



CHAPTER 2

Precedent studies



Fig.5 Hotel fantasy



2.1 CURRENT TRENDS IN HOTEL ACCOMMODATION DESIGN

According to Todd and Mather (1995:7), a hotel can be defined as follows:

'Hotels and similar establishments...are typified as being arranged in rooms, in number exceeding a specified minimum; as coming under a common management; as providing certain services, including room service, daily bed-making and cleaning of sanitary facilities; as grouped in classes and categories according to the facility and services provided.'

In understanding the difference between a boutique hotel and a specialist hotel, case studies were investigated to determine the relationship between these hotel types and other forms of hotel types that are currently trends in hotel accommodation. Case studies are based on a summary of a report by C.H Gillespie, the Scottish Hotel School, University Strathclyde, Glasgow, entitled: *International current trends in hotel accommodation design*. Boutique hotels and specialist hotels currently dominate the hotel industry and architects, interior designers and artists are employed to create unique identities for these hotels to distinguish them from the well-know international franchise hotels. This investigation of current trends provides the direction for the design.



2.1.1 Boutique hotels

These are niche-market hotels which promote their uniqueness as being currently fashionable. These hotels are cost efficient because they dispose of costly non-essentials and concentrate on budget and operational expenses. Their success over competitors lies in their presentation of tactical promotion techniques. These include the hotel as lifestyle product, which allows guests to buy into and add layers of micro feeling to their stay in the hotel. Boutique hotels could be part of a hotel franchise.

Case study

Lute Suites

Location: Amsterdam, Netherlands

Hotel type: Boutique Hotel

Designer: Marcel Wanders

Completion: 2006

Lute Suites is a combination of a visionary hotel and a restaurant. Commended as one of Europe's most acclaimed young designers, Marcel Wanders was so inspired by chef Peter Lute's restaurant in the village of Ouderkerk (near Amsterdam) that he designed a hotel around it on the site of an 18th-century gunpowder factory. The resulting complex is seven freestanding structures: three-level gabled cottages, each with kitchenette and living room, all facing the Amstel River. The Lute Suites are individually decorated with signature touches from the designer, including his famous "knotted chair", on display at New York's MOMA.

Guests to the hotel experience Wander's goal for the complex: 'to surprise, to delight, and to elicit a strong emotional response'. The design is elegant and provides a guest with all the amenities needed.

Case study

Ten Bompas Hotel

Location: Johannesburg, South Africa

Hotel type: Boutique Hotel

Originally a private home of Ten Bompas, the building was converted into an exclusive city hotel with 10 suites and a contemporary restaurant. Three buildings were added to the old house, all connected by a footbridge. Each suite has been individually decorated by a different interior designer, using his or her interpretation of African artefacts. Each suite has its own name indicating its style and furnishing.

This hotel provides an interior exploration of the identity of a contemporary African hotel. It is decorating at its best and does not reflect a particular school of architecture. This hotel forms part of three hotels recognised by Design Hotel TM franchise as international boutique hotels. However, the classification of a hotel type in South Africa is not clear and, according to opinion, this hotel could just as well have been a bed and breakfast guest house. It is clear, however, that most international guests expect an expression of African style in the décor of a hotel to enhance the hotel's identity in its context.



Fig.7 Lute Suites

Fig.8 Ten Bompas Hotel

2.1.2 Specialist hotels

The specialist hotel is a key concept of the owners and not of a hotel franchise.

Specialist hotels provide one-off hotels which are non-corporate. These hotels grasp the imagery of the icon and utilise symbolism and metaphors to create a strong positive memory and experience for the guests. Signature designers are used in the design.

Case study

Hotel Fox

Location: Copenhagen

Hotel type: Specialist hotel

Architect: Jarmers Plads 3

Completion: 2005

For the launch of the new Volkswagen Fox, twenty-one international artists from the fields of graphic design, urban art and illustration turned Hotel Fox into one of Copenhagen's most individual hotels with sixty-one (61) rooms. Each room houses an individual piece of art ranging from whacky comical styles to strict graphic design, fantastic street art and Japanese Manga to simply spaced out fantasies. The marketing promise is that each room is unique and provides guests with the opportunity to stay in a room that will suit their personality. Although this is a specialist hotel, practical hotel functions and facilities were addressed in the rooms. General styling in the room is largely restricted to the images that engulf the surface of the walls and bed. Thus, the functionality of the room is not compromised.

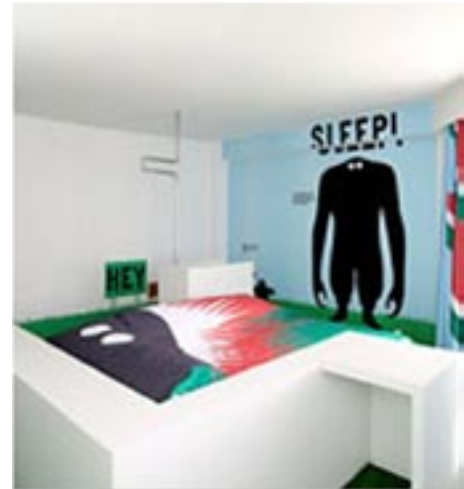


Fig.9 Hotel FOX

Daddy Long Legs Hotel

Location: Long Street, Cape Town, South Africa

|Hotel type: Specialist hotel

Architect: Scott Johnston Architects

Completion: 2006

This specialist hotel is a remodelling of a residential block of flats in Long Street, Cape Town. Thirteen South African artists were commissioned to design and decorate the thirteen rooms of the hotel. Artists on the project received R10 000 for art and building material and R7 000 for labour to complete a room. The owner of the hotel, Jody Aufrichtig, wanted a hotel that fell between impersonal hotels and backpacker lodgings. Rooms in the hotel had to be 'funky and affordable'. On arrival guests are taken on a tour of the rooms and he or she can choose which room he or she would like to stay in. This hotel caters for a specific niche market, and is not universal to a wide range of guests. The themed hotel rooms are artistic installations and do not address the practicality of traditional hotel rooms and services. It is questionable whether a business guest would stay for longer than two days in a particular room. Another concern is how long the theme rooms will stay fashionable and if it is possible to change the rooms annually without disruption.



2.1.3 The lower and mid-share of the international hotel market

These budget hotels are standardised to accommodate families, where cost reductions are crucial to charging reduced room rates. The guest rooms represent 85% of the total built area of the hotel. Combined hotel and timeshare properties are new concepts in this market intended to make good design, redesign and interior design affordable in this market.

2.1.4 Luxury chain hotels

These hotels provide guests with status, escapism and fantasy. The hotel provides multifunctional facilities to satisfy the need for leisure and business travel.

The rooms of luxury hotels are bigger and the guests have more venues to explore within the hotel (clubs, shops etc.) Quality and quantity of services are more important than an architectural success story. High standards at competitive rates are a demand. Marketing of luxury hotels is more important than in specialist and boutique hotels.

2.2 Hotel classification

The star classification system is common for rating hotels. Higher star ratings often indicate hotels with higher levels of luxury. Traditional systems rest heavily on the facilities provided, which is often disadvantageous to smaller hotels whose quality of accommodation could fall into a certain class but the lack of a particular item, such as an elevator, prevents it from acquiring a higher categorisation

There have been attempts to unify the classification system internationally so that it becomes a reliable standard. However, large differences exist in the quality of the accommodation and the food within one category of hotel. In South Africa the Tourism Grading Council of South Africa is responsible for the grading of hotels. The minimum requirements set out in the grading document (refer to appendix) are vague and open to interpretation, for example:

'The size of a bedroom should allow for guests to move easily, with free access to all furniture and fittings in the room. All doors, windows, cupboards and draws should open with ease.' (How big must the bedroom be? What furniture is required for a certain star?)

In contrast, the German and American classification is much more detailed and a room is graded according to its size and amenities as summarised in Tables 2.1 and 2.2.



Table 2.1 German Hotel Classification Criteria

Category	1 star	2 stars	3 stars	4 stars	5 stars
Double room Surface(m2)	12	13	16	20	25 or more
Bathroom Surface(m2)	4	4	5	6	7 or more
Room width	3.15m to 3.30m	3.15m to 3.50m	3.15m to 3.80m	3.15m to 4.50m	4.50m or more
Corridor width	0.85m to 1.00m	0.90m to 1.00m	1.00m to 1.20m	1.20m to 1.50m	1.40m to 2.00m
Equipment	CW & HW	CW & HW	CW & HW	CW & HW	CW & HW
	1 BT or SH for 25 beds	30% of rooms with WC and BT or SH	75% of rooms with WC and BT or SH	100% of rooms with WC and BT or SH	100% of rooms with WC and BT or SH

Table 2.2 United States of America Hotel Classification Criteria

Category	1 star	2 stars	3 stars	4 stars	5 stars
Double room Surface(m2)	12	16	18	22	26
	Accommodation for simple needs	Accommodation for moderate needs	Accommodation for greater needs	Accommodation for high demands	Accommodation for the highest demands
Equipment	CW & HW	CW & HW	CW & HW	CW & HW	CW & HW
	WC and BT or SH	WC and BT or SH	WC and BT or SH	WC and BT and SH	WC and BT and SH

BT: Bath Tub
 CW: Cold Water
 HW: Hot water
 S: Sink
 SH: Shower
 WC: Toilet Bowl



2.3 PRECEDENT STUDY CONCLUSION

This project thus proposes from the statistics and the case studies the following form generators:

- (1) The project is a response to the need of hotel design in South Africa, where
- (2) star classification is based on room size and amenities in the room. This will provide a hotel with a multiple star classification to make the building accessible to a range of guests and their needs, whilst
- (3) creating an identify reflecting the African context with out compromising the functionality of the room in
- (4) a model based on open building design principles where there is a possibility of change to the hotel to keep it fashionable to for the current market.

-The financiers of the hotel project will be the Design Hotel Group formed by Clause Sendlinger. This organisation provides desirable designed accommodation that is economically based.

-Identification of which hotel market segment to serve
Mid price and economy

-Selection of appropriate hotel design
Mid-rise
Boutique classification in mid-rise

-Selection of appropriate hotel brand
Independent with strategic market affiliation

-Marketing recommendation
Marketing for international and domestic tourists focusing thus on affordable rates by using the Internet to market hotel (Virtual space)