure 5.2.1.2.2.14

Circulation, Lobby Mezzanine Floor Plan, Bilkent Hotel and Conference Centre

Figure 5.2.2.1

Abstracted Map of Antalya, Turkey

Figure 5.2.2.2

Functions Abstracted Map of Antalya, Turkey

Figure 5.2.2.3

Main Entrance, Sentido Letoonia Golf Resort

Figure 5.2.2.4

Reception Entrance, Sentido Letoonia Golf Resort

Figure 5.2.2.5

Map of the area, Sentido Letoonia Golf Resort

Figure 5.2.2.6

View of the Land, Sentido Letoonia Golf Resort

Figure 5.2.2.7

Entrance, Sentido Letoonia Golf Resort

Figure 5.2.2.8

Room, Sentido Letoonia Golf Resort

Figure 5.2.2.9

Room, Sentido Letoonia Golf Resort

Figure 5.2.2.10

Room, Sentido Letoonia Golf Resort

Figure 5.2.2.11

Room, Sentido Letoonia Golf Resort

Figure 5.2.2.12

Room, Sentido Letoonia Golf Resort

Figure 5.2.2.13

Room, Sentido Letoonia Golf Resort

Figure 5.2.2.14

Room, Sentido Letoonia Golf Resort

Table 5.2.2.15

Reception, Sentido Letoonia Golf Resort

Table 5.2.2.16

Lobby atrium, Sentido Letoonia Golf Resort

Figure 5.2.2.17

Reception plan, Sentido Letoonia Golf Resort

Figure 5.2.2.18

Lobby ground floor plan, Sentido Letoonia Golf Resort

Figure 5.2.2.19

Lobby First Floor Plan, Sentido Letoonia Golf Resort, Antalya

Figure 5.2.2.20

Reception bar, Sentido Letoonia Golf Resort, Antalya

Figure 5.2.2.21

Reception, Sentido Letoonia Golf Resort

Figure 5.2.2.22

Reception desk, Sentido Letoonia Golf Resort

Figure 5.2.2.23

Reception, welcome area, Sentido Letoonia Golf Resort

Figure 5.2.2.24

Reception, Sentido Letoonia Golf Resort

Figure 5.2.2.25

Reception, Sentido Letoonia Golf Resort, Antalya

Figure 5.2.2.26

Reception, Guest Relation, Sentido Letoonia Golf Resort

Figure 5.2.2.27

Reception, Guest Relation, Sentido Letoonia Golf Resort

Figure 5.2.2.28

Reception, Sentido, Letoonia Golf Resort

Figure 5.2.2.29

Reception, Sentido, Letoonia Golf Resort

Figure 5.2.2.30

Reception, Sentido, Letoonia Golf Resort

Figure 5.2.2.31

Info board, Sentido, Letoonia Golf Resort

Figure 5.2.2.32

Reception, Sentido, Letoonia Golf Resort

Figure 5.2.2.33

Reception, Sentido, Letoonia Golf Resort

Figure 5.2.2.34

Reception bar, Sentido, Letoonia Golf Resort

Figure 5.2.2.35

Reception bar, Sentido, Letoonia Golf Resort

Figure 5.2.2.36

Reception bar, Sentido, Letoonia Golf Resort

Figure 5.2.2.37

Reception bar, Sentido, Letoonia Golf Resort

Figure 5.2.2.38

Reception, Sentido, Letoonia Golf Resort

Figure 5.2.2.39

Reception bar, Sentido, Letoonia Golf Resort

Figure 5.2.2.40

Reception Floor Plan, Sentido, Letoonia Golf Resort

Figure 5.2.2.44

Lobby area , Sentido, Letoonia Golf Resort,

Figure 5.2.2.45

Lobby area , Sentido, Letoonia Golf Resort,

Figure 5.2.2.46

Lobby Atrium , Sentido, Letoonia Golf Resort,

Figure 5.2.2.47

Television and library room, lobby area, Sentido, Letoonia Golf Resort

Figure 5.2.2.48

Television and library room, lobby area, Sentido, Letoonia Golf Resort

Figure 5.2.2.49

Television and library room, lobby area, Sentido, Letoonia Golf Resort

Figure 5.2.2.50

Seating, lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.51

Information desk,lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.52

Information desk, lobby Area, Sentido,Letoonia Golf Resort

Figure 5.2.2.53

Seating, lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.54

Lobby Bar, lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.55

Lobby Bar, lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.56

Ground Floor Plan, lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.60

First Floor, Lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.61

First Floor, Lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.62

First Floor, Lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.63

First Floor, Lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.64

First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

Figure 5.2.2.65

First Floor, Lobby area, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

Figure 5.2.2.66

View, Elevator, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

Figure 5.2.2.67 View, Elevator, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

## 8.2. INDEX OF TABLES

### **Chapter / 2** ..... 25

Table 2.1

Number of rooms and areas in sq m

Table 2.3.1

Guest rooms and public areas in conference centers

Table 2.3.2

Total areas of guest rooms and public areas in conference centers

### **Chapter / 3** ..... 111

Table 3.2.1.1

Age results of online survey

Table 3.2.1.2

Country results of the participants

Table 3.2.1.2

Professions of the participants

Table 3.2.1.3

Cross tabulation of professions and business Reason traveling in a year

Table. 3.2.1.4

Cross tabulation mostly hotel category preferences and countries

table 3.2.1.5

Cross tabulation gender and preferences for location of hotels

Table 3.2.1.6

Cross tabulation gender and preferences for capacity of hotels

Table 3.2.1.7

Cross tabulation gender and preferences for size of hotels

Table 3.2.1.8

Cross tabulation gender and preferences for facilities of hotels

Table 3.2.1.9

Check in preference for a hotel room according to ages

Table3.2.1.10, Check in preference for a hotel room according to genders

hotel lobby •366

Table 3.2.1.10. Main functions of the hotel lobby today

**CHAPTER /5** ..... 177

Table 5.2.1.1.3.1

Capacity of Meeting Rooms, Bilkent Hotel and Conference Center

Table 5.2.1.2.2.1

Number of seating in the lobby area,Bilkent Hotel and Conference Center

Table 5.2.1.2.2.2

Dimension of Main Elements, Bilkent Hotel and Conference Center

Table 5.2.2.1

Capacity of meeting rooms, Sentido Letoonia Golf Resort

Table 5.2.2.2

Number of seating in the reception area, Sentido,Letoonia Golf Resort

Table 5.2.2.3

Dimension of the elements in the reception area, Sentido,Letoonia Golf Resort

Table 5.2.2.4

Number of seating, lobby area, Sentido,Letoonia Golf Resort

Table 5.2.2.5

Dimension of elements,,lobby area, Sentido,Letoonia Golf Resort

Table 5.2.2.6

Number of Seating ,Lobby Area First Floor,Sentido,Letoonia Golf Resort

Table 5.3.1

Implementing Area (Hotels)

Table 5.3.2

Language of the Survey

Table 5.3.3

Country of the Participants

Table 5.3.4

Age of the Participants

Table 5.3.5.

Gender of the Participants

Table 5.3.6.

Professions of the Participants

Table 5.3.7.

Travel Reason of the Participants

Table 5.3.8

Amount of Traveling for Business Reason in a year

Table 5.3.9

Amount of Traveling for Leisure Reason in a year

Table 5.3.10

Capacity of Hotels

Table 5.3.11.

Facilities of hotels

Table 5.3.12

Size of Hotels

Table 5.3.13

Location of hotels

Table 5.3.14

Resort Hotels

Table 5.3.15

Convention Hotels

Table 5.3.16

Luxury Hotels

Table 5.3.17

Boutique Hotels

Table 5.3.18

Limited Service Hotel

Table 5.3.19

Hostels

Table 5.3.20

Airbnb

Table 5.3.21

Couchsurfing

Table 5.3.22

The most time spent place

Table 5.3.23

Functions of the lobby area

hotel lobby •368



Table 5.3.24  
Using technological devices in a day

Table 5.3.25  
Preference way of doing a check-in

Table 5.3.26  
The time they spend in the lobby area

Table 5.3.27  
The time they spend in the reception

Table 5.3.28  
The time they prefer to sit in the lobby area

Table 5.3.29  
Their satisfaction from the lobby area

Table 5.4.1  
Travel reason and gender Cross tabulation

Table 5.4.2  
Travel reason and country Cross tabulation

Table 5.4.3  
Travel reason and professions Cross tabulation

Table 5.4.4  
Category of hotels and gender cross tabulation

### 8.3. INDEX OF GRAPHICS

**Chapter / 3** ..... 111

Figure 3.2.1.1  
Gender result of the online survey

Figure 3.2.1.2  
Daily responds of the online survey

Figure3.2.1.3  
Demographic/age graphic

Figure 3.2.1.4  
Country results of the participants

Figure 3.2.1.5

Professions of the participants

Figure 3.2.1.6

Business and leisure reason of traveling

Figure 3.2.1.7

Business and leisure reason of traveling

Figure 3.2.1.8

Business reason of traveling

Figure 3.2.1.9

Leisure Reason of Traveling

Figure. 3.2.1.10

Hotel category preferences less

Figure. 3.2.1.11

Hotel category preferences rarely

Figure. 3.2.1.12

Hotel category preferences mostly

Figure 3.2.1.13.

Preferences for location of hotels

Figure 3.2.1.14

Preferences for capacity of hotels

Figure 3.2.1.15

Preferences for size of hotels

Figure 3.2.1.16

Preferences for facilities of hotels

Figure 3.2.1.17

Preferred place to spend time

Figure 3.2.1.18

Spending time with a technological device

Figure 3.2.1.19

Preference to do check -in for a hotel room

**CHAPTER/5** ..... 177

Figure 5.2.1.2.2.15

hotel lobby •370

User's age of the lobby Area, Bilkent Hotel and Conference Center

Figure 5.2.1.2.2.16

Population of the lobby Area in 5 days, Bilkent Hotel and Conference Center

Figure 5.2.1.2.2.17

Population of the lobby Area in each day, Bilkent Hotel and Conference Center

Figure 5.2.2.41

User's age , reception area, Sentido,Letoonia Golf Resort

Figure 5.2.2.42

Population, reception area, Sentido,Letoonia Golf Resort

Figure5.2.2.43

Population of each day, Hourly, Reception Area, Sentido,Letoonia Golf Resort

Figure 5.2.2.57

User's age of lobby area, Sentido,Letoonia Golf Resort

Figure 5.2.2.58

Population during five Days, Sentido,Letoonia Golf Resort, Antalya, Turkey, 2016

Figure 5.2.2.59

Population of each day, Hourly, Lobby Area, Sentido,Letoonia Golf Resort

## 8.4. BIBLIOGRAPHY OF TABLES AND IMAGES

### Chapter / 2

Table 2.1. Number of Rooms and Area in sq m

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Table 2.3.1 Guest Rooms and Public areas in Conference Centers

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Table 2.3.2 Total areas of Guest rooms and Public areas in Conference Centers

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Figure 2.1.4.Lobby bar of JW Marriot Hotel and Resort. Ankara, Turkey. (2016)  
Reprinted from <http://www.marriott.com/hotels/travel/esbjw-jw-marriott-hotel-ankara/>

Figure 2.1.5.Lobby entrance of JW Marriot Hotel and Resort.Ankara, Turkey.(2016)  
Reprinted from <http://www.marriott.com/hotels/travel/esbjw-jw-marriott-hotel-ankara/>

Figure 2.1.6.Lobby bar of JW Marriot Hotel and Resort.Ankara, Turkey.(2016)  
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Figure 2.1.7. .Lobby seating area of Four Seasons Hotel. Toronto, Canada  
Reprinted from <http://www.yabupushelberg.com/archive.html?t=hotels>

Figure 2.1.8. Lobby entrance Four Seasons Hotel. Toronto, Canada  
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Figure 2.1.9.Lobby bar, The LOLA Hotel. NYC, AMERICA. (2014, October)  
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Figure 2.1.11.10..Lobby bar, The LOLA Hotel. NYC, America. (2015, November)  
Rprinted from <http://designlimitededition.com/worlds-best-hotel-lobby-designs/>

Figure 2.2.1.Lobby area. Ritz-Carlton Lake Tahoe Hotel.California, America.(2013)  
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ment. Newyork, pp. 150,151

Figure 2.2.2..Lobby area plan, Ritz-Carlton Lake Tahoe Hotel. California, America.(2013)  
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lopment. Newyork, pp. 150,151

Figure 2.2.3. Outside, Malliouhana Auberge Resort, Caribbean (2014)  
Reprinted from <https://malliouhana.aubergeresorts.com/gallery/resort/>

Figure 2.2.4. Lobby area, Malliouhana Auberge Resort, Caribbean. (2014)  
Reprinted from <https://malliouhana.aubergeresorts.com/gallery/resort/>

Figure 2.2.5. Lobby area, Malliouhana Auberge Resort, Caribbean. (2014)  
Reprinted from <https://malliouhana.aubergeresorts.com/gallery/resort/>

Figure 2.2.6. Lobby area, MargarIta ville Hollywood Beach Resort. Florida, USA (2016)

Reprinted from <https://www.margaritavillehollywoodbeachresort.com/gallery/>

Figure 2.2.7 Lobby, Retail Store, MargarIta ville Hollywood Beach Resort. Florida, USA (2016)

Reprinted from <https://www.margaritavillehollywoodbeachresort.com/gallery/>

Figure 2.2.8. Entrance, MargarIta ville Hollywood Beach Resort. Florida, USA. (2016)

Reprinted from <https://www.margaritavillehollywoodbeachresort.com/gallery/>

Figure 2.2.9. Seating Area, MargarIta ville Hollywood Beach Resort. Florida, USA (2016)

Reprinted from <https://www.margaritavillehollywoodbeachresort.com/gallery/>

Figure 2.2.10 Lobby area and Reception, MargarIta ville Hollywood Beach Resort. Florida, USA.(2016)

Reprinted from <https://www.margaritavillehollywoodbeachresort.com/gallery/>

Figure 2.3.1 Lobby area and Reception, JW Marriott Hotel. Indianapolis, Indiana .(2013)

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Figure 2.3.2. Lobby area JW Marriott Hotel. Indianapolis, Indiana. (2013)

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Figure 2.3.3. Lobby area Atrium, Marina Bay Sands, Singapore. (2013)

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Figure 2.4.1. Reception Area, Springhill Suites Marriot. Quebec, Canada. (2016)

Reprinted from <http://www.marriott.fr/hotels/travel/yulsh-springhill-suites-old-montreal/>

Figure 2.4.2. Lobby Area, Springhill Suites Marriot, Quebec, Canada. (2016)

Reprinted from <http://www.marriott.fr/hotels/travel/yulsh-springhill-suites-old-montreal/>

Figure 2.4.3. Lobby Area, Residence Inn Marriott. Gainesville, USA. (2016)

Reprinted from <https://fr.hotels.com/ho323454/residence-inn-by-marriott-gainesville-i-75-gainesville-etats-unis-d-amerique/>

Figure 2.4.4. Lobby Area, Residence Inn Marriott, Gainesville.USA. (2016)

Reprinted from <https://fr.hotels.com/ho323454/residence-inn-by-marriott-gainesville-i-75-gainesville-etats-unis-d-amerique/>

Figure 2.5.1. Lobby Area, Semiramis Hotel . Athens, Greece  
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Figure 2.5.2. Lobby Bar, Semiramis Hotel .Athens, Greece  
Reprinted <http://www.yeshotels.gr/category/hotels/semiramis/>

Figure 2.5.3. Reception, Silken Puerta America. Madrid, Spain (2015)  
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Figure 2.5.4. Reception, Silken Puerta America.Madrid, Spain (2015)  
Vargas, R, Reprinted from <http://www.uniqhotels.com/hotel-silken-puerta-america-madrid>

Figure 2.7.1. Reception, Study at Yale, New Heaven, United Kingdom  
Reprinted from <http://www.studyatyale.com/hotels-near-yale-university-en.html>

Figure 2.7.2. Lobby Library, Study at Yale. New Heaven, United Kingdom  
Reprinted from <http://www.studyatyale.com/hotels-near-yale-university-en.html>

Figure 2.7.3. Lobby Area, Study at Yale. New Heaven, United Kingdom (2013)  
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Figure 2.7.4. Lobby Floor Plan, Study at Yale. New Heaven, United Kingdom (2013)  
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Figure 2.7.5. Lobby Area, Study at Yale. New Heaven, United Kingdom. (2013)  
Reprinted from <http://www.studyatyale.com/hotels-near-yale-university-en.html>

Figure 2.7.6. Top view, Kucukyali Shopping Mall and Hotel. Istanbul, Turkey  
Reprinted from <http://www.ronesans.com/tr/projects/kucukyali-shopping-mall-and-hotel>

Figure 2.7.7. Interior,Kucukyali Shopping Mall and Hotel. Istanbul, Turkey  
Reprinted from <http://www.ronesans.com/tr/projects/kucukyali-shopping-mall-and-hotel>

Figure 2.7.8. Outside, Kucukyali Shopping Mall and Hotel.Istanbul, Turkey  
Reprinted from <http://www.ronesans.com/tr/projects/kucukyali-shopping-mall-and-hotel>

Figure 2.7.9. Lobby Area,The Farrer Park Company, Connexion, medical care and hotel. Singapore (2016)  
Reprinted from [http://www.beca.com/projects/buildings/healthcare/connexion\\_singapore.aspx](http://www.beca.com/projects/buildings/healthcare/connexion_singapore.aspx), <http://www.onefarrer.com/Pages/Home.aspx>, <http://www.farrerpark.com/Our-Company/Pages/AboutConnexion.aspx>

Figure 2.7.10. Lobby Area The Farrer Park Company, Connexion, medical care and hotel. Singapore (2016)

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Figure 2.7.11. Lobby Area CrImson Hotel FillInvest City. Manila, Philippines. (2102)

Reprinted from <https://filipinawanderer.wordpress.com/2012/12/11/crimson-holiday-offering/>

Figure 2.7.12. Lobby Area CrImson Hotel FillInvest City. Manila, Philippines. (2013)

Rprinted from <http://www.thirdylopez.com/2013/04/crimson-hotel.html>

Figure 2.7.13. Lobby Area CrImson Hotel FillInvest City. Manila, Philippines.

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Figure 2.8.1. Location of Yotel in the airport, YotelaIr, Heathrow Airport. London, England (2016)

Reprinted from <http://www.yotel.com/en/hotels/london-heathrow-airport/life-yotel>

Figure 2.8.2. Entrance, Yotel in the airport, YotelaIr, Heathrow Airport. London, England, 2016

Reprinted from <http://www.yotel.com/en/hotels/london-heathrow-airport/life-yotel>

Figure 2.8.3. Check-in Yotel in the airport, YotelaIr, Heathrow Airport, London, England, 2016

Reprinted from <http://www.yotel.com/en/hotels/london-heathrow-airport/life-yotel>

Figure 2.8.4. Storage, Yotel in the airport, YotelaIr, Heathrow Airport, London, England, 2016

Reprinted from <http://www.yotel.com/en/hotels/london-heathrow-airport/life-yotel>

Figure 2.8.5. Standard Cabin, Yotel in the airport, YotelaIr, Heathrow Airport, London, England, 2016

Reprinted from <http://www.yotel.com/en/hotels/london-heathrow-airport/life-yotel>

Figure 2.8.6. Premium Cabin, Yotel in the airport, YotelaIr, Heathrow Airport, London, England, 2016

Reprinted from <http://www.yotel.com/en/hotels/london-heathrow-airport/life-yotel>

Figure 2.8.7. Triple Cabin, Yotel in the airport, YotelaIr

Reprinted from <http://www.yotel.com/en/hotels/london-heathrow-airport/life-yotel>

Figure 2.8.8. Napcaps, Munich Airport. Munich, Germany. (2012)

Reprinted from <https://www.airport-suppliers.com/supplier-press-release/airport-sleeping-cabins-airport-terminal-sleeping-cabins-5/>

Figure 2.8.9. Cabins, 9H Nine Hours. Tokyo, Japan. (2014)

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Figure 2.9.1 Exterior, The Ritz Carlton Hotel.Hong Kong, China (2013)

Penner, R.H., Adams, L.,AIA, Robson, Stephani K.A.(2013). Hotel Design, planning, development. Newyork, pp.113

Figure 2.9.2. Lobby Plan, The Ritz Carlton Hotel, Hong Kong, China. (2013)

Penner, R.H., Adams, L.,AIA, Robson, Stephani K.A.(2013). Hotel Design, planning, development. Newyork, pp.113

Figure 2.9.3. Reception, The Ritz Carlton Hotel, Hong Kong, China (2013)

Penner, R.H., Adams, L.,AIA, Robson, Stephani K.A.(2013). Hotel Design, planning, development. Newyork, pp.113

Figure 2.9.4. Lobby, The Ritz Carlton Hotel, Hong Kong, China. (2013)

Penner, R.H., Adams, L.,AIA, Robson, Stephani K.A.(2013). Hotel Design, planning, development. Newyork, pp.113

Figure 2.9.5. Sky Lobby The Ritz Carlton Hotel, Hong Kong, China. (2013)

Penner, R.H., Adams, L.,AIA, Robson, Stephani K.A.(2013). Hotel Design, planing, development. Newyork, pp.115

Figure 2.9.6. View,Swissotel Stamford. Singapore (2016)

Reprinted from <http://www.swissotel.com/hotels/singapore-stamford/>

Figure 2.9.7. Lobby bar, Swissotel Stamford,.Singapore (2016)

Reprinted from <http://www.swissotel.com/hotels/singapore-stamford/>

Figure 2.9.8. Lobby, Swissotel Stamford, Singapore (2016)

Reprinted from <http://www.swissotel.com/hotels/singapore-stamford/>



Figure 2.9.9. View,Swissotel Stamford. Singapore (2016)

Reprinted from <http://www.swissotel.com/hotels/singapore-stamford/>

## CHAPTER / 5

Table 5.2.1.1.3.1

Capacity of Meeting Rooms, Bilkent Hotel and Conference Center

Readapted from <http://www.bilkentotel.com.tr/files/salonkapasite/ToplantiFoyler2013.pdf>

Figure 5.2.1.1.3.2 Room, Bilkent Hotel and Conference Center

Reprinted from <http://www.bilkentotel.com.tr/en/odalar/standartodalar.php>, <http://www.bilkentotel.com.tr/en/odalar/konak27.php>

Figure 5.2.1.1.3.3 Room, Bilkent Hotel and Conference Center

Reprinted from <http://www.bilkentotel.com.tr/en/odalar/standartodalar.php>, <http://www.bilkentotel.com.tr/en/odalar/konak27.php>

Figure 5.2.1.1.3.4 Room, Bilkent Hotel and Conference Center

Reprinted from <http://www.bilkentotel.com.tr/en/odalar/standartodalar.php>, <http://www.bilkentotel.com.tr/en/odalar/konak27.php>

Figure 5.2.1.1.3.5 Room, Bilkent Hotel and Conference Center

Reprinted from <http://www.bilkentotel.com.tr/en/odalar/standartodalar.php>, <http://www.bilkentotel.com.tr/en/odalar/konak27.php>

Figure 5.2.1.2.1. Ground Floor Plan, Bilkent Hotel and Conference Center, Ankara, Turkey

Reprinted from <http://www.bilkentotel.com.tr/files/salonkapasite/ToplantiFoyler2013.pdf>

Figure 5.2.1.2.2.Lobby, Ground Plan, Bilkent Hotel and Conference Center, Ankara, Turkey

Reprinted from <http://www.bilkentotel.com.tr/files/salonkapasite/ToplantiFoyler2013.pdf>

Figure 5.2.1.2.3.Lobby, Mezzanine Floor Plan, Bilkent Hotel and Conference Center, Ankara, Turkey

Reprinted from <http://www.bilkentotel.com.tr/files/salonkapasite/ToplantiFoyler2013.pdf>

Figure 5.2.2.6

View of the Land, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonia.com/tr-tr/letoonia/sentido-letoonia-golf-resort.aspx#>

Figure 5.2.2.8 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonialife.com/letoonia-resorts/letoonia-resorts-belek/>

Figure 5.2.2.9 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonialife.com/letoonia-resorts/letoonia-resorts-belek/>

Figure 5.2.2.10 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonialife.com/letoonia-resorts/letoonia-resorts-belek/>

Figure 5.2.2.11 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonialife.com/letoonia-resorts/letoonia-resorts-belek/>

Figure 5.2.2.12 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonialife.com/letoonia-resorts/letoonia-resorts-belek/>

Figure 5.2.2.13 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonialife.com/letoonia-resorts/letoonia-resorts-belek/>

Figure 5.2.2.14 Room, Sentido Letoonia Golf Resort, Antalya, Turkey

Reprinted from <http://www.letoonialife.com/letoonia-resorts/letoonia-resorts-belek/>

Table 5.2.2.1 Capacity of Meeting Rooms, Sentido Letoonia Golf Resort, Antalya, Turkey

Readapted from [http://www.letoonia.com/app\\_themes/letoonia/ekatalog/LetooniaMice\\_en.p](http://www.letoonia.com/app_themes/letoonia/ekatalog/LetooniaMice_en.p)

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