DEFINING AND DESIGN UNDERSTANDING THE VARIOUS REALMS OF HOSPITALITY DISCIPLINE: AN ENVIRONMENTALIST ECO-RESPONSIBLE GOLF RESORT

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Abstract

Purpose of study: The purpose of this conceptual study is to develop a more better understanding of hospitality One of the oldest profession known over time.

Methodology: This article is based on a conceptual study of the various definitions and sectors of the hospitality sector. This article also presents the various studies by different researchers and presents how a variety of researchers have classified hospitality in their studies.

Main Findings: This study has provided a new understanding of the hospitality industry and the various sectors associated with it.

Social Implications/Applications: This case study is a conceptual study done to define and understand the concept of hospitality in a much better perspective and it can help researchers from varied realms of hospitality to have much valuable insights of this term.

Originality: Hospitality has been defined by many researchers in many perspectives. This study has been done with a rigorous literature review then defined the term in a combination which has all aspects related to it. The study has then been supported by a case study of an eco-friendly resort- The Karma Lakelands. This study has been done to understand, explore and extend the basic principles of hospitality and the role of interior designing in it.

Keywords: Hospitality, Resort, Eco-friendly, Classification of Resorts, Interior Design, Golf Resort.

INTRODUCTION

Hospitality can be defined in terms of behavior and experience or in terms of hosts and guests. Hospitality is the “friendly and generous reception of guests or strangers” as defined by the Oxford Dictionary (2002) on the other hand it is defined as ‘entertaining strangers and guests kindly and without reward: showing kindness: generous: bountiful’ by the Chambers English Dictionary (2001). As per a statement given by Lashley (2000), ‘hospitality requires the guest to feel that the host is being hospitable through feelings of generosity, a desire to please and a genuine regard for the guest as an individual’. King (1995) has mentioned that when the term hospitality is defined keeping in mind behavior and experience, certain terms and concepts can be considered such as generosity, friendliness, the host-guest relationship, entertainment, and experiences given freely.

Secondly, hospitality can be defined in terms of hosts and guests. As per a report given by Pritchard 1981, Stringer 1981, the relationship between the host and guest is the key distinguishing characteristic of hospitality which is also been stated by Lashley (2000) as, ‘hospitality is essentially a relationship based on hosts and guests’. However, there is one major question which comes into picture here and that is “Can true hospitality be ever provided within a commercial context” which has also been studied by (Lashley 2000, Telfer 2000, Pizam 2020).

Many a times there is confusion and fragmentation, which arises in the hospitality industry. This confusion and fragmentation is due to some of the basic questions about the classification of the hospitality industry i.e. whether it is a service industry or it belongs to entertainment, or art, or retailing, or its just a business which is also being mentioned in reports by Gillespie (1994); Jayawardena (2000); Slattery (2002); Hemmington (2004) and Hemmington (2007).

Recent research by Lashley & Morrison (2000) have presented a range of views from philosophical to commercial on hospitality and have included perspectives such as role of media and post modernism. Although the major contribution of this work is investigation of the hospitality concept in three main domains i.e. private, social and commercial environment. However, the views of Lashley & Morrison (2000) challenged the theory given by Slattery (2002) and his ‘three-domain approach’. As per Slattery (2002), “Hotels, restaurants, bars and the other hospitality venues are businesses where the critical relationship is between sellers and buyers. The buyers are not guests, they are customers. The relationship is not philanthropic it is economic.” The hospitality contexts model given by Slattery (2002) provides a clear view of the hospitality industry under four major headings i.e. Leisure venue hospitality, Travel venue hospitality, subsidized hospitality and free-standing hospitality business.

Brotherton and Wood (2000) have defined hospitality as: “A contemporaneous human exchange, which is voluntarily entered into, and designed to enhance the mutual well-being of the parties concerned through the provision of accommodation, and/or food, and/or drink” which although fails to provide any sense of vibrant, exciting and creative
industry in real world. The studies of Brotherton and Wood (2000), and Telfer (2000) also highlight the centering of hospitableness around accommodation, food and drink.

**Sectors of hospitality**

The hospitality sector is very diverse and therefore defining hospitality in straightforward terms is very difficult (Ninemeier & Perdue, 2005). Tourism industry is associated with hospitality industry but many people only relate it to hotels and restaurants (Powers & Barrows, 2006). As per the work by Lashley (2001), the educational and industrial organizations in the English speaking countries define hospitality as a group of some service firms which are related to accommodation, food and drink. In the previous times, hotels and catering units come under hospitality given by the U.K. academics (Brotherton, 1999; Jones & Lockwood, 1995; Lashley, 2001). Accommodation sector comprises of everything between guest houses to luxury properties. The food sector includes, drinks and food served in restaurants, pubs, clubs and other areas like shopping malls, planes, railways and ships.

Almost all the definitions combine the tourism and hospitality industry under one umbrella (Walker, 2004). Nykiel (2005) has also defined travel, lodging, entertainment, foodservices and recreation as parts of the hospitality sector. Some study has explained hospitality as largely consisting of hotels and restaurants, and tourism-travel as an affiliated industry. It has also been explained by some researchers that the term hospitality comes from medieval “hospice” meaning “house of rest” for travelers and pilgrims. In the other reports by Walker (2004, p. 6) there is identification of the four main areas of the hospitality as travel, lodging, foodservice, and recreation.

Hospitality industry mainly comprises of businesses which will provide accommodation, food and drinks or a combination of all the three as described in a study by Harrison and Enz (2005, p. 23) and Ottenbacher et al. (2009). Whereas, Kotler et al. (2006) have defined hospitality industry having all the three combination with an addition of entertainment to the travelers. On the other hand a study by Ninemeier and Perdue (2005) have suggested that conference center services and meeting, exposition, and entertainment management should also be included in the hospitality field. Gee et al. (1989) classify travel-related industries into three categories. Category 1 includes direct providers of services, such hotels, restaurants, travel agents, airlines, and ground transportation. Category 2 includes support services that provide direct or indirect service to a traveler (contract foodservice, tour organizers, travel publications, etc.). Category 3 includes tourism development agencies or organizations such as government agencies, financial institutions, real estate developers, and so on. Thus, Gee et al. (1989) consider Category 1 as the primary supporters of the travel industry followed by the Categories 2 and 3. This understanding is consistent with many other classifications of the hospitality-tourism field.

![Figure 1: Various sectors of the hospitality industry](https://www.hospitalitynet.org)

Interior designing plays a significant role in the resort attractiveness. The art of originality or a collection of artistic works adds beauty to the resort. The rooms are built in way that can provide both durability and practicality. Resorts are designed in way that the designs attract the visitors and make their stay memorable.

Resorts are a source of leisure experience which also offer business services such as meetings and conferences in a vacation environment (Mehta, 2020). Resorts have grown to dominate the accommodation sector of the world’s tourism industry and are known as the key building blocks of tourism due to the impact which the latter has on local and international economies (Mehta, 2020).
Factors Affecting the Resort:
Several factors affect the popularity of a resort, some of these are listed below.

- **Destination/location of the resort**
A good location is an important factor affecting the business of that resort.

- **Type of resort**
  
  **Attractive appearance (Aesthetic appeal of the structure)**
  
  Aesthetics of a building make a huge difference to its success. Resort is a place where people come to stay and relax and enjoy their vacation in a peaceful and pleasant environment. Apart from the exterior appearance of the structure, interior designing and maintenance plays a crucial role for eg: Type of rooms, bed rooms furnishings, room lightning, washroom cleanliness are some of the key parameters to be taken care of. Accessibility is the most important factor to be considered for design.

- **Staff behaviour and facilities provided**
  
  Quick services, cheerful hosts and empathy with the guests provided by the resort always leaves the customer happy and satisfied. This can only be achieved if the circulation of all the activities in the resort are efficiently connected with one another.

- **Price**
  
  Value for money, competitiveness and varied prices for different kind of rooms are some parameters which guests look forward while deciding a place.

- **Promotions Available**
  
  Promotion of a resort is an essential parameter to be considered. Online and offline promotions as well as good visibility on various sites with a good customer feedback make a resort more demanding.

- **Booking procedure**
  
  The booking procedure should be as simple as possible with variety of payment options available. The booking instructions should be very clearly mentioned.

![Diagram](image)

**Figure 2:** Factors affecting resort prefer ability [the resort development spectrum]

**Kinds of resorts**

People visit resorts for various purposes which can be for pleasure, business or for mix purpose. The chart below shows resort with their purpose and it can be clearly seen that the major tourist visit the place for pleasure and thereby resorts provide them the best possible amenities for relaxation and rejuvenation.
This study is a conceptual study of the various sectors of hospitality and also a real time study of one eco-friendly resort i.e. The Karma Lake Lands. Mr. Ashwani Khurana, President - Karma Lakelands, is a renowned Environmentalist has made this place a Eco-Responsible Golf Resort with Luxury Residences in Gurugram. Karma Lakelands spread close to 300 acres, stands beautiful and green with over 2,00,000 trees and plants (Karma lake lands web page). The beautiful interiors of the place, the planning and various amenities provided by it have made it a first choice for its visitors. This resort is an eco-friendly resort which has bee farming, solar panels installed, organic farming and have provisions for water harvesting. These eco initiatives taken by the administration of the resort are sort of tiny steps to bring revolutionary changes for our planet Earth. The resort has been nominated as the World’s best eco-friendly Golf facility resort by the World Golf Awards.

Figure 3: Classification on various types of resorts

Source: Author

METHODOLOGY

This article is based on a conceptual study of the various definitions and sectors of the hospitality sector. This article also presents the various studies by different researchers and presents how a variety of researchers have classified hospitality in their studies. In addition to this, this research paper provides a basic classification of the various types of resorts, the factors which influence visitors visit to a resort and their key features. The paper also comprises of a real time case study of an eco-friendly golf resort- The Karma Lake lands.

Karma Lakelands research is based on upmarket golf resort offering a refined restaurant & an outdoor pool luxury. The reason for Karma Lakelands case study is due to Eco-responsible golf resort that is also a award-winning 9-hole boutique Golf Course, as It is spread over 300acres standing with beautiful and green having over 2,00,000 trees and plants.

Located in Sector 80, Gurgaon, right on the Delhi-Jaipur Expressway, Karma Lakelands is just 25 minutes from the Indira Gandhi International Airport. The Gurgaon lies on 229m above sea level The prevailing climate in Gurgaon is known as a local steppe climate. There is little rainfall throughout the year. This climate is considered to be BSh according to the Köppen-Geiger climate classification. Unitech has developed a residential complex Karma Lakelands in NH8, Gurgaon. Spread across a total area of 300 acres it is still under construction. The site offers 4BHK apartments. It is close to parks, hotels, restaurants, ATMs, banks, bus stations and play schools. Unitech Karma Lakelands is an eco-
responsible, gated community of luxury villas spread around a 9-hole signature golf course. Natural landscape spread across 300 acres with no structure higher than the surrounding trees. Size ranging from 5867 sq ft - area 6780 sq. ft on plot sizes of 1126 sq.yds-4133 sq yds. Par 33 Golf Course spread over 75 acres with pro-shop & club house. This is an exclusive eco-friendly community of 246 villas.

FINDINGS AND ANALYSIS

Location analysis

These villa are located at an isolated place of the city thus allowing a peaceful and easy access to the city's social infrastructure. Located in Sector 80, Gurgaon, right on the Delhi-Jaipur Expressway, Karma Lakelands is just 25 minutes from the Indira Gandhi International Airport. The Gurgaon lies on 229m above sea level The prevailing climate in Gurgaon is known as a local steppe climate.

Figure 4: Location analysis of the Karma Lakeland Resort [http://www.unitechgroup.com/residential-properties/gurgaon/karma-lake-lands.asp]

Climatic conditions

The coldest month is January, with an average high-temperature of 21.1°C and an average low-temperature of 7.3°C. During the entire year, the rain falls for 39.1 days and collects upto 797.3mm of precipitation. The month with the most rainfall in Gurgaon is August when the rain falls for 11.3 days and typically aggregates up to 258.7mm of precipitation. November is the month with the least rainfall. Rain falls for 0.1 days and accumulates 5mm of precipitation.

Figure 5: The climate and temperature of Gurgaon [https://www.weather-ind.com/en/india/gurgaon-climate]
Planning and Design Overview of the villa layout

The original interior design of the Karma Lakelands Villa was made in 2019, designed by an interior design company based in Gurgaon. The ground, first and sqm floor plans of the villa are shown in Figure 7, 8 and 9. The elevation of the master bedroom washroom is shown in Figure 10.

Figure 6: Design of Ground floor plan of the villa at Karma Lake lands

Source: Author

Figure 7: Designed First floor plan of the villa at Karma Lake lands

Source: Author
Figure 8: 3-D View of the villa at Karma Lake lands

Source: Author

Figure 9: Planning Elevation of master bathroom at Karma Lake lands

Source: Author
The various design features of the place are as follows:

1) Manicured landscape in front and rear lawn with adequate foliage & flora. External Periphery light to adequately lit the villa.


3) Gas leakage Alerts and Intrusion Alarm Systems. Motion sensors in dress bath & staircase. Aesthetically pleasing modular switches and remote control integrated with Automation. Master control panel at entrance lounge.

4) Polished veneer flush door with seasoned hardwood frame.

Feeling at home and at the same time feeling that you’re in a completely different place. This is the first paradox of vacations. Visitors when visit a place they want to have new experiences, discover places that feed their soul, rejuvenate and places that bring them closer to the people they are traveling with. This is where comes a significant challenge when designing the interiors of the rooms. Warmth, luxury, comfort, experiences, and union are features which have been kept in mind in the interior design of each room, with contemporary elements, classy and avant-garde, that create this feeling of harmony and peace for the visitors.

Figure 10: Live site visit photographs of Karma Lakelands resort having bedroom with attached open balcony and living area.

Source: Author
Figure 11: Live Pictures of Master bedroom wardrobe: walk-in-wardrobe, in pinks and mint green concept

Source: Author

Master bedroom designed with POP color and wooden flooring and paneling; living room designed in contemporary theme; Guest room TV unit area, Rustic TV unit with carved chair; Ceiling hung dining table, Rods are of GI pipe fixed with fasteners at ceiling, Table has wooden planks in raw finish and natural polish done, colorful upholstery.

Table 1: Design specifications based on Live Case study of Karma Lakelands

<table>
<thead>
<tr>
<th>Design Area</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>WALL FINISH</td>
<td></td>
</tr>
<tr>
<td>External</td>
<td>Combination of Exterior paint and Stone Cladding (at selected areas).</td>
</tr>
<tr>
<td>Internal</td>
<td>Acrylic Emulsion paint finish on POP Punning.</td>
</tr>
<tr>
<td>Staircase</td>
<td>Imported stone/Marble</td>
</tr>
<tr>
<td>Tread &amp; Riser</td>
<td>Stainless Steel/Brass</td>
</tr>
<tr>
<td>DOORS</td>
<td></td>
</tr>
<tr>
<td>Main Entry</td>
<td>Designer polished veneer door with seasoned hardwood frame.</td>
</tr>
<tr>
<td>Internal</td>
<td>Polished veneer flush door with seasoned hardwood frame.</td>
</tr>
</tbody>
</table>

Source: Author

Inferences

Strength
- Eco-friendly
- Renounced Location
- Easy Access
- Sub-Urban,
- Heritage fringe
- Good Views towards North Green Hills around.
- Free from Urban Congestion.
- Sewage treatment plant helps make the golf course sustainable.
- Benches made using eco-bricks, upcycled plastic bottles create a thematic of no waste.
Weakness

- Haphazard Development and unplanned residential development.
- Minimum Road Frontage.
- No municipal Sewerage System.
- No proper land management, infrastructural facilities.
- The planning is done only on the centre of the site but not on the exterior.
- For the golf players in the golf course, there is no measures for drinking water.
- There is no way of reaching from gate to the main resort.

Opportunity

- Iconic resort, unique identity all over the country
- No resort development in site surroundings

Threat

- New Hotels entering the market
- Location of resort is hidden from main road
- Lack of exposure decreases business.

CONCLUSION

This conceptual article has aimed to understand, explore and extend the basic principles of hospitality, architecture, building materials and the role of interior designing in it. It had given us the understanding of planning for spaces as Environmentalist and Sustainable Designer. During the on-site live study of the Karma Lakelands conducted we observed Luxury Golf Resort with SWOT (Strength weakness opportunity and threat). This study would provide a new understanding of the hospitality industry and the various sectors associated with it.

LIMITATIONS

The study has only been done using various concepts with a live case study of one eco-friendly resort. Therefore, the results of the study may be applied with caution outside the scope of the study.

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REFERENCES