

Original Paper

Enhancing Hotel Guests' Psychological Experience through Artistic Expression and Positive Mood Changes

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Abstract

We aimed to probe the effectiveness of art therapy on hotel guests' self-awareness of mood. We introduced an art expression program at a hotel and examined its effect on self-awareness of mood changes among hotel guests. We let 47 hotel guests perform collage work and compared their self-awareness of mood before and after the art performance. The results showed a positive change in self-awareness of tension, confusion, fatigue, and vigor. A further elaboration of the art expression programs at hotels may add merits of staying in hotels. This study also demonstrated the possibility of cognitive psychology to apply to the hospitality business.

Keywords

collage, mood change, hotel

1. Introduction

This study aimed to expand the research field of applied cognitive psychology by introducing art therapy to hotel accommodations and assessing its effects. Specifically, the study examined the effect of collage therapy on the self-awareness of mood among hotel guests. Collage was developed as a technique in modern art in which artists cut pictures or illustrations from magazines and pasted them on drawing paper. It is now used as a method for art therapy and applied in hospitals, schools, and other areas.

Previous studies demonstrated the therapeutic benefits of collage therapy, such as a significant decrease in negative mood and facilitation of self-awareness through self-expression (Sugimoto & Okamoto, 2012; Kato, Imamura, & Nisato, 2014). These evidences were based on the therapeutic context of mental illness. However, the collage technique may be helpful in the facilitation of the mental health of

ordinary people as well.

Recently, the role of hotels has been diversifying. Customers' demands are changing, such that they require memorable experiences, levels of satisfaction, and increased well-being by staying in hotels. For this reason, many hotels endeavor to introduce authentic programs for consumers. For such purposes, an art expression program is expected to positively alter the cognitive framework and increase the well-being of guests.

2. Method

The main objective of the present study is to introduce an art expression program at a hotel and examine its effect. The study recruited 47 hotel guests (Mean age = 40.8, 12 males and 35 females). First, they answered the Temporary Mood Scale (TMS, Tokuda, 2011). TMS includes six subscales: tension, depression, anger, confusion, fatigue, and vigor. Next, they underwent collage expression. In this process, they cut pictures from various media, such as magazines, and pasted them on drawing paper. Afterward, they answered the TMS once again.

3. Result

The study compared the scores for the subscales of the TMS before and after the collage work. The result of the paired t-test pointed to significant differences in tension ($t(46) = 2.86, p < .01, d = 0.52$), confusion ($t(46) = 3.52, p < .01, d = 0.64$), fatigue ($t(46) = 2.53, p < .05, d = 0.27$), and vigor ($t(46) = -2.13, p < .05, d = -0.40$). There were no significant differences in depression and anger. Table 1 shows TMS scores before and after collage expression.

Table 1. TMS Scores before and after Collage Expression

	before		after		<i>t</i>	<i>d</i>
	Mean	SD	Mean	SD		
tension	2.28	0.86	1.84	0.82	2.86	** 0.52
depression	1.40	0.65	1.23	0.63	1.28	0.27
anger	1.15	0.46	1.11	0.60	0.42	0.07
confusion	2.15	0.93	1.57	0.87	3.52	** 0.64
fatigue	2.21	0.97	1.94	1.02	2.53	* 0.27
vigor	3.23	0.73	3.58	0.99	-2.13	* -0.40

** $p < 0.01$, * $p < 0.05$

4. Discussion

The mean scores for depression and anger were relatively low both before and after the collage work. The environment of the hotels exerted a relaxing effect, which may decrease negative mood such as depression and anger originally. For this reason, no difference exists among the subscales.

The factor of confusion includes the essence of concentration and motivation. Moreover, the experience of immersing and enjoying collage work may increase the sense of concentration and motivation. Vigor includes items related to a lively and cheerful mood. In contrast, tension and fatigue include negative aspects of mood. Our previous study demonstrated that the collage technique facilitated psychological regression, exerted a relaxing effect, and led to increased vigor (Kato, Imamura, & Nisato, 2014). The exact process occurred in the current study, which is reflected in the increase in scores of vigor and decrease in tension and fatigue.

This finding is helpful for future applications of art expression programs at hotels. Therefore, examining the effect of other types of techniques is essential for future studies. This study also demonstrated the possibility of cognitive psychology to apply to the hospitality business.

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