

## **THE ROLE OF AN ARCHITECT IN THE SUCCESS OF TOURIST RESORT**

**Shikha Ranka**

*Assistant Professor, Shiv Charan Mathur Institute of Management & Technology, Bhilwara, Rajasthan*

*Email: shikharanka@yahoo.co.in*

---

**Abstract**—Resorts of the cities have a basic role in attracting tourists and people travelling to the city. Since destination weddings, business and amusing trips are going to boost day-to-day, tourist resort presents the opportunity to tell a story about the place through its designing. Resorts are places that offer relaxation and recreation in addition to lodging, meals and other basic amenities. Resorts are usually created near natural, attractive environments and offer visitors a variety of recreational activities and facilities such as spa, gym, swimming pools, tours etc. This paper discusses mainly about the power of resort architectural designing in the success of resort. Architecture is the profession of designing buildings, open areas, and other artificial constructions and environments, usually with some regard to aesthetic effect. Everyone talking about the service facilities and giving little attention to exterior designing but one cannot ignore it that exterior designing and functionality gives the tangibility to resort industry. There are no fixed rules available for an architect. Rather require individual planning, there are basic factors that clarify some of the fundamentals that may be used in the work of tourist resort design. Objective of this research is to find out the various factors which an architect considers during the designing process. This research is purely based on primary data. A structured questionnaire was prepared for the architects of different regions for the collection of primary data. Major result of this research shows that an Architect plays a major role in the success of tourist resort as all the grace of the window is in the outline of its light.

*Findings- Architecture often includes design or selection of furnishing and decorations, supervision of construction work, and the examination, restoration, or remodeling of existing buildings. Cultural identity, environment adaption, latest technology, functionality, Unique and vernacular design of resort site will not only satisfy visitors, but it will also encourage them to share their experience with their social media network.*

*Conclusion- Now a day every person books the resort via internet. They pick the resort by its tangible attributes and resort structural design creates the resort visual appeal. When customers walk into the resort, they need to feel wow factor and they expect to find things designed to perk up their experience. However, major attention to the role of architecture vision in resort designing has rising numbers of tourists.*

*Implication for Management- Resort industry gives the opportunity to an Architect to develop creative design which promote the resort and develop the property to inspire visitors. In resort design, Landscape Architecture also plays a big role in its success.*

*“DESIGN IS NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE. DESIGN IS HOW IT WORKS.”*

**Keywords**—Architecture, Designing, Construction, Remodeling, Resort.

---

### **I. Introduction**

**1.1 Introduction-** Tourism is known as one of the greatest and most various industries in the world. It has a very amazing influence on social, economic, and environmental developments. So, it has become to a field of study among the researches (Taghavi & Gholipour, 2009). Tourism activities are known as one of the most important and dynamic activities all over the world.

## *The Role of an Architect in the Success of Tourist Resort*

Any place having a unique attribute can be developed and promoted as a resort. Resorts in itself are a destination. According to Markouic, “Tourist Resorts are places which attract large number of tourists and tourism endows with special characteristics so that direct and indirect impacts produced by tourism play a significant role in its existence of development”.

According to Huffadine (1999), resort may be simply defined as an accommodation facility that is related with recreational activities. This implies places to make social contacts attend social occasions and improve health and fitness. Resorts make the environment more beautiful and add amenities to attract customers. The differences between a resort and a conventional hotel can be described in terms of the guest purpose in staying at the facility. The guest at resort does visits for relaxation or recreation in contrast to the guest who stay at the conventional hotel.

Importance and expanse of this industry is caused several analyses from tourists' vision. When the history of tourism is studied, it is clear that architecture has a fundamental role in it (Farajizade & Nasiri, 2011).

Architecture has a special importance, beside any kind of tools, in order to attract tourist and advertising for boost tourists' statistics in a country. All architecture activities influence on development of tourism statistics. The thing that is important, is the architecture of places where are provided for residence of tourists. Since trips are getting increased day-to-day, therefore hotels must respond needs of a wide range of persons who are resident at them (Seyyedian & Shahroudi, 2012).

Architecture is one of the most important factors that influences on working, life, recreation and trips. Actually, most of the human activities that are performed during the travel and leisure, occurs in places where have been designed by architects (Khaksar et al., 2010).

Architecture is a passion, a profession, a calling — as well as a science and a business. It has been described as a social art and also an artful science. Architecture must be of the highest excellence of design. Architecture provides, in the words of Marcus Vitruvius, the great Roman architect and historian, “**firmness, commodity and delight**. **Firmness** refers to structural integrity and durability; **Commodity** refers to spatial functionality or in other words, “serving its purpose” and fulfilling the function, for which the building was constructed; **Delight** means that the building is not only aesthetically and visually pleasing, but also lifts the spirits and stimulates the senses.

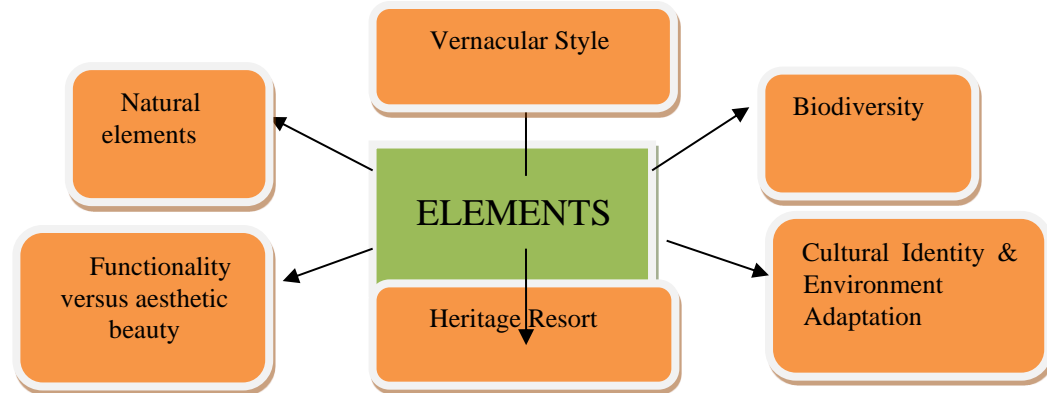
### **1.2 Role of an Architect**

- An Architect fulfills special conditions by giving the resort a distinctive Architectural character and creating a strong image to always remain in the tourist's memory.
- It is not possible to design always the same. How to be different in each different place- that is the most important work of the Architect to find out.
- An Architect always thinks about how people will approach the building and experience that place.
- The design of a resort is a allotment of multiple elements on the selected site that achieves sound and appropriate functional relationship with different functions i.e. car parking spaces, entrances and exits, green areas, pool, building and transportation from footpaths to service corridors.
- Architects are pretty much responsive that Aesthetics of the building make a huge difference to its success. In resort design, Landscape Architecture also plays a vital role in its success.

## **II. Research Methodology**

**2.1 Research Method-** A *Qualitative and Descriptive method of research using primary and secondary data*. In this study the sample comprises of the Architects of different region. A structured open ended questionnaire prepared for the collection of primary data. The focus of questionnaire was to analyse the various factor an Architect considers during the resort designing process. Secondary data collected through internet, published research papers and journals.

**2.2 Objective of Research-** Objective of research is one the major elements for conducting any research because it helps in shaping the chance of conducting the study. Basically, the broad mean of all researches is to contribute new knowledge in the existing knowledge. The questionnaire in this research paper is designed for the Architects to be effective in following parts:



### III. Data Analysis and Findings

Data analyzed in this research paper is according to objective of research. The research, design and methodology with the intention to obtain validity in the research findings were developed.

**3.1 Natural elements-** The connection may be visible as an attractive panoramic view from the balcony, or materially, as it gives the opportunity for the tourist to touch the surrounding natural elements. It is noted that the physical contact cannot happen in the elevated building and therefore architectural solutions with heights the small ones achieve more flexibility in general planning and are closer to the natural elements.

❖ **What are the Natural existing elements of any site one can use it as a cynosure?**

According to survey, following natural elements of any site, an Architect used- Built typology, topography, climate context, Existing vegetation, Existing contours, trees, water body, stone sculptures, arboreal architecture, landform, site contour, landscape.

**3.2 Biodiversity-** Integrating biodiversity considerations into design decisions for hotel and resort developments is significant not only for the continued viability and conservation of the ecosystems, but also for the long-term economic success of the hotels and resorts. The tourism industry, including the hospitality sector, depends powerfully on healthy ecosystems, because those ecosystems – and the wildlife, habitats, landscapes and natural attractions that comprise them – are often the very thing that draws tourists to the destination in the first place.

❖ **How Architectural and Landscape design choice influence a resort's level of impact on Biodiversity?**

**According to Ar. Anupam Choudhary (Ahmadabad, Gujarat)** a lot. These key choices help to determine the value one chooses to build. How these design idea complement the biodiversity n help to built more sustainable approach.

**According to Ar. Meganshi Shukla (Jaipur, Rajasthan)** Resorts are the building for leisure activities so combining the landscape with architectural design leads to the better surroundings and feels to the visitors which make them more relaxed. As in this modern world we need a holiday in which we can connect to nature and ourselves.

**According to Ar. Pavitra Gupta (Chandigarh)** although any construction on a land begins with loss of native biodiversity yet careful design practices can minimize the impact. The two major principles that have to be followed are: 1. Least damage to existing flora while architectural design. 2. No introduction of alien species of plants.

**According to Ar. Savira Ranka (Jaipur, Rajasthan)** That depends on the location of the site. If that is located in the woods or outskirts, natural themed resort is preferable, but in urban areas resorts are less affected by the biodiversity.

**3.3 Cultural Identity and Environment adaptation-** Resort make the environment more beautiful which attract the visitors. Cultural identity and environmental adaptation are significant factors for future success of the resort architecture (Hassan, 2010). If rare elements and values related to traditional heritage and architectural style are present in the area of which planning and design is made and formed, it both strengthens the architectural character of the area and creates an atmosphere which is hardly found. Those who especially prefer tourist resort want the natural and cultural properties of the area they are in to be nearby places. So, the use of natural and traditional construction materials in architectural design will be able to carry the environment which is wondered and desired to be seen into the holiday village (Sayan, 1998).

❖ **Does the cultural identity, energy efficient buildings and environmental adaptation are significant factors for future success of the resort Architecture?**

**According to Ar. Savira Ranka (Jaipur, Rajasthan)** yes, given the condition where we have very less resources left, we need to consider all these factors. Also, it is related with financial management of the resort. If one uses energy efficient elements, it can benefit in long term maintenance in things like electricity bill, water management, etc.

**According to Ar. Pavitra Gupta (Chandigarh)** the answer lies in "Determinism" versus "Possibilism". The three factors as mentioned above may be surpassed in today's scenario of Possibilism that can provide short term success. But as Determinism prevails in long term, adapting the three factors is beneficial.

**According to Ar. Gunit Tuli (Karnal, Haryana)** In terms of architectural success, yes surely these aspects would add to the resort's getting ratings and all but when it comes to business success, I don't think these aspects affect a lot.

**3.4 Vernacular style-** Vernacular style recently becomes a popular character used by the architects for the resort design. Traditional design becomes the model for resort hotels. In tourism industry, an ancient culture has an intense effect on design as a symbol of the cultural heritage. With respect to resort building; there is a growing tendency for the resort developer to propose the use of local traditional design features as the design theme or concept. This is natural, for it usually captures the attention of most tourists to the place. Through this approach, architects have the opportunity to reveal some beautiful and practical local design form, materials, construction techniques and crafts, and to execute both modern and efficient building design.

❖ **Does Vernacular style really plays an important role in attracting customers to the resort?**

**According to Ar. Pavitra Gupta (Chandigarh)** Vernacular architecture is subjective in its capital friendly approach. It works where there is a broad influence of culture in native society but may not account to attract customers in major urban fringes.

**According to Ar. Gunit Tuli (Karnal, Haryana)** Maybe because it completely depends upon an individual and its taste that he would like it or not, for eg a person like me, I'm more inclined towards project like Aria Resort by Sanjay Puri rather than vernacular design.

**According to Ar. Vaibhav Sharma (Jaipur, Rajasthan)** yes, People visiting to resorts is for taking a break from their regular life and resort which are designed of principle or vernacular architect help the very well.

**According to Ar. Anupam Choudhary (Ahmadabad, Gujrat)** it does. But if it is superficially done to resemble certain style, it wears off as attraction and becomes a dead response. So vernacular style has to be used for its essence to develop spaces and elements.

**According to Ar. Jhalak Nanawati (Jaipur, Rajasthan)** It is important for depiction of social cultural essence of a particular place so yes, it's important when cultural aspect is strong in driving the project concept.

**3.5 Aesthetic versus Functionality-** One of the most common challenges faced by many architects when they design a building is deciding what to give importance to- Function or Aesthetic. Every space is designed to accommodate specific functions – wide expanse of space to cater to free-flow of movement. But the overall design of the resort can be seen with visual enticements as well. These are defined by distinctive placement of lighting, sloped roof, decorative columns or window elements, arches, and other decorative pieces that kept the visual appeal of the structure. Currently, in addition to beauty aesthetic beauty, there is a requirement in functionality, since technology boost out day by day, so we need and look for a way to have a more functional and practical life at the same time. Visitors are more cognizant of the importance of fusing these two aspects of building design. A functionally efficient and aesthetically designed building is not something customer would reject. A compromise between functionality and aesthetics may become needed but if the architect is able to bridge the two defining features of a building, there's no longer a need to decide which is more valuable – functionality or aesthetics, in terms of resort design.

❖ **According to you, how much can a functionality of a resort be able to be compromised for aesthetic beauty?**

**According to Ar. Savira Ranka (Jaipur, Rajasthan)** very less, aesthetic beauty gives short term acceptance but on the other hand functionality gives both comfort to mind and an unforgettable experience.

**According to Ar. Vaibhav Sharma (Jaipur, Rajasthan)** as per me Functionality is an important factor on which a resort works so it should not be compromised.

**According to Ar. Anuja Mahale** They both always must go hand in hand. Functionality can never be compromised. A functional building will always be aesthetically beautiful.

**According to Ar. Pavitra Gupta (Chandigarh)** The prime function of the resort lies with aesthetics. So the functionality is ultimately an outcome of the aesthetics and not the vice-versa.

**According to Ar. Meganshi Shukla (Jaipur, Rajasthan)** functionality is the main criteria for designing any building so neglecting it will not make the design works for longer duration.

**According to Ar. Jay Kumar Paldecha (Bhilwara, Rajasthan)** It Should be integrated rather than compromising.

**3.6 Preservation and repurposing or demolishing and re construct in context of heritage resort-** A village has everything but still it is a village by its nature, ambience, culture and heritage. Heritage buildings basically symbolize the past history and culture of a homeland. They constitute together the architectural heritage of an area. Heritage buildings possess historical values resulting from their beautiful architecture and their connection with important events that occurred in the heritage area such as religious, social, and political events. Architecture reflect the past culture and history of any society. For the past four decades certain architecturally distinctive properties such as palaces and forts built prior to 1950, have been converted into hotels and resorts. e Ministry of Tourism, Government of India has classified these hotels as **HERITAGE HOTELS**.

❖ **In the context of heritage resort, what you prefer- Preservation and re purposing of historical building OR demolishing them and construct new one.**

**According to Ar. Anupam Choudhary (Ahmadabad, Gujarat)** Preservation and repurpose as these means help to value history and reflect cultural identity

**According to Ar. Gunit Tuli (Karnal, Hariyana) and Ar. Mahikant Gupta.** They prefer demolishing construct new one.

**According to Ar. Jhalak Nanawati (Jaipur, Rajasthan)** Preservation or adaptive reuse is first preference if structure is sound enough to be retained.

**According to Ar. Pavitra Gupta (Chandigarh)** Adherence to "Preservation". Demolishing the structure, losses the true character that cannot be regained by constructing a new one.

#### **IV. Conclusion and Recommendation**

‘Tourist Resort’ is a crucial part of tourist places. Everyone prefers a good resort and expects good services. A good ‘Tourist resort’ is one which satisfies all the desires of the customers and for this purpose the first necessary thing is the design and planning of it. The most important person accountable for creating and designing that space is an “**Architect**”. Architecture is visual art and buildings speak for themselves. Architects always make visitor to think about the resort while they are planning for the vacation. People visiting the Tourist resort are generally the tourists and they can be from any part of the world.

Now a day every person books the resort via internet. They pick the resort by its tangible attributes and resort structural design creates the resort visual appeal. When customers walk into the resort, they need to feel wow factor and they expect to find things designed to perk up their experience. However, major attention to the role of architecture vision in resort designing has rising numbers of tourists

It is therefore the responsibility of an Architect to design it considering various requirements of various classes of people suiting different habits. The way designs and services are offered creates an impact on the customer experience and satisfaction. In simple terms, Designing is a process aimed at meeting customer expectations by shaping activities, resources and processes. Unique design of resort site will not only satisfy visitors, but it will also encourage them to share their experience with their social media network.

In the hospitality industry, long term customer satisfaction and loyalty is everything. It only takes one bad experience for customers, so think out of the box to provide visitors with an elevated customer experience they cannot find anywhere else.

### *The Role of an Architect in the Success of Tourist Resort*

Both physically and mentally, in any buildings, has a direct relation to how it has been designed by its designer. That is why any building should be designed by architects whom are familiar with the principles and design criteria, whom have enough facts in this field.

The architectural design must be based on the needs of its users and an architect has to figure them out before starting designing. All these are called having architectural vision in designing.

#### **V. Future scope & Implication for Management**

Site location did not include in this research paper. Future researcher can include site location as influencing element in the research. A good site location is the dominant factor responsible for attracting customers. Resort industry gives the opportunity to an Architect to develop creative design which promote the resort and develop the property to inspire visitors. Role of HVAC and Automation in designing a resort is however not something that needs to be overemphasized as a resort belongs to an open system rather than a closed one. Still with demand of these technologies, one can incorporate these services. The process is easy but may not be pocket friendly in terms of capital expenditure. Biodiversity issues should be a part of decision-making from the very beginning of any planning phase through to the end of shutting.

#### **References**

- [1] Annath, M.; DeMicco, F.J.; Moreo, P.J.; Howey, R.M, (1992). Marketplace loading Needs of Mature Travelers. *The Cornell Hotel and Restaurant Administration Quarterly*, 33(4), 12-24.
- [2] Botti, L.; Cliquet, G., (2009). Plural Form versus Franchise and Company Owned System: A DEA Approach of Hotel Chain Performance. *The International Journal of Management Science, Omega.*, 37(3), 566-578.
- [3] Chen, C.F., (2007). Applying the Stochastic Frontier Approach to Measure Hotel Management, 28(3), 696-702.
- [4] Chaing, W.E., (2006). A Hotel Performance Evaluation of Taipei International Tourist Hotel-using Data Envelopment Analysis. *Asia Pacific Journal of Tourism Research.*, 11(1), 29-42.
- [5] Chou, T.Y.; Hsu, C.L.; Chen, M.C., (2008). A Fuzzy Multi-Criteria Decision Model for International Tourist Hotels Location Selection. *International Journal of Hospitality Management.*, 27: 293-301.
- [6] Chu, R.; Choi, T., (2000). An Importance-performance Analysis of Hotel Selection Factors in the Hong Kong Hotel Industry: A Comparison of Business and Leisure Travelers. *Journal of Tourism Management.*, 31: 363-377.
- [7] Cooper, C.; Fletcher, J.; Fyall, A.; Gilbert, D.; Wanhill, S., (2008). *Tourism: Principles and Practice*. Pearson Education Publication., Fourth Edition, London, United Kingdom.
- [8] Dinari, A. (2005). *Urban Tourism in Iran and World*. Vajegan Publication., First Edition, Tehran, Iran.
- [9] Fallahtabar, N.; Rahmani, M., (2009). Geographical Vegetation and Golestan Historical Monuments to Attract Tourists. *Journal of Human Geography.*, 2(1), 15-25.
- [10] Farajirad, A.; Eftekharin, B., (2012). Study of Architecture in Tourism Industry. *Journal of Tourism Spaces.*, 1(3), 51-67.
- [11] Farajirad, A.; Nasiri, J., (2009). Tourism Geography of Tehran and Architecture's and Urban's Role in Developing it. *Journal of Human Geography.*, 2(1), 73-84.
- [12] Gharkhalo, M.; Ramezanzad, M.; Galin, J., (2009). Environmental Impact of Tourism on Beaches of Ramsar City. *Journal of Human Geography.*, 1(3).
- [13] Hsieh, J.F.; Lin, L.H.; Lin, Y.Y., (2008). A Service Quality Management Architecture for Hot Spring Hotels in Taiwan. *Journal of Tourism Management.*, 29: 429-438.
- [14] Hsieh, L.F.; Lin, L.H., (2010). A Performance Evaluation Model for International Tourist Hotels in Taiwan – An Application of the Relational Network DEA. *International Journal Hospitality Management.* 29: 14-29.
- [15] Khaksar, A.; Tahmouri, A.; Hoseinrazavi, S., (2011). The Reciprocal Effect of Architecture and Tourism: The Sustainability Approach. *Journal of Tourism Hospitality and Culinary Arts.*, 2(3).
- [16] Lewis, R.C., (1983). Getting the Most from Marketing Research. *The Cornell Hotel and Restaurant Administration Quarterly.*, 24(3), 25-35.
- [17] McCleary, K.W.; Weaver, P.A.; Hutchinson, J.C., (1993). Hotel Selection Factors as They Relate to Business Travel Situation. *Journal of Travel Research.*, 32(2), 42-48.

- [18] Papoli-Yazdi, M.H and Saghay, M. (2006). *Tourism (Nature and Concepts)*. Samt Publication., First Edition, Tehran, Iran.
- [19] Seyyedian, S.A.and Shahroudi, A. (2012). *Hotel Design Principles*. Varesh Publication., Second Edition, Tehran, Iran.
- [20] Sohrabi, B.; Raeesi Vanani, I.; Tahmasebipour, K; Fazli, S., (2011). An Exploratory Analysis of Hotel Selection Factors: A Comprehensive Survey of Tourism Hotels. *International Journal Hospitality Management.*, 31: 96-106.
- [21] Sohrabi, B.; Raeesi Vanani, I.; Tahmasebipour, K; Fazli, S., (2012). Identification of Criteria and Explaining of Fuzzy Set of Choosing A Hotel, From Perspective of Tourists Residing at Hotels. *Human Geography Researches Quarterly.*, 79: 55-74.
- [22] Taghavi, M.; Gholipour, A., (2009). Factors Affecting the Growth of the Tourism Industry in Iran. *Journal of Economic.*, 9(3), 157- 172.
- [23] Tari, J.J.; Claver, E.; Pereira-Moliner, J.; Molina-Azorin, J.F., (2009). Levels of Quality and Environmental Management in the Hotel Industry: Their Joint Influence in Firm Performance., *International Journal of Hospitality Management*. DOI: 10.1016/j.ijhm. 2009.10.029.
- [24] Varesi, H.R.; Taghvaei, M.; Shahivandi, A., (2011). Analysis on Tourism Infrastructure of Isfahan City (with Emphasis on Hotels). *Journal of Geography and Environmental Planing.*, 22(4), 91-112.
- [25] Wileusky, L.; Buttle, F., (1988). A Multivariate Analysis of Hotel Benefit Bundles and Choice Trade. *International Journal of Hospitality Management.*, 7(1), 24-41.
- [26] Williams, S.W. (1998). *Tourism Geography*. Routledg Publication., London, United Kingdom. Yuksel, E.; Popi, P.; Cihan, C., (2003). Service Quality in Cretan Accommodations: Marketing Strategies for the UK Holiday Market. *International Journal of Hospitality Management.*, 22(1), 47-66.
- [27] <https://www.informit.com/articles/article.aspx?p=1959673&seqNum=2>
- [28] <http://www.sotech-asia.com/blog/2014/07/aesthetics-vs-functionality-valuable-creating-buildings/>
- [29] <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.854.7416&rep=rep1&type=pdf>

\*\*\*\*\*