

# **A Human Perspective on the Interior Design of Contemporary Hotel Lobbies in the Middle East The Case of Kuwait's Five-Star Hotels**

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## **Abstract**

### **Objective**

Often, the first impression that visitors have of a city comes from the lobby of their hotel, the design of which may simply replicate other branches of a global chain or may contribute towards building a distinct local identity. This paper discusses the relationship between globalization and localization in terms of hotel industry, and it provides some background on the history of hotels in general and hotels in Kuwait in particular. It goes on to examine the interior design of the lobbies of five-star hotels in Kuwait to determine whether they enhance localization and to see how interaction between visitors and locals is impacted by serving refreshments and by the characteristics of the hotel entrance.

### **Method**

After gathering background information and then studying drawings and design characteristics of the lobby, the researcher developed his own diagrams and spent two days making observations in each lobby, taking written notes and digital photos.

### **Results**

Certain lobby designs were more conducive to family groups, while others were more suitable for business groups. The availability of food and drinks was associated with increased interaction, but since the hotels are not easily accessible to pedestrians, there were not welcoming to the general public.

### **Conclusions**

In general, the research found that interior design styles in Kuwait's five-star hotels reflected a globalized atmosphere and did not focus on building a localized identity.

## **Keywords:**

Interior design, Kuwait, hospitality, hotel lobbies, space layout