

# Analysis on The Atmosphere Construction of Theme Hotel Culture

Yichun Hou

Beijing International Studies University, Beijing 100024, China.

## Abstract

**The rise of theme restaurants shows that consumers should not only eat food, but also pay more attention to the "eating" environment. The biggest difference between the theme restaurant and the characteristic restaurant is that the theme restaurant not only pays attention to the distinctive dishes, but also pays more attention to the in-depth development of the theme culture, which highlights its main characteristics with the help of environmental rendering.**

## Keywords

**Theme restaurant; Theme culture; Atmosphere building.**

## 1. Introduction

When it comes to the theme restaurant, most people can't distinguish it from the characteristic restaurant, and even think they are the same. In fact, there are huge differences between the two. The specialty restaurant can only be said to be a branch of the theme restaurant. The essential characteristic of the theme restaurant is the specialty, which is not found in other restaurants. But it is not comprehensive to say that the specialty restaurant must be a theme restaurant. In the current catering industry, there are many characteristic restaurants, but strictly speaking, they cannot be called theme restaurants, because theme restaurants pay more attention to cultural publicity and highlight their main characteristics with the help of the characteristics of the environment.

Compared with the specialty restaurant, the theme restaurant pays more attention to the characteristics and appeal from the dishes to the environment. The theme focuses on how to use unique ideas to highlight characteristics and create a cultural atmosphere that can be seen everywhere. The specialty restaurant can only be regarded as close to the theme restaurant. As long as it is different from other restaurants in terms of cuisine, it can be called the specialty restaurant. The breakthrough in cuisine is the key. For the theme restaurant, the pursuit is the overall characteristics of different aspects.

## 2. Creating the cultural atmosphere of the theme restaurant

### 2.1. Definition of the cultural atmosphere of the theme restaurant

When talking about atmosphere building, first of all, make clear what atmosphere is. Generally speaking, atmosphere is a person's overall feeling of the surrounding environment. The cultural atmosphere of the theme restaurant is the overall feeling of people about the theme culture of the restaurant. What we should emphasize here is the whole. A little disharmony with the whole will destroy the integrity and the atmosphere. Therefore, to create the cultural atmosphere of the hotel theme restaurant is to organically combine various factors that affect the atmosphere to form a harmonious whole. For example, in a theme restaurant with the style of the Republic of China, a smart phone suddenly appeared on the table. Needless to say, because there was no smart phone in the Republic of China, such a little disharmony immediately destroyed the theme atmosphere of the restaurant. To borrow the words of the film and television industry,

let the audience "play". The purpose of creating theme culture is to let customers "enter the play".

## 2.2. The significance of creating thematic cultural atmosphere

1) The atmosphere of the theme restaurant can show the cultural connotation of the restaurant. The main performance of modern interior design is generally to combine cultural characteristics and design, and display the unique atmosphere of the restaurant through different methods, so as to display the cultural atmosphere characteristics of the theme restaurant, making it different from other restaurants. Therefore, cultural heritage is the basis for the long-term development of theme restaurants.

2) The atmosphere of the theme restaurant makes it more advantageous than other restaurants. The most fundamental factor for consumers to enter the theme restaurant is to be attracted by the theme atmosphere of the theme restaurant. The unique cultural atmosphere is bound to be closely connected with the theme of the restaurant, and is also a necessary factor to distinguish the theme restaurant from other restaurants. The theme restaurant must have its own brand image, so that consumers can be infected by the cultural atmosphere and deeply feel the cultural characteristics of the theme restaurant, so as to attract more consumers to experience and make the restaurant more competitive.

3) The atmosphere of the theme restaurant can make consumers have a better consumption experience. Consumers come to the theme restaurant not only to eat, but also to experience the characteristic atmosphere of the theme restaurant. What can attract consumers to eat in the theme restaurant is not only the taste of the food, but also the atmosphere characteristics created by consumers for the internal environment of the restaurant. Consumers can enjoy more pleasant dining experience in an environment full of theme culture atmosphere.

## 2.3. Factors affecting the theme cultural atmosphere

The creation of theme cultural atmosphere is mainly caused by different influencing factors. The theme atmosphere is presented to customers comprehensively, stereoscopically and from the outside to the inside, so that customers have the feeling of immersing themselves in it. For example, external influencing factors include space layout, lighting, color, goods display, and character clothing. For example, parent-child theme restaurants are usually brightly lit and brightly colored, displaying cartoon toys. The restaurant with the theme of lovers can create a romantic atmosphere with soft light. The theme restaurant display items and people's clothing with a sense of time also have a corresponding sense of time. The internal influencing factors include "software" aspects such as employees' behavior, speech, and service content. As mentioned earlier, the employees' behaviors and words should also conform to the era.

## 2.4. Means of creating thematic cultural atmosphere

### (1) Create atmosphere through color matching

People's vision is very sensitive to color, and more bright colors or different color splicing can catch consumers' sight at the first time. Color can act on any object or environment. In psychology, some color combinations can make people more relaxed or even happy, give people a more sympathetic feeling, and create a better atmosphere. Different colors can affect consumers' psychology. For example, orange is usually used in restaurants, which can promote people's appetite. Different colors can also be used in different theme decoration. For example, the theme restaurant in Chinese style usually uses classical red or dark walnut color set off with solid wood furniture, giving people a calm and dignified feeling.

### 2) Create atmosphere through light color mixing

Lighting is an essential and important factor in the restaurant. In the restaurant, lighting is not only used to reflect the role of lighting, but also the most important thing is to use different

lights to render different atmospheres. The color and intensity of the light should conform to the characteristics of the theme restaurant. Different lights should be selected according to different themes, not only considering the lighting needs, but also highlighting the theme atmosphere. Light color matching usually forms a whole with color matching, so that consumers can get the overall feeling of color, and thus feel the unique theme cultural atmosphere.

### 3) Create atmosphere by displaying items

The display of goods is also an indispensable part in creating the theme cultural atmosphere. The external expression of cultural atmosphere is all kinds of objects created by people. For example, I have seen a country-themed restaurant with old corn, red pepper, kerosene lamp, old satchel and other old rural items hanging on the wall, attracting customers' yearning and nostalgia for rural rural life. The tableware is made of coarse pottery bowls, bamboo baskets, and iron tableware, showing the rural style. The restaurant with the theme of the Anti-Japanese War Memorial displays old military uniforms, green military water bottles, old-fashioned pistol models and other items that fully display the theme of the Anti-Japanese War.

### 4) Create an atmosphere through characters' wearing and talking

Another factor that affects the theme cultural atmosphere comes from the service staff in the restaurant. Consumers directly interact with the service staff. The image and behavior of the service personnel convey the characteristics of the theme culture. For example, the clothing style of the service staff in the Wuxia culture theme restaurant is consistent with that in the Wuxia novels, and the service language is uniformly compiled into the Jianghu language, such as calling the customer "Great Xia", greeting the guests as "Beggars' Sect Leader! Qingcheng Sect Leader! Young Xia!", and seeing off the guests as "See you later, please don't go far", etc., which is ingenious, interesting and themed, so that consumers can experience different roles for a short time, Change your environment and mood temporarily.

## 3. Conclusion

At the beginning of designing the theme restaurant, we should focus on the creation of cultural atmosphere. The excellent theme atmosphere can not only highlight the cultural atmosphere of the theme restaurant, but also make the theme restaurant more competitive in the current catering industry, so that consumers have better consumption experience and better publicity effect. The atmosphere of theme culture needs to be created through various methods to better highlight the characteristics of the theme restaurant, so that the cultural connotation of the restaurant, the dishes and the mood of the characters can be unified, so that consumers can get an immersive feeling.

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