

The Research on the Application of the Song Dynasty Aesthetics in the Interior Design of Hotels in Hangzhou

Luxi Wang*

School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Minden,
Penang, Malaysia
luxiwang@student.usm.my

Safial Aqbar Zakaria

School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Minden,
Penang, Malaysia
ssafial@usm.my

Abstract: Background of Study: The review paper explores the application of Song Dynasty aesthetics in hotel interior design, with a focus on hotels in Hangzhou, China. The Song Dynasty era, known for its profound cultural achievements and aesthetic principles, serves as a rich source of inspiration for contemporary design practices. Purpose: This review aims to examine existing literature and studies related to Song Dynasty aesthetics in hotel interiors, identify key design elements, user experiences, and success factors, and propose guidelines for integrating historical aesthetics into contemporary hotel spaces. Method: A systematic literature review approach is employed to identify relevant studies published between 2019 and 2024. Search strategies include keywords such as "Song Dynasty aesthetics," "hotel interior design," and "Hangzhou." Studies meeting inclusion criteria are analyzed and synthesized to extract key themes and findings. Findings: Common design elements inspired by Song Dynasty aesthetics include natural materials, traditional motifs, and minimalist aesthetics. User reactions to themed hotel spaces are positive, with guests expressing emotional connections and cultural immersion. Success factors include historical authenticity, guest engagement, and collaborative design approaches. Originality/Significance: This review contributes to the understanding of the intersection between historical heritage and modern hospitality, providing insights and recommendations for designers, architects, and hoteliers seeking to create immersive and culturally authentic hotel environments. By bridging the gap between past and present, tradition and innovation, the study enriches the discourse on cultural preservation and heritage tourism in the context of hotel interior design.

Keywords: Song Dynasty Aesthetics, Hotel Interior Design, Hangzhou, Cultural Heritage Preservation, Contemporary Hospitality

1. INTRODUCTION

From 960 to 1279 AD, the Song Dynasty accomplished important cultural, technical, and artistic achievements that shaped Chinese history (Ma et al., 2022). A cultural golden age occurred in ancient China due to

advances in philosophy, literature, science, and the arts. Landscape art, poetry, pottery, and architecture from the Song Dynasty still influenced Chinese culture and aesthetics. Song Dynasty artists and architects valued natural beauty, harmony, balance, and simplicity (Yang et al., 2019). Confucius and Daoism valued moral purity, ecological equilibrium, and social order as aesthetic values. Song Dynasty art and architecture were characterized by excellent craftsmanship, beautiful simplicity, and reverence for nature. Hangzhou, in eastern Zhejiang, was important during the Song Dynasty. Under the Southern Song Dynasty (1127-1279), Hangzhou flourished as a commerce, intellectual, and technological centre (Jiang et al., 2024). It attracted merchants, scholars, philosophers, and artists from around the empire and was its political, economic, and cultural centre. The natural beauty and rich cultural history of Hangzhou have long captivated poets, artists, and tourists. West Lake, surrounded by hills, temples, and gardens, has been depicted in many works of art and literature as a symbol of tranquillity and beauty (Nanu et al., 2020). The Grand Canal established Hangzhou as the empire's economic and cultural centre throughout the Song Dynasty. Hangzhou is a thriving city that blends innovation and tradition (Ding et al., 2023). The city's vibrant markets, futuristic architecture, and inventive creative economy reflect its modernity. Hangzhou, with its rich Song Dynasty history, is an excellent place to explore current Song Dynasty aesthetics in hotel interior design (Bangwal et al., 2022). The study focuses on Hangzhou hotels' modern hotel interior design using Song Dynasty aesthetics. Beyond its cultural significance, the exploration of Song Dynasty aesthetics in hotel interior design offers tangible benefits in terms of guest experiences and brand differentiation. China made great creative, highbrow, and clinical progress during the Song Dynasty. Hotel designs inspired by the aid of the Song Dynasty commemorate its legacy and encourage new audiences (Kim et al., 2021). The hotel structure is reviving Song Dynasty aesthetics to emphasize cultural authenticity and assessment of international layout trends. Cultural continuity and identity depend upon maintaining conventional handicrafts, architectural styles, and layout motifs in the face of rapid technological innovation and urban growth (Chen et al., 2024). Hotel interiors with Song Dynasty aesthetics combo way of life and innovation. To stay relevant and influential, designers adapt old designs to provide options and needs. Combining historic and modern functions complements Hangzhou hotel décor. Song Dynasty art in resort interiors boosts tourism and brand awareness while honouring records (Mansour et al., 2022). Tourists like historical and cultural lodges' immersing environments. Themed

accommodations evoke a bygone age, sparking curiosity and cultural immersion. Hotel branding and marketing tales incorporating Song Dynasty features evoke emotion. Themed resorts provide more than accommodation in the chain hotel industry (Shen & Jiang, 2023). They provide an exciting exploration and discovery experience. Themed hotels use ornamental motifs, architectural components, and personalized experiences to build brand loyalty and positive reviews. Visitors may also learn about Song Dynasty history, art, and culture in the themed hotel spaces. Interactive exhibits, guided tours, and cultural events at hotels let tourists actively engage in, learn about and appreciate Hangzhou's rich cultural heritage (Jiang et al., 2024). A holistic hospitality strategy strengthens ties with the local community its cultural heritage and the tourists. The exploration of Song Dynasty aesthetics in hotel interior design presents a compelling avenue for research, driven by the desire to bridge the gap between historical heritage and contemporary hospitality experiences. While other parts of historical aesthetics in design have been studied, there is little research on Song Dynasty hotel interiors, notably in Hangzhou. Existing literature neglects the incorporation of historical aesthetics into hotel design in China, notably in Hangzhou (Fan et al., 2021). More research has been done on the effects of ancient Chinese design principles on architecture and interior design than on Song Dynasty aesthetics in hotels. Thus, the subtleties, benefits, and best practices of combining Song Dynasty design elements into modern hotel interiors are little understood (Ma et al., 2022). Previous research often ignores the strong link between historical aesthetics and hotel guests' experiences. Themed hotel design emphasizes cultural authenticity and story, but little study has examined how tourists interact with, perceive, and respond to Song Dynasty-inspired environments (Ding et al., 2023). The purpose of this review is to examine Song Dynasty aesthetics in Hangzhou hotel interiors. The review will extensively examine literature and research to determine the core aesthetic principles, design traits, user perceptions, and crucial aspects that contributed to Song Dynasty-influenced hotel interiors' popularity. This research will provide designers, architects, and hoteliers with useful tips for blending historical aesthetics into modern hotels. Data from previous studies will be compiled and analyzed. This study has significant theoretical, practical, and cultural consequences in several fields: This study on historical aesthetics in current hotel design advances design theory, cultural studies, and heritage preservation. This research examines how Song Dynasty aesthetics influenced hotel interiors to better comprehend design's cultural, social, and psychological aspects. It stresses

how design shapes tradition and culture. This research gives designers, architects, and hoteliers ideas for culturally genuine and engaging hotel spaces. This research identifies recurring design elements, user experiences, and factors that make Song Dynasty interiors successful in improving guests experiences, brand distinctiveness, and hotel room memories. This research is also important for preserving China's rich cultural heritage. This research incorporates Song Dynasty aesthetics into hotel construction to preserve and promote historic architectural styles, themes, and workmanship. This ensures these features' endurance and appeal to current audiences.

2. METHODOLOGY

This study exhaustively reviewed books and studies on Song Dynasty hotel design aesthetics. This method helped us extract significant concepts from several scholarly sources. This helped us grasp how historical aesthetics may be used in current hospitality. Several important criteria were used to determine the research's review relevancy. To assess their relevance to hotel design trends and breakthroughs, the study examined 2019–2024 scientific articles. Using historical aesthetics and contemporary trends, this era was picked. Only studies that clearly and extensively investigated Song Dynasty aesthetics design components, concepts, or issues were chosen. This made the material relevant to the research and helped us grasp how historical aesthetics impact hotel design. Items in hotels must reflect Song Dynasty aesthetics. The examined material applies to hospitality spaces since hotel design prioritizes aesthetics, cultural authenticity, and visitor experience. A comprehensive literature search employing several search strategies and databases found pertinent studies. Finding relevant information required Song Dynasty aesthetics, hotel architecture, and cultural heritage protection keywords. Find "hotel interior design," "Song Dynasty aesthetics," and "cultural heritage preservation," among others (Table 1 and Figure 1).

Table 1: Literature Search Words Combination

Search Words Combination
"Song Dynasty Aesthetics" AND "Hotel Interior Design"
"Song Dynasty Principles" AND "Hotel Spatial Design"
"Confucianism and Daoism" AND "Historical Aesthetics" AND "Hotel Interiors"
"Traditional Chinese Design" AND "Contemporary Hotel Spaces"
"Harmony" OR "Balance" OR "Simplicity" OR "Natural Beauty" AND "Hotel Design"

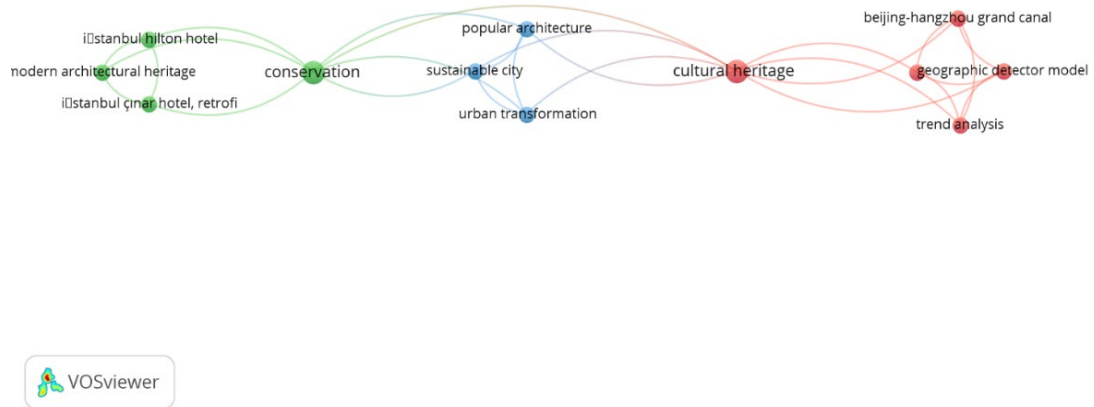


Figure 1: Keywords Search

Search results were sorted by study subject and publication year (2019-2024). These criteria were scrupulously followed to evaluate only current and relevant studies. The review excludes publications after the Song Dynasty aesthetics in hotel design. Scholarly sources were searched in academic databases and repositories. For relevant academic publications, conference papers, and peer-reviewed articles, the study team searched PubMed, Scopus, Web of Science, and Google Scholar. Specialist platforms for architecture, design, and cultural studies were also investigated. Data extraction was used to collect study titles, authors, publication years, research methodologies, and main results after selecting relevant papers. We found repeating themes, trends, and insights in the literature by meticulously arranging and evaluating the data. Evaluation of the literature research about the study's goals provided a full understanding of Song Dynasty aesthetics in hotel design. The review informed research project discussions, judgments, and suggestions (Table 2).

Table 2: Inclusion and Exclusion Criteria for Studies

Inclusion Criteria	Exclusion Criteria
Studies Published between 2019 and 2024	Studies Published Before 2019 or after 2024
Research Explicitly Focused on Song Dynasty Aesthetics in Hotel Design	Studies not Directly Related to Song Dynasty Aesthetics or Hotel Design
Peer-Reviewed Articles, Conference Papers, Academic Publications	Non-Peer-Reviewed Sources such as Blog Posts or News Articles
Studies Available in the English Language	Studies not Available in the English Language
Relevance to the Research Topic and Objectives	Lack of Relevance to the Research Topic and Objectives

The methods section collected and integrated study data methodically. One by one, each work was evaluated and analyzed for Song Dynasty aesthetics in hotel building topics, concepts, and conclusions. These

findings were then sorted to determine the core of each discovery or topic, organizing and simplifying the data (Figure 2). The encoded data was categorized by subjects and similarities. Architectural elements, design concepts, user viewpoints, difficulties, and Song Dynasty aesthetics in hotel buildings were explored. The reviewed literature's varied perspectives were better understood with this classification method. After data extraction and categorization, a comparison analysis examined the study technique and findings variation. The goal of this comparative study was to detect parallels, contrasts, trends, and patterns in writers' results. This procedure showed how difficult it is to incorporate historic creative forms into modern hospitality facilities by studying alternative techniques, outcomes, and assessments. The comparative analysis also revealed gaps in the present scholarly literature. This method created a full and unified understanding of the research topic by examining the graded papers, which fostered educated conversations, assessments, and ideas during the inquiry.

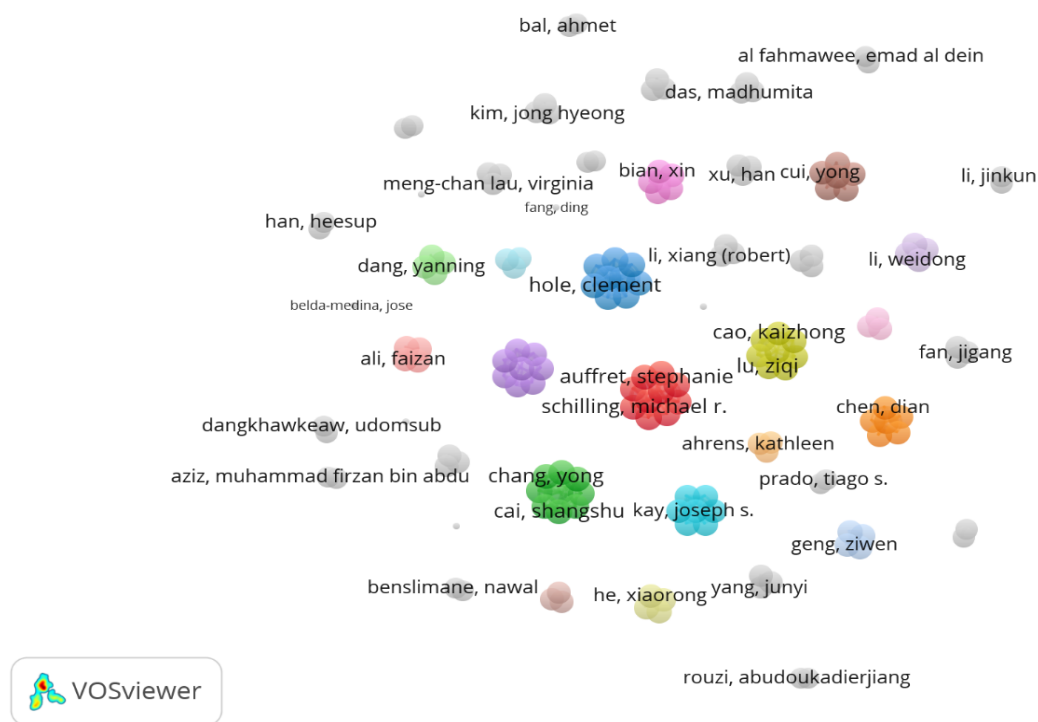


Figure 2: Studies Selected for Review

3. LITERATURE REVIEW

3.1. A Historical Context: Aesthetic Principles of the Song Dynasty

From 960 to 1279 AD, the Song Dynasty shaped Chinese culture and aesthetics. This movement was Confucian and Daoist. Art and architecture were impacted by the ideas. Song Dynasty painters adored nature and emphasized harmony, balance, and simplicity. Beyond creative restrictions,

these norms represented culturally embedded philosophical ideals. Not simply beauty, harmony in art signified balance and tranquillity (Belda-Medina, 2022). The artists tried to harmonize form and substance to convey structure and completeness. This harmony was established by assessing spatial structure, compositional balance, and line and form rhythm. Simplistic Song Dynasty aesthetics valued understated refinement over ostentation. Artists created beauty with simple surfaces, streamlined shapes, and subdued colours (Kopuz & Bal, 2023). Minimalism has aesthetic and philosophical goals because Confucian and Daoist ideologies favoured simplicity. The Song Dynasty appreciated nature's beauty, influencing all art. To depict nature's transience, artists employed precise brushwork and subtle colour shifts (Table 3). Landscapes, plants, and animals represented the cosmos' balance, interconnection, and beauty. Song art was influenced by Confucianism and Daoism (Wang, 2020). Confucian social order, etiquette, and morality shaped art's emphasis on harmony, balance, and hierarchy. Daoists emphasized intuitive and emotional innovation, unlike Confucians. It stressed spontaneity, simplicity, and following nature's cycles. Zhu Xi and other intellectuals' Neo-Confucian philosophy combined Daoist and Confucian components to improve Song Dynasty aesthetics Prado & Bauer (Prado & Bauer, 2022). Neo-Confucian thinkers sought to integrate Daoism's metaphysics with Confucianism's ethics to create a worldview that recognized the interconnection of celestial bodies, natural systems, and humans. To represent this conceptual synthesis, craftspeople and artists depicted the dynamic relationship between nature and humans.

Table 3: Key Aesthetic Principles of the Song Dynasty

Aesthetic Principle	Description
Harmony	The Principle of Achieving Balance and Coherence in Design, Emphasizing the Integration of Different Elements to Create a Sense of Unity and Tranquillity
Balance	Maintaining Equilibrium and Symmetry in Design, Ensuring that Visual Elements are Evenly Distributed and Proportioned to Create a Sense of Stability and Order
Simplicity	Embracing Minimalism and Understatement in Design, Avoiding Excess Ornamentation and Complexity to Achieve Elegance and Refinement
Natural Beauty	Appreciating the Inherent Beauty of Natural Materials and Forms, Incorporating Elements Inspired by the Natural World, such as Landscapes, Flora, and Fauna
Cultural Authenticity	Reflecting the Cultural Values, Traditions, and Aesthetics of the Song Dynasty Era, Including Motifs, Symbols, and Artistic Techniques Characteristic of the Period

3.2. Evolution of Interior Design in the Hospitality Industry

Historical improvements, societal shifts, and cultural influences have shaped hospitality interior design which has greatly impacted hotel experiences (Table 4). Since inns and taverns provided basic housing to visitors, hospitality has been connected with human civilization since the beginning (Hao et al., 2019). Contrary to common belief, Europe did not have lavish hospitality until the Renaissance. The Savoy in London and the Ritz in Paris redefined luxury by serving the aristocratic and elite. The 20th century saw technological and social advances in hotel interior design. Hotel interiors have been transformed using Art Deco including elegance and refinement (Zhou et al., 2019). Art Deco blanketed bright colourations, extravagant ornamentation, and bold geometric designs that evoked Jazz Age beauty. The motel quarter advanced in the direction of simplicity and usability after World War II, as illustrated with the aid of mid-century modern design.

Frank Lloyd Wright, Ludwig Mies van der Rohe, and others designed the best, green, and simple interiors using natural materials, smooth traces, and natural paperwork (Wang & Phungamdee, 2022). The increasing middle class became interested in mid-century modern architecture like Holiday Inn's steady amenities and efficient offerings. In recent decades, cultural and social adjustments have encouraged resort indoors design (Ding, 2022). Boutique accommodations challenged massive inn chains in the overdue twentieth century by presenting distinct, attractive visitor stories that have been strongly tied to neighbourhood subculture and customs. Boutique motels have blended design, community engagement, and hospitality to create charming social areas for cutting-edge vacationers (Lee, 2019). Modern hotels offer visitors a feel of vicinity and community via cultural symbols and narrative. Boutique resorts provide immersive stories that reflect the place's specific cultures, records, and innovative actions. Film, literature, and mythology affect lodge and lodge subject matters (Peng et al., 2023). Customers might also escape reality with cherished characters and memories on those websites. The cultural tale goes past aesthetics and spans the traveller's whole stay. Hotels can foster networks and create lasting stories by tailoring occasions to the nearby culture (Xu et al., 2024). Finally, client needs, ancient events, and cultural influences have affected motel interior layout. Renaissance palaces and midcentury hotels prompted design. This significantly affects our hospitality. Hotels that emphasize location and culture may captivate and move tourists.

Table 4: Evolution of Interior Design in the Hospitality Industry

Historical Period	Characteristics
Pre-Industrial Era	Simple Accommodations with Basic Amenities, often Located in Inns or Taverns Along Trade Routes
Industrial Revolution	the Emergence of Grand Hotels in Urban Centres, Featuring Opulent Interiors, Ornate Furnishings, and Luxurious Amenities
Modernist Movement	Emphasis on Functionality, Efficiency, And Simplicity in Design, with a Focus on Clean Lines, Minimalism, and the Use of Industrial Materials
Post-Modern Era	Rejection of Modernist Principles in Favour of Eclectic Styles, Eclectic Mix of Historical References, Cultural Motifs, and Experimental Design Concepts
Contemporary Design	Integration of Technology, Sustainability, and Cultural Themes in Design, Focus on Creating Memorable Experiences, Personalization, and Authenticity in Hotel Interiors

3.3. Review of Existing Studies on Historical Aesthetics in Modern Design

Researchers in architecture, design, and academia are attracted by historical aesthetics and current design. Traditional characteristics in modern hotels are popular. Scholars have explored ways to effortlessly combine historical themes into hotel design to create immersive guest experiences that transport tourists to many periods and civilizations (Zhang et al., 2022). Hotels throughout the world employ historical themes to create unique experiences. The Taj Lake Palace in India displays how designers combine history to create luxury. With marble statues and lush gardens, this castle embodies Mughal opulence. The ancient grandeur with modern luxury with antique furniture and renovated architecture (Benslimane & Biara, 2019). Historical perspectives in modern design promote cultural preservation. Researchers studied strategies to include history while considering practicality, sustainability, and aesthetics. Many adaptive reuse projects repurpose old buildings for new use while conserving their cultural and architectural value. After a comprehensive refurbishment, Singapore's Raffles Hotel now blends modern facilities and sustainable design with historical elegance (Prados-Peña & Del Barrio-García, 2020). Case examples demonstrate how historical aesthetics may be used in hospitality design. Historical elements in hotel architecture are carefully considered by designers (Yang et al., 2023). They consider cultural context, historical significance, and tourist experience. The Ace Hotel recognizes Los Angeles' cinematic heritage. It has vintage furniture, retro furnishings, and carefully chosen art that evokes Hollywood glamour. The

Aman Tokyo in Japan blends modern magnificence with traditional Japanese style and wabi-sabi to create a peaceful retreat in the metropolis.

3.4. Previous Research on the Application of Song Dynasty Aesthetics in Hotels

Hotel design study on Song Dynasty aesthetics blends history and modernity. This project's design, user responses, and the challenges and opportunities of implementing these old ideas into modern hotels have been examined by researchers and designers (Nanu et al., 2020). This research requires finding and implementing Song Dynasty-influenced design principles. Architects and interior designers use a variety of historical sources to create a period mood. This may involve using Song Dynasty-inspired arched rooflines, wooden lattice screens, and courtyard design (Rui & Aziz, 2023). Repurposed wood, stone, and bamboo are recognized for their ecological qualities and aesthetic appeal, making them crucial in recapturing the era's look. To add significance and complexity to the design story, furniture, textiles, and artwork are decorated with bird, plum blossom, and bamboo motifs. Hotels worldwide have adopted Song Dynasty aesthetics to create immersive experiences (Tang, 2024). This tea plantation and bamboo forest retreat recreates the Song Dynasty's natural beauty and simplicity for tourists. Hangzhou's culture is reflected in the Four Seasons Hotel Hangzhou at West Lake suite's traditional architecture and decorative decorations. Understanding Song Dynasty-influenced human perceptions and experiences is necessary for these goals. The researchers examined tourist opinions on ambience, comfort, and cultural immersion (Xu et al., 2022). Many say natural materials, mild lighting, and minimalist architecture make these places friendly and calm. Visitors are immersed in the region's culture through decorative motifs and ancient structures. Other visitors may choose contemporary or minimalist design. Hotels must retain history to satisfy customers (Delgado et al., 2022). Hotel building using Song Dynasty aesthetics has pros and cons. Historical accuracy and visitor expectations are difficult to combine. Traditional design may reduce flexibility and utility but increase cultural authenticity (Geng et al., 2023). Designers must reconcile historic beauty with tourist comfort. Hotels inspired with the aid of the Song Dynasty want robust branding to compete. Hotels that sell local cultural attractions and present themselves as portals to the region's records and subculture may also grow their network ties and attract cultural explorers. Hotels with Song Dynasty aesthetics confront branding and market segmentation troubles and

opportunities (Al Fahmawee & Jawabreh, 2022). Hotels should differentiate their branding and marketing to attract clients in the competitive hospitality enterprise. Song Dynasty inns may also use history and way of life to draw discriminating customers seeking precise and captivating experiences. Hotels that sell the place's wealthy history and cultural landmarks can also entice visitors from different cultures. This technique can also assist promote network relationships.

4. FINDINGS

4.1. Overview of Findings from Reviewed Studies

This theme approach's design components, user reactions, success criteria, and constraints are discovered in the Song Dynasty aesthetics study. Song Dynasty aesthetics are consistently emphasized in design research. Wood, stone, and bamboo make a natural, warm space. Traditional patterns like bird creatures, plum flowers, and bamboo add symbolic and cultural value (Wen et al., 2019). The hotel's courtyards, wooden lattice screens, and curving rooflines provide a peaceful environment. The poll found that most tourists appreciated Song Dynasty-style hotel elements. Guests are often captivated and culturally connected by these immersive experiences. Using historical aesthetics connects tourists to the place and inspires them to respect its culture. Natural materials and simple design calm guests, creating a pleasant ambience (Chiang, 2021). Participating in Song Dynasty history and culture enhances tourism and brand loyalty. The study found success requires a dedication to precision and exact design. These traits substantially impact visitors. To provide tourists with unforgettable experiences, Song Dynasty aesthetics demand novel and adaptable approaches. Cultural heritage branding and marketing can help hotels attract culturally inquisitive guests. Balancing historical authenticity with visitor expectations remains a challenge. Designers must combine visitor comfort and history. Flexible design components are needed since historical motifs may not suit different hotel sites and guest demographics. Hotel design still struggles to incorporate historical aesthetics due to resource availability, logistical challenges, and practical reasons like upkeep and longevity.

4.2. Comparative Analysis of Different Approaches and Outcomes

Comparing and contrasting study methodologies and findings can teach hotel designers about Song Dynasty aesthetics (Table 5). In this massive location, architects and designers have tried several methods with varying

outcomes. Design approaches abound. Some hotels mimic Song Dynasty architecture, materials, and designs to show history (Wang et al., 2021). Visitors may experience the magnificence of bygone ages in these historic sites. Complex decorative patterns, wooden lattice screens, and courtyard designs evoke medieval times. Contemporary institutions have interpreted the past using Song Dynasty aesthetics (Velychko & Li, 2022). Blending temporal eras may provide designers with more creative options. They can use modern materials, designs, and technologies while honouring each era's culture. Ancient and modern components create a lively environment. Target market, brand identity, and location effect design strategies. Historical hotels provide a timeless, culturally rich atmosphere (Lim et al., 2024). Guests seeking immersion are drawn here. Song Dynasty culture may be studied safely here. Modernizing or diversifying Song Dynasty aesthetics may attract new customers, especially designers. These sites satisfy all preferences with nostalgia and individuality. Differences create new opportunities for innovation and best practices. Hotels with history and modernism may provide fantastic experiences. Cultural tales and engagement let travellers connect with the past. The sustainable design reflects Song Dynasty environmental principles of human-nature balance (Rouzi & Wang, 2021). Accommodations that meet a variety of hobbies and interests are authentic and culturally valuable thanks to local crafters and artists. Progress demands using technology to enhance tourism experiences and preserve history. Digital storytelling, AR, and VR let visitors experience Song Dynasty culture and history like never before.

Table 5: Comparative Analysis of Different Approaches in Song Dynasty-Inspired Hotel Design

Approach	Description
Design Strategy	Overview of the Design Approach Taken in Each Hotel Project, Including Thematic Elements, Architectural Features, etc.
Guest Experience	Analysis of the Guest Experience, Including Emotional Responses, Cultural Immersion, and Overall Satisfaction
Success Factors	Identification of Factors Contributing to the Success of Each Approach, such as Historical Authenticity and Innovation
Challenges	Examination of Challenges Faced During Implementation, such as Budget Constraints, Logistical Issues, etc.

4.3 Key Themes and Trends Observed in the Application of Song Dynasty Aesthetics

Song Dynasty aesthetics in modern hotel interiors have spawned several key themes and trends that reflect changing guest expectations and design

preferences (Table 6). Song Dynasty aesthetics modernizes classics. Hotels try to emulate Song Dynasty beauty and calm while satisfying modern clients' tastes. Thus, architects and designers are creating modern and classic places by combining current materials, technology, and utilities with historical themes and architectural styles (Aristyowati et al., 2024). Song Dynasty-inspired modern design connects with nature by using stone, wood, and bamboo. Non-traditional uses like engineered timber floors, bamboo furniture, and sustainable stone worktops are rising. This layout blends old and contemporary functions to improve hotel rooms and inspire sustainability. Digital generation to enhance the traveller experience and deliver fascinating stories is another motel fashion. Visitors might also explore Song Dynasty culture and records via VR, multimedia, and interactive exhibitions (Karbabaf & Ezaan, 2024). Tech-savvy millennials and history aficionados may additionally revel in interactive and academic resort stories. Current hotel design emphasizes authenticity and cultural immersion.

Hotels are going past appearances to deliver immersive, all-sensory reports that establish a sense of vicinity. Hotel cultural packages introduce tourists to Song Dynasty tradition. These occasions can also consist of martial arts, Chinese tea rituals, and calligraphy classes (Lau et al., 2021). Hotels' Song Dynasty aesthetics reflect site visitors' cultural expectancies and options. Modern tourists demand richer stories. Hotels are utilizing cultural features in their interior design and tourism experiences to link visitors to nearby customs, history, and tradition. True reviews and sturdy cultural ties allow vacationers to fully immerse themselves in the location's history and environment. Song Dynasty-inspired accommodations immerse guests in historical China's beauty, creativity, and class (Wang, 2020). Customers preference exclusive, progressive reviews that reflect their interests. Customers may tailor sports and reviews at Song Dynasty-themed resorts. Hotels are providing conventional Chinese culinary classes, precise tea tastings, and guided excursions to ancient places to fulfil visitors' needs. Tourism is turning into extra sustainable; therefore, inns need to incorporate it into their operations and layout. Customers are greatly involved in the environmental and social impacts of their journey selections and actively seek out ethical and sustainable companies. Song Dynasty-stimulated lodges utilize water-saving systems, strength-green lights, and locally made substances to sell accountable tourism and defend the environment.

Table 6: Key Themes and Trends Observed in the Application of Song Dynasty Aesthetics

Themes/Trends	Description
Nature-Inspired Design	Emphasis on Natural Materials, Organic Shapes, and Botanical Motifs Inspired by the Landscapes of the Song Dynasty
Minimalist Aesthetics	Simplicity, Elegance, and Harmony in Design, Reflect the Minimalist Sensibilities of Song Dynasty Art and Architecture
Cultural Storytelling	Use of Historical Narratives, Symbols, and Motifs to Create Immersive and Educational Guest Experiences
Digital Integration	Incorporation of Technology, Such as Interactive Exhibits And Multimedia Installations, To Enhance Storytelling
Sustainable Practices	Adoption of Sustainable Design Principles, Including Eco-Friendly Materials, Energy-Efficient Systems, and Green Spaces

5. DISCUSSION

The discussion chapter thoroughly examines the review article's implications and perceptions. It discusses how well the results match the study's aims, how Song Dynasty aesthetics are used in hotel production, and the practical and study results. The evaluation article's findings guide the study's aim of incorporating Song Dynasty aesthetics into motel indoor design. To recognize this subject matter approach is not unusual to design additives, personal reactions, fulfilment elements, and bounds, the evaluation notably analyzes beyond academic works and research. The relationship underscores the study's relevance and significance in revealing the intersection between cutting-edge hospitality and historic aesthetics (Geng et al., 2023). The results from the review research show how difficult it is to contain Song Dynasty aesthetics in lodge creation. It illustrates how blending historical materials and architectural patterns complements splendour and culture. Hotels can also use Song Dynasty architecture, customs, and art to immerse visitors. The evaluation studies additionally demonstrate that Song Dynasty-stimulated inn décor improves visitor reviews (Al Fahmawee & Jawabreh, 2022). Hotels might also improve guest interactions with the aid of combining tale, interplay, and smart design to rouse emotions and foster cultural immersion. Emotionally engaging with visitors increases satisfaction, brand loyalty, and word-of-mouth. Song

Dynasty aesthetics in hotels provide several obstacles, as the study discusses. Maintaining historical authenticity, meeting tourists' needs, managing logistics, and ensuring long-term profitability and utility are vital. These challenges show why themed hotel areas need deliberate planning. These findings impact academic research, hotel design, and future investigation.

Design concepts and best practices from the review article can assist build fascinating and culturally authentic hotel interiors. Combining history and culture in hotels may create unforgettable experiences (Rui & Aziz, 2023). The report recommends hotel operations and design prioritize sustainability and responsible tourism. Future studies should find creative methods to merge Song Dynasty aesthetics with sustainable design to balance cultural heritage and environmental conservation. User-centred design study on Song Dynasty-inspired hotel guests' preferences, perceptions, and behaviours may continue. Hotels may better engage and target their customers by actively requesting and utilizing guests feedback throughout the design. Hotels with Song Dynasty aesthetics may encourage cultural tourism and destination development (Murdowo et al., 2021). Research may study how themed hotels affect local communities, destination branding, and guest experiences. Hotels can boost cultural tourism, conserve heritage, enhance guest experiences, and support local economies. The current design may additionally gain from Song Dynasty historic aesthetics' innovation and cultural authenticity.

The study discusses how historic aesthetics fosters cultural identity and sustainability. It implies that designers, historians, and cultural professionals can also collaborate to enhance design (Kirgios et al., 2020). Historical aesthetics may additionally help designers cope with environmental problems while maintaining tradition. Designers employ antique materials, methods, and philosophies to inspire maintenance and environmental obligation. Song Dynasty designs combining stone, wood, and bamboo are traditionally accurate and sustainable. Synthetic substances pollute more than renewable, biodegradable ones (Wang et al., 2020). Also, historical technology may produce enduring, goods with minimum environmental impact. Cultural maintenance and sustainable improvement depend on historic aesthetics. Designers utilize Song Dynasty factors to honour ancient China's ingenuity and technology and maintain these cultural treasures. By connecting present events to the past, historical symbols and topics assist tell testimonies. Historical aesthetics may additionally assist designers honor the past and create culturally coherent

places (Lee & Han, 2022). This enhances the visible experience and hyperlinks people to their subculture, making design greater inclusive and varied. Designers, historians, and cultural specialists might also add historical accuracy and cultural depth to the layout through the usage of numerous methods. Historians and cultural specialists explain the history, meaning, and importance of many layout factors, even as designers combine technical competence and artistic vision. Different stakeholders may go together to create appealing, meaningful, and culturally applicable areas. To ensure historical accuracy in design, historians may also propose designers. Ethnic specialists can describe conventional customs, ceremonies, and beliefs to help designers include ethnic motifs and emblems. Multidisciplinary collaboration among designers, historians, and cultural workers stimulates innovation. Historic tales may inspire designers to modernize art and rituals. When designers take part, historians and cultural experts find out about historic objects and practices. Cultural identity and records comprehension increase. Using the Song Dynasty proposal, designers, historians, and cultural professionals can also create practical and exciting tourist reviews. These coordinated endeavours may enhance tradition and layout by merging historic expertise, design innovation, and cultural narratives.

6. CONCLUSION

Studying Song Dynasty aesthetics' influence on current hotel architecture exposes creativity, culture, and history. This research studied hotel interior design approaches, outcomes, challenges, and potential for historical aesthetics. To do this, current scholarly literature and research were thoroughly evaluated. The results reveal Song Dynasty-inspired designs are more than decorative. They teach stories and maintain culture. Hotel rooms may inspire, encourage, and engage visitors with period-appropriate art, architecture, and rituals. The hotel is Song Dynasty-themed and contains current technology and culture. Organic and classic designs stimulate cognitive and emotional responses in guests. The research also emphasizes how historical aesthetics shape cultural identity and sustainability. Using architectural ideas, historical materials, and methods, architects may create spaces that reduce ecological impact and honour previous civilizations' creative talent and history. Historical authenticity strengthens the tie between people and their culture, improving the tourist experience. The research also emphasizes the need for designers,

historians, and cultural specialists to collaborate on real and influential design experiences. Collaboration among varied stakeholders may build venues with aesthetic appeal and historical and cultural relevance. Collaboration allows several areas to share ideas and expertise, resulting in new and complete design solutions that push the limits of inventiveness and innovation. The essay offers some suggestions for future research and industry developments. Academics and practitioners may continue to study new ways to combine sustainable design with historical aesthetics to promote a peaceful cohabitation that protects ecological stewardship and cultural legacy. A comprehensive user-centred design study in themed hotel spaces might reveal guests' views, preferences, and actions. This study can help create more tailored and engaging visitor experiences. The effects of themed hotels on destination branding, guest experiences, and local communities need further study. This study would add to the knowledge of how cultural tourism develops destinations.

7. IMPLICATIONS

The study of Song Dynasty aesthetics and modern hotel design has far-reaching academic and practical implications (Table 7). Incorporating historical aesthetics into design processes may have far-reaching effects. This research highlights the influence of historical aesthetics on present design narratives, contributing to design theory, cultural studies, and heritage preservation conversations. The research examines how Song Dynasty aesthetics in hotel interiors might help us understand how historical narratives and cultural heritage influence design. Cultural authenticity, narrative theory, and place attachment help analyze hotel dynamics. These frameworks can illuminate visitor experiences, cultural identity, and historical aesthetics. The research emphasises collaboration between designers, historians, cultural professionals, and others in design to leverage diverse views. The partnership is needed for meaningful design experiences. The research gives design, architectural, and hospitality experts practical advice for incorporating historical aesthetics into construction projects. To help designers create immersive and culturally authentic places, this research examines Song Dynasty-inspired hotel interior design's common design elements, user perceptions, success factors, and problems. Designers use historical knowledge, cultural narratives, and traditional workmanship to be authentic. The study found that effective thematic hotel rooms require teamwork, user-centred design,

and sustainability. It also offers practical ways to overcome main obstacles and improve tourists' historical aesthetics experience. Designing hotels with Song Dynasty aesthetics offers smart branding and positioning. Immersive guest experiences and cultural history may distinguish themed hotels in a competitive market. This draws multicultural customers and fosters brand loyalty. Hotels employ historical stories and cultural symbols to create a compelling brand story that links customers. Themed hotels may capitalise on cultural tourism by positioning themselves as cultural hubs delivering real cultural, historical, and artistic experiences. The research explains how themed hotels affect adjacent towns and tourist economies. Hotels with historical aesthetics may attract customers, create revenue, and strengthen local economies. These initiatives may help local artists and craftspeople, provide jobs, and conserve cultural heritage. Sustainable development and cultural tourism at themed hotels can improve target communities' economies. Improve living quality and cultural vibrancy. Themed hotels' historical elegance broadens visitors' cultural and intellectual perspectives. Through cultural events, interactive exhibitions, and guided tours, hotels may educate Song Dynasty history, art, and culture. Cultural conversation and interaction at themed hotels may help promote cultural understanding and respect. Hotels may collaborate with cultural institutions and local communities to increase cultural awareness and atmosphere.

Research emphasizes themed hotels' role in preserving culture and heritage. Themed hotels maintain cultural history via traditional architecture, design, and craftsmanship. Themed hotels can also raise tourists' and locals' awareness of cultural preservation. This may foster cultural pride and responsibility. Themed hotels, government organizations, cultural groups, and heritage preservation associations may together promote and preserve cultural legacy for future generations. Song Dynasty aesthetics in contemporary hotel design can influence design theory, cultural studies, branding, economic development, education, and heritage preservation. This study shows that adding historical narratives and cultural heritage into modern design may have a big impact. The relationship between historical aesthetics, hotel visitor experiences, and cultural identity is examined. Community engagement, smart branding, and multidisciplinary collaboration may help themed hotels create authentic and immersive experiences that honour the past, promote the present, and impact the future of hospitality.

Table 7: Recommendations for Integrating Song Dynasty Aesthetics in Hotel Design

Recommendations	Description
Historical Research	Conduct Thorough Research into the Art, Architecture, and Culture of the Song Dynasty to Inform Design Decisions and Ensure Authenticity
Collaboration	Foster Collaboration Between Designers, Historians, and Cultural Experts to Enrich the Design Process and Enhance Cultural Sensitivity
Immersive Experiences	Create Immersive and Interactive Guest Experiences that Celebrate the Rich History and Cultural Heritage of the Song Dynasty
Sustainability	Incorporate Sustainable Design Practices, Such as Using Renewable Materials, Minimizing Waste, and Maximizing Energy Efficiency
Branding and Marketing	Develop Strategic Branding and Marketing Campaigns to Position the Hotel as a Cultural Destination and Attract Culturally Curious Travelers

8. LIMITATIONS AND FUTURE DIRECTION

This research helps incorporate Song Dynasty aesthetics into current hotel construction, although it has constraints. Due to its constrained scope, the review focused on recently published literature and research during a particular timeframe. Thus, breakthroughs, design techniques, and case studies published after the publishing date may not be completely covered. The study largely used aggregated data from academic publications, which may have excluded architects, designers, and hoteliers' perspectives and experiences. Interviews, surveys, and case studies are needed to understand Song Dynasty-influenced hotel design challenges, opportunities, and best practices. The lack of empirical studies on Song Dynasty-influenced hotel customers' beliefs, attitudes, and behaviours is another restraint. Although the review study evaluated prior user experience and reaction studies, further empirical research is needed to determine how tourists react to themed hotel environments. Observational studies, focus groups, and user-centred design studies may reveal how visitors think, feel, and behave on design elements and themes. Hotels may create more personalized and enticing experiences for their target audience by incorporating guest input into the design process. The evaluation focused primarily on Song Dynasty aesthetics in hotel interiors, ignoring branding, marketing, and service offerings. Future research may examine how themed hotels affect brand recognition, market positioning, and guest loyalty. Academics who examine how themed hotels differentiate

themselves in the market and attract clients interested in foreign cultures may be able to help hoteliers obtain a competitive edge by employing historical aesthetics. The review study examined themed hotel projects' economic and social impacts, but more research is needed on their community participation and sustainability. Economic growth, cultural preservation, and local artists can benefit from themed hotels. However, gentrification, market saturation, and seasonal changes provide challenges. Future research should examine the ecological, social, and economic effects of themed hotels in prominent tourist destinations, focusing on affordability, cultural integrity, and inclusivity. The assessment also ignored the cross-cultural effects of themed hotel design on how tourists from other cultures, both Western and non-Western, regard historical aesthetics. Themed hotels must be culturally sensitive and suitable, especially when drawing inspiration from historical times and behaviours distinct from one's own. Further research might examine how themed hotels help tourists from various cultures understand and appreciate one another, bridging cultural gaps. The review article did not discuss how technology and digital media improve themed hotel guest experiences. Augmented reality, virtual reality, and interactive multimedia allow themed hotels to provide immersive historical experiences. Further research might examine how integrating technology for interaction, education, and narrative into themed hotel design affects visitors' perceptions, preferences, and behaviours. This investigation shows how modern hotels use Song Dynasty aesthetics. It has considerable drawbacks and needs more scholarly investigation. Addressing these limits and trying new methods will help us understand how themed hotel design affects destination development, guests experiences, and cultural heritage preservation.

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