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# Hospitality BIZ

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**10<sup>th</sup> Anniversary Issue**

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## Design & Sustainability

# Adopting International Design Concepts

In India, for a very long time, hotels were considered a trophy by the owners and there was a tendency to 'over-build' hotels with scant regard for returns. But the advent of international brands brought in standardisation in product design which follows a set of internationally prescribed architectural pattern, design, room size, fittings and fixtures, etc. While critics deride the modern hotel architecture more cookie-cutter pieces, the brands sell it as creating uniform brand experiences. It also brings cost efficiencies and makes project execution quicker and hassle-free.

There has also been lot of focus on environment-friendly design and sustainability over the last 10 years with increasing awareness about the negative impact of tourism on the ecology and environment. The concerted attempts by global tourism agencies like UNWTO, WTTC, etc. to sensitise the stakeholders also made remarkable inroads in the last 10 years. The global travellers' growing inclination to eco-friendly products made hoteliers to go an extra-mile to get eco certification from global agencies.

**Hospitality Biz** tries to capture the sense of the industry stakeholders on the changes in design, architecture and sustainability come over in the last decade. While architects and designers of hotels believe that the design concepts have changed drastically, especially since the advent of international brands, and also changing consumer behaviour, the exponents of sustainable tourism confide that the industry lacks the genuine commitment to the cause of sustainable and responsible tourism.



### 'Bigger the Better' is no longer the norm

**Rajan Goregaoker, Principal Architect & Director, GA Design**

Hotel designs are based on varying sensibilities and are more thoughtful to the environment, the services they provide and the kind of patrons they cater to. A significant number of hotel designs are theme-based, especially boutique hotels which are visited by a smaller but a more swish set of people. India has grown as a tourist hub in the last decade and this has resulted in hotel designs which are at par with international standards. There is wide range of design concepts adopted by hotels, ranging from Western to Tropical to Oriental to rustic Indian. Bigger the better is no longer the norm architects want to adhere to, they are keen to draw inspiration from their surroundings in order to curate exceptional designs.

Hoteliers are making a huge effort to run their hotels in a cost-effective and sustainable way not only in terms of their day-to-day activities but also in terms of building design. This can be seen in the use of natural stone, wood, bamboo and other eco-friendly material which doesn't necessarily need to be finished with chemicals. Solar panels for heating purposes have become popular across the globe. Construction designs include water capture, wind power, bird safety, solar gain and integrated landscaping, all of which have a common goal towards sustainability.