

HOTEL ARCHITECTURE AND AMBIENCE AS AN ANSWER TO THE CONTEMPORARY CHALLENGES OF TOURISM

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Abstract

Hotel architecture and ambience are in the focus of hoteliers' interest. The influence of architecture and ambience on the guest's impression is undisputable, since they represent the most important variable factor that crucially affects guests' satisfaction, without neglecting the influence of other factors. The service environment in hotel industry has two dimensions: aesthetic and attractive dimension, on the one hand, and the space (place) where the service is delivered, on the other. The first impression that the hotel architecture leaves often proves to be decisive for the entire perception of a hotel. The influence of hotel architecture on environment, in addition to sustainable development and cultural policies, is increasingly gaining on importance, being recognised as a tourist and economic potential. The dynamics and rapid flow of information cause the need for the development of various types of hotel product-architecture and design development. Original and autochthonous solutions are given advantage.

Key Words: *hotel architecture, ambience, satisfaction, hotel guests*

JEL classification: *Z32, L26, Q13*

Introduction

A tourist destination is a place where a traveler finds the answer to his question which initially was the cause of a trip. Unforgettable cities leave some remarkable picture in one's memory. The traveler finds some of his past by coming to a new destination, which he did not know that he had: the strangeness of something that you no longer are or no longer own is waiting at the doorstep of foreign and unowned places (Calvino, 2011).

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The relationship between society and space, which is realized within the modern city, is conditioned by the specific constellation of factors in the aspects of politics, economy and culture (Stojanović, 2017).

A man has a fundamental need for visual expression. The fashion and the mass culture of the modern world, the need to market newer types of products, as well as the necessity of increasing demand in order to increase purchase, i.e. consumption, have decisively influenced the development of design and its application in all areas of production. Visual arts have in this way become a part of our everyday life, and here we will pay attention to architecture in particular (Dragičević-Šešić & Stojković, 2011).

Design in architecture has always played a significant role in tourism, especially in hotel industry, where it becomes one of key factors in positioning of a hotel and therefore significantly affects its business performance. The ubiquitous eco-trends are also reflected in architecture which strives to apply the principles of sustainable development (Mustapić & Vlahov, 2015).

Sustainable urban organization and sustainable urban design create places of distinctive character that meet the standard requirements of functionality, at the same time attracting and ennobling with their uniqueness, atmosphere or beauty, connecting people and space, movement and urban form, natural and created environment. They are the answer arising from the special features of environment or which are complementary to environment (Bajić-Brković, 2009).

The architecture of hotels today takes a more significant role in tourism market than it used to, since it has the ability to respond to the contemporary requirements of supply-demand in tourism. Conscious, professional and well-measured use of visual effects is a way to create a good architectural opus, but also a way to reach those who are the reason for the existence of such architectural objects and space, that is their users. The research in this area found that 73% of the respondents pointed out the design of a hotel as its most important segment (Štiklica, 2015).

Surrounded by the overall sensory impetus and the demand for new experiences and more intense feelings, tourism, and therefore hotel industry, do not remain immune to the constant dynamics and ephemerality. The ontology of the market itself is in unison with the

contemporary speed of change. In this way, tourism (under the influence of new challenges) and, therefore, environment, architecture, design and the aesthetics of a hotel contribute to the creation of a specific identity of the overall sensual impetus that surrounds us, the demand for new experiences and more intense feelings. It is an efficient way and an opportunity to create a unique and exclusive tourist destination. Deviation from monotony and uniformity contributes to tourists' faster and easier perception and selection of hotels that can offer something different in current information overload: diversity and specificity. Understanding the needs of tourists to be stunned, surprised, constantly overwhelmed with new, unusual visual stimuli, the Hyatt Hotel chain tends to meet the needs of guests when it comes to architecture (Čerović & Čomić, 2011).

Architectural and urban relations, i.e. the influence of design on the context can contribute to the animation of the place itself, where well-designed cultural policies, on the basis of aesthetics and the artistic value of the design of A hotel, can recognize the entire architectural opus as a catalyst for cultural tourism and as a contributor to the branding of a tourist destination. Contextual architecture, which is oriented towards sustainable development, involves the use of local materials and the integration of the object into environment, and as such is authentic and created for a particular place and environment, forming a specific identity.

Urbanization has often been a development factor in industry, since architecture in general, the construction process and the various facilities, also require employment of various branches of industry, so that in addition to the contribution to tourism, there would be multiple benefits (Stojanović & Lošonc, 2017). Although there are contradictory opinions about the Bilbao effect (the architectural work that has propelled the development of the whole area, a museum designed by one of the most famous current architects Frank Gehry and has become one of the most visited attractions of Spain), it is a fact that architecture could not be a sole condition for the development of the area without other circumstances and factors, but it is undisputed that it has been precisely the driving force and motive (Krivošejev, 2015). In the past decade, many of the leading museums and concert halls have hired architects such as Gehry, Calatrava, Libeskind and others to create unique structures that, like massive titanium magnets, attract visitors, while hoteliers rebuild significant buildings in major cities in order to use them as new hotels.

Branded destinations export their architectural concepts abroad. Historic hotels have gained loyalty of passionate guests (Poimiroo, 2015).

Hotel ambient and its aspects in tourism

A hotel product implies heterogeneous, interconnected and conditioned services and as such is an ideal area for the introduction of technological and social innovations that imply improvement of the quality of hotel product. Improving hotel product by implementing innovations in business is the response of hotel management to technological, economic and sociopsychological changes in environment. The critical point in this process is the identification of those innovations by hotel management, which will contribute the most to the improvement of hotel product quality (Đenadić et al., 2014).

How consumers perceive the quality of services received depends significantly on the characteristics of physical environment or service space. This element of service marketing mix is especially emphasized in tourism and hotel industry, because service environment or space is a significant part of hotel-tourist product.

Staying at a hotel can be pleasant due to the impression that the restaurant is intended for higher classes because of its attractive visual appearance and the like. By accomplishing the so-called scene illusions, physical stimuli are based on symbolic values. The influence of individual stimulants such as the colors and furniture combinations used when arranging hotel interior, pleasant sounds and smells, and so on, causes different feelings with consumers ranging from enthusiasm to disappointment. The space, as an element of service marketing mix in tourism and hotel industry, has a special impact accomplished in two ways:

1. *As an arranged tourist space (place)* where the service takes place, whose components are: a tourist-designed destination with all the necessary amenities, hotel and other tourist facilities integrated aesthetically, functionally and stylishly into exterior, as well as other tourist objects and facilities in which various contents of complex tourist services are provided.
2. *As a place of interaction* between service provider (tourist-hotel company) and recipient of services (tourists) where the consumer-tourist makes the decision to purchase a service. For this reason it is necessary that tourist (hotel) space be equipped and arranged in

accordance with the wishes of target market segments (impeccably clean, functional, attractive, etc.).

The ambience or physical aspects of tourism and hotel industry are in the focus of interest of tourist and hotel product creators, as well as management structures in tourism and hotel industries. There is no universally accepted definition of ambience, since each individual has their own personal impression and experience. Here we can list the author's most interesting opinions about the significance and influence of the environment on the level of consumer satisfaction. The influence that ambience has on the behavior of consumers in general is undoubted, but the specific impact that it has in the process of providing hotel services is explained by the fact that the environment is the most important variable factor that decisively influences the satisfaction of hotel guests, without neglecting the influence of other factors.

While observing the business of travel agencies, it is noticed that ambience, being the crucial part of a tourist agency's physical stimulus, can be an indicator of the overall quality of tourist service in the very initial segment of tourism. Design and decor, as the most conspicuous elements of physical characteristics of space, are recognized as main ambient factors. The definition of ambience from the point of view of hotel-tourist activity as a variable that drives the inner impression of a hotel guest is interesting, consequently, the choice from the various hotel-tourist services is based on rational and irrational decision-making factors. Common to all these theories is that a subjective ambience experience can lead to a certain emotion, conviction and psychological state that has a return impact on behavior.

Atmosphere often equals the quality of the surrounding space. In other words, atmosphere implies an ambience that includes *elements of environment*. In accordance with the understanding of internal and interactive marketing, ambience represents a creation that is formed through the interaction between an individual and their environment. Other authors point out that it is necessary to differentiate between the atmosphere/ambience and the physical environment in which the service is created. Physical environment is the place where the hotel service is delivered, and ambience is created in the process of interaction between service provider and recipient (people), on the one hand, and physical environment, on the other (Rosenbaum & Wong, 2007). The authors set out three groups of external factors that are important for creating a

desirable hotel environment: (1) atmospheric factors, (2) social factors, and (3) design factors (Heide et al., 2007).

1. *Atmospheric factors* represent the basis of a hotel-tourist area: light, smell, sound and temperature.
2. *Social factors* represent the human component of the physical environment. This group of ambient factors determines the perception of the hotel environment.
3. *Design factors* include functional and aesthetic content, such as the architecture, style, and the like, and they represent factors that are manageable, that can be influenced by the controlling structures. In this sense, they play a major role in ambience formation. Here we can include the tourist factor as an integral part of the ambience, also being of importance for the realization of tourist activities and representing those contents that enable the arrival, reception and stay of tourists in a certain area. In this way, we add a new dimension to ambience that marks the tourist arrangement of space.
4. *Tourist factor* represents the arrangement of space in accordance with the tourists' needs and represents a conscious and planned activity, whose aim is the optimal equipment of facilities and space, on the basis of the implemented valorization (determination the volume of demand, bid potential and socio-economic goals of society).

Managing hotel ambience in the function of impact on consumer perception and consumption

Marketing management of manifestation forms in hotel industry is by default understood as the impact of everything that is tangible, visually present and affecting the users' experience in the process of delivering hotel services: physical environment (ambience), the appearance of employees, the design of cards, and appealing brochures. Physical environment - ambience can influence the customers' experience as:

- *Exterior features* (environment, surrounding landscape, parking arrangement).
- *Interior features* (architectural interior solutions, quality and aesthetic properties of equipment used for catering to hotel guests, air conditioning).
- *Other tangible forms* (appearance of hotel employees, uniforms by sector, way of delivering the hotel bill, brochures) (Babić-Hodović, 2002).

The role of manifestation forms (physical ambience) in hotel industry as an element of service marketing mix is most commonly manifested in these forms:

- "*Packaging*" Bearing in mind the physical inviolability of services, including hotel services, this does not mean packaging in the literal sense of the word. By "packing" the service into the selected physical ambience of hotel environment, a message is sent to customer-user about the quality of service, which increases its value and contributes to the improvement of hotel company image. A better image of a hotel company in turn raises guests' perception of the level of services of a particular hotel company, which significantly lowers the perceived risk when buying a new service and possible level of dissatisfaction with purchase.
- *Improving service delivery process.* The next role that physical ambience has in hotel industry is a contribution to the improvement of service delivery process. The hotel's ambience and environment can provide the hotel guests with information on the way hotel services are delivered.
- *Socialization of employees and customers.* Socialization in a hotel company is understood as the process of adaptation and adoption of values, rules and forms of behavior required from the employees by organization of a hotel company. Physical environment plays an important role in the process of socialization of an individual by linking and transmitting information of expected forms of behavior, roles and relationships between employees and those of employees and guests. These processes significantly contribute to the establishment of a positive public image of a hotel company, which is successful to the extent to which the image that employees create in interaction with public is successful.
- *Differentiation mode.* Hotel companies with their physical ambience (exterior, interior, appearance of the personnel, space) significantly affect the differentiation of their offer or their repositioning in hotel services market.

The influence of physical ambience on the perception and behavior of consumers and its use as a service environment is called *environment psychology*. The effect of customer service environment on customer behavior is explained via a model consisting of three components: a stimulus set, an organic part toward which the stimuli are directed, and a *response or reaction* resulting from the stimulus action. In this context, various elements of physical environment, such as the appearance of the

exterior, the interior design, lighting, color choices and other elements, represent a set of stimuli. The response of employees and consumers to the action of a stimulus from the environment can be acceptance (or at least approximation) and rejection (or avoidance), the results of the action of the stimulus can therefore be presented as a combination of four ways:

- Desire to stay (accept) or leave (avoid) the service environment.
- Desire for further use and interaction with the service environment (acceptance) or urge to ignore (avoid).
- Desire to communicate with others (acceptance) or ignore the efforts of the service provider to communicate with the buyer (avoidance).
- A sense of satisfaction (acceptance) or disappointment (avoidance) by the service environment.

Tourism development motivated by architectural heritage

Urban environment, architecture and urbanism have an important role in the development of tourism. Urban, ambient units and facilities can be a very important part of the development of tourism, thanks to their architectural and historical values. The role of physical structure in achieving the attractiveness of a place is always present in cases where tourism potential is recognized in other values. It formulates urban memory and contributes to the creation of a rounded image and understanding of some space. There are different ways of presenting and affirmation, through the media, direct experience of the city, etc.

The significance of architecture for tourism development is recognized today by entrepreneurs as a factor of attraction and marketing, which is also influenced by the identity and recognition that places have acquired thanks to physical structure. Not only do places get their final shape by building, but they also gain on importance. The architectural heritage of an area is a pulsating and dynamic segment and there are various types of its use with the purpose of achieving attractiveness in order to develop tourism (Vaništa-Lazarević, 2003).

Efforts and endeavors are needed to help rural tourism development in Serbia, i.e. to encourage all those who intend to launch tourist services in their rural households. Additional motivation for preservation is necessary: ambient architecture, country houses, local specificities, traditions and customs, old interesting skills and crafts, biodiversity, agricultural production on small surfaces, original products (Đenadić et al., 2016a).

In addition to economic, spatial and social aspects, the arrangement of an area with a special touristic purpose and the integral approach to the organization, are increasingly promoting the current approach to planning long-term sustainable development, one of whose parts is the preparation of study and program documents for the protection of the natural environment (Spasić, 1998). With an adequate application of a marketing concept, small family hotel industry in Serbia can become one of the important factors that will contribute to the development and balancing of Serbia's tourist offer in future. This segment of receptive tourism can become a trademark of Serbian authenticity with a tendency to increase in the overall hotel offer, due to its competitiveness, flexibility and personalized approach, which results in increased quality of supply. Small family hotels are developing a program of individual, personalized services for hotel guests, where all processes and activities are subordinated to the guest and their individual and family needs. All this, *with a specific, autochthonous architecture and a special interior of small hotels creates an impression of satisfaction, acceptance and respect for a hotel guest as a person* (Đenadić et al., 2016b). In multifunctional systems such as historical cores, sustainable development can only be achieved through holistic principles and understanding that a city must be regarded as a built environment, including spatial forms, infrastructure, functions and population (Đokić et al., 2008).

Revitalization of the cultural heritage of public spaces and facilities, in accordance with the prescribed standards, would contribute to its affirmation and presentation within tourist offer. In the current situation, in our area, we need to develop an image of the entire history and rehabilitate and those parts that were neglected or ignored in some periods. Abandoned objects of industrial heritage have stood at the entrances of cities for a long time, not looking representative at all. Renaming of their purpose to cultural and their restauration in accordance with natural conditions could create a very attractive environment. This would significantly improve the presentation of cities for the purpose of tourism development.

One of the cultural affirmation ideas would be the expansion of museum space beyond facilities, which would intensify the existing activities and create new opportunities for scientific, cultural and tourist contents. Space conceived in this way gains economic potential to maintain and innovate its own infrastructure and employ a large number of locals. The possibilities of sports and recreational programs and offers are notable,

and with the existing or reconstructed infrastructure adapted to visitors and enriched program contents, they represent an additional economic benefit for our environment. The development of tourism certainly contributes to the growth of economic potentials. This can also contribute to the employment of a large number of local residents.

Cities are now engaged in creation of their own image in order to make it a "brand" of their national culture. They create this image on the basis of cultural history and cultural policies that they promote through art (works, projects, festivals, congresses, events, etc.) (Dragičević-Šešić & Stojković, 2011). More interest is needed in the development of cultural policies as image strategies (Bjankini) or their direct linking to tourism and cultural projects (Dragičević-Šešić & Stojković, 2011).

New trends of architectural design in the function of tourism

Art is the actuator of the most modern trend in design of tourism facilities and tourism in general. Revitalization, changing the purpose of an object, the assignment of a new function and the preserved architectural heritage are a part of sustainable development, and they offer the possibility of development and cultural tourism, since in this way visitors can feel and see a part of the history and the spirit of the former and the present place. Today, tradition and technology contribute to the creation of contemporary ambiances which can offer a cherished and valuable moment to enjoy the artistic and cultural heritage, apart from top performances. Coming to a place for a wide variety of touristic reasons, they also receive cultural experience within the service.

There are always several different parameters to consider when designing a hotel, such as owner requirements, the required standards of the selected hotel chain, the target market, the location of the hotel, the history of the building and the style of its architecture, and so on, and all these elements need to be combined in order to create a quality and useful design (Mustapić & Vlahov, 2015). The new architectural hotel design trends, which we have presented theoretically, can be analyzed on successfully realized examples.

The Stamba is a hotel located in a building of Soviet architecture in the city of Tera in Tbilisi (Tbilisi). Originally the building used to be a publishing house which published the first communist list in Georgia. It received the New Concept of the Year award at AHEAD Europe 2018.

Many of the original characteristics of the building have been retained during the revitalization of the building, such as printing equipment. According to the architect, the space was designed to show its history. The hotel rooms provide guests with a unique experience, with their high ceilings and curated artwork of Georgian artists. Tourists can enjoy the artwork displayed in their rooms as if they visited a museum or an exhibition. The design allows interaction between the guests and the local residents. Tourism that offers characteristic relationships, interaction and direct contact with local cultures and social classes is gaining on popularity.

Figure 1: *A hotel room in the Stamba with artwork by Georgian artists*



Source: https://static.dezeen.com/uploads/2018/12/video-stamba-hotel-tbilisi-georgia-valeri-chekheria-brutalism-ahead-europe-awards-movie_dezeen_2364_col_20.jpg (25 December 2018).

Figure 2: *Frank Lloyd Wright's masterpiece – Park Inn Hotel, Mason, Iowa*



Source: https://media.fromthegrapevine.com/assets/images/2016/12/park-inn-1207.jpg.824x0_q71.jpg (25 December 2018).

Great names in the world of architecture, i.e. their works, attract tourists, especially if they are already legendary designers such as Frank Lloyd Wright. He designed the Park In Hotel in Iowa, which was opened in 2011 after its restoration and has since attracted not only architects who want to study the style and original elements of contextual architecture, in this case mixtures of the Prairie and Japanese according to some interpretations, but also tourists who want to stay in a hotel of prestigious design, history, architecture and thus value.

Figure 3: *Unforgettable fusion, Fogo Island Inn, Newfoundland, Canada*



Source: https://media.fromthegrapevine.com/assets/images/2016/12/canada-inn-1207.jpg.824x0_q71.jpg (25 December 2018).

While the architectural heritage in the function of tourism has enormous multiple potentials, contemporary architecture that follows the latest trends also attracts another type of visitors. The aesthetic experience one obtains when visiting a hotel like the Fogo Island Inn in Newfoundland, Canada's eastern coast, certainly offers an unusual combination of architecture in context, and in this way, nature becomes a part of the artistic concept. The building is partially located on sloping cross-stairs, which gives the impression of fragility and lightness, at the same time being surrounded by rough rocks, which creates a magnificent and unique architectural-urban connection.

Today, a hotel in the countryside has to pay special attention to architectural design, because it does not have a city as a brand in its surroundings, nor the cultural contents that the most visited world destinations offer. In addition to nature, walks and paths, the rural environment, architecture can and should be one of the trumps you need in order to improve the guests' stay.

Figure 4: *Olea All Suite Hotel*



Source: https://images.adsttc.com/media/images/5c05/9005/08a5/e5c7/1100/058e/slideshow/-_Featured_Image.jpg?1543868362 (25 December 2018).

For example, the Olea All Suite Hotel. The Olea Hotel is located on the slope in Tsilivi (Tsilivi), a small seaside village. Its design harmonizes the guest's stay with the nature by connecting the interior with the environment.

Figure 5: *North Asian hotel as a representative of modernity*



Source: <https://www.tandfonline.com/doi/abs/10.1080/13602365.2017.1365270?needAccess=true&journalCode=rjar20> (25 December 2018).

The architecture of a hotel can have a political impact. Building a luxury Southeast Asia hotel during the 1960s and 1970s was an instrument for transforming and consolidating the global image of modernity for the region (Seng, 2017). The luxurious hotel represented a sharp contrast to the slums of the poor with images of industrially developed cities, while its advocates - governments, builders and architects - sought to replace

the impressions of the "third world" with experiences of the "first world". As an answer to the political and economic circumstances of the Cold War, these temporary areas of households and consumption were part of the initial complex of regional cultural identification in which architecture was the most important, and the question of reading the hotel's interior as a simply oriented space for foreign tourists assumes an accomplice in the production of citizens as participants in these emerging public spaces of the developing economies of Hong Kong and Singapore (Seng, 2017).

Hotel ambience under the influence of postmodern consumer culture

Manifestation forms (hotel ambience) in hotel industry as an element of service marketing mix have so far generally reflected the time and epoch when they were created via their architecture, exterior design, interior design, furnishing, design and the like. In this context, it is expected that the contemporary and future solutions in this area will be a reflection of contemporary tendencies which are shaping the taste, preferences and desires of potential users under the influence of postmodern consumer culture. It is considered that the beginning of the third millennium will be significantly influenced by the global expansion of the postmodern consumer culture that will manifest itself in all aspects of life.

We are particularly interested in this influence in the domain of leisure time and tourist trips organization and in relation to the appearance of modern and future hotels as a response to the expected demand, wishes and tastes of potential guests. It seems that the new concept of hotel ambience and the appearance of future hotels already has its beginnings in currently most advanced tourist destination in the world, where the concept of postmodern architecture and thematic hotel management was born - in Las Vegas (Čomić, 2004).

By analyzing certain thematic hotels, the principles of postmodern, thematic hotel management can be observed, not only as the beginning and the inspiration for the hotels in future, but also the principles applicable (with respect to particularity) to other destinations in the world, as well as in Serbia.

The postmodern character of thematic hotels is based on virtual reality technologies, electronic simulations and special effects and elaborates the concept of Disneyland as the world's first theme park, where the effect of

hyperrealism is eliminated by deleting the boundaries between illusion and reality.

A logical continuation of thematic approach to hotel management is the principle of distinction and differentiation, in which way modern hotels stand out significantly as a special building complex in relation to urban environment in a city environment or a natural environment with a certain degree of originality, recognition, monumentality and unrepeatability.

The inclusion and use of autochthonous aesthetic content of a certain region can be a special factor in distinction and differentiation of thematic hotels in relation not only to buildings in the surrounding area, but also to other thematic hotels. Hotels get a dash of exoticism by using motifs of traditional art in their architecture and interior.

Predictability and control. Although the main motive for a tourist trip is the desire for different, unusual and uncustomary in relation to the uneventful everyday life, there is a strong desire for security, controllability and predictability in some aspects of stay. The desire for the exotic, adventure and getting to know new countries and customs in a single dimension does not exclude the sense of family friendliness, safety and stability of regular life.

Once a topic which originates from an earlier epoch, imagination, natural or social environment and the like is selected in advance, all activities related to a hotel (exterior, interior, appearance and behavior of employees, organizations, etc.) are chosen and are subjected to this topic. This thematic-centred orientation significantly contributes to the creation of a recognizable image of a hotel. One of the characteristics of postmodern consumer culture is the absence of higher spiritual aspirations, and obsession with fun and attractiveness. For this reason, a significant emphasis is placed on organizing various entertainment activities in the function of continuous animation of hotel guests that are attractive and for external users, so that additional income is generated, and a professional entertainer is often engaged for that purpose when designing a hotel product.

The hotel brand, as well as any brand, gives potential users a sense of security and predictability, as well as a high quality standard of hotel services. *Hotel branding* is often the result of exceptional entertainment

and recreational content, but more often it is the result of imposing already existing corporate hotel brands in a new destination.

Consumers of postmodern consumer culture have a certain fear of emptiness and cessation of fun, they are accustomed to the ubiquitous situation of *continuous functioning of entertainment industry*. By accepting this tendency, the postmodern hotel industry actively practises after-midnight content through themed night clubs and late-night party entertainment.

Postmodern culture hotels have a *modular character*. The program of the highest rank hotels includes contents such as large aquariums, spectacular concerts, top sports events, exceptional restaurants and more. Over time, efforts towards originality are transformed into different variants of combining standard and similar components-modules, and in this way hotels start to resemble one another.

Tourist objects of postmodern orientation are increasingly obtaining a form of exclusive tourist ghettos, where outside of the enclosure with exclusive contents (hotel chains, modern marinas, luxury casinos, tourist resorts from fairy tales) there is an uneventful local community that is in stagnation or decline and its only connection with a "forbidden city" is recruiting labor. The rounded tourist villages of Club Mediterranee are in complete disagreement with their environment in developing countries, hotel complexes and resorts in Cuba are drastically different from the surrounding environment.

At one place in the world, Las Vegas, hotels are concentrated and reflect the styles and spirit of different points of the world, as well as those of different epochs. Everything that can be attractive and interesting for tourists has been moved to one place. Medieval Venice and Pharaonic Egypt, Paris from the Impressionist age and New York from the 1920s all meet in a small area. Of course, they are copies and fictions of distant tourist attractions which are not in the function of promoting the original. This is an *authentic tourist attraction* that by overcoming spatial and temporal barriers does not stimulate the tourists' desire to visit the original, but makes the destination attractive in itself.

Nostalgia and retro style do not only refer to certain countries and cultures with a nostalgic look, they also refer to hotels newly attired to maintain an atmosphere from over a hundred years ago: equipping with

antiques, documents proving famous guests' stays and their photographs, designing the interiors of social spaces in hotels in the style of Victorian clubs, medieval castles turned into hotels, replicas of palaces from the era of ancient Rome, etc.

Conclusion

A new hotel service, or a new hotel brand to be launched should be selected in accordance with the results of communication with hotel service users. One of the crucial factors in choosing between two similar hotel services is the very hotel brand which has influence on the overall position of a hotel company and its relation to its competitors.

Marketing management of a hotel's ambience (physical dimensions) in hotel industry is understood as the influence of everything that is tangible, visually present and affecting the users' experience in the process of using hotel services: the characteristics of the exterior (environment, surrounding landscape, parking arrangement, other accompanying facilities), interior design characteristics (design and architectural interior solutions, quality and aesthetic features of hotel service equipment, air conditioning, etc.) and other tangible forms (appearance of hotel personnel, uniforms by sector, way of delivering the hotel bill, brochures).

Architecture is important for obtaining leading positions in tourism market. Specificity, singularity and uniqueness are some of the important characteristics of a hotel when meeting the needs of modern tourists. In this research based on examples of hotels of top-notch architecture, it has been determined that revitalization and change of purpose of architectural heritage can contribute to the development of hotel management, likewise the world's top architects' works, history, art, environmental care and sustainable development, local and contemporary connectivity, and that architecture can be a means of presenting and creating a desired political image of a society.

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