

## **A Study on the Servicescape Design Strategy of a Dog-Friendly Hotel According to the Convenience Pursued by Consumers**

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### ***Abstract***

*This study analyzes the servicescape of a dog-friendly hotel, which is the most important element of travel with a dog, which is increasing as the types of families diversify, and intends to suggest implications for servicescape strategies to enhance competitiveness in the future. The number of households with companion animals is increasing in line with the aging of the population, changes in the demographic structure due to the rapid increase in single-person households, and increase in income. In order to successfully operate a hotel with companion animals, which cannot have all the facilities like a large hotel, we would like to segment the market according to the user's pursuit of convenience and propose an appropriate servicescape design method.*

**Keywords:** *Dog friendly hotel, Dog, Pet, Interior Design, Architecture, Servicescape, Destination Hotel*

## **1. INTRODUCTION**

According to previous studies abroad, the younger the age of the companion, the higher the economic level, the greater the number of household members, the higher the likelihood of owning a dog. If you own a dog, you spend money on food, medical care, and beauty, which means that the economic level can affect whether or not you own a dog. In particular, for the elderly living on low pensions, owning a dog is an economic burden. Although the likelihood of owning a dog increases as a person is younger, has more family members, and has a higher economic level, the effect of dog ownership is also higher in the opposite case [1], that is, women living alone or elderly people who own a dog. When they were present, they had higher attachment levels, lower levels of loneliness and depression [2], and higher self-esteem and vitality. The companion animal industry has grown rapidly in a short period of time and has grown rapidly externally. In the future companion animal industry, it is essential to strengthen the internal stability and respond to the demand for luxury, and a multidrop type business that can provide a one-stop package of various services for companion animals for high income is necessary. With the development of the tourism culture industry, there is a need for a hotel that can satisfy the cultural needs of various local residents and at the same time maximize the revitalization of the local economy. Due to socio-economic development, users' desires and purchasing

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behaviors have become very diverse, and it is not a mass marketing strategy that provides all these diverse needs, but rather a segmented market according to the characteristics and needs of various users and differentiated products suitable for each market. A target marketing strategy that provides services is used [3].

Ultimately, in order to satisfy the user who is provided with the service, the user's needs, wants, user needs, and wants in this study will be used as terms of seeking benefit. Pursued convenience refers to the subjective reward that users want from the use of the product as the needs and wants that are subjectively felt in relation to the attributes of the product [4]. In other words, it is necessary to differentiate service facilities according to the benefits sought. However, as the importance of servicescapes in the service industry is gradually recognized, studies on servicescapes have been conducted, but empirical studies on various types of physical environments are very insufficient considering the diverse scope of the service industry. Croin, 2003 : Ezeh & Harris, 2007.

Research shows that there are many consumers who feel that they cannot travel freely when raising companion animals, and that traveling with companion animals is a major difficulty [5]. particular, it is not an exaggeration to say that there is no prior research on hotels with companion animals, as the domestic prior research related to hotels mainly consists of post-mortem studies on the characteristics of the architectural plan or area of large hotels. Therefore, an empirical study on the servicescape design method of a hotel with companion animals is needed. In this study, we intend to study the characteristics of servicescape design requirements that differ from the consumer-oriented convenience of dog-friendly hotels.

## **2. DOG FRIENDLY HOTEL**

### **2.1 Destination Hotel**

Destination, as a noun, means destination and destination. It is a compound word of 'Stay' and 'Vacation'. As an adjective, it has the meaning of 'people specifically look for'. The dictionary meaning of 'destination hotel' is a destination hotel, a hotel that people specifically look for. In other words, a destination hotel means 'the hotel itself becomes the destination of the trip', the trip to stay at a specific hotel, and the trip that becomes the center of the itinerary rather than a part of the itinerary. In the past, most vacations were to travel to a place far away from home to see things, but now people want a rest where they can focus on themselves without having to do anything. Accordingly, the trend of getting away from daily life and taking a break in a hotel in the city center is not limited to a specific age group, but is spreading. Millennials who often visit Hocance, young couples who have small children who are burdened with long-distance travel, and families with children in middle and high school who do not have time to spare due to school schedules, choose a hotel as a vacation destination and stay in a hotel for 3 nights and 4 days. cases are increasing significantly. A destination hotel is what meets the purpose of a trip to spend such a relaxing time. Being established as a destination hotel not only gives the hotel royalty to its customers, but also ultimately affects the economy and tourism revitalization of the area where the hotel is located. As a local community hub, there are hotels that seek to coexist with the local community[6]. The goal of a community hotel that coexists with the local economy is to provide a unique experience. The most efficient way to achieve uniqueness is to partner with local partners to provide local experiences. The core of Destination Hotel is differentiated content. In other words, the hotel replaces the role of a tourist destination by providing content that creates a sense of purpose for the hotel. The destination hotel, which becomes a tourist destination, is expected to become popular in a time when overseas travel is not free due to the prolonged impact of COVID-19. Although the threshold of the hotel has been lowered, it is true that there is still a romance for the hotel. Content that induces such a romance is probably the key to making you want to travel to a hotel. A destination hotel that allows customers to travel to a hotel through the development

of valuable differentiated content as a destination is an essential content[7].

## **2.2 ALL-Inclusive Hotel**

In 2020, we want to travel as our outside activities are restricted due to the impact of COVID-19, but we tend to avoid public facilities as part of quarantine and anxiety over the virus infection. Many people look for high-end hotels in the city center thinking that they can use it with some peace of mind about quarantine, and travel to safe destinations, where the hotel itself, where you can spend a safe and comfortable time in the space of your room, is the center is increasing. The meaning of Staycation in the era of COVID-19 has been emphasized more, and the rest at the hotel where the place becomes a hotel seems to be suitable to capture the destination. Moreover, the demand for domestic travel is driven by a desire for domestic travel destinations that will replace overseas travel destinations. In response, hotels are introducing packages emphasizing that the hotel they are competing with is a safe space from the COVID-19 virus. In addition, it is promoting 'All-inclusive', emphasizing that you can solve and enjoy everything in the hotel, such as accommodation, meals, exercise, and hobbies, without leaving the hotel. The meaning of the place itself as a destination hotel is characteristic of the elements inside the hotel. For example, content that creates a sense of purpose is important, such as choosing a travel destination by looking at the Eiffel Tower in Paris. The content may of course be intangible like a service, or it may be real like a building. The experience, the purpose of the hotel, can be conveyed through actual design, architecture, facilities, programs, etc., or it can be an abstract one represented by customer satisfaction.

## **2.3 Millenials Hotel**

Among the destination hotels, there are hotels that focus on Millennials. L7 hongdae by lotte takes advantage of the locality of Hongdae, where young artists and content creators in various fields such as art, music, and literature coexist and exchange without boundaries, and organizes a space with the concept of a playground where people who want to enjoy Hongdae culture can immerse themselves and play.

## **2.4 Wellness Hotel**

It is a compound word of Well-being and Fitness, and there is a Wellness Destination with the concept of harmonizing physical, mental, and social health. As a comprehensive meaning of lifestyle, values, activities, and products, the hotel industry continues to grow as a high value-added industry called wellness tourism.

As health issues become the top priority after COVID-19, in the post-COVID-19 or with-COVID-19 era, the purpose of travel is expected to rapidly shift to wellness tourism that pursues physical and mental health rather than entertainment and recreation. have.

## **3. SERVICESCAPE DESIGN**

Because the service is intangible and cannot be seen with the naked eye, when the customer expects the quality of the service before using the service facility or evaluates the satisfaction of the service during or after using the service, the service facility, which is often related to the service, Recognize the service and make a decision to use it through devices, staff, brochures, and other customer evaluations. According to scholars, the service environment that induces the user's attitude and behavior is used in various terms such as atmospherics, physical evidence, situation, physical environment, and servicescape. These scholars commonly say that the physical environment of a service can help achieve service marketing goals because it affects behaviors such

as customer satisfaction and return visits. Research on the physical environment of services has been discussed in the fields of environmental psychology and marketing, especially in hotels, restaurants, banks, retail stores, hospitals, and public service institutions. Servicescape affects the quality of service perceived by users and brings about behavioral changes through internal reactions[8]. This is based on environmental psychology, which states that the environment induces a change in the user's attitude. In particular, among various service facilities, the service landscape of a dog-friendly resort hotel is very important, where environmental factors and facility characteristics greatly affect the success of the service industry. In particular, when consumption is hedonic in a physical environment like a dog-friendly resort hotel, consumers are more closely related to their emotional state. Although most consumption is practical and functional, the perceived quality of service is higher in the physical environment, such as leisure services, restaurants, and hotels, where the motive for hedonistic consumption is strong, compared to the physical environment of services for practical purposes, such as banks or fast food restaurants[9]. are sensitively affected by In other words, the longer the service is consumed or experienced for hedonistic motives, the greater the impact of the service's physical environment on consumers' emotions. The hedonistic consumer seeks emotional aspects as opposed to functional usefulness.

#### 4. CHARACTERISTICS OF SERVICESCAPE DESIGN REQUESTED BY CONSUMERS' PURSUIT OF CONVENIENCE

##### 4.1 Investigation Overview

In this study, an online survey was conducted with 404 people, and the contents of the questionnaire were conducted in 2021 by randomly selecting 20 men and women in their 20s and 30s who have understood or used the concept of a dog-friendly hotel. It was conducted in July, and after receiving advice on the questionnaire questions, it was revised and supplemented. As a survey tool, a survey on customer satisfaction and a survey on the space for suggesting a method for configuring the physical environment of a dog-friendly hotel were conducted from September to November 2021. The survey was conducted in 4 places, and the study on the servicescape requirements of dog-friendly hotel users is as follows.

**Table 1. Who will be Surveyed and how many copies will be Distributed**

Division	Address	Number of final inspections	Ratio(%)
Café Mari	300-85, Gwangyeo-ro, Gonjam-rup, Gwangju-si, Gyeonggi-do	158	39.1
Nature Dog	107, Hoguk-ro 550beon-gil, Jangheung-myeon, Yangju-si, Gyeonggi-do	85	21.0
Urban Place	29-12, Namiter-gil, Cheongpyeong-myeon, Gapyeng-gun, Gyeonggi-do	90	22.3
Palled Charming	236-28, Arabaenae1-gil, Yangdong-myeon, Yangpyeong-gun, Gyeonggi-do	71	17.6
	Sum	5404	100

##### 4.2 Average analysis of servicescape needs of dog-friendly hotel users

In this study, five servicescape requirements were investigated to suggest a servicescape configuration method according to the benefits sought by dog-friendly hotel users.

**Table 2. Servicescape Needs of Dog-Friendly Hotel Users**

Metrics	Average	Standard Deviation
Toilet Cleanliness in room space	4.56	.646
Cleanliness of room space	4.55	.646
Air quality	4.42	.651
Cleanliness of public space	4.31	.758
Safety facility placement and accessibility	4.30	.773
Arrangement and accessibility of safety facilities in the room space and toilet	4.25	.754
Toilet layout in the room space	4.24	.700
Furniture layout of room space	4.23	.704
Hotel staff cleanliness	4.22	.741
Accessibility to parking facilities	4.20	.672
Room space layout	4.18	.704
Environmental safety	4.14	.715
Cleanliness of entrances and hallways	4.14	.715
Business facilities in the room space	4.05	.741
Upholstery	4.05	.704
Layout of public space	4.02	.785
Accessibility of the entrance(exit)	4.01	.743
Light	4.01	.684
Suitable temperature	4.01	.646
Interior design	3.98	.749
Finishing material	3.98	.736
Accessibility of facilities	3.95	.678
Convenience of passage	3.94	.717
Layout of public space	3.93	.739
Cultural facilities in public spaces	3.91	.730
Furniture and lighting	3.89	.752
Access to toilet	3.87	.715
Color	3.85	.758
Accessibility of sign placement	3.75	.713
Exterior design	3.73	.745
Amusement facilities in public spaces	3.70	.887
■ Average demand	4.08	

Table 2. shows the servicescape requirements of dog-friendly hotel users. There were a total of 14 items that showed a requirement of 4.08 or higher, which is the overall average. Looking at the top 20% items with high demands, toilet cleanliness (4.56%), room cleanliness (4.56), air quality (4.42), common use It is the same as the cleanliness of the space (4.31), the arrangement and accessibility of safety facilities (4.3), the arrangement and accessibility of the toilets (4.25), the convenient toilet facilities in the guest room (4.24), and the arrangement of the furniture in the room space (4.23). When dividing the space that appeared in the top 20% by servicescape factors, safety and cleanliness accounted for the most at 66% (6 items), convenience 22% (2 items), and comfort 11% (1 item). It can be seen that the most important servicescape factor considered by dog-friendly hotel users is cleanliness and safety, which shows that the demand for the most basic functions was high. Next, it can be seen that the demand for convenience and comfort was high. On the other hand, in the case of the bottom 20%, the convenience of passage (3.94). Arrangement of facilities in public space (3.93), cultural facilities in public space (3.91), furniture and lighting (3.98), accessibility of toilets (3.87), color (3.85), arrangement and accessibility of signs (3.75), exterior design (3.73), and entertainment facilities in public spaces (3.70).

## 5. CONCLUSION

Through this study, it was possible to know the servicescape requirements of dog-friendly hotels. The number of companions is increasing every year. We hope that there will be more dog-friendly hotels where companion owners can have a happy trip and rest with their dogs, and I hope that there will be more research on dog-friendly hotels in order to provide a space for the service satisfaction of companion owners and the comfort of the indoor environment.

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