



HOSPITALITY MEETS AESTHETICS: INTERIOR DESIGN OF HOTEL LOBBIES IN RELATION TO TOURISM

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ABSTRACT

In the tourism industry, architecture and interior design are more than functional backdrops they act as catalysts for experience. Among hotel spaces, the lobby holds unique importance as it forms the “first impression” for guests and sets the tone for their stay. Contemporary hospitality design increasingly recognizes the lobby as a multifunctional cultural and experiential space, where aesthetics, branding, and guest comfort intersect. The hotel lobby is a crucial space that establishes the first impression for guests, shaping their overall perception of hospitality and influencing tourism experiences. This article examines the role of hotel lobby interior design in tourism, focusing on how spatial arrangement, materials, lighting, and cultural identity enhance guest satisfaction and destination branding. By analyzing exemplary hotel lobby designs, the study highlights the intersection of aesthetics, functionality, and cultural repres The hotel lobby is the first point of contact between guests and the hospitality environment, making it a vital element in shaping perceptions and tourism experiences. This article examines the interior design of the Aureverra Flow hotel lobby, developed with the concept of Sculptural Organic Flow, to illustrate how aesthetics, materiality, and spatial organization contribute to tourism appeal. The lobby integrates natural luxury, cultural symbolism, and functional circulation into a harmonious design that enhances both guest satisfaction and destination branding. Findings show that lobby interiors, when thoughtfully designed, can transform into iconic tourism assets, illustrating how lobbies contribute to both hospitality competitiveness and tourism development. The research applies a case study approach, analyzing the Aureverra Flow lobby project through spatial diagrams, design drawings, material specifications, and conceptual narratives. The analysis emphasizes how design elements such as space, materials, lighting, and symbolism support tourism experience and hospitality branding.

Keywords: Hotel Lobby, Interior Design, Tourism, Guest Experience, Hospitality Architecture

1. Introduction

The days of the hotel lobby being empty are long gone. Travelers of today want more from their hotels than just a place to sleep; they want a place to network, interact, unwind, eat, or simply spend a few hours using Wi-Fi. Because of this, people have higher expectations of the hotel lobby. In fact, many modern travelers spend more time there than in their rooms, and because of the mix of locals and hotel guests, the lobby now feels more like a neighborhood coffee shop than a hotel entrance.

These days, the lobby needs to be a lively, round the clock area that generates income and may be used for a variety of purposes that change with the times of day. What is typically a hotel lobby is being used in a far more adaptable and participatory way. People are working at their preferred hotel because, as an urban nomad, you choose locations that you think are suitable for meetings, emails, or just lounging and enjoying a drink. It's a breakfast area in the morning, a lunch area in the afternoon, and a coworking space. Numerous factors are contributing to the increasing interest in hotel lobbies, including the desire for communal social areas by younger tourists, the need for a quiet workspace by untethered mobile workers, and the desire of owners and brands to create new revenue streams.

Tourism is an industry deeply influenced by perception, aesthetics, and experience. As gateways to hospitality, hotels play an important role in forming a tourist's first impression of a destination. Within hotels, the lobby is the central space where functionality meets symbolism serving as both a practical reception area and a cultural showcase. The design of a hotel lobby not only impacts guest comfort but also contributes to destination branding and overall tourism satisfaction. This study explores the

relationship between hotel lobby interior design and tourism. By presenting examples of exemplary lobby designs, it aims to demonstrate how thoughtful interiors enhance guest experiences and strengthen the appeal of a destination.

In the tourism industry, architecture and interior design are more than functional backdrops. They act as catalysts for experience. Among hotel spaces, the lobby holds unique importance as it forms the “first impression” for guests and sets the tone for their stay. Contemporary hospitality design increasingly recognizes the lobby as a multifunctional cultural and experiential space, where aesthetics, branding, and guest comfort intersect. This study focuses on the interior design of the Aureverra Flow hotel lobby, exploring how its design principles enhance the tourism experience and contribute to destination appeal.

2. Literature Review

Almost every hotel's nerve center is the foyer or lobby as we know. It is where visitors arrive to check in and out, interact with other visitors, ask questions of the concierge or front desk staff, and wait for a cab or shuttle. A lively and visually appealing hotel lobby design can assist create a good first impression and sets the tone for a visitor's whole stay. The famous artist Andy Warhol once remarked, "You wish you could pull out a cot and sleep in the lobbies they're always the best looking location in the hotel." Considering all of this, it is essential to consider the design of a hotel lobby.

The hotel lobby has long been recognized as more than a transitional space. Previous studies suggest that:

1. First Impressions in Hospitality: Bitner (1992) notes that service environments act as "silent communicators" of quality. The lobby sets the tone for the guest's entire stay.
2. Cultural Identity in Design: Henderson (2011) emphasizes that hotel interiors often incorporate local culture to provide authenticity and strengthen the sense of place.
3. Aesthetic and Functional Balance: Lawson (2012) highlights that successful lobbies balance circulation, comfort, and aesthetics, ensuring efficiency while offering memorable experiences.
4. Tourism Appeal: Ali et al. (2016) found that hotel design contributes significantly to tourist satisfaction and destination competitiveness.

These findings suggest that lobby design is a strategic element in tourism development.

Here are some of the key aspects of a hotel lobby layout that property owners and managers should consider when designing the lobby space: 1. Strategic lighting; 2. Enhanced sensory experience; 3. Communal space; 4. Amount of open floor space; 5. Types and styles of furniture; 6. Biophilic elements; 7. The shape and size of the front desk; 8. Location of the concierge; 9. Locations of food and beverage stations; 10. Location of luggage carts and related equipment; 11. Location and presentation of information about the surrounding area; 12. Disbursement of electrical outlets and charging stations for guests.

2.1. Strategic Lighting

In a hotel lobby layout, lighting design consists of two essential components:

2.1.1. The light's hue and intensity

Achieving equilibrium between hue and intensity is crucial. The Kelvin scale is used to evaluate the color or warmth of white light; the warmer the color, the lower the color temperature. The mood you wish to create will determine the ideal temperature and intensity for your lobby. Daylight is normally between 5,500 and 6,500 degrees Kelvin, whereas candlelight is about 2000 degrees.

2.1.2. The positioning and design of each lighting fixture

The fixtures you select, whether they are floor lamps, wall sconces, or ceiling chandeliers, will help define your style. To create a sleek, modern, or comfortable atmosphere, pair sophisticated chandeliers with ambient floor fixtures. First, let's talk about the hue and brightness of the light that will welcome visitors to a hotel lobby. When visitors feel at home and accepted, they have the best hotel experiences. Although extremely bright white lighting can make every tiny element in a room crystal clear, it also tends to give the impression that the space is harsh, cold, and sterile.

Experts in lighting advise hotel lobbies to use warm, gentle ambient lighting that is more yellow than white or blue and ranges from 2700 to 3000 Kelvin. This Kelvin range coincides conveniently with that of the typical incandescent light bulb. There is no regulation for the kinds of lighting fixtures that hotels should use, but there is a recommended temperature range for the light that shines in hotel lobbies worldwide. The general layout and dimensions of the area that requires illumination greatly influence the kinds of lighting fixtures that are used in hotel lobby areas. A warm and uniform atmosphere will be created for each visitor by distributing footlights, recessed lighting, chandeliers, and table lamps uniformly around the lobby.

2.2. *Enhanced Sensory Experience*

A well-designed hotel lobby may appeal to all five senses, creating a more memorable stay for visitors. For instance, scent marketing has the potential to be a strong inducement to spend. Making hot coffee, lighting candles, providing freshly baked cookies, and using a sound system to play soothing music are a few suggestions for creating a room that appeals to all the senses. Through these initiatives, visitors can immediately associate your hotel with a sentiment and mood that they will remember long after they have checked out.

2.3. *Communal Space*

A growing number of hotels are developing multipurpose areas where visitors can interact with staff and locals. Hotel lobby can develop into a hub for convenience and community rather than just a spot for visitors to check in or out. Convenience areas, outside terraces, and libraries can all cohabit with hybrid eating and leisure areas. Set aside a portion of lobby for working if your location serves business and digital nomads. With these suggestions, a conventional lobby can be transformed into a communal area where visitors can congregate and interact.

2.4. *Amount of Open Floor Space*

The amount of open space in a hotel lobby is a delicate balance between functionality and aesthetics, which may seem like a rather obvious issue. A foyer with little floor space will seem claustrophobic and uneasy. If there is too much, it will seem lifeless and empty. Hoteliers should strive to have enough open floor space to accommodate approximately 10-15 percent of the hotel's guest capacity at any given moment in order to guarantee that guests always feel at ease when they enter the lobby. This will guarantee that there is a healthy balance between comfort and breathing room in the foyer.

2.5. *Types & Styles of Furniture*

When considering the types of furniture to include in your hotel lobby layout, it's best to keep things relatively simple. Coffee tables, wingback chairs, ottomans, couches and loveseats are standard elements in almost any hotel lobby. Properties that wish to convey a more rustic and homey aesthetic may also want to consider rocking chairs and fainting couches. The style of furniture chosen for your hotel lobby depends on the overall brand of the hotel, the surrounding area, and the architecture and history of the property. **Furniture styles** can be broken into three main categories: historical, modern and contemporary.

2.5.1. The historical category includes styles that date back hundreds of years, including:

- a. **Jacobean:** Dark wood finishes and geometrics designs inspired by medieval style and the Renaissance in the 17th century. Curved lines and motifs are common.
- b. **William and Mary:** Elaborate woodwork inspired by 18th-century England. The pieces are substantial, sturdy, and ornate, as most commonly seen in the furniture's legs.
- c. **Queen Anne:** Smaller, lighter, and more delicate than the pieces above, this style often features curved cabriole legs, padded upholstery, and wingback chairs.
- d. **Pennsylvania Dutch:** Most commonly characterized by decorative, hand-painted motifs seen in the late 18th and early 19th centuries. Its utilitarian chests, cabinets, and tables feature simple turnings and straight lines.
- e. **Louis XVI:** Featuring fewer curves than other European designs, these pieces feature straight lines, crisp angles, and symmetrical patterns.
- f. **Sheraton:** Wood-style pieces in a rectangular shape with thin, straight legs. Furniture in this style is often more delicate and elegant.

- g. **Federal:** Rooted in neoclassicism, this furniture style features clean lines, shapely inlays, and minimal curves. Can appear modern, sleek, and simple.
 - h. **American Empire:** Dark, rich woods like Mahogany blend with ornate carvings and upholstery. Common features include clawed feet and curved headers, made popular in the mid 19th century.
 - i. **Victorian:** Dark finishes, ornate upholstery, and eclectic shapes define this furniture type. Its pieces are feminine, bold and floral.
- 2.5.2. The modern category of furniture style was developed in the early 20th century and includes:
- a. **Minimalist:** Simplistic, clean, and monochromatic, this furniture type focuses on functionality. Smooth, flat surfaces and minimal artwork create a sleek look.
 - b. **Relaxed Modern:** A more sophisticated version of the minimalist style, this furniture type combines natural colors and fabrics to create a clean, comfortable piece. And more
- 2.5.3. The final category of furniture style is contemporary, which consists of the styles that are largely popular today:
- a. **Shabby Chic:** Mixes vintage vibes with glam for a softer approach to furniture. These pieces often look distressed and feature muted colors.
 - b. **Casual Luxe:** Sleek and sophisticated with a cozy, comfortable vibe. This furniture is larger perfect for spacious rooms and some couches may be upholstered. And more

2.6. *Biophilic Elements*

The field of biophilic design has ancient roots but is relatively modern. In the design and architecture journal *Metropolis*, Stephen R. Kellert stated: In the contemporary built environment, biophilic design aims to address our innate desire to identify with nature. Biophilic design, an extension of the biophilia idea, acknowledges that our species has evolved over 99 percent of its history in adaptive response to the natural world rather than to artificial or human created causes. We acquired the ability to associate with natural processes and features through biological encoding.

In short, when we are surrounded by items that remind us of nature, we feel most comfortable. Biophilic design requires the presence of plants, animals, water features, natural light, and views of the surrounding landscape. Incorporating as many of these components as possible into hotel lobby layouts can help hotel managers and owners put guests in a more relaxed and health-conscious frame of mind as soon as they walk through the door.

2.7. *Shape & Size of the Front Desk*

A staple of practically every hotel in the globe is the front desk. It is where visitors check in, check out, and get answers to any questions they may have while there. This makes the seemingly unimportant chore of choosing a front desk design into one of the most crucial choices a hotel manager or owner will make about the arrangement of a hotel lobby. The front desk should be proportionate to the hotel's overall size, much like the lobby's floor plan. Selecting a front desk design that offers enough room for several agents to interact with new arrivals is the ideal option if you anticipate handling a high volume of visitors throughout the day. A desk that can only hold one or two agents will be enough for smaller hotels. Hoteliers should build a front desk that matches the furniture design you have chosen for the rest of your lobby, regardless of how big or little it is.

2.8. *Location of the Concierge*

A concierge plays a crucial role in the operations of many upscale hotels. Contrary to the front desk employees, who typically answer questions from visitors regarding the hotel's activities and facilities, the concierge typically attends to guest needs that go beyond the hotel's physical limits. Many hotels give their concierge a separate desk away from the front desk because of this important distinction that sets them apart from the other front desk employees. The location of this concierge desk in the lobby is completely up to the hotel manager or owner, but since it enables guests to ask inquiries as they are leaving, concierge desks are typically placed adjacent to the lobby's main entrance and exit.

2.9. Locations of Food & Beverage Stations

A lobby may have special spaces for coffee and small refreshments that visitors can enjoy on their way to and from their rooms, depending on the kind of hotel. Business travelers with little free time especially appreciate these facilities.

These kinds of food and drink kiosks are typically located in any halls or corridors that truly lead to guest rooms and away from the front desk. This guarantees that those in line for coffee won't obstruct the front desk or concierge's work. Additionally, there are food and drink stations outside of any restaurants, cafes, or dining areas that are connected to the hotel lobby.

2.10. Location of Luggage Carts & Related Equipment

Across the world, luggage carts are frequently seen gliding in and out of hotel lobbies. They are practical instruments for transporting heavy loads to and from guest rooms. However, when not in use, these necessary instruments must be kept somewhere. When not in use, hoteliers should think about setting aside a space in the lobby for the storage of these crucial tools. This area should, in general, be close to the hotel's main door so that visitors who want to bring a lot of luggage to their rooms may readily access it.

2.11. Location & Presentation of Information About the Surrounding Area

Regardless of whether they are visiting for business or pleasure, guests will probably want to learn more about the location they will be staying in. Every kind of traveler appreciates being informed about nearby attractions and the neighbourhood around the property. Usually, a brochure rack of some sort is used to provide this information close to the hotel's front desk or entrance/exit. It may be advantageous for hoteliers to digitize this information and make it accessible to guests via their mobile devices, eliminating the need for a physical information center and resulting in a more efficient hotel lobby experience, even though this is a perfectly acceptable component of a hotel lobby layout.

2.12. Disbursement of Electrical Outlets & Charging Stations for Guests

Electrical outlets and power charging stations may be the last things considered when considering the aesthetics of a hotel lobby (as they are in this blog post), but that doesn't mean they are any less significant than the other elements mentioned above. When building a hotel lobby, a hotel manager or owner may consider this to be one of the most significant logistical issues.

An excessive number of outlets or chargers in one location can make guests congested and jostle for space, which is not exactly the impression hoteliers want to give their patrons. Rather, make sure that power outlets and charging stations are distributed uniformly throughout the lobby so that any visitor may access a socket without bumping into another visitor.

3. Research Methods

The problem formulation/identification in the planning and design of this hotel lobby is:

- a. How to design a hotel lobby that meets the needs of users, particularly visitors, and specifically integrates local wisdom into local tourism?
- b. How to plan a hotel lobby using architectural principles that can attract visitors and encourage local tourism?

This research employed a qualitative method based on a literature review, a series of studies examining various methods for collecting library data, such as from scientific journals, documents, books, and articles (Sukmadinata, 2009). This type of research is descriptive analysis, which involves comprehensively outlining concepts before providing an understanding and explanation of the findings discussed. The data collection method involved searching for relevant references both manually and digitally. The next step was data collection by conducting studies related to the problem being investigated to obtain data and materials for the research. The collected data was then analyzed qualitatively using inductive reasoning.

This article applies a qualitative descriptive approach by reviewing academic literature, analyzing case studies of luxury hotel lobbies, and identifying best practices in interior design. The selected case emphasizes how design elements such as layout, lighting, materials, and cultural integration impact both guest perception and tourism branding. This study focuses on the interior design of the Aureverra Flow hotel lobby, exploring how its design principles enhance the tourism experience and contribute to destination appeal.

4. Research Findings and Discussion

Interior design is the process of creating the layout, arrangement, and arrangement of elements within a space to achieve aesthetic, functional, and comfortable goals. This involves selecting furniture, colors, lighting, textures, and accessories that suit the style and needs of the room's occupants (Agus, M., Andadari, R.K. (2021). One of the goals of the interior design process is to solve complex problems related to how humans interact with space. To achieve this goal, an appropriate design concept is necessary. The approach used during the design concept development process determines its success.

To develop a conceptual approach, designers must understand several things, such as elements of design understanding, analytical design schemes, design mindset mapping, design approach methods, and finally, design concept formulation. By understanding these things, designers can simplify complex design problems into clear and systematic categories, and this will enable them to begin the design concept development process appropriately. Ultimately, an appropriate concept will have the ability to combine design results into a fully integrated design.

In the world of interior design, there are two types of interior design: residential and commercial. Both share similarities: designing spaces. However, there are quite distinct differences between the two. Interior design Residential interior design uses the home as its primary object. Designers focus on designing a home according to the client's requests or needs, ensuring that all areas of the home feel comfortable and that clients feel at home. This design generally combines the client's preferred design style with appropriate furniture.

Unlike residential interior design, commercial interior design prioritizes functionality to project a brand's image without compromising aesthetics. Essentially, commercial interior design focuses on communicating the needs and visions of various business entities. Furthermore, commercial interior design also encompasses the conceptualization of large spaces to ensure a pleasing appearance for everyone. Commercial interior design is often found in public facilities, restaurants, malls, cafes, and markets. Several important elements must be considered when designing, including the storefront, layout, and displays.

In commercial interior design, color is crucial. Generally, bright and natural colors are the most commonly used. However, you can still combine these colors to create a beautiful visual appearance. Good color selection can also influence potential customers to purchase a product. One example of a common color scheme is Red. Red often used for its ability to influence mood. This color is considered to increase appetite, stimulate conversation, and increase adrenaline. Because of this ability, red is often found in restaurants, cafes, hotel lobbies, gymnasiums, and so on. In commercial interior design, furniture and decoration selection is based not only on comfort but also on functionality. Therefore, in practice, there are several things to consider, including room size, consideration of combining several pieces of furniture with different characteristics, ensuring sufficient space, and adequate lighting.

When designing a commercial interior, one of the most important and essential steps is to understand the client's business needs and objectives. In this initial step, a commercial interior designer is required to analyze a project carefully and thoroughly. Typically, designers will ask questions to understand the client's needs and align them with their business objectives. For example, if a client wants to open a cake shop, examples of design materials that could be chosen include vintage or classic concepts. Alternatively, other concepts can be chosen as long as the chosen concept does not conflict with the client's objectives. This is done to avoid miscommunication in the subsequent stages.

4.1. *Visual and Emotional Responses in Interior Design*

The initial human response to visual elements captured by the sense of sight is known as the visual response. The human brain automatically processes visual elements such as lighting, shape, color, and texture upon entering a space. This rapid process generates the initial perception of space. A sense of comfort, attraction, and a desire to linger are typically signs of a positive visual response. However, an emotional response refers to the feelings that arise as a result of seeing something. In interior design, visual elements designed with the user's aesthetics and psychology in mind can produce desired sensations, such as calm, happiness, or energy. For example, using natural lighting and warm colors has been shown to promote feelings of calm and comfort (Ulrich et al., 2008).

The hotel lobby serves as the central node of guest interaction, functioning not only as a transitional space but also as a primary determinant of first impressions and overall guest satisfaction. Recent studies highlight that lobby design significantly influences customer experience and booking decisions by integrating aesthetic, functional, and psychological elements (Kim et al., 2021). Sensory design factors such as lighting, scent, sound, and spatial arrangement create an immersive environment that enhances emotional engagement (Bitner, 1992; Acar, 2019). The incorporation of biophilic design, including natural light, greenery, and organic materials, has been proven to foster restorative experiences and elevate perceptions of well-being, particularly among younger generations seeking authentic and sustainable environments (Li et al., 2020).

Furthermore, post pandemic trends emphasize flexibility and safety, with modular layouts and digital check in stations redefining traditional front desk models while maintaining the social vibrancy of the space (Architectural Digest, 2023). From a design theory perspective, Experiential Interior Design (EID) and Evidence-Based Design (EBD) frameworks advocate for human-centered approaches, ensuring that lobbies not only represent the brand identity but also cater to the emotional and psychological needs of diverse guests (Hamilton & Watkins, 2009). As such, the hotel lobby evolves as a hybrid environment balancing aesthetics, functionality, and experiential quality to meet the dynamic expectations of contemporary travelers.

Scholars highlight the importance of hospitality design in tourism. Bitner (1992) conceptualized service environments as “servicescapes,” influencing both customer satisfaction and organizational identity. Henderson (2011) stresses that cultural representation in interiors enhances authenticity for travelers. Ali et al. (2016) emphasize that aesthetic environments, coupled with emotional engagement, strongly influence guest loyalty. These perspectives underline that hotel lobby design is not only about function but also about crafting a narrative that aligns with cultural identity and luxury tourism expectations.

4.2. *Creating a Sense of Place: Hotel Lobby Design Case Example as a Driver of Tourism Appeal*

There are some things that should be considered on the design of hotel lobby that drives tourism appeal:

4.2.1. *Spatial Planning and Flow*

An effective lobby design ensures smooth circulation for arrivals, check-in, and relaxation. Open layouts create a sense of welcome, while zoning allows spaces for reception, lounging, and social interaction.

4.2.2. *Materials and Aesthetics*

High-quality materials such as marble, wood, or locally sourced stone not only convey luxury but also connect the hotel to local identity. For example, hotels in Bali often integrate wood carvings and natural stone, reflecting cultural values while appealing to international guests.

4.2.3. *Lighting and Atmosphere*

Lighting plays a vital role in establishing ambiance. Warm lighting fosters comfort and intimacy, while natural light enhances openness. Iconic lobby chandeliers or artistic installations often become signature attractions for tourists.

4.2.4. Cultural and Local Integration

Hotels that integrate local art, textiles, or cultural motifs transform lobbies into cultural showcases. This strengthens destination branding and allows tourists to experience authenticity within the comfort of modern hospitality.

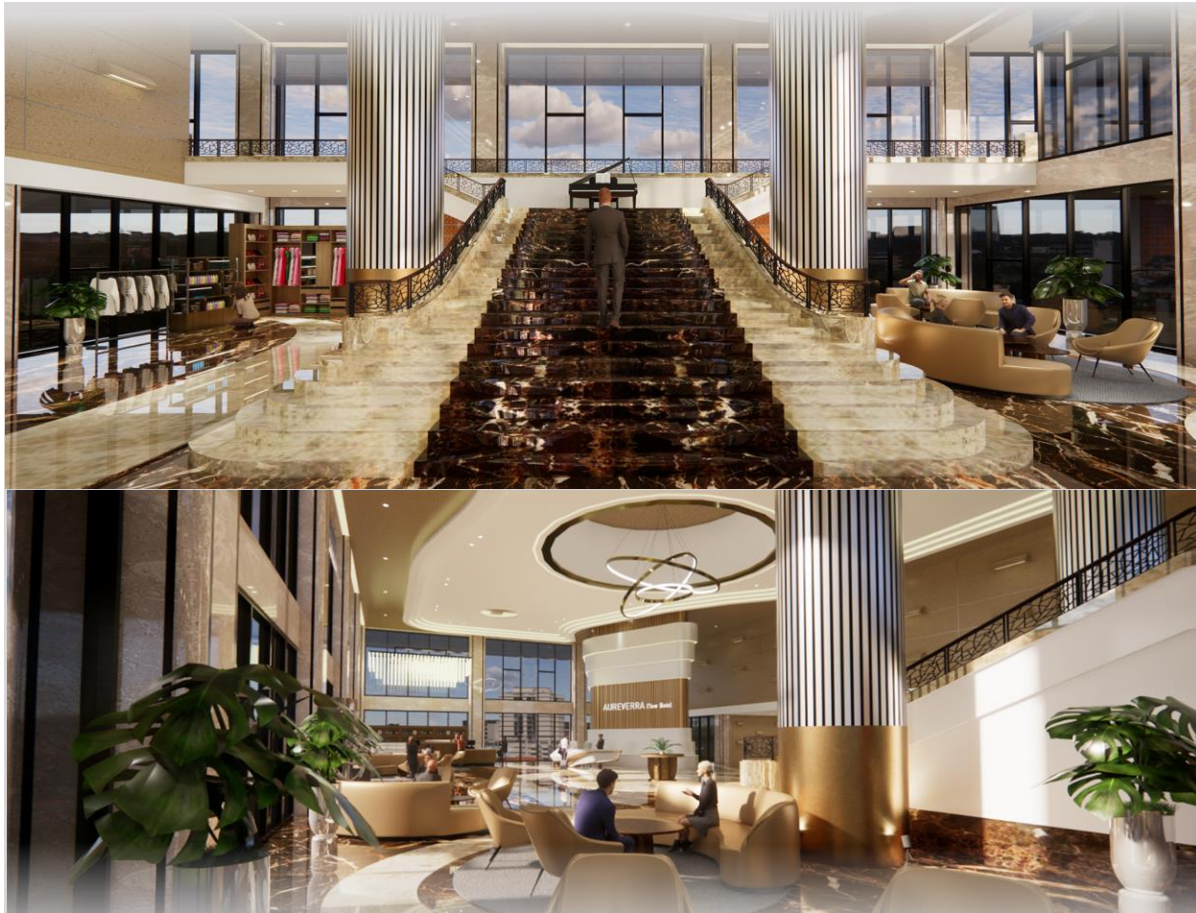


Figure 1. hotel lobby interior design perspective image

A hotel lobby serves as both an entrance and the initial point of contact for guests during their whole stay. With a flowing, sophisticated, and distinctive style, Aureverra Flow aims to provide an enthralling first impression. The design blends organic shapes, premium materials, and clever spatial circulation to create a serene yet unforgettable ambiance, drawing inspiration from the harmony between nature and luxury. In addition to being aesthetically beautiful, the overall spatial composition evokes an incredible emotion and stimulates the senses.

Dynamic curving curves, fluid spatial flow, and a contemporary tropical elegance are all combined in the lobby's "Sculptural Organic Flow" design. An iconic feature is the Grand Staircase, which embraces a piano as a centerpiece to represent luxury and harmony. Rich yet delicately muted complementing colors are produced by materials like marble, warm wood, and gold metal accents. There are no strict borders between any of the spaces, from the coffee shop and retail to the lounge and check-in. In a hotel lobby, certain key rooms and functional spaces are essential to ensure guest comfort, operational efficiency, and an elevated guest experience. These rooms are strategically placed to complement the zones of the lobby while enhancing both the practicality and ambiance of the space.

4.3. The Role of Modern Materials in Elevating Hotel Lobby Design

The integration of modern materials in hotel lobby design significantly enhances the aesthetic appeal, functionality, and experiential quality of the space, creating an elevated and memorable atmosphere for guests. Materials such as glass, steel, engineered wood, composite stones, and high-performance textiles not only offer sleek and contemporary visuals but also reflect the hotel's commitment to innovation and

sophistication (Jones, 2020). The transparency of glass, for instance, promotes a sense of openness and connectivity with surrounding environments, while polished metals and stone finishes add an air of luxury and durability. Additionally, the use of eco friendly and sustainable materials, such as recycled wood panels or low-emission composites, aligns the design with modern sustainability standards, appealing to environmentally conscious tourists. Modern materials also support technological integration, such as smart lighting systems embedded in ceiling panels or digital art displays mounted on metallic walls, further enriching the lobby's ambiance. By harmoniously blending modern materials with thoughtful color palettes and spatial arrangements, designers can craft a lobby that feels timeless, elegant, and adaptive to the evolving expectations of global travelers.

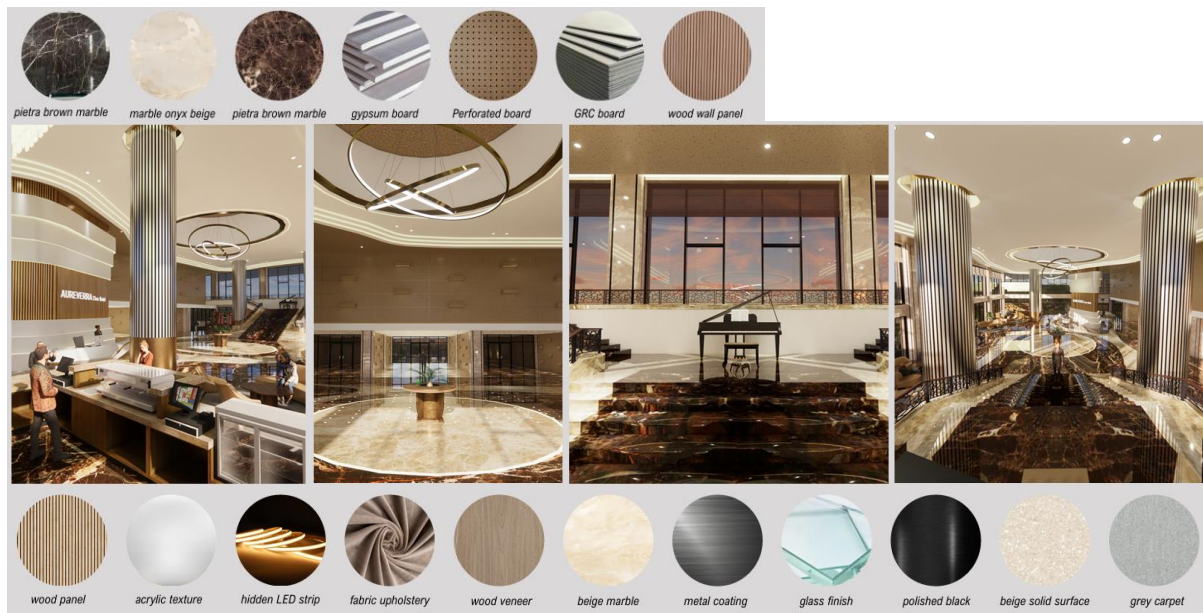


Figure 2. materials used in the interior design of the hotel lobby

Color plays a significant role in shaping the aesthetic, psychological, and experiential aspects of hotel lobby design. As the first point of interaction for guests, the hotel lobby establishes the brand identity and emotional tone of the stay. In the hospitality industry, first impressions are critical. The hotel lobby, as the primary gateway to the overall guest experience, serves not only as a functional space but also as a symbolic representation of the hotel's identity (Bitner, 1992). Among the various elements of interior design, color is one of the most influential components in shaping guest perception, behavior, and emotional response.

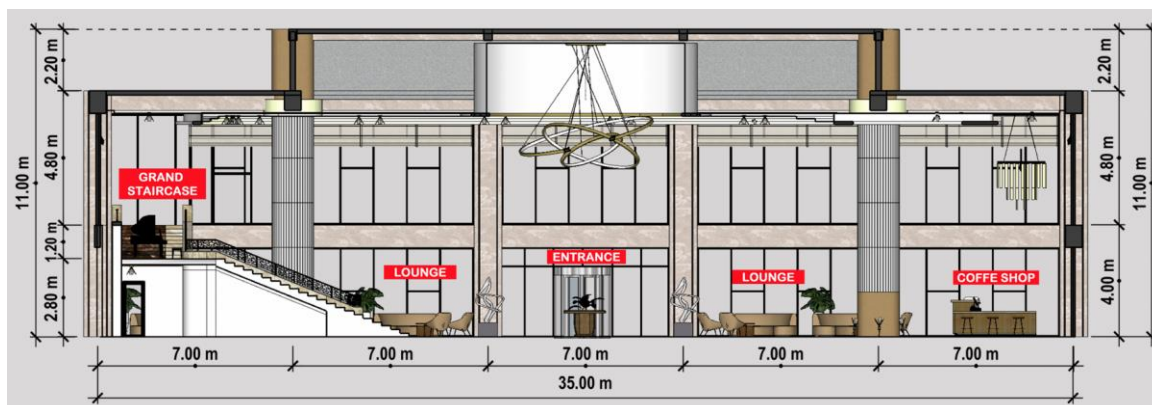


Figure 3. longitudinal section of hotel lobby interior design

Color is a visual language that communicates the hotel's personality and value proposition. Warm and neutral tones such as beige, cream, and natural wood foster feelings of comfort and hospitality, while luxurious tones like black, deep blue, or gold emphasize exclusivity and elegance (Liu & Jang, 2009).

Consistent use of brand colors strengthens recognition, ensuring a cohesive visual identity that guests can easily associate with the hotel.

Colors have well documented psychological effects that shape tourist experiences (Kurt & Osueke, 2014):

- Blue conveys calmness, trust, and relaxation, making it suitable for beach resorts or wellness hotels.
- Green symbolizes nature, balance, and freshness, aligning with eco-conscious accommodations.
- Yellow and orange evoke cheerfulness and energy, perfect for hotels in lively tourist destinations.
- Neutral tones reflect simplicity and modernity, appealing to guests who value minimalism and contemporary design.

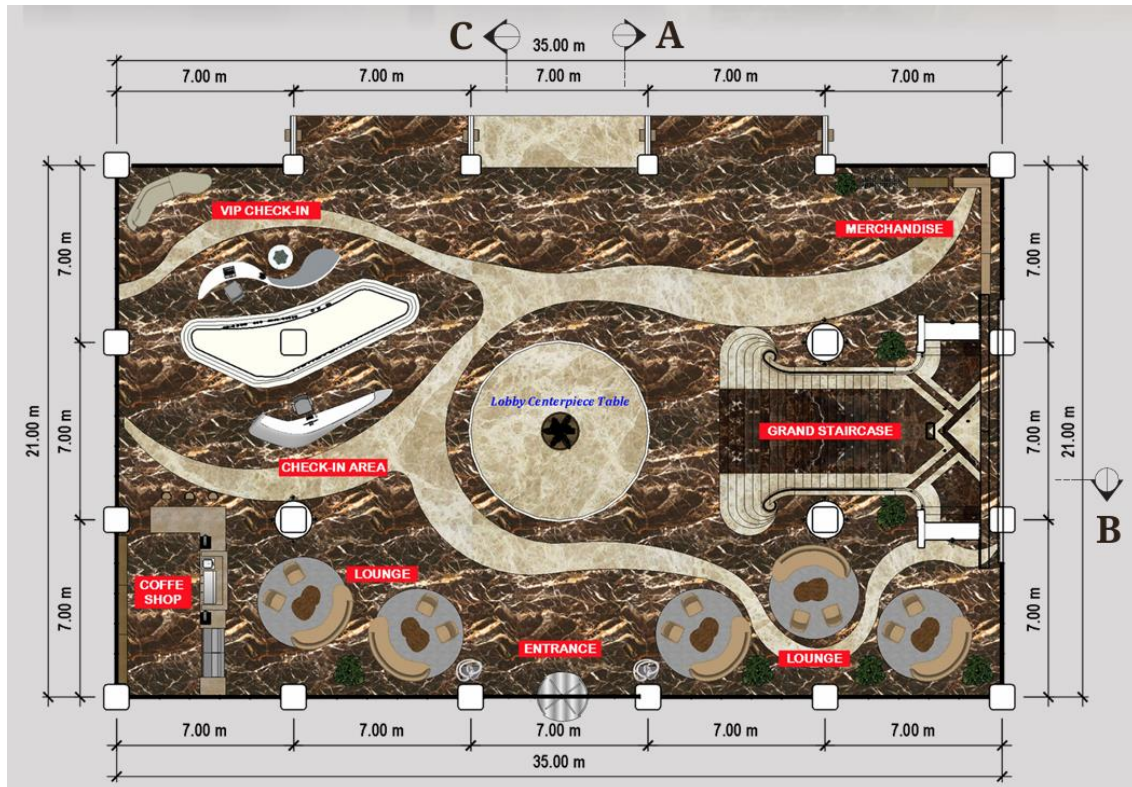


Figure 4. hotel lobby interior design floor plan (35 m x 21 m)

Color influences the perceived size and ambiance of a space. Light tones visually enlarge small lobbies, creating an open and welcoming feel, while dark, rich tones create intimacy and luxury in larger areas (Elliot & Maier, 2014). Strategic use of contrasting colors can also highlight functional zones, such as reception counters, waiting areas, or dining spaces.

Tourists increasingly seek authentic cultural experiences. Incorporating local colors and patterns enhances the sense of place and deepens guest connections with the destination (Mok et al., 2013). For instance, tropical resorts may feature vibrant greens and blues reflecting the natural environment, while urban boutique hotels might adopt industrial tones to highlight modern city life.

Color can guide tourist behavior and influence the mood of social interactions. Bright, energetic hues near social hubs like coffee corners or lounges encourage interaction, while muted, soft tones in waiting zones help reduce stress and promote patience during check in processes (Kaya & Epps, 2004). Well balanced palettes also encourage guests to linger in the lobby, indirectly promoting ancillary services such as bars, restaurants, or souvenir shops. In an era where visual content drives tourism marketing, color plays a critical role in making hotel lobbies photogenic and shareable (Stylidis et al., 2022). Eye-

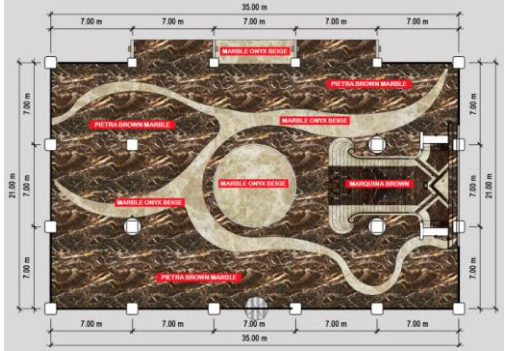
catching murals, vibrant accent walls, and harmonious color palettes enhance the "Instagramability" of the space, leading to organic online promotion through guest-generated content.



Figure 5. cross-sectional image of hotel lobby interior design

Color performance is closely linked to lighting conditions. Cool tones under warm artificial lights create a cozy, sophisticated environment, while natural light amplifies airy, bright designs. Hotels that adjust their lobby colors seasonally such as adding warm accents in winter or refreshing tropical tones in summer demonstrate attention to detail that tourists often appreciate. Color is more than a decorative element; it is a strategic tool in hotel lobby design that enhances branding, emotional resonance, and guest satisfaction. By considering cultural context, spatial perception, and evolving marketing trends, designers can create memorable and attractive lobbies that leave a lasting impression on tourists and drive loyalty.

Table 1. Application of color in the interior design of the lobby hotel that was designed

Wheel of Colors	Characteristics of design application	Interior perspective of color application
	Main colors in the design: 1. Dark brown (marble floors, wood elements). 2. Beige/creamy (on the walls and curved partitions of the reception area). 3. Yellowish gold (on the trim, pillars, and stair railings).	
	Design features: 1. The presence of white and pale cream on the ceiling and reception desk creates a neutral monochromatic effect. 2. Black and metallic gray are seen on the railings, window trim, and several pieces of furniture, acting as accents that emphasize the design lines.	
	Colors in the design: 1. Red (Basic Scheme) on the marble pattern on the floor (dark maroon veins). 2. Yellow-Green interpreted on the stair railing, lighting accents, furniture edges, etc.	

A well designed hotel lobby requires the integration of several key rooms to ensure functionality, comfort, and efficiency. The reception and front office should be positioned near the entrance for smooth guest check in and inquiries, supported by a concierge desk for personalized assistance and a luggage storage room for secure handling of bags. Public restrooms are essential for guest convenience, while a back office and housekeeping storage provide discreet operational support to maintain the lobby’s cleanliness and service quality. For business travelers, a business center or small meeting pod offers work friendly facilities, while a VIP lounge provides privacy and exclusivity for high profile guests. Additionally, a security room ensures safety through constant monitoring, and F&B support rooms enhance the efficiency of cafes or bars integrated into the lobby. Together, these rooms create a functional yet inviting environment, enhancing both the operational flow and the overall guest experience.

These thoughtfully integrated rooms not only streamline guest experiences but also create a memorable and inviting atmosphere that enhances the overall travel journey. By providing a seamless blend of comfort, convenience, and aesthetic appeal, the lobby becomes more than just a transitional space. it evolves into a destination within the hotel where tourists can relax, socialize, or prepare for their adventures. This harmonious design, which reflects both the local identity and the hotel’s brand character, leaves a lasting impression on visitors, fostering positive reviews, repeat stays, and strong word of mouth recommendations, thereby elevating the hotel’s competitiveness in the tourism market.

Table 2. Zoning or division of areas in the designed hotel lobby

Interior Perspective Drawing	Zones or Areas in a Hotel Lobby
	CHECK-IN AREA The check-in area is open and welcoming, with a curved reception desk that follows the main circulation flow. Warm lighting and a marble backdrop reinforce the professional and elegant feel, while maintaining efficient interactions between staff and guests. The ceiling and floor lines flow toward the reception.
	VIP CHECK-IN AREA Located in a more private corner of the lobby, the VIP check-in area offers an exclusive experience with a tranquil atmosphere and a more personalized setting. Surrounded by warm wood elements and luxurious metal accents, this space reflects intimate luxury and refined service. This area is designed to separate the flow of regular and VIP guests.
	COFFE SHOP AREA The coffee shop blends naturally into the open-air lobby and remains comfortable, providing a relaxing space for guests to enjoy drinks amidst a modern, tropical atmosphere. With its wood materials, soft lighting, and organic furniture, this area creates a casual, elegant feel that remains in harmony with the overall cohesive design.



MERCHANDISE CORNER

The merchandise corner is designed as an integrated display area, showcasing the hotel's signature products on minimalist shelves. Its strategic location makes it a complementary element that supports the brand identity while also enhancing the visual value of the surrounding area. Its layout encourages spontaneous interaction without disrupting the main circulation flow.



LOUNGE AREA

Located under the main staircase, the lounge area offers a semi-private break room with soft, comfortable sofas and warm lighting. This space functions as an informal waiting area, complemented by an organic design that maintains a sense of flow and visual comfort. Its strategic location, yet not directly visible from the entrance, provides a sense of calm for visitors.



GRAND STAIRCASE & CENTERPIECE PIANO

The main staircase is the lobby's architectural icon, with its symmetrical curves sweeping across the floor dramatically. In its center, a piano serves as a centerpiece, creating an artistic and emotional spatial composition.

This element not only connects the floors vertically but also unifies the entire space in visual harmony. The staircase's design symbolizes continuous movement, reinforcing the concept of "flow" in the spatial experience. Marble with gold accents on the railings adds a touch of luxury without being overbearing.

Although the owner or manager of the hotel has most control over the arrangement of the lobby, there are some common guidelines that should always be adhered to. The biggest problem when designing a hotel lobby is striking a balance between aesthetics and functionality. We may create an exceptional hotel lobby that greets and soothes each and every visitor by heeding the above mentioned guidelines.

5. Conclusion

The hotel lobby and its evolution from a waiting room to a space for socialising and culture. When it was opened, the hotel lobby served mainly as a reception and waiting space where visitors could check in and wait for room service. However, the lobby's functions evolved along with the expectations of travelers. Hotels now take a more experience based approach, aiming to make the lobby a place that encourages conversation, rest, and creativity. This change represents a more comprehensive view of the hotel as a location where the visitor experience begins from the very beginning. Greeting and waiting for guests is no longer the only function of the hotel lobby. In recent years, it has undergone a remarkable evolution, becoming the social and cultural heart of the establishment. This change responds to the demands of modern travellers, who seek holistic experiences and want to interact both with the space

and with other visitors. Today, the hotel lobby is much more than a functional space: it is a hub of social and cultural activities.

The hotel lobby, often described as the “heart of the hotel,” plays a critical role in shaping guests’ first impressions, emotional experiences, and behavioral responses. Scholars argue that lobby spaces function as multifaceted environments, combining aesthetic appeal, functional efficiency, and brand identity to deliver a memorable guest experience. Studies on environmental psychology emphasize the impact of atmospherics, including lighting, music, scent, and spatial organization, on mood regulation and perceived service quality. The integration of biophilic design has gained traction, as elements such as greenery, water features, and natural materials have been shown to reduce stress and enhance perceived restorativeness, particularly appealing to millennials and Gen Z travelers who value wellness and sustainability.

Lobby metamorphosis: From utility to pleasure. Recent industry research highlights a shift toward flexible, technology driven spaces, where digital check in kiosks, open social lounges, and modular seating layouts foster both efficiency and social interaction. Furthermore, sustainable design strategies such as energy efficient lighting, local material sourcing, and adaptable spaces align with the global trend toward environmental responsibility. Theoretical frameworks such as Experiential Interior Design (EID) and Evidence Based Design (EBD) provide methodological foundations for creating human-centered environments that respond to guests’ emotional, sensory, and cognitive needs. Collectively, these findings indicate that the lobby is not merely a passageway but a dynamic, experience driven space that influences brand perception, operational efficiency, and customer loyalty.

This strategy has been used by many hotels worldwide to turn their lobby areas into authentic centers of social and cultural events. Major cities like Tokyo and New York have hotels with lobby areas that double as coworking spaces, cafés, and art galleries. Boutique hotels in popular tourist locations have chosen biophilic designs that include local furniture and greenery. In addition to being appealing to visitors, these areas serve as gathering places for the neighborhood, increasing the hotel's environmental impact. The contemporary lobby becomes a reflection of the hotel's personality and a hub for interaction for both visitors and the neighborhood thanks to a design that encourages adaptability, beauty, and technological integration. This method reinterprets the idea of hospitality by showing that the coziness and practicality of public areas may also be considered luxurious and comfortable.

The hotel lobby is a strategic interior space that significantly influences tourism. Through spatial organization, material selection, lighting, and cultural integration, hotel lobbies go beyond functionality to shape memorable experiences. By presenting design excellence, lobbies enhance guest satisfaction, strengthen hospitality branding, and contribute to the appeal of a destination. Future research could expand into comparative studies of lobby design across cultural contexts, offering broader insight into how design influences global tourism.

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