

STUDIES REGARDING THE ROLE OF FLORAL DESIGN WITHIN TOURIST BOARDING HOUSES

B.-V. Avarvarei¹, C. Simeanu¹, E.-L. Chelariu^{2*}

¹Iași University of Life Sciences, Faculty of Food and Animal Sciences,
Iași, Romania

²Iași University of Life Sciences, Faculty of Horticulture, Iași, Romania
*e-mail: liliana.chelariu@iuls.ro

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