STUDIES REGARDING THE ROLE OF FLORAL DESIGN WITHIN TOURIST BOARDING HOUSES

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Abstract

Ornamental plants, used in the decoration of indoor or outdoor spaces, are a source of beauty and give a touch of freshness and nature to any space. With their help, creativity can be easily expressed and they bring a number of benefits to living and working spaces. It contributes to a healthier and visually appealing environment, creating a sense of tranquillity and a connection with nature, giving a sense of comfort, relaxation and well-being, aspects increasingly sought by tourists.

The current paper presents aspects related to how ornamental plants and floral design can influence the activity of tourist boarding houses in Romania.

To carry out this study, questionnaires were used that were completed by a number of 100 people, tourists or potential tourists. After analysing the answers, it was found that the use of ornamental plants in the boarding houses gives a more welcoming and refreshing air. With the help of floral design, tourist boarding houses can create different elements to promote their image.

Key words: *boarding houses, design, floral arrangements, ornamental plants*

INTRODUCTION

Nature has always been for humans a place of rediscovery, relaxation, restoration. That is why it is highly sought after at all times of the year.

In according with the Statistical Summary of Tourism from Romania, in 2023 existed 1642 tourist boarding houses and 3498 agro-tourist boarding houses, with a total number of accommodation places of 33930, respectively 58086. The most tourist boarding houses and agro-tourist boarding houses being in mountain area (https://insse.ro/cms/sites/default/files/field/publicatii/turismul_romaniei_2021-2023_breviar_statistic.pdf).

The beauty of an area with special landscapes can be the strength of tourism intensification in those places. This aspect can be complemented by the fact that the interior of accommodation spaces is much more attractive in the presence of flowers.

Flowers create a pleasant and relaxing atmosphere, freshen the air and bring nature closer to us. The flowers used in interior design, whether they are cut flowers arranged in different floral compositions or potted plants, must harmonize with the respective space. They must contribute, together with the other elements of the room, to creating a harmonious whole.

Cut flowers are indispensable in the decoration of homes both during the holidays and in everyday life. Placed simply in a suitable vase or arranged in special floral arrangements, cut flowers give an air of elegance and distinction to any room and offer clues about the personality and sophistication of each of us [1-8].

MATERIAL AND METHOD

The main purpose of the current paper is to highlight the impact of floral design in tourist boarding houses.

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The paper presents aspects related to how ornamental plants and floral design can influence the activity of tourist boarding houses in Romania.

A questionnaire was used to carry out this study.

100 people, tourists or potential tourists, participated in the study. The obtained results were centralized and represented graphically.

The questionnaire/survey regarding the usage of floral design elements in tourist boarding houses is presented below.

1. Gender:
a. male
b. female

2. Place of residence:
a. urban
b. rural

3. Age category:
a. 18-34 years
b. 35-54 years
c. 55-64 years
d. over 65 years

4. Level of education:
a. high school
b. university

5. How often do you stay in boarding houses?
a. never
b. rarely
c. frequent

6. Do you consider useful the presence of floral design elements into a boarding house?
a. yes
b. no
c. I don't know

7. How do you think that the usage of floral design elements in boarding houses would influence your mood?
a. positive
b. negative
c. I don't know

8. Which is your favourite colour category?
a. warm
b. cold

9. Which type of floral design would like to find into a boarding house?
a. plants in pots
b. floral arrangements
c. plants framed (framing plants)

10. Where do you prefer to find floral design elements?
a. reception
b. rooms
c. dining area

11. Do you consider attractive the usage of floral design elements function of season or in according with different events?
a. yes
b. no
c. I don't know

12. Which ornamental plants are suitable in boarding houses?
a. native plants
b. exotic plants

13. Which type of floral arrangements would you prefer at the reception, lobby and on halls?
a. from fresh flowers
b. from dried flowers
c. from lichens, mosses and stabilized plants

14. Which type of floral arrangements would you prefer in your room?
a. from fresh flowers
b. from dried flowers
c. from lichens, mosses and stabilized plants

15. Which type of floral arrangements would you prefer in the dining area?
a. from fresh flowers
b. from dried flowers
c. from lichens, mosses and stabilized plants

16. Do you consider that the presence of floral design elements could influence your option to accommodate in the boarding house?
a. yes
b. no
c. I don't know

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RESULTS AND DISCUSSIONS

From the survey participants, 58% were females and 42% males (Figure 1). The majority of them (73%) have an urban residence and 27% have a rural residence (Figure 2). 68% of the respondents have the age between 35 and 65 years, 17% are over 65 years and 15% of them have the age from 18 years up to 34 years (Figure 3). 61% from respondents having a higher education and 39% graduated the high school (Figure 4).

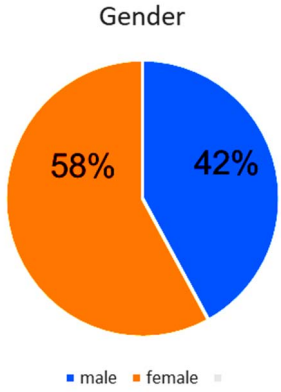

Fig. 1 Gender of the respondents

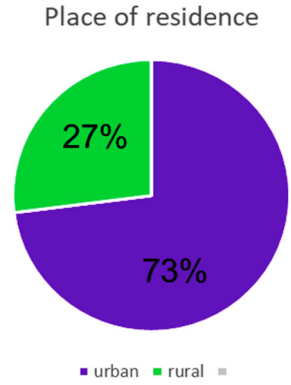

Fig. 2 Place of the residence

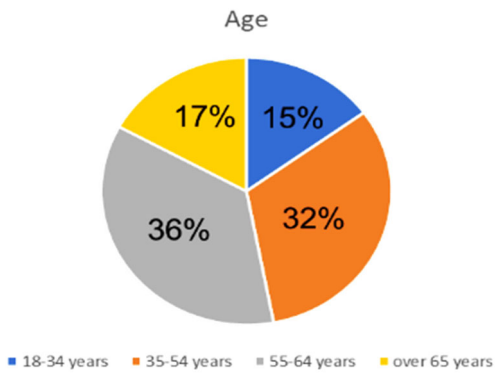

Fig. 3 Age of the respondents

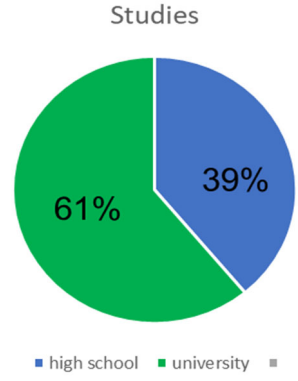

Fig. 4 The level of studies of the respondents

Regarding the question about how often do the stay in a tourist boarding house 71% from the respondents answer they stay frequently, 27% stay rarely and 2% answered that they never stayed in such type of accommodation (Figure 5).

A percent of 87% from the respondents consider useful the presence of floral design elements into a boarding house, 5% consider that these elements are not necessary and 8% of them haven't any opinion (Figure 6).

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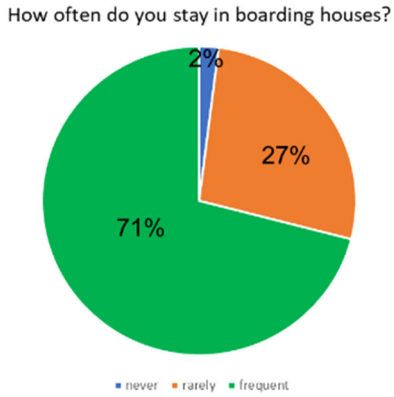

Fig. 5 How often do you stay in boarding houses

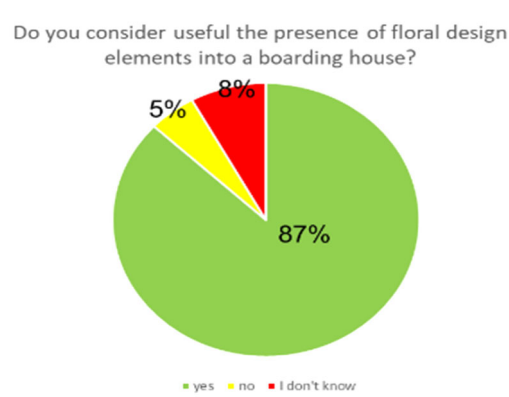

Fig. 6 The presence of floral design is useful or not

From the total number of respondents 90% consider that their mood will be influenced in a good manner by the presence of floral design elements, 6% have no opinion about this and 4% consider that their mood will be influenced in a negative way (Figure 7).

87% from the persons who participated in the survey prefer warm colours while 13% of them replied that they prefer the cold colours (Figure 8).

At the question "Which type of floral design would like to find into a boarding house?" 46% of the respondents prefer plants in pots, 35% appreciate floral arrangements and only 19% like plants framed (Figure 9).

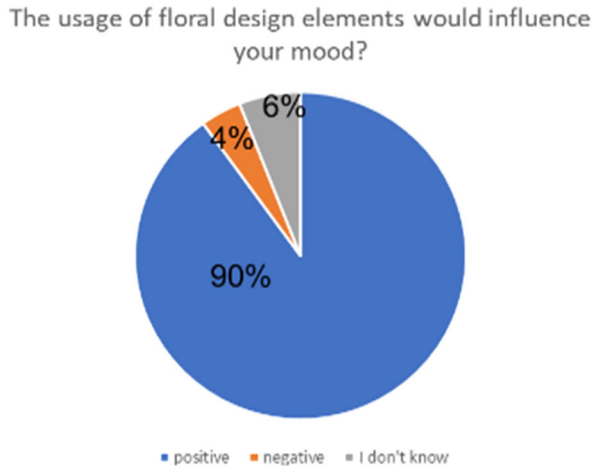

Fig. 7 Would the usage of floral elements influence your mood

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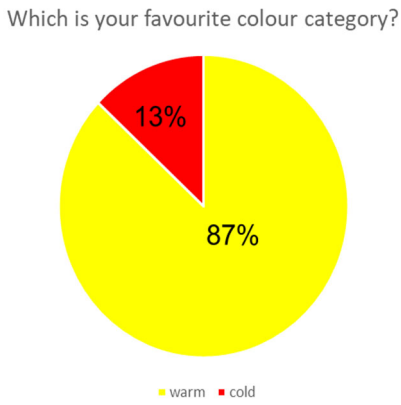

Fig. 8 Favourite colour category

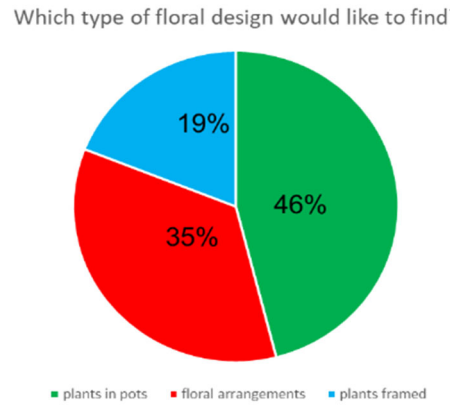

Fig. 9 Type of the preferred floral design

Regarding the placement of floral design elements, the answers were quite equal: 35% prefer in the reception area, also 35% prefer in their rooms and 30% like to find these floral arrangements in the reception area (Figure 10).

From the all questioned persons, 87% consider attractive the usage of floral design elements, 10% of them didn't consider their presence attractive and 3% have no opinion regarding this matter (Figure 11). 93% of the respondents consider that native ornamental plants are more suitable to be used in the tourist boarding houses while 7% prefer the exotic ornamental plants (Figure 12). The great majority of the respondents (51%) prefer fresh flower arrangements to be found in the lobby, reception area and halls, 38% prefer the arrangements realised from lichens, mosses and stabilized plants while 11% appreciate the arrangements realized with dried flowers (Figure 13).

In their rooms 52% respondents prefer to have arrangements from fresh flowers, 31% of them like to have arrangements made from lichens, mosses and stabilized plants and 17% appreciate the arrangements realized with dried flowers (Figure 14).

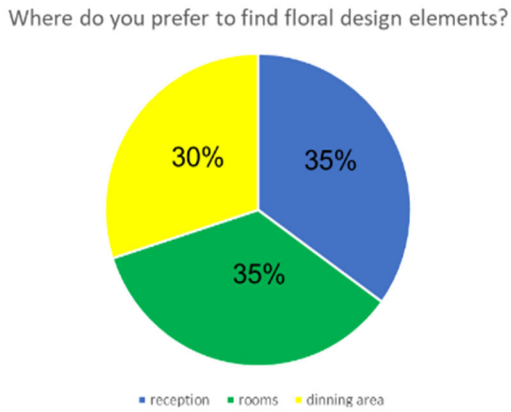

Fig. 10 Placement of floral arrangements

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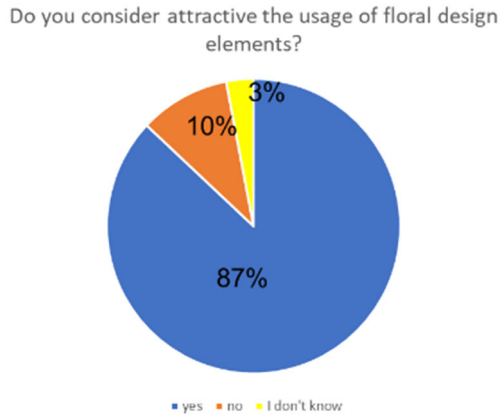

Fig. 11 Attractiveness of floral elements

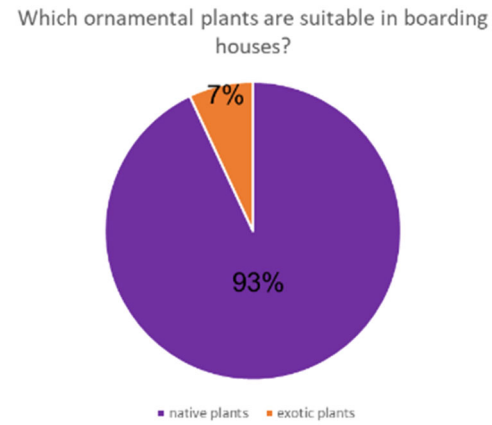

Fig. 12 Native or exotic ornamental plants

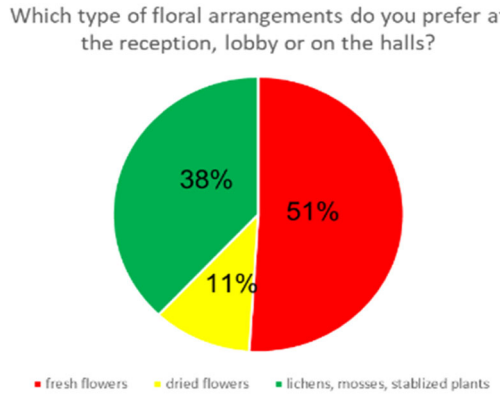

Fig. 13 Floral arrangements in the lobby

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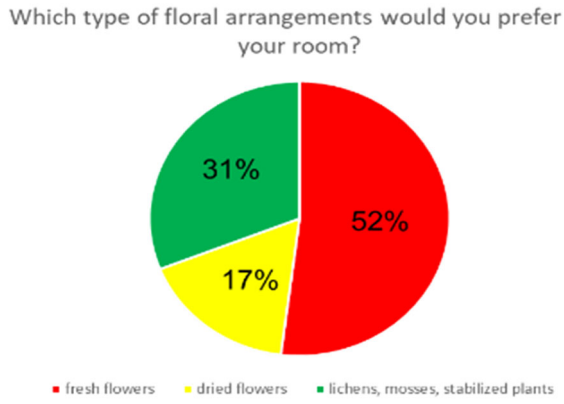

Fig. 14 Floral arrangements in rooms

In the dining area 59% of the respondents would like to find floral arrangements from fresh flowers, 23% of them would like the ones realized from lichens, mosses and stabilized plants and 18% appreciate the floral design elements realized from dried flowers (Figure 15).

From the total participants of the survey 63% of them answered that the presence of floral design elements will influence their option for accommodation into a tourist boarding house, while 37% say that the presence or the absence of such design elements will not influence their decision to accommodate or not in a certain boarding house (Figure 16).

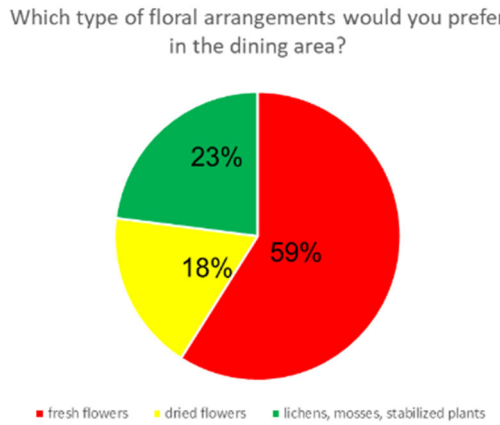

Fig. 15 Floral arrangements in dining area

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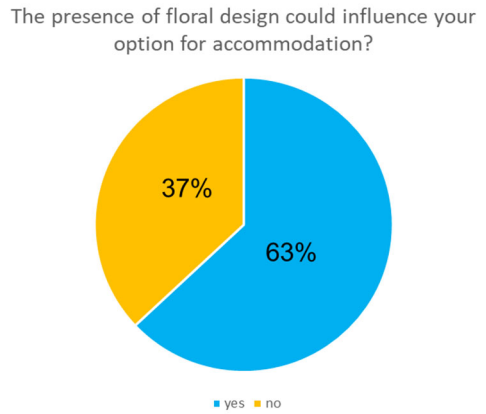

Fig. 16 Influence of the presence of floral design

CONCLUSIONS

At the end of the survey was noticed that the usage of ornamental plants in tourist boarding houses provides a more welcoming and revigorant state.

From the people participating in the survey, over 70% prefer to stay in boarding houses, 87% considering the presence of floral design elements in boarding houses useful.

The majority (90%) consider that a pleasant environment completed with floral design elements gives them a feeling of well-being, relaxing, warm and welcoming.

Floral design elements in warm colours are the most preferred by tourists.

Among the ways of expressing beauty, tourists prefer the environment created by plants in pots (46%) and flower arrangements (35%) and only a few prefer plants framed (19%).

According to tourists, all spaces of a guesthouse (reception, room, dining room) should be decorated with different elements of floral design, and most of them consider their arrangement attractive according to the season or event (87%).

Native plants are the most appreciated in making floral design elements, most tourists prefer floral arrangements from fresh flowers, then from lichens, mosses and stabilized plants, and less from dried flowers.

The use of floral design elements in guesthouses largely influences (63%) the option of tourists to stay in these spaces.

Using floral design, boarding houses could realize different elements for promoting their image.

As a general conclusion, flowers play an essential role in our lives and culture, providing not only a source of joy and beauty, but also a profound means of communication and expression.

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