

HOTEL DESIGN: THE ROLE OF ARCHITECTURE IN HOSPITALITY AND TOURISM

Walson, Jack Ngo.

Walson, Jack Ngo is currently pursuing master's degree program in Architecture in Rivers State University, Nigeria, +234 806 298 5372. E-mail: ngojackwalson@gmail.com.

KeyWords

Architecture, Design, Elements, Hospitality, Hotel, Hospitality, Industrial, Tourism.

ABSTRACT

This study describes what role architecture plays in hospitality which is the hotel industry and tourism, it explains what a hotel is and how architecture and design can be significant players in the hospitality sector, which includes the hotel business and tourism. This research also discusses the role that architecture plays in these sectors. In order to provide visitors with a memorable and delightful experience, architectural design is essential. A well-designed hotel or resort improves utility, aesthetics, and comfort, elevating the whole hospitality experience. The layout, interior design, lighting, and landscaping are all components that help to create a welcoming experience for visitors.

Introduction

A fundamental part of drawing visitors and other travelers to cities is the architecture of hotels and other lodgings. Modern hotels should be built to meet the demands of hospitality and tourism as business and leisure travel will continue to rise. The growth in the tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Jaswal SS (2014). Tourism, one of the world's fastest-growing industries, contributes greatly to the generation of both jobs and foreign money in many countries. According to the World Trade Organisation (1993), "tourism encompasses the activities of persons travelling and staying in places outside their usual environment for leisure, business, and other purposes for not more than one consecutive year."

Religious and spiritual tourism: As mental illness becomes more prevalent around the world, more people are finding refuge in spiritual reading, meditation, and heavenly delight. Religion is essential to followers of the major faiths and sects. For a long time, Hinduism, Islam, Buddhism, Jainism, Zoroastrianism, and other religions coexisted with Christianity.

Rural tourism: is an important industry for the expansion of the tourism industry. Traveling through the countryside. Rural tourism should be enticing to guests while also being financially sustainable for the host community. All development organizations must coordinate their actions in order to fully realize their immense potential. The community will surely benefit financially and improve the quality of life in the village through well-planned and well-executed development. The local community's ability to provide tourist amenities and develop a friendly environment is critical to the feasibility of such an expansion. The hotel and restaurant industries are rapidly developing, as is rural tourism. More rural tourist profits will undoubtedly provide an appealing source of income for the poor

rural community. It increases purchasing power across the board and supports the expansion of the rural economy. People's quality of life will unquestionably increase with improvements to infrastructure, including trains, power, water, health, and sanitation.

Sustainable tourism: According to the concept of sustainability, individuals must live within the boundaries of the ecosystems they support. Sustainable development is defined as addressing current requirements "without jeopardising future generations' ability to meet their own demands." Long-term planning and resource conservation are critical components of sustainable development. Support for sustainable ecological development in the tourism sector is expanding rapidly since it is the logical means of connecting environmental challenges with business growth and development.

Nature tourism: travellers and service providers are currently seeking to rethink nature as a tourist destination in quest of novel tourism products. Experiences with animals and plants in their natural settings are the main emphasis of contemporary nature tourism. Natural tourism highlights nature's beauty and lets visitors experience it in its unaltered state. Unspoiled natural and sociocultural attractions are taken into account in ecotourism. Nowadays, the terms "ecological tourism" and "nature tourism" are used interchangeably. The sector of the tourism business that is now growing at the quickest rate is natural tourism.

Adventure Tourism: this type of tourism has been identified as one of the most important subsectors of both domestic and international tourism. Young folks attend single-child gatherings mostly to get experience. Risk and adventure shape the attitudes and habits of young travellers. Young people are travelling more frequently for a variety of reasons, including a desire for a more exciting and unique experience, cheaper long-distance travel, rising higher education participation, declining youth unemployment, increased travel budgets due to parental support, and others. Young people and the adventure tourism sector both require a lot of space to thrive. The growth of student populations around the world, particularly in less developed countries, as well as lower travel costs and an increase in the number of students, has increased demand for numerous important supply regions such as Central and Eastern Europe, Asia, and Latin America.

Mice Tourism: The Meetings, Incentives, Conferences, and Displays industry is rapidly increasing and strongly linked to business travel. Meetings, conferences, displays, and incentive tours are just a few examples of mouse-related activities. Despite the fact that they are sometimes referred to as mice, each of these subgroups of mice has distinct characteristics. The convention office is gradually offering service providers and meeting, incentive, and exhibition organisers.

History Of Hotels

By and large, the advancement of lodging goes back about twelve thousand years. Then it was based on individuals living in segregated communities stretching out neighborliness to periodic voyagers in return for news and correspondence with the remainder of the world. Later money turned into the component of trade, and explorers were supposed to pay. A few families became known for these administrations and kept a specific portion of their family for this developing business. During circumstances such as the present, the inns were intriguing. Increased goes led to shipping lanes, which had covers for housing. Later on, with the presence of huge metropolitan communities of enormous domains, the quest for abundance made an influx of individuals from different regions. Convenience in these enormous urban communities became difficult and individuals had to pay for their housing or experience the components of climate. More families started to dedicate most of their time and living space to visitors who were ready to pay. As the business turned out to be more worthwhile, families began to procure their vocation by giving all their opportunity to these paying visitors. In this manner, the earliest lodgings were just little privately-owned company which offered bed and board|| without all the present-day complexities of the advanced inn. These later, formed into hostelries, which were greater and had more charming encompassing. During those days, the hostelries comprised of the front part of the house which the gathering and the public rooms, or the canvassed arcades in the caravansaries where the visitor gathered to feast and to mingle. The other portion of the house, the rear of the house was where food was ready and where the visitors 'administration conveniences were dealt with. While the owner, the man with a couple of assistants invited the visitor at the front entryway and welcomed him, arrangements were made for his food and housing. The owner 's spouse with a couple of helpers utilized the back yard to plan food which was then cooked in the kitchen. As these housing began to earn respect, state specialists attempted to manage their running. This didn't help a lot to improve their circumstances. One point in the support of these lodgings at that period which is no more the circumstance presently is the honorability and

individuals of the privileged didn't have need for these motels. They were usually perceived and held onto by others of the privileged, or were offered the best neighborliness in strict foundations whose presence was generally upheld by them. With the development of the modern upset, the matter of hotel keeping started to advance. Better and more up to date thoughts were presented in and around London. Administrations were increased and principles of cleanliness were gotten to the next level. By the finish of the eighteenth 100 years, English motels acquired the standing of being the finest on the planet, accomplishing their pinnacle during the center of the nineteenth hundred years. About the end of the eighteenth hundred years, there was a takeoff from the customary technique for housing visitors to giving extravagance and catering to garishness. The term inn 'was given to these new forms of motels in France and later in Britain. The main extraordinary development of this new lodging was in Switzerland during the mid-nineteenth 100 years. Swiss Hoteliers internationalized the inn business by bringing in French cooks. This endeavor to draw in visitors by presenting prompting in form of extra or exceptional visitors turned into the model for lodgings jumping up all over Europe. In America, the improvement of the business was a lot quicker, following the pattern of development and uninhibited advancement characteristic of Americas in that age. Presently after the unrest, American hotels turned into the biggest in the world and were set to providing the most ideal administrations that anyone could hope to find. The railroad organizations saw the upsides of the inn thought. They developed inns at significant railroad intersections and stations to provide food for and further entice their voyaging customer base. It became apparent that the United State would expect leadership in the improvement of the advanced five-star lodging, fundamentally on the grounds that the average American did impressively more traveling than the occupants of other countries. Also, contrary to what is gotten in Europe, anybody who could manage the cost of it, whether from the Aristocracy or the general population, could partake in the administrations of the lodging. The city Inn in the New York was opened in 1894, the primary building in America to be raised explicitly for that Purpose. New York 's first sky-scraper, a six-story building, Was the Adelphi Inn.

Historical Development of Hotels in Nigeria

Before the arrival of the European settlers, missionaries, and colonizers, travelers sought refuge in houses. The concept of accepting payment in advance for food was foreign and inconceivable to the spirit of African hospitality and the extended family structure. The has were really happy to offer both food and protection. It was believed that fighting for one's guests would earn one rewards from the holy creatures. Rest homes were built when the colonists arrived to safeguard them when they traveled into the countryside for official purposes. The majority of these early rest homes did not have cooking facilities, and the colonists lived in with their entire family. After that, these rest stops changed their names to catering rest stops, and anybody with money could enter for the administrations. While this was happening, the growth of commercial hubs like Lagos, Kano, Onitsha, and Port-Harcourt brought with it the kind of innovation in accommodation that took place in Europe. Famous sites along all-encompassing travel routes, such as Benin and Asaba, began to thrive as overnight accommodations for explorers were developed. Although not as quickly, hotel facilities began to rise in the focuses themselves. In metropolitan locations, the humble were often the clientele for these hotels. The long family system and the custom of becoming your sibling's guardian were used by the majority of people to overcome the housing issue. There were no hotels or housing units available. While this was happening, the growth of commercial hubs like Lagos, Kano, Onitsha, and Port-Harcourt brought with it the kind of innovation in accommodation that took place in Europe. Famous sites along all-encompassing travel routes, such as Benin and Asaba, began to thrive as overnight accommodations for explorers were developed. Although not as quickly, hotel facilities began to rise in the focuses themselves. In metropolitan locations, the humble were often the clientele for these hotels. The long family system and the custom of becoming your sibling's guardian were used by the majority of people to overcome the housing issue. There were no hotels or housing units available. However, the inn has become much more acceptable in light of modern Nigeria's goal for solace and want for a home (class identifiable evidence disorder). The way of life has been complemented, and the ongoing quest for solace has been elevated, as a result of the oil blast's approach, which (as a result of the proliferation of million-naira contracts) injected enormous sums of money into the financial balances of a huge level of money managers and experts. More Nigerians had come to understand the value of accommodations that met global standards as the economy of the nation developed. Numerous housing developments were launched not long before liberation in numerous key urban areas. These inns were essentially equipped with the intention of serving the upper class. The typical person avoided these magnificent inns because the prices were prohibitive, as did the exiled employees of public and private organizations. Furthermore, the nation has recently been hosting sizable international exhibits. The bureaucratic government funneled a substantial amount of money towards the construction of hotel structures in several important cities as a result of the FESTAC '77 and other mainland brandishing meetings. State governments have also set aside significant sums for the construction of opulent accommodation in several urban areas around the nation.

Normalization and categorization of lodging has become a matter of public policy. According to the real account, the simple organization and management of the lodging in earlier times have changed into more complex management and operation of the hotel industry. There are several explanations for this. One is the competition that arises as a result of an increase in the number of these accommodations. A second justification would be to suit the requirements of modern-day home living; after all, a hotel is meant to serve as a home away from home. The rapid growth of the human population and the steadily rising demand for labor and goods serve as a third factor. Every one of these have finished in what is currently the cutting edge featured lodgings, which from the above unassuming commencement account, have incorporated almost each help in its capability. At a charge, the visitor will get almost everything in current five-star lodging.

Functional Requirement for A Hotel

When developing hotels, there are various requirements and considerations to keep in mind. When building a hotel, it is critical to consider the site, practicality, construction materials, aesthetics, guest comfort, and safety. These elements can assist hotel designers in creating a facility that is both functional and visually beautiful.

Location

The location is one of the most significant factors to consider while developing a hotel. The hotel's location can have a considerable influence on its performance. The hotel should be located in a convenient location with a nice view for guests. It should be located in a safe, secure, and well-connected region to transit choices.

Functionality

Another important aspect to take into account while building a hotel is functionality. The design of the hotel should make it simple for visitors to traverse. The layout of rooms, common areas, and other facilities should maximize the use of available space while still being easily accessible. The hotel's layout should be optimized to provide guests with a comfortable and hassle-free stay.

Construction Materials

The building materials used in the design of a hotel must be carefully considered. A hotel should be designed using materials that are long-lasting, ecologically sustainable, and visually appealing. The use of high-quality materials extends the life of the hotel and demands less frequent maintenance. Sustainable materials are also good for the environment, and guests typically have positive feelings about hotels that use them.

Aesthetics

The hotel's aesthetics may have a big impact on how guests perceive it. The hotel should have stunning aesthetics and reflect the regional style or theme. The interior decoration of the hotel should complement the overall theme and provide visitors with a comfortable and welcoming environment.

Guest Comfort

Guest comfort is a key element in hotel design. The hotel should be designed to provide travelers with a relaxing and friendly environment. The rooms should have adequate space, lighting, and ventilation. To make the bedding and furnishings more comfortable, high-quality materials should be chosen. Along with these requirements, the hotel should provide room service, Wi-Fi, and air conditioning.

Safety and Security

The design of the hotel should make the guests feel secure and at home. The hotel needs to have fire safety measures in place, such

as smoke detectors and fire extinguishers. The hotel should also have a security system in place to protect guests from any dangers.

Architecture's Role in Hospitality and Tourism

Architecture plays a significant role in shaping the experience of hospitality and tourism. The design and aesthetic appeal of a hotel, resort, or tourist attraction can greatly impact the overall success of the hospitality industry. From iconic structures that draw tourists to innovative designs that enhance guest experiences, architecture has a vital role to play in attracting and accommodating travelers.

Firstly, architecture serves as a gateway to a destination. Iconic buildings and structures have become landmarks that symbolize a particular place. For example, the Eiffel Tower in Paris, the Great Wall of China, or the Sydney Opera House in Australia have become synonymous with their respective countries. These architectural marvels not only attract tourists but also contribute to the local economy by promoting travel and tourism. Their unique designs and historical significance make them must-visit attractions for travelers from around the world.

Moreover, architectural design plays a crucial role in creating an enjoyable and unforgettable experience for guests. A well-designed hotel or resort elevates the overall hospitality experience by enhancing functionality, aesthetics, and comfort. Elements like the layout, interior decoration, lighting, and landscaping all contribute to creating a pleasing environment for the guests. Aesthetically pleasing spaces can promote relaxation and create a sense of escapism. Hotel rooms designed with attention to detail and comfort can make guests feel at home while providing an ambiance of luxury and indulgence.

In recent years, sustainable architecture has gained popularity in the hospitality industry. Green buildings and eco-friendly resorts are designed to minimize their impact on the environment while providing a unique experience for visitors. These structures often utilize renewable energy sources, employ recycling systems, or use sustainable materials. Sustainable architecture not only attracts environmentally-conscious tourists but also helps in preserving the destination's natural resources and cultural heritage.

Architecture also plays an important role in creating spaces that cater to the diverse needs and preferences of travelers. In today's globalized world, travelers come from various cultures and backgrounds, seeking unique experiences. The architecture of hotels, resorts, and tourism destinations can reflect the local culture and traditions, providing an immersive experience for visitors. Incorporating elements of local art, crafts, and architecture gives guests a taste of the destination's cultural heritage, adding value to their tourism experience.

Lastly, as architects we also contribute to enhancing the accessibility and functionality of hospitality spaces. They design accommodations and attractions that cater to disabled individuals, elderly tourists, or families with young children. By considering the needs of different groups of travelers, architects ensure that hospitality spaces become inclusive and accessible for everyone.

Hospitality Architecture

Hospitality architecture is concerned with the creation of structures and buildings such as hotels and restaurants. The objective of the hotel design architecture is to create a luxurious and inviting space that caters to the needs and preferences of the discerning travelers. The architecture will combine modern elements with a touch of local culture to create a unique and memorable experience for guests.

A. Exterior Design:

The hotel will feature a grand entrance with a contemporary design that reflects the elegance and sophistication of the property. The use of glass and metal elements will create a visually stunning facade, while incorporating local architectural influences will add a sense of place. The landscaping will be meticulously planned, incorporating lush greenery and indigenous plants to create an oasis-like feel.

B. Reception and Lobby:

Upon entering the hotel, guests will be welcomed by an expansive and airy lobby area. The reception desk will be positioned to create a seamless flow, providing a warm and personalized check-in experience. The interior design will feature plush furnishings, high ceilings, and a combination of natural and artificial lighting to create a welcoming ambiance.

C. Guest Rooms:

The hotel will feature a variety of guest rooms, ranging from standard rooms to luxurious suites. Each room will be tastefully designed, incorporating a neutral color palette with pops of vibrant hues inspired by the local culture. The rooms will feature modern amenities, including comfortable beds, workspaces, and smart technology. Floor-to-ceiling windows will allow natural light to flood the rooms while offering breathtaking views of the surroundings.

D. Restaurants and Bars:

The hotel will house multiple dining options, including a fine dining restaurant, a casual cafe, and a vibrant bar. The design of these spaces will incorporate a harmonious blend of contemporary and traditional elements, creating an atmosphere that is both inviting and chic. The use of high-quality materials and textures will elevate the dining experience, while the layout will be optimized to create intimate and sociable spaces.

E. Recreation and Wellness Facilities:

To cater to the wellness needs of guests, the hotel will feature a state-of-the-art fitness center, a spa, and a swimming pool. The fitness center will be equipped with modern exercise equipment, while the spa will offer a range of rejuvenating treatments inspired by local traditions. The swimming pool area will be surrounded by lush greenery, creating a serene and tranquil environment for relaxation.

F. Meeting and Event Spaces:

For business travelers and events, the hotel will provide flexible and well-equipped meeting and event spaces. These spaces will be designed to accommodate a variety of event types, including conferences, seminars, and social gatherings. The layout will allow for easy customization, with modern audio-visual technology and seamless connectivity to ensure a smooth and successful event.

Architects design not only the outside but also the interior plan. They design the foyer, all public spaces, and the overall aesthetic of the building.

Conclusion

Architecture plays a crucial role in shaping the experience of hospitality and tourism. Its impact extends from creating iconic landmarks that attract tourists to designing comfortable and aesthetically pleasing spaces that enhance guest experiences. The hotel design architecture will seamlessly blend modern elements with local influences to create a luxurious and inviting space. The focus will be on creating a memorable experience for guests, with attention to detail, high-quality materials, and a harmonious ambiance throughout the property. From reflecting local culture to incorporating sustainable practices, architects contribute to making tourism destinations inviting, accessible, and unforgettable for travelers from around the world.

Acknowledgment

I wish to thank to, God, my family and my project supervisor who supported me to complete this project.

References

- [1] Dargahi, S., & Pazhouhanfar, M. (2014). The Role of Hotel Architecture in Tourists Attraction Development. *European Online Journal of Natural and Social Sciences*, 3, 276-288.
- [2] Jaswal SS (2014) Role of Tourism Industry in India's Development. *J Tourism Hospit* 3: 126. doi:10.4172/2167-0269.1000126.
- [3] Lee, J. (2011). Role of Hotel Design in Enhancing Destination Branding. *Annals of Tourism Research*, 38(2), 708-711.
- [4] Pannell Kerr Forster (1993a). Spatial Planning for Hotel Design, *International Journal of Contemporary Hospitality Management*, 5(2), 10-12.
- [5] Pannell Kerr Forster (1993b). Factors influencing the design of hotels, *International Journal of Contemporary Hospitality Management*, 5(2), 17-19.
- [6] Sop, S.A. (2020). A Systematic Literature Review on Hotel Design, *Turizm Akademik Dergisi*, 7 (2), 297-310

- [7] Thommandru, M. Espinoza-Maguiña, E. Ramirez-Asis et al., Role of tourism and hospitality business in economic development, *Materials Today: Proceedings*, <https://doi.org/10.1016/j.matpr.2021.07.059>
- [8] Zemke, D. M. V. & Pullman, M. (2008). Assessing the Value of Good Design in Hotels, *Building Research & Information*, 36(6), 543-556.

© GSJ