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A Study Architectural and Intangible Environment Affecting Occupancy Rate of Five Stars Business Hotel in Amman

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Abstract

The main objective of the research is to justify the large discrepancy in the occupancy rate among the five-star business hotels in Amman. The study was based on analysing two aspects, namely the service quality and the architectural characteristic as basic determinants for a single category. Descriptive statistics and one way analysis of variance (ANOVA) was used using SPSS to Analyse the impact of service quality on hotel occupancy rates. The analysis of variance for the 18 hotels showed that there is not any significant difference in service quality among five stars hotels in Amman. Three hotel buildings representing the 18 hotels were selected to analyse the impact of architectural characteristics on hotel occupancy rates, interviews and surveys were conducted with the managers and staff, to collect data about the hotel's architectural characteristic Data was distributed and divided into four dimensions to facilitate the process of architectural analysis, then projected through architectural drawings for comparisons between them; they are narrative design, zoning and privacy in guest rooms, functional hotel components and the architectural composition planning, which has been proven in this research to have a significant impact on occupancy rate, customer satisfaction and loyalty.

Keywords: occupancy rate; physical environment; intangible environment; business hotel; functional spaces.

JEL Classification: L80; Q15; F64; F23; C30; R11.

Introduction

Tourism is one of the most important sectors of the Jordanian economy due to its distinctive components: the unique historical, religious, and cultural heritage, moderate climatic conditions, geographical location, security and political stability at the regional level. Jordan has gained importance as a destination for meetings, incentives, conferences, and exhibition centres, in addition to being ranked first regionally and fifth globally in the field of medical tourism. (Jawabreh 2017). The number of tourists in 2019 reached 5,360,587, according to the statistics of the Ministry of Tourism, 181,032 of them in Amman. The occupancy rate of five-star hotels in Jordan for 2019 was about 51.2%, of which 38.35% were in Amman specifically, as the number of Amman hotels reached 387, including 18 five-star hotels category. According to the latest statistics of the Ministry of Tourism and Antiquities as shown in table (1).

The discrepancy in the occupancy rate of the 18 hotels is noticeable in table (1), even though all of them the local and international brand are five-star hotels in distinct locations in Amman, and have single character, which is business hotels. There are still designers that like to use characteristically manual techniques like drawing and modelling as they work through issues, trying to arrive at their desired solution via options that are customized

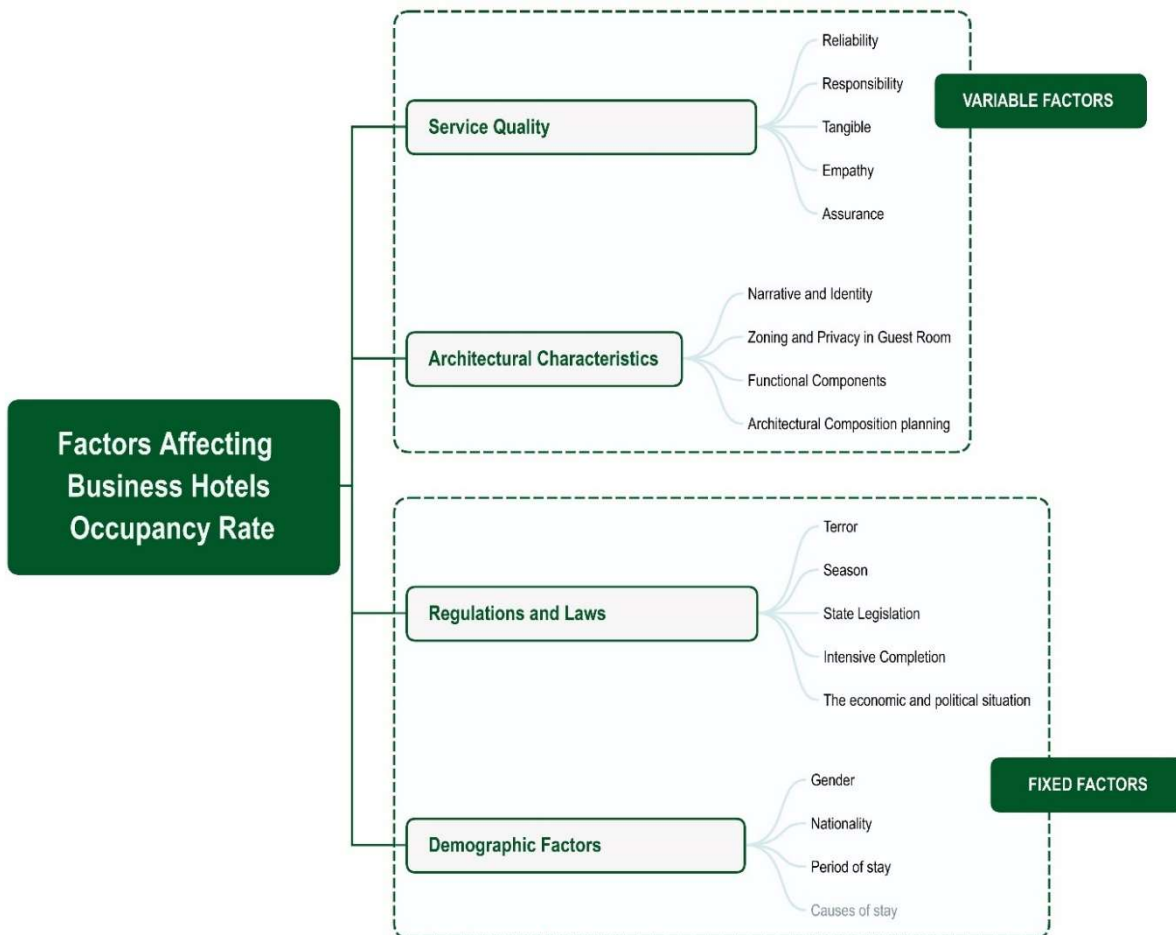
and customized. This also occurs because solutions to problems are frequently discovered without being intentional or explicit about the methods employed.

Table 1. Occupancy rate in five- star business hotels in Amman (2020)

Business Hotel	Occupancy rate
Four season	87.7%
Thousand nights hotel	75.6%
Land Mark-Radisson SAS	66.0%
Brestol Signature	64.7%
Rotana hotel	62.9%
Crown Plaza Amman	61.3%
Millennium hotel	59.5%
Regency Palace	57.6%
Movenpick Amman	57.0%
Sheraton Amman	56.9%
Jordan Inter-continental	55.8%
Grand Hayyat Amman	55.5%
Kempinski amman	51.5%
Fairmont	49.7%
Le Grand Amman/le merdian	39.6%
Five Stars	38.4%
Le Royal	19.7%
Amman Marriott	14.8%

There is a lot of enjoyment and needless repetition involved in this.

Figure 1. Factors affecting business hotels occupancy rate. (by authors)



The goal of this project is to understand how designers may utilize proprietary solutions to reframe their current work as archives of rules and modify and reuse them for specific kinds of issues. Although customers often express their demands in programmatic requirements and standards that are loosely reflected in spreadsheets or design guides, they represent just one of many simultaneous developments in our industry. As with new technology, our study is focused with helping designers use more precise tools to generate more effective processes.

Previous research focused on studying the problems of occupancy rates for hotels from one side without the other, whether the intangible environment or the physical environment, in addition to the fact that a lot of research did not consider the category, character and location of the hotel in the analysis, which causes an imbalance in the results. There are four aspects that affect occupancy rates for business hotels, which have been analysed and summarized in previous studies, the architectural characteristic, service quality, regulation & laws and demographic factors as shown in Figure 1.

This study was based on the analysis of two variable factors, namely the service quality (intangible environment) and the architectural characteristic (physical environment) as basic determinants for the same category. As for other aspects, such as regulations & laws, and demographic factors they are generally fixed for hotels. For example, if it happens terror, the entire sector will be affected without exception, as for demographic factors, the hotel guests are almost having the same social level in terms of income and other circumstances.

The research was limited to study a single category of the five-star business hotels in Amman; hence, the results cannot be generalized to other categories. (Turisno *et al.* 2021; Jawabreh 2021; Brescian *et al.* 2015), proved that category (Stars) is the only determinant of hotel performance, and maintenance of high quality of service is expected to be more important to higher Stars hotels.

The main objective of the research is to justify the large discrepancy in the occupancy rate among the five-star business hotels in Amman, by identify the main variables that contribute in this discrepancy to improve occupancy rates and the revival of the hotel industry.

1. Literature Review

The occupancy rate is a key predictor of success, and how the different components of hotel occupancy may be reformed to help hotel businesses accomplish their organizational objectives more effectively is a crucial consideration. The occupancy rate at a hotel is the ratio of the number of rooms occupied to the total number of rooms in the hotel, given as a percentage of the total number of rooms (Al Saleem and Al-Juboori 2013). Several studies have shown that providing high-quality services leads to client satisfaction, return intentions (loyalty), and good verbal interactions (Karatepe and Ekiz 2004). When a current consumer has other options, loyalty is a commitment by the existing customer to a certain shop, brand, or service provider (Shankar *et al.* 2003). Due to its significance in determining the success and ongoing survival of the tourist industry, customer satisfaction is one of the topics being studied in many tourism studies (Kazemi *et al.* 2018; Gursoy *et al.* 2007). Customers who are happy with the service they received are more inclined to return and may even refer others. As a result, a hotel's success or failure is primarily decided by client pleasure (Abdullah and Hamdan 2012; ALananzeh *et al.* 2018). The degree of confidence in the hotel brand was favorably affected by both service quality and customer happiness (POPP *et al.* 2021). While customer satisfaction was more important than this perception of service quality (Maghzi *et al.* 2011; Sfenrianto *et al.* 2016), overall satisfaction has an impact on customer loyalty. Aesthetics may be a pleasant experience that attracts new consumers and improves revenue, in addition to increasing loyalty among current customers. Ryu and Han (2011) define formalized the SERVQUAL model is the most widely used measuring scale in this area. It was developed by Parasuraman *et al.* (1985). And refers to five important values that indicate the gap between consumer expectations and perceptions. The following five characteristics of Parasuramán *et al.* (1985), adapted for the hotel industry, were considered: (a) tangibles: the company's physical facilities, equipment, and personnel's appearance; (b) accuracy in performing the service; (c) responsiveness: employees' willingness to provide good service to customers; (d) guarantee: personnel's knowledge and courtesy, as well as their ability to inspire confidence and security; and (e) empathy: the company's personalized assistance to customers (2018). Four factors affect these values: word-of-mouth marketing, individual requirements, prior experience, and communication.

Rousan and Mohamed (2010) showed that empathy, dependability, responsiveness, tangibles, and assurance substantially influence customer loyalty in a survey of 322 hotel guests in Jordan's hotel sector (Rousan and Mohamed 2010). Intangible aspects make up the components of a service quality environment, a point that all stakeholders in hotel management must address (Emir 2016). Customers often utilize physical

evidence to analyse and appraise the service before, during, and after consumption since the service does not have a tangible form (Tyas and Wibowo 2013).

The internal and exterior aesthetic appearance, surroundings, and materials utilized to offer services to clients in five-star hotels are referred to as tangibility. Customers may be satisfied in a variety of ways by hoteliers. One possible option is to focus more on physical aspects such as the hotel's architectural design, style, ambiance (music, smell, color), and layout, which may attract guests (Lahapa *et al.* 2015). Apart from any other instrument, architecture plays a critical role in attracting visitors and improving a country's tourism statistics (Dargahi *et al.* 2014). A hotel's design is a concrete factor that a visitor may utilize to make a decision (Kirima *et al.* 2017).

The architectural design of a hotel has an effect on its profitability and success, according to Siguaw and Enz (1999). They thought that hotels with distinctive architectural approaches and designs might boost average daily rates and occupancy (Siguaw and Enz 1999). "Design in hospitality and tourism facilities is considered as the key element that helps to provide value for both operations by visitors," according to Stipanuk, (2006).

Today's hotel visitors have become more cultured by learning about design and gaining information, which has caused them to demand higher levels of service. Designers should consider what guests expect from their hotel and incorporate that information into their designs. Most successful hotels leave a good impression on visitors for a long time. In order to provide that pleasant feeling, it is necessary for the owners, architects, and interior designers to cooperate.

This paper's aim is to highlight problems that are faced designing hotels. This will be done by doing in-depth research on various kinds of hotels, with a particular focus on the design and amenities that each offers. Also, investigate the many aspects that interior designers consider while creating a hotel, as well as information that may be insignificant to others engaged in the design process.

This research proposes a novel approach to guiding five-star hotels in increasing occupancy rates and achieving tourist industry success by incorporating the impact of other factors such as architectural and interior solutions, as well as service quality, as a measure of impact on occupancy rates, positively or negatively, in the hotel sector, as shown in the research framework in figure below (2).

In order to accomplish their goal of increasing the hotel occupancy rate, many studies focused on key elements such as, amenities, pricing, food, and food pricing, and attempted to pinpoint the connection between those characteristics and the occupancy rate. All in all, there are many positive reasons why hotel occupancy rates are higher. Cleanliness, general comfort, and rooms that are large and well-kept are all contributors (Chernova *et al.* 2018; Lockyer 2005; Ruys and Wei 1998). An important determinant of hotel occupancy is providing visitors with a pleasant experience. Hotel management and employees should concentrate on what the guests expect to experience and work to meet those expectations. Xia *et al.* 2019. This fact necessitates an investigation of the organization's service quality and the relationship between it and service sector company performance. Researchers like Lockyer (2005) and Atkinson have studied internal and external success factors in the service industry (1998). Both researches found that internal factors influence memorable hotel stays. Lockyer's four major factors are price, location, facilities, and cleanliness. According to Atkinson, the most important factors are cleanliness, location, affordability, and security (1998). Lockyer and Atkinson mention cleanliness as a factor affecting hotel occupancy. For example, Ruys and Wei (1998) studied demographic characteristics and selection. According to a study on the accommodation needs of Australian senior visitors, safety is the most important factor to consider. Anti-slip mats or strips in the bathtub, elevator lobby seats, and a shower entry without a high edge are all provided. Female and male hotel customers' views on what makes hotel efficiencies were found to be different from Mc Clearly and Weaver (1994). The research found that female passengers value, safety, personal service, and low prices, whereas male visitors value room aesthetics.

By design, the building helps highlight the features of the area and appeals to tourists. While tourism is not often the express aim of a destination, the income visitors bring in is usually a beneficial by-product. More and more architects, governments, and cultural organizations are acknowledging that architecture is a kind of tourist attraction. One of the types of items sought by visitors is architectural components. It is necessary to maintain the character of a city, town, or area. However, care must be taken to preserve the appearance of the locale.

Using sustainable design for the aim of attracting visitors results in expanding local spatial features and turning them into tourist destinations. Accommodations for visitors should take natural and local areas and historic architectural heritages into consideration.

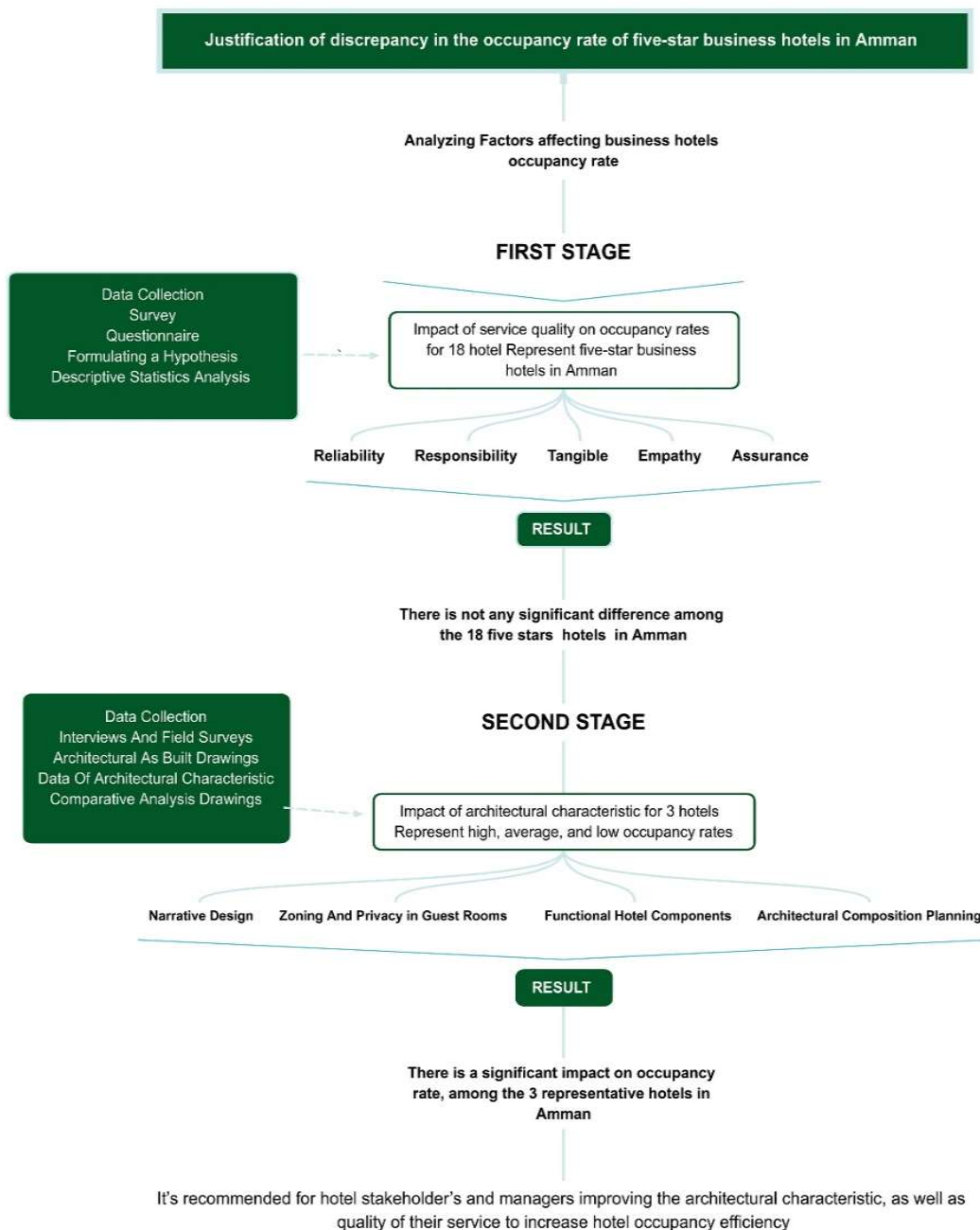
In recent years, Sohrabi *et al.* (2011) found that visitors consider things such as the cost of living in hotels, security, amenities, and proximity to commercial and recreational areas when deciding where to stay. One of the biggest shortcomings of hotels from the customer's perspective is a lack of tourism services and an abundance of

restaurants that provide a wide range of cuisine, along with inadequate parking, inadequate meeting rooms, and subpar facilities for sport. According to researchers like Lewis (1983), the major considerations in selecting or avoiding a hotel for a visitor are services and amenities that are provided by the hotels.

The substantial aspects of attracting visitors identified by Wilneskey and Buttle (1988) are comforted, visual interest, quality of life, cost of living, and the attractiveness of the locale. These authors, Ananth *et al.* (1992), identified 57 variables that will contribute to the success of a hotel. His findings indicate that hotel facility costs and quality are the most significant influences. In terms of both security and the environment, these two elements are the most important. Tourists' choices were studied by Chu and Chai (2000) who attempted to identify the contributing variables.

It should be noted that the following elements influence the overall customer satisfaction in a hotel: the quality of the amenities in the hotel, cost, the quality of the residential facilities, the overall performance of the reception, the food quality, the entertainment, and security. McCleary *et al.* (1993) claim that hotel location is of paramount importance to travellers and businesspeople.

Figure 2. Research framework (by authors)



2. Methodology

The occupancy rates for 5-star hotels in Amman for the year 2019 were collected and recorded, on which the researcher relied through the Jordanian Ministry of Tourism and Antiquities, where a questionnaire, field survey, and analysis plans were conducted in 2021, due to the gap caused by COVID-19 pandemic that hit the tourism sector severely, globally, and locally as a whole in 2020, which was supposed to be researched. During the pandemic, the occupancy rate of all hotels, without exception, declined several times compared to the previous years.

“The COVID-19 outbreak affects most aspects such as health, social or economic. Moreover, the COVID-19 cases have affected tourism, it has significantly changed the tourism industry through mass trip cancellations, suspension of national and international flights, or events postponing, these changes affect hotels, whereas decreased tourism demand results in decreased occupancy and revenues in the hotel industry” (Napierala *et al.* 2020).

This study was based on analysing two variable aspects, which are service quality and the physical environment as basic determinants, without separating them for the same category, character, and location. A sample was adopted for guests of the five-star business hotels, all in distinctive locations in Amman.

2.1. Analyse the Impact of Service Quality on Hotel Occupancy Rates. Intangible Environment

The service quality is considered one of the constraints that affect hotels occupancy rate, survey was conducted to test the variation of quality in five stars hotels in Jordan. The five stars business hotels in Amman were taken as a sample of this research. To execute this survey, questionnaire was used as a tool for data collection. The questionnaire was built using the service quality model (Shah *et al.* 2018). The components of the model included in the questionnaire as follow in table (2):

Table 2. The dimensions and components of SERVQUAL model included in the questionnaire.

Dimensions	Components
Reliability (Rel)	Delivery of service
Responsibility (Res)	Readiness for help
Tangible (Ta)	Equipment, accommodations, and staff uniform
Empathy (Em)	Understand customers' demand
Assurance (As)	Personnel behavior

Five items were included to test each dimension of the service quality model. The major hypothesis this research concentrated on is that “there is a difference in service quality introduced by five stars hotels in Amman”. The total number of five stars hotels in Amman is 18. Random sample of tourists were included using layer sampling units. The study considered each hotel as a layer and a random sample of 30 tourists for each hotel were included in the survey. The total number of questionnaires distributed was 540 ones. The number of questionnaires qualified to enter the analysis was 450 ones. Descriptive statistics and one way analysis of variance (ANOVA) was used using SPSS (Ver. 24).

2.2. Analyze the Impact of Architectural Characteristics on Hotel Occupancy Rates. Physical Environments

1- Case Study Characteristics

Three hotel buildings were selected, representing the 18 hotels in which the service quality was studied. They are exemplifying hotels with high, average, and low occupancy rates. The three hotel buildings that were adopted for analysis and study are united by category - which are five-star business hotel and differ in terms of brands.

2- Data collection stage

A field survey was conducted to collect data about the general conditions of the hotel, the size of the building, spaces (residential and public space), functional components, and the architectural & interior design solutions of the hotels.

Conducting interviews with managers, operators, and employees of the three hotels to find out the most important aspects that reflect the interests of the guest and affect loyalty to the hotel, where feedback from the managers will be formulated.

3. Analysis

Analytical comparisons were made based on the results of the data collected and detailed within four main aspects:

3.1. Narrative Identity

A field survey was conducted for the three hotels to compare the narrative, which expresses the interior design of the hotel in terms of concept.

3.2. Zoning and Privacy in Guest Rooms

The standard room was adopted for the three hotels, as the dimensions were taken from the site and redrawn architecturally. The furniture was drawn on the plans, according to the site, an analysis and comparison of the rooms' areas and shapes, bathroom and corridor space were made. Zoning was made for three basic spaces inside the room, namely work, rest and sleep, clarifying the relationships between them and focusing on the work area due to its importance as a business hotel. Finally, room equipment and interior design were compared.

3.3. Functional Hotel Components. Facilities

The content of the hotel public spaces facilities was studied, which serves and attracts the customer, compared their number, distinction and clarify whether its facilities were traditional or innovative.

3.4. The Architectural Composition Planning

The architectural character of the elevations was studied and the structural planning of each hotel, whether central, compact or courtyard, was determined to analyse its impact on the guest accommodation.

4. Architectural Drawings Analysis

Architectural drawings were prepared for the analytical comparison between hotels and to reach clear and tangible results about the reason for the discrepancy in occupancy rates between these hotels.

1. The impact of service quality on hotel occupancy rates

To accomplish the results of how service quality affect occupancy rate in five-star hotels, the main concern was to analyse the demographic characteristics of the sample, also measuring the trends of the sample for the different dimension of service quality model, and finally test the statistical differences for the discrepancies in service quality introduced by five stars hotels in Amman.

The sample components were distributed over males (71.33%) and females (28.67%). Concerning the nationality, the majority of five stars hotel visitors are non-Jordanian. They are either with Arabic nationalities (27.11%) or foreigners (61.56%). The period of stay of visitors was for less than five days (64.22%), followed by the stay from 5-10 days (26.89%) and the least was for the stay more than 10 days (8.89%). The reason for their visit varied, while the dominated reason was for business (70.44%), followed by the tourism purposes (26.89%), while the rest of the sample (2.67%) showed other reasons such as treatment (Table 3).

Table 3. The demographic characteristics of the sample

Character	Frequency	Percentage
Gender		
Male	321	71.33
Female	129	28.67
Nationality		
Jordanian	51	11.33
Arabic	122	27.11
Other nationalities	277	61.56
Period of stay		
Less than 5 days	289	64.22
5-10 days	121	26.89
More than 10 days	40	8.89
Causes of stay		
Business	317	70.44
Tourism	121	26.89
Other	12	2.67

The reliability analysis of the service quality dimensions showed that the questionnaire was reliable and can be used to measure these dimensions as it clears in table (4). The Cronbach's alpha was used to measure reliability. The value of Cronbach's alpha was more than 0.6 indicating that the dimensions are reliable and so the questionnaire was reliable (Hair *et al.* 2007).

Table 4. Reliability analysis of the service quality dimensions

Dimension	Cronbach's alpha value
Reliability (Rel)	0.610
Responsibility (Res)	0.916
Tangible (Ta)	0.836
Empathy (Em)	0.877
Assurance (As)	0.831

The results analysis showed that the reliability was in the first position ($m=3.56$, $st. dev.=0.322$), followed by the responsibility ($m=3.54$, $st.dev.=0.601$). Third position was given for the tangible dimension ($m=3.53$, $st.dev.=0.550$). The last two evaluation were given for empathy ($m=3.51$, $st.dev.= 0.540$) and assurance dimensions ($m=3.48$, $st.dev.=0.500$) (Table 3). The analysis of variance for the 18 hotels formed the layers of the samples showed that there is not any significant difference among five stars hotels in Amman ($p>0.05$) (Table 5).

Table 5. The statistical differences for the evaluation of the quality of service introduced by the five stars hotels

Dimension	Mean	St.dev.	F	Sig.
Reliability (Rel)	3.56	0.322	1.232	0.235
Responsibility (Res)	3.54	0.601	0.742	0.759
Tangible (Ta)	3.53	0.550	1.073	0.378
Empathy (Em)	3.51	0.540	0.659	0.844
Assurance (As)	3.48	0.500	1.026	0.428

The competence of five stars hotels and its market share is of high concern to improve the occupancy rate. Most of the hotels has its own marketing teams to improve the occupancy rate. Moreover, most of the five stars hotels work hard to have consistent level of services introduced for customers. Successful five stars hotels have a regular evaluation of the services introduced on daily basis to reach customers satisfaction. (Jahmani *et al.* 2020; Shah *et al.* 2018) reported that all the dimensions of the service quality model are very important to attract customers. On the other hand, they reported that the customers' experience of the hotel is very important limiting factor to the repetition of the service at the same hotel. (Mohammed 2009) reported that the previous experiment of the visitors play a vital role of the use of five stars hotels services. The results of this research for the evaluation of level of quality showed similar results for the different hotels. This reflects the insist of a hotel to introduce the best service to improve occupancy rates. (Kumarasinghe *et al.* 2019) compared the quality of service introduced by five stars hotels between the locals and foreigners. The study results showed that there are not differences for the evaluation of quality of service among foreigners as a separate group and local as another separate group, but they found differences between the two groups with high expectation for foreigners.

2. The impact of architectural characteristics on hotel occupancy rates

The results of the quality service questionnaire did not provide a clear explanation of the reason for the significant discrepancy in occupancy rates between these hotels. Three hotel buildings representing 18 hotels were selected for which service quality was studied. They represent hotels with high, average, and low occupancy rates which are Thousand Nights, Kempinski and Marriott hotel respectively. The Thousand Nights Hotel is classified as a local hotel and the other two are an international brand as it highlighted in table (6). All hotels are in one area in Jabal Amman, it is considered a commercial area, so the location factor does not have a significant impact on occupancy rates. As for the prices, they are often roughly the same with slight differences, as they all fall into the five-star category.

Table 6. General characteristic for the three selected hotels.

No.	Hotel name	Build Date	Built-Up of Public Space m ²	Built Up of Residential Space m ²	Rooms Occupancy Monthly (2019)	Brand
1	Marriott Hotel	1982	4300 m ²	12500 m ²	14.8%	International
2	Kempinski Hotel	2004	28402 m ²	12704 m ²	51.5%	International
3	Thousand Night Hotel	2015	4540 m ²	6250 m ²	75.6%	local

Therefore, interviews and surveys were conducted with the managers and staff for three selected hotels to determine and understand the physical and environmental factor represented in the design characteristics of each hotel separately as an important factor in attracting tourists. The interviews included five employees from each hotel, so that the most important strengths and weaknesses of each hotel were heard, which affect customer satisfaction and loyalty. In addition to what are the most important aspects of improvement for each hotel? The survey included the hotel's exterior appearance, its interior design, and spaces allotments, what is the extent of the guest's satisfaction with the guest room in terms of space, shape and privacy of work, the effect of the diversity of facilities, the public spaces that attract the guest, the availability of guest rooms, their diversity and compatibility with demand and their number, the number of times of renovation and rehabilitation of the hotel.

Based on the available documentation and observation of the hotel facilities from the interviews, whether positives or negatives, formed the additional data sources. The findings from each data source provided the basis to develop the main themes for the study. Data was distributed and divided into four dimensions to facilitate the process of architectural analysis and comparisons between hotels, then projected through architectural drawings, to know the design differences between them and justify the occupancy rates for each.

4.1. Narrative Identity

Nowadays narrative hotels are one of the latest releases in the trend of the conceptual hotel market. The impressions of hotel narrative design and request for hotels are highly correlated, starting from the central story, components are interconnected and work side by side to build a unique, coherent whole. Narrative design and emotional guests' experiences are a trend that is getting more released in the field of tourism and hotels. The hotels that create stories and experiences for their guests, they are the so-called Storytelling Hotels, where stories and experiences are the product and result of narrative management (Charoupa 2015).

The narrative story of the hotel based on narrative design and memorial experiences is a trend that is gaining more presence in tourism and hotels industry, which contributes to the development of tourism by impressing guests and retaining them as permanent customers, the guests became storytellers who share their stories and experiences via social media. For the Thousand Night hotel, the philosophy of the design idea of the project is inspired by the famous folk tale of the Thousand Nights, where the narration appeared literally in everything, in all forms of advertising and all kinds of documents, in the exterior and interior designs of the hotel building, in the creation of accessories, equipment (appliances, furniture, textiles, decorative materials), logo, branding and also in the music, as it appeared in figure (3), which gave the hotel an integrated unity in form and content with the internal artistic spatial processes within a single structure which added to the work a mixture of architectural and artistic aesthetic integration. According to the Te Papa research, there is a positive correlation between the existence of the building and the number of guests who arrive, stay overnight, and the occupancy and rate of rooms in hotels, motels, and backpackers (Carey *et al.* 2012; Masoudi *et al.* 2013). All the traditional interior forms of courtyards, vaults, arches, furniture, and other subtle details, greatly affecting guest experience.

Figure 3. The narrative design for the Thousand Night hotel.



Despite the modern and distinctive interior design for the huge expansion for Kempinski Hotel, the recent expansion has measurably lost the visual identity between the existing building and the expansion building, so different, contrasting interior solutions have been created between the existing building and its extension without any connection between them. So, there is no clear story or identity that expresses the hotel's design idea.

Despite the hotel's fame as an international brand, and the individual and various renovations were carried out, for the of Marriott Hotel facilities, there was no comprehensive renovation of the hotel, which lost the identity of the place, despite the variety of technical solutions. The hotel is distinguished by its distinctive design, but it is not linked with the rest of the spatial elements. The diversity of interior designers and their trends was one of the

most important reasons for this result. The hotel's interior solutions need rehabilitation in most of the spaces to appear more coherent.

4.2. Zoning and Privacy in Guest Rooms

The architectural design of typical guest rooms is critical to the success of a business hotel, with residential space making up more than 40% of the hotel space. Therefore, it is a major attraction for guests and an important factor in influencing sales.

Even guests that used a brand hotel hardly return to the same hotel due to bad interior design. Poor interior design will affect a guest's stay and their satisfaction (Obinwanne *et al.*). The design should be fun and lively for the guests and efficient for the staff. The space planning of guest room should cover the purposes of work, leisure, and sleep, focusing primarily on the work aspect, the distribution of these functions within the spaces of the room and their relationship to each other, and the provision of a place for them. Work privacy is a key indicator of the success of the room's efficiency, which in turn enhances the quality of service.

The room environment for business hotels should be distinguished from other hotels in terms of ergonomics, equipment, and purpose. This type of room requires more zoning for optimum space efficiency, so that the space is divided into three functions (AlFahmawee 2018), in addition to a separate kitchen corner and wardrobe. From this point of view, it can be summarized that the arrangement of spaces plays an important role in establishing a suitable guest room environment for business and recreational purposes. Figure (4) display a comparative analysis drawing for the three selected hotels, where row A shows the furniture and dimensions plan of the room, bathroom, and niche area for the three hotels. As for the row B, the three circles express the zoning plane (rest, sleep, and workspace) for guest room. Finally, the image of the guest room interior design expressed in row C.

Figure 4. A comparative analysis drawing the three selected hotels typical rooms. (by authors)



The area of the room in the Thousand Night Hotel was 17.65 square meters, as it is the largest area compared to the rooms in other hotels as it clears in table (7). The room was zoning into three separate spaces between rest, work and sleep without any overlap as shown in figure (4). This and we find that its interior design reflects the hotel's narrative. Where the design of the room took great care of the workplace by distinguishing it through the U-shaped cladding wood as a focal point in the room and emphasizing its character as a business room.

For the Kempinski Hotel the shape of all its rooms is affected by its irregular planning structure in the form of a curve, which causes psychological discomfort, the work area interferes with rest and sleep areas, the privacy for work is noticeably reduced as shown in figure (4), although the interior spaces are considered good and comfortable, so the room needs to reconsider the distribution of spaces to serve the guest efficiently.

The Marriott rooms are distinguished by its equipment designated for businessmen such as the jack-box, which is considered one of the advanced communication technologies ten years ago, and which is unique to the hotel from all five-star hotels in Amman, on the other hand, the room, bathroom and corridor suffer from small spaces As it appears in figure (4), despite the interest in the revolved work table and its uses, so that it is rotated at an angle of 90 to change its direction and position, so that it interferes with the sleeping and rest area. Despite the renovations that took place in these rooms in previous years, they were partial and not comprehensive, such as changing the cornice or the work desk.

Table 7. Descriptive comparative of typical guestroom

No.	Description	Marriott Hotel	Kempinski Hotel	Thousand Night Hotel
1	Privacy of workspace	Low	Average	High
2	Area of Guestroom	15.65 m ²	16.65 m ²	17.65 m ²
3	Shape of Room	Rectangle	Irregular (Odd)	Rectangle
4	Area of Bathroom	4.25 m ²	4.60 m ²	7.65 m ²
5	Finishes of Bathroom	Average	Average	High
6	Area of Corridor	4.00 m ²	3.95 m ²	6.40 m ²
7	Kitchen Niche	-	-	+
8	Wardrobe Function	Average	Average	High
9	Style of interior Design	Low	Average	High
10	Fixed and Mobile Furniture	Average	Average	High

4.3. Functional Hotel Components. Facilities

The public functional space is a place of prominence a focal point for like-minded guests who value achievement, status, and connections. It is highly functional too, serving the unique purposes of both social and business interaction. Lewis (1983) has mentioned in his research that services and facilities within the hotels are the main factors to be chosen or not chosen a hotel by a tourist (Lewis 1983). The diversity of public functional spaces - facilities - of business hotels mainly contribute to the process of attracting the guest, longer stay, and giving a good experience and background of the hotel.

Table 8. Comparison of Hotels Functional Components

No.	Description	Marriott Hotel	Kempinski Hotel	Thousand Night Hotel
A.	Residential Spaces			
1	Guest Rooms	+	+	+
2	Royal Suites	+	-	+
B.	Public Spaces			
3	Restaurants	+	+	+
4	Coffee Shops	-	-	+
5	Turkish's Bath	-	-	+
6	Oriental Bazaar	-	-	+
7	Spa and Fitness	+	+	+
8	Swimming Pool	+	+	+
9	Courtyard	-	-	+
10	Shops	-	+	+
11	Ballroom	+	+	+
12	Business lounge	+	+	+
13	Meeting Room	-	+	+
14	Roof Garden	-	+	+

Design can create an atmosphere in the public areas of the hotel that makes it attractive to visit, including bedrooms, restaurants, lobbies, lounges, bars, and shops. (Dogan *et al.* 2013). Therefore, the quality of service

may be very good, but the facilities do not meet the needs of the guest due to the lack of availability or variety, thus reducing occupancy rates. On the other hand, the presence of various facilities along with the quality of service will increase the attraction of guests to the hotel and thus increase the hotel's profits.

The Thousand Night hotel unusual components are so unique, that they become an extension of the hotel's narrative idea (folk tale), such as the Turkish baths distinguished with their multiple facilities averaging 1,000 square meters, the Grand Oriental Bazaar, and the inner courtyard open to the sky. So that the oriental interior design of the spaces is complemented by distinct and diverse functional components to give a new and beautiful impression in the design, where the guest lives a new experience. These functional components are usually not found in other Jordanian hotels. Table 8. shows the diversity of functional spaces compared to other hotels.

The extension of the Kempinski Hotel in 2017 took up 52% of the hotel's total area, adding public spaces that had not existed before. This percentage is considered exceptional, which depends mainly on finding large and high multi-purpose halls with their annexes, restaurants, meeting rooms and gymnasium. Many of the new functional spaces, such as the huge ball rooms, serve the local guest, not the tourists. Despite the multiplicity of functions here, it is mostly found in many five-star hotels. Table 8. shows the components of the hotel compared to the Thousand Nights Hotel.

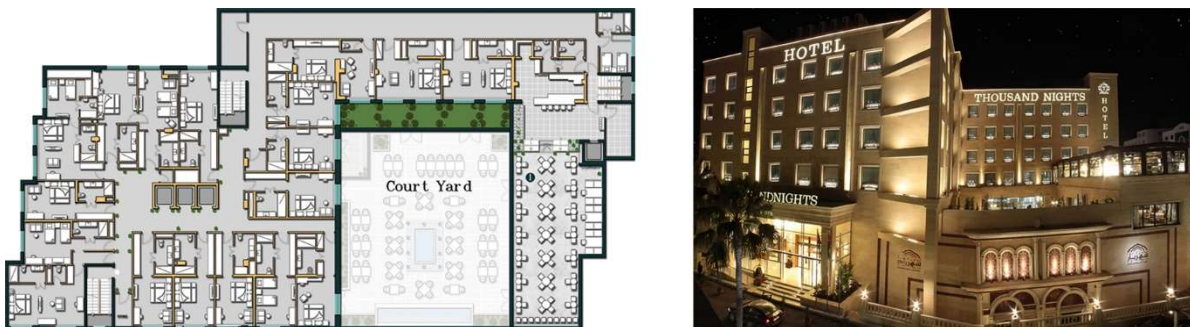
For Marriott, the hotel features large number of royal rooms for businessmen. It has many facilities such as ballroom, spa and fitness etc., but it is not distinctive from other hotels. Its lacks many components of public spaces compared to other hotels, in addition to the small area of these facilities as shown in table (8).

4.4. The Architectural Composition Planning

Hotels are multifunctional public buildings characterized by the complexity of the technological process between their functions, so the plans of the building result from the relationship of the group of residential and public spaces to each other, which is related to the mass solutions in general and the facade, which in turn expresses the design idea of the hotel. Therefore, the facade should be a souvenir of the person and expressive of the hotel. Modern hotels are distinguished by the interest in creating indoor green spaces and seating areas within the hotel structure, so that they are an outlet for guests away from the crowds in the lobby.

For the Thousand Night hotel plan features - the open courtyard - which is a place for sitting, rest and openness with nature, especially the availability of a green area, waterfalls, terraces, and social contact between businessmen as displayed in figure (5). In addition to the presence of an open buffet, many guests prefer to sit in it to spend time and conduct business conversations, especially the connection of this courtyard directly with the meeting rooms. As for the mass treatment and the facade, it reflects the oriental design and rich of local architectural elements, and the hotel rooms overlook the inner and outer courtyard.

Figure 5. The Thousand Night hotel courtyard structure



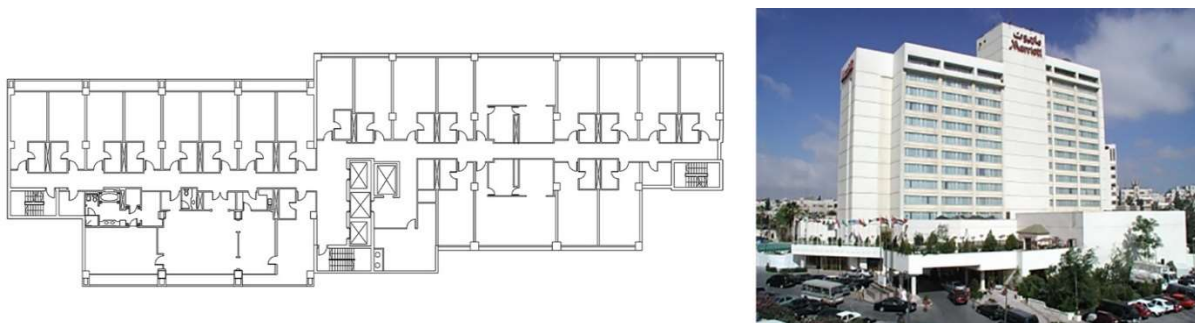
For the Kempinski Hotel, the old and new building form a compact curvilinear layout structure as shown in figure (6). Despite the enormity of the building, the main facade does not exceed 40 meters, knowing that the length of the building exceeds 140 meters. The shape of the plot imposed that part of the building block be with the main street and the other part behind so that it sticks to the neighbouring commercial buildings, which gives a feeling that the building is small, in addition, the main entrance to the building being sideways. The building lacks open spaces, terraces, and green spaces. Facade is solid without any architectural elements, but the curvature of the facade gave it a kind of vitality.

Figure 6. A compact curvilinear layout structure For the Kempinski Hotel



Marriott Hotels one of the oldest hotels in Amman and it is considered a major landmark of the city, as it was the largest in the past with a high floor density. The planning structure of the hotel is central in a straight shape, and the facades are characterized by absolute simplicity as it clears in figure (7). The building does not have any open interior spaces or green interior spaces.

Figure 7. A central layout structure for Marriott Hotel.



Conclusion

The main problem for the hotels' occupation is the absence of knowledge of the significant factors that control the occupancy rates. Occupancy rate of hotels is affected by many factors regardless of the seasonality and other fixed factors. Effective occupation rate was achieved by intangible as well as tangible features, both service quality and architectural characteristic positively influenced the level of trust toward hotel brand, and in competition between hotels in tourism industry. The results prove that the impression of architectural characteristic has a significant effect in compare with service quality among five -star business hotels, since high quality of service is expected to be in this category, that mean it had no significant effect in this study. The architectural characteristic was having a significant effect on customer satisfaction and accordingly in hotel occupancy, where the actual application level of architectural characteristic dimensions, were tested in three selected five-star hotels in Amman, to show the weakness if it exists in any of them, and its reflection in the disparity in occupancy rates between these hotels. This research suggests enhancing the physical environment dimensions which are narrative design, zoning and privacy in guest rooms, functional hotel components and the architectural composition planning, by creating an aesthetic atmosphere in the public areas, which constitutes a guest's positive experience, that will attract new customers and improve hotel industry. Greater attention to architecture and design of the tourism infrastructure has a significant effect in attracting tourists (Farajirad and Eftekharin 2012). Thus, according to the outcomes of this research, it would be a considerable obligation for hotel stakeholder's and managers who are concerned to invest improving the architectural characteristic, as well as quality of their service to gain customers' loyalty and increasing hotel occupancy efficiency.

There are many reasons why hotel occupancy rates are higher. Cleanliness, general comfort, and rooms that are large and well-kept are all contributors. An important determinant of hotel occupancy is providing visitors with a pleasant experience. Hotel management and employees should concentrate on what the guests expect and work to meet those expectations. One of the biggest shortcomings of hotels from a customer's perspective is a lack of tourism services and an abundance of restaurants that provide a wide range of cuisine, along with inadequate parking and meeting rooms, and subpar facilities for sport.

Accommodations for visitors should take natural and local areas and historic architectural heritages into consideration. In terms of both security and the environment, these two elements are the most important.

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