

02

NEO TRADITIONAL BOUTIQUE HOTEL

Fatin Nabilah Yusof and Zeenat Begam Yusof
Department of Architecture, KAED, IIUM

ABSTRACT

Tourism cities are facing massive emergence of new tourism enterprises that continuously catering the changing needs and lifestyles of tourists and local communities. Hospitality industry plays a major role in 'branding' tourism cities. However, the current issue on overdevelopment of tourism accommodations with similar branding approach are causing many cities in the world losing their creativeness (Chang and Teo, 2008). The similar issue also occurred in Malaysia especially in Melaka city where thousands of hotels emerged around the cities without having creative branding style (Hall, 2000). Therefore, the need of themed boutique hotels is vital to attract local and international tourists to Melaka city. Consequently, a Neo Traditional Boutique Hotel was proposed which have not more than 10 rooms, maximum of 2-storey height with other supporting facilities. The Boutique hotel was proposed to be located at Jalan Klebang Besar near Bert's garden restaurant.

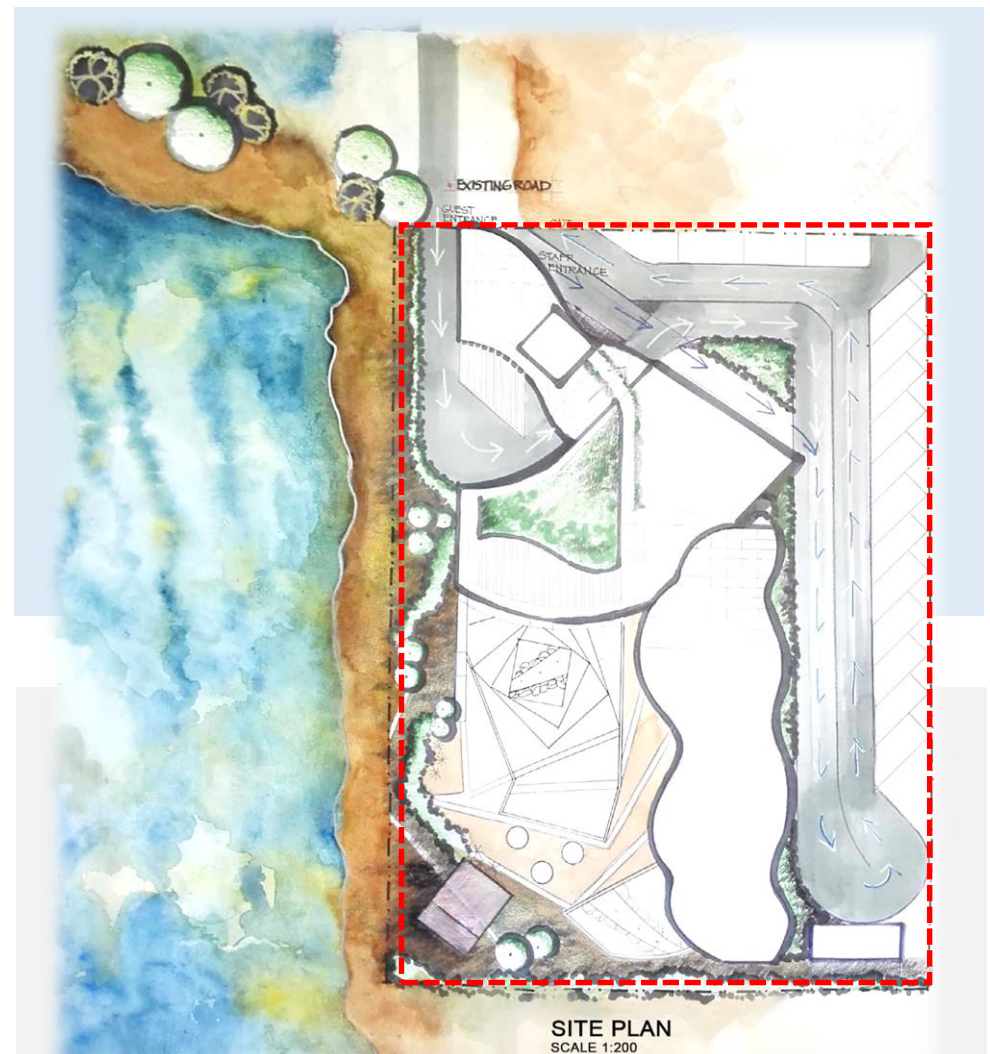


Figure 2: Site Plan and Location plan

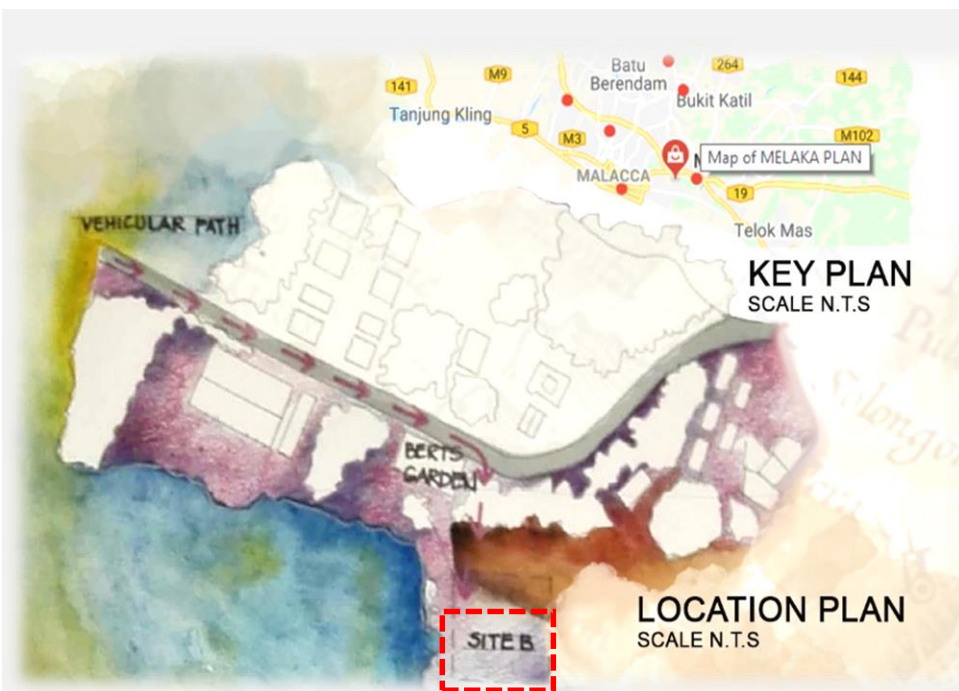


Figure 1: Key Plan and Location Plan

PROJECT INTRODUCTION

This project was proposed under the course of AAR 2101 Architectural Design 3 which required students to explore the relationship of space, form and function, materials and construction methods. The nature and complexity of the design was:

- To design a small scale functional boutique hotel with maximum 10 rooms in urban or suburban area
- The project is to be designed to a maximum of two storey high volume with space provision ranged between 600 sqm of built up area.
- Emphasis for this course is on the design of building form, function, construction materials and the surrounding exterior space for example landscape.

CONCEPTUAL PROCESS AND IDEAS

The boutique hotel theme was inspired from Kampung Morten Architecture. Kampung Morten is a well-preserved Malay traditional village located at the center of the town and nearby the Malacca river. A theme of 'neo-traditional' was adopted to reflect the relationship between traditional architecture of the village and Neo classical architecture of the city (e.g Hosseini, 2012). Building elements of the Boutique Hotel was impersonates from Malacca Traditional Houses (characters, materials and carvings).

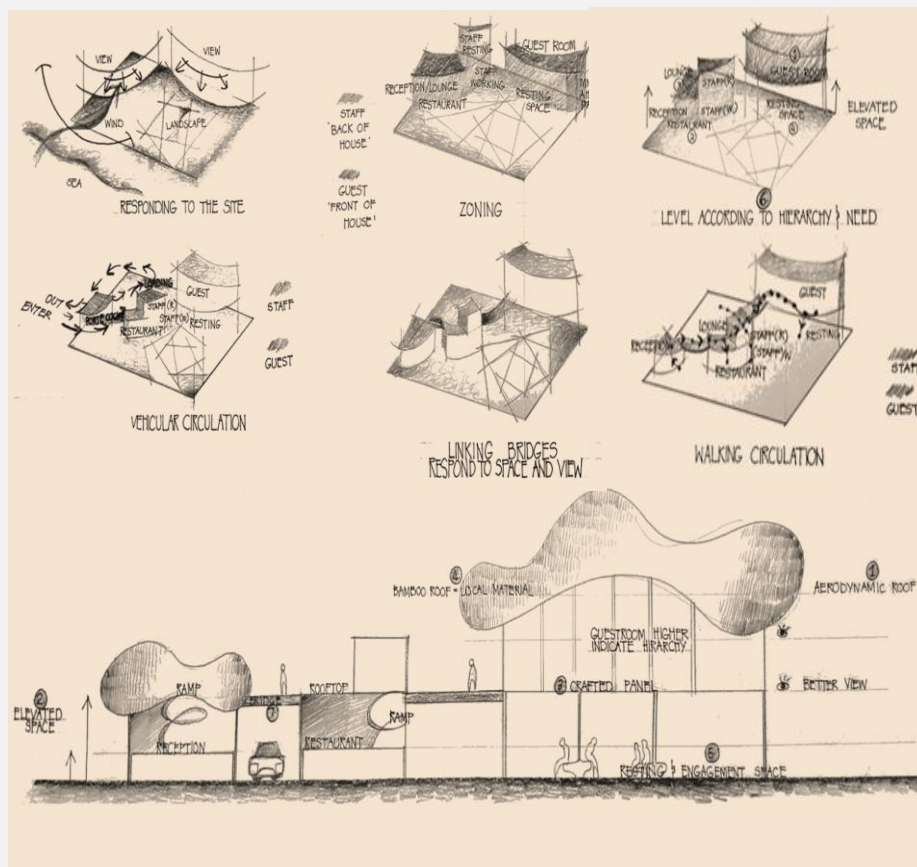
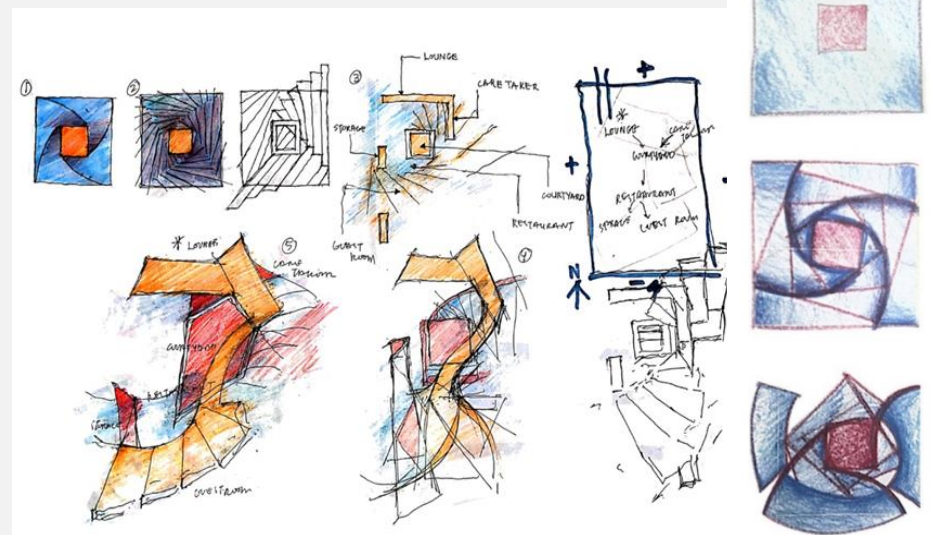


Figure 3: Site analysis and synthesis

DESIGN DEVELOPMENT



MASSING

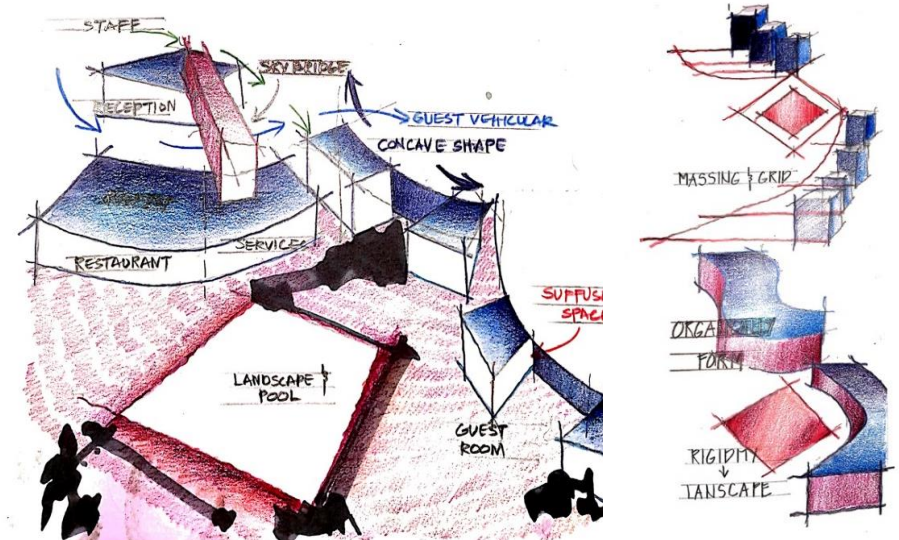


Figure 4: Conceptual diagrams and design process

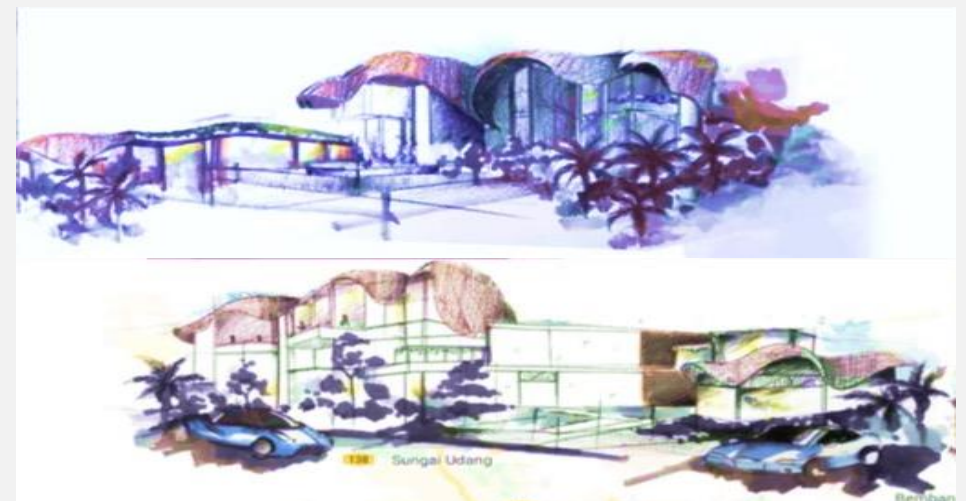


Figure 5: Sketch idea of the boutique hotel

METHOD

To achieve the aim of the study, analysis of five international precedent studies was conducted in terms of space planning, architectural style, themes and services. The precedent studies was analyzed and synthesize to achieve the first research objective. The second objective was achieved by identifying specific theme for the boutique hotel through series of sketches and photographs and presented in the form of poster. Synthesis of the poster give the conceptual idea of proposing Neo-traditional type of Boutique Hotel. Neo-traditional architecture is assimilation of Neo Classical Architecture with Malay Traditional Architecture.

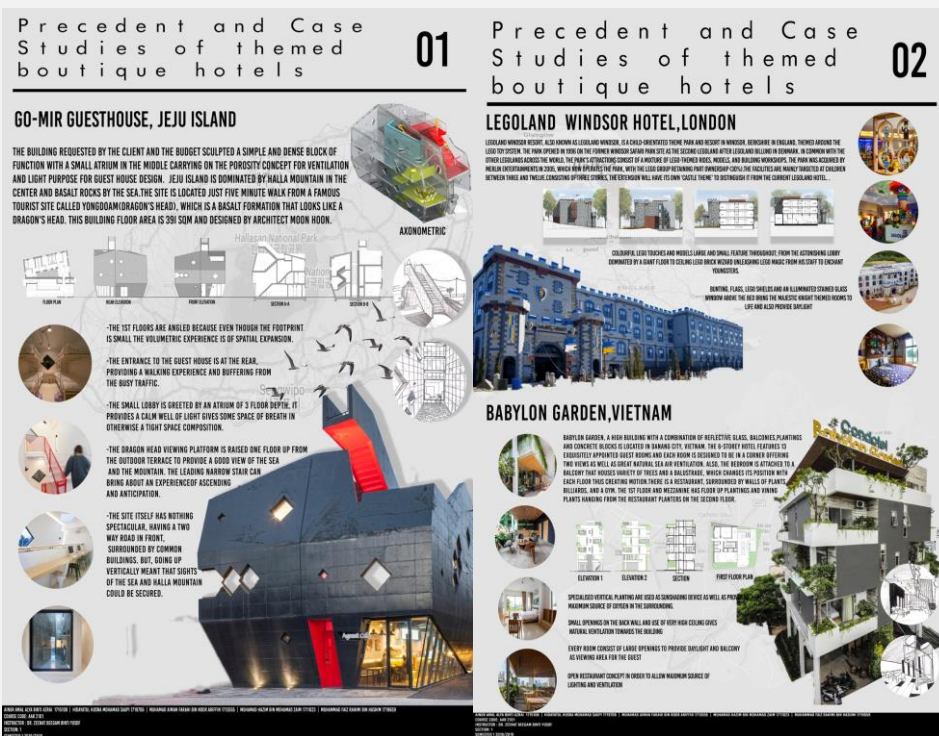


Figure 6: The examples of Precedent studies conducted



Figure 7: Analysis of Malay traditional architecture at Malacca city

Literature review

Analyse various literature regarding boutique hotels.

Site observation

Observation of unique characteristics of Melaka city by taking photographs and sketches.

Site analysis

Site analysis and synthesis of the proposed site was conducted to understand the site context and the characteristics of the site.

Semi-structured interview

Interview five boutique hotel operators at Melaka city in order to gain insight of the operation and space planning.

Critique sessions

Professional architects was invited to critique the design in three stages. Feedbacks from the critique sessions was adhere.

Presentation

The final design of the themed boutique hotel was presented in front of the invited professional architects.

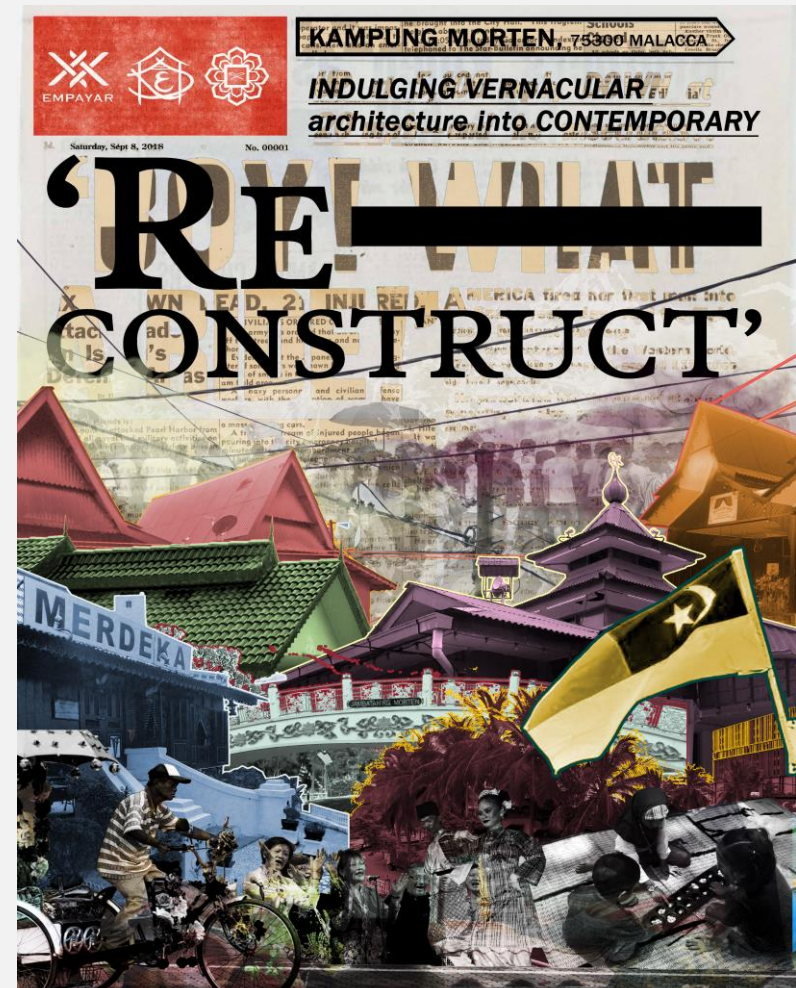


Figure 8: Identification of a theme through poster composition

PROJECT FINDINGS

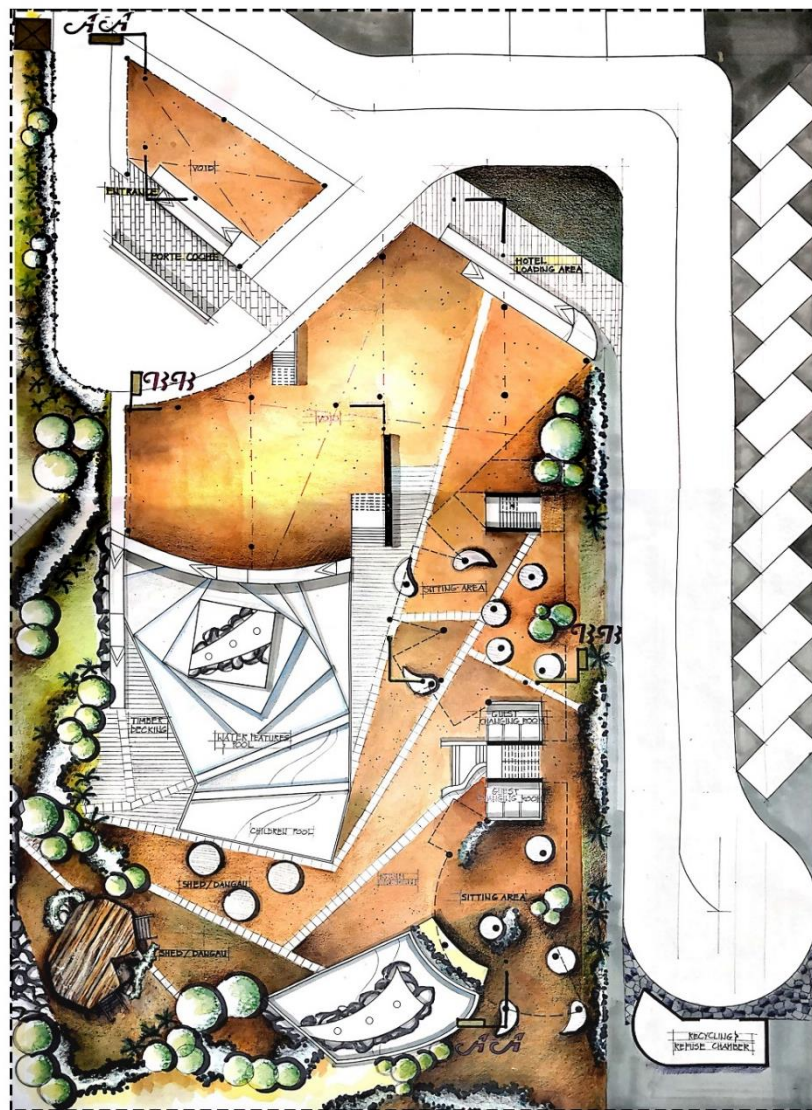


Figure 9: Ground floor of the boutique hotel (Scale 1:100)

Ground level of the hotel was left open for recreation and landscaping area for guest to enjoy the sea view. Guests enter the building through spiral staircase from the lobby to the first floor. On the first floor a restaurant was located facing the sea. The guest rooms are separated in different block by long corridor in radial shape which also facing the sea. The second floor of the hotel consist of roof top garden, *mussofa*, caretaker room and guest rooms. Roof top garden area facing sea which give opportunity for guest on the top floor to enjoy the view. Guest rooms provide feeling of new tropical and classical architecture. The roof of the hotel made of material that resembles 'tikar mengkuang' malay traditional mat.



Figure 10: First and second floor plan (Scale 1:100)

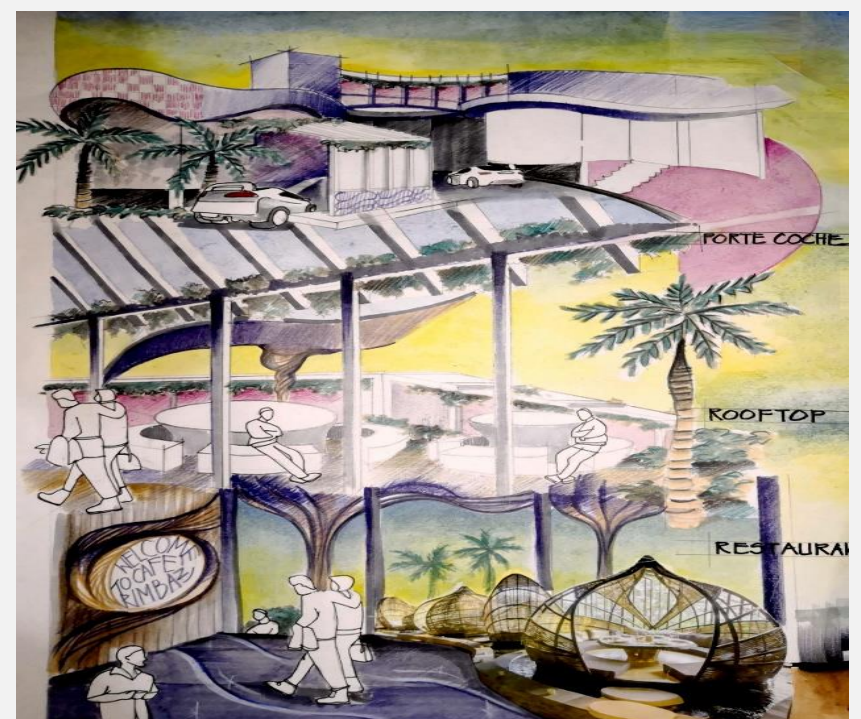


Figure 11: Interior and exterior view of the hotel

PROJECT FINDINGS



Figure 12: North Elevation (Scale 1:100)

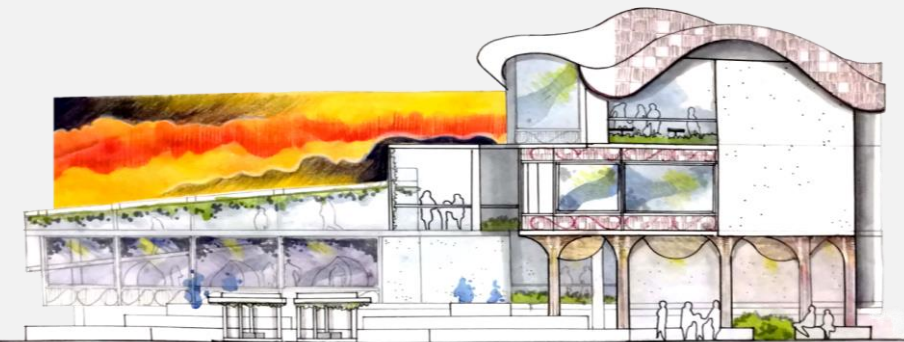


Figure 13: South Elevation (Scale 1:100)



Figure 14: Entrance view of the hotel



Figure 15: West Elevation (Scale 1:100)



Figure 16: East Elevation of the hotel (Scale 1:100)

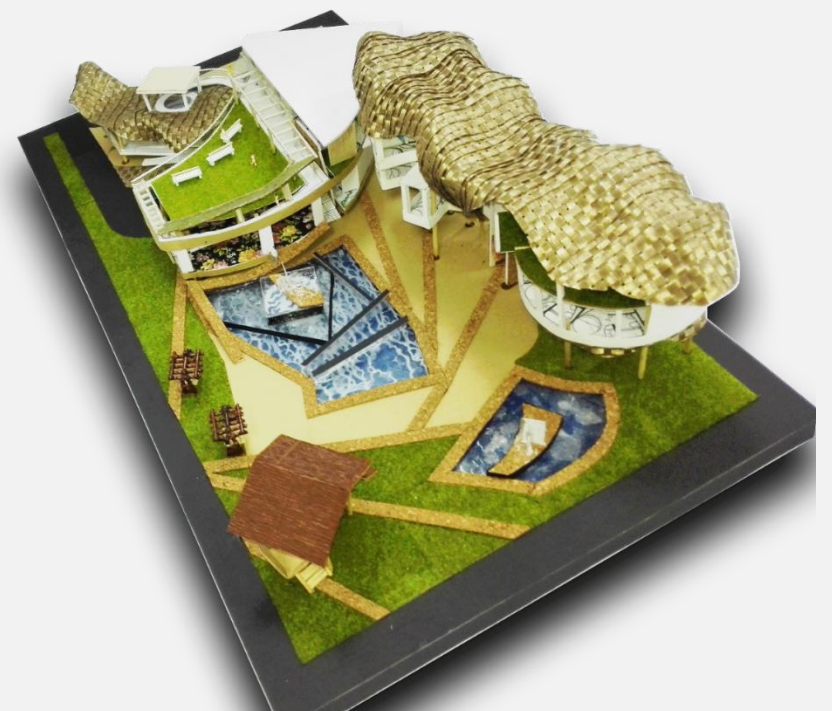


Figure 17: Top view of the hotel

PROJECT FINDINGS



Figure 18: Section A-A (Scale 1:100)



Figure 19: Section B-B (Scale 1:100)



Figure 20: Guest room interior



Figure 21: Interior model of the boutique hotel

CONCLUSION

In conclusion, the project has achieved to create 'creative ecosystem' for tourism industry in Melaka city. This center become starting point to brand the city. The boutique hotel become center of attraction by introducing new type of architecture which assimilate between Malay traditional architecture and Dutch classical architecture. The design of the hotel has considered the surrounding context, view and natural ventilation. Open landscape space at the ground floor was created to give access for guests to approach the sea. The intricate design of the interior using neo classical architecture give cozy ambience.

REFERENCES

- Barsha Amarendra, Slideshare (2016). Bamboo Structures: A Case Study on Neighborhood Bamboo Structure.
- Chang, T. C., & Teo, P. (2009). The shop house hotel: Vernacular heritage in a creative city. *Urban Studies*, 46(2), 341-367.
- E. Hosseini, G. Mursib, R. Nafida & B. Shahedi (2012). Design Values in Traditional Architecture: Malay House.
- Mandy Aggett, (2007). "What has influenced growth in the UK's boutique hotel sector?", *International Journal of Contemporary Hospitality Management*, Vol. 19 (2), pp.169-177.
- Peck, J. (2005) Struggling with the creative class, *International Journal of Urban and Regional Research*, 29(4), pp. 740-770
- Richards, G., & Russo, P. (2014). Alternative and creative tourism. *Google Scholar*.
- Murali, The Star Online. (2018). Kampung Morten is "Where Tourists to go the historical city get a taste of local Culture".
- Roofing Contractor. (2017). Aerodynamic Roofs: Common Sense Protection Against High Winds
- Sahabuddin Firdaus, (n.d). Chapter 2: Malaysian Vernacular Architecture and Its Relationship to Climate. Academia website.
- Vinay Jain, (n.d). Civil Engineering Home. Bamboo as a Building Material- its Uses and Advantages in Construction Works.