

THE APPLICATION OF “GREEN DESIGN” IN HOTEL INTERIORS IN KELANTAN

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Abstrak

Rekabentuk dalaman hotel berkonsep hijau adalah bertujuan menganalisis semua aspek dalaman bangunan hotel bahagian dan proses untuk mencari cara-cara menjimatkan tenaga dan air, mengurangkan pelepasan gas rumah hijau, membuat bebas dalaman dari bahan kimia toksik dan menggunakan bahan-bahan yang lebih mesra alam. Objektif kajian ini adalah untuk mengenal pasti garis panduan untuk menubuhkan sebuah Hotel Hijau, terutamanya di Kelantan. Tujuan lain kajian ini adalah untuk membawa kesedaran di kalangan pengusaha hotel dan semua pihak yang terlibat dalam industri hotel mengenai kepentingan Reka bentuk Hijau. Kaedah yang digunakan untuk kajian ini adalah induktif, yang boleh menambah pengetahuan baru untuk rujukan masadepan.

Kata Kunci: Reka Bentuk Hijau, Dalaman Hotel, Kelantan

Abstract

Green hotel interior design is about analyzing all interior aspects of the building of a hotel – its parts and processes –to find ways to save energy and water, to reduce greenhouse gas emission, to be free from toxic chemicals and to use materials that are more environmentally friendly. The objective of this research is to identify a possible guideline to whom who desires to establish a Green Hotel, especially in Kelantan. The other purpose of this research is to bring about the awareness among hoteliers and all parties who are involved in the hotel industry on the importance of Green Design. The methodology used for this research is inductive, which can add new knowledge for future reference.

Keywords: Creative, Technology, Economy, Commercialization

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1.0 Introduction

It is time for a change in the field of interior designs. With the constant changes of climate, the interior designers need to take actions in the construction industry in order to handle this and other environmental issues professionally. As buildings give significant impacts towards the environment, hence there is no exception for interior designers. Fortunately, interior designers – with their focus on refurbishment projects, lighting and materials – are well placed to instigate change (Moxon, 2012). Sustainability is a complex word that is hard to be defined and even more challenging to quantify. Since then the term ‘sustainability’ and such expressions as ‘green’, ‘eco’ and ‘environmentally friendly’ have been used to describe a multitude of products and actions that show concern towards the resources on Earth. The overuse of these terms has threatened to reduce the potency of their meanings (Strongman, 2008). Furthermore, ‘Sustainability’ is also explained in a book as a term that represents a social and cultural shift in the world order. It has become a symbol describing the word inevitably and it is going through ongoing transformation. As such, the term has little to do with the literal description or dictionary definition of the word, but it is the name for a new attitude and new way of looking at the world. ‘Sustainability’ is also a concept increasingly used as a measure of worth – when it comes to evaluating the contemporary built environment. A lot of effort has been put into integrating various assessment techniques related to environmental-friendly, energy-efficient buildings and developments as well as other activities involving management of natural resources under a banner of ‘sustainability’ (Bromberek, 2009).

The construction and operation of buildings are the major sources of demand for energy and materials that produce by-product greenhouse gases. To be successfully slow, and then reversed, global warming and world resource depletion, it is imperative that ecological literacy become a central tenet of design education and practice (Burke, 2009). “Green design is a design that goes beyond being just efficient, attractive, on time, and on budget. It is a design that cares about how such goals are achieved, about its effect, on people and on environment. An environmentally responsible professional makes a commitment to constantly try to find ways to diminish design’s impact on the world around us” (The American Society of Interior Designers (ASID), n.d). Hotels are becoming green. What began in a small niche that had long gone unnoticed has now become a global trend. There is more and more hoteliers discovering their green conscience and building in harmony with nature-using local materials, converting to renewable energy sources, and installing sophisticated water conservation systems as a reaction to growing demand particularly in lifestyle oriented cities. Values such as environmental compatibility and sustainability also are desired to be experienced when travelling (Holzberg, 2010).



2.0 Problem Statement

Hotel is a building that is categorized as Non-Residential New Construction (NRNC) in Green Building Index (GBI) Assessment. The Green Building Index (GBI) is an organization based in Malaysia, developed by Pertubuhan Akitek Malaysia (PAM) and the Association of Consulting Engineers Malaysia (ACEM) for the purposes of assessing Green buildings in Malaysia (Green Building Index, 2009). This shows that there are initiatives made to develop Green Buildings in Malaysia. But comes to a question, are the hoteliers and developers aware of this situation, especially in Kelantan. Kelantan is a worth destination to visit during holidays due to its eye pleasing destinations, architecture, local culture, accessibility, local arts and great hotel deals offered (Andressen, 2012). Secondly, what are the criteria needed to establish a Green hotel? To establish a Green hotel is not a simple thing, there are some criteria to follow. The assessment criteria covers Energy Efficiency (EE), Indoor Air Quality (EQ), Sustainable Site Planning & Management (SM), Materials and Resources (MR), Water Efficiency (WE), and Innovation (IN) ("GBI RNC Residential Tool V1," 2009). The third problem statement is how conscious are the hoteliers in Kelantan about the importance of Green Design in designing their hotel interior? The American Society of Interior Designers (ASID) states: Green design is a design that goes beyond being just efficient, attractive, on time, and on budget. It is a design that cares about how such goals are achieved, about its effect on people and on environment. An environmentally responsible professional makes a commitment to constantly try to find ways to diminish design impact on the world around us (Carpenter, 2009). The last problem to state is: What is the importance of applying Green Design in hotel interiors? According J. Carpenter from FAIA, interior designers must do more than jump on the green bandwagon; they must be agents for change and maintain a growing awareness of why it is essential to design interiors that are conscientiously designed, with the safety and welfare of the inhabitants in the confront of their minds.

3.0 Research Objectives

There are some objectives to be highlighted from this research. Firstly, this research is done to identify a possible guideline to whom who wants to establish a Green hotel. Next, this research hopefully can spark some consciousness among all the hoteliers and all parties who involve in the hotel industry about the importance of Green design. The third objective is to create awareness among Kelantan people and visitors about the importance of Green in hotel interiors.



4.0 Significance of Study

The study about Green Design is very crucial for a better future. The idea of Green Design in interior part of a hotel will not only add value for hotels in Kelantan, but as a whole it is a part of good effort to maintain the sustainability on the earth. In this research, it will only focus on hotel interior design as it will contribute a lot towards Kelantan tourist industry and the environment as well. Next, as resort hotel is a place where people seek for during every vacation, it is actually a strategic hub to educate people worldwide, even starting from a small countryside resort hotel. Finally, Green hotel interior design perhaps will give a big impact in the heart of every people so that they will feel the responsibility towards the environment and as reward for better health physically and emotionally.

5.0 Research Limitation

There are some limitations faced during the production of this research. The researcher found that there is a lacking of awareness among hoteliers, architects, management, authorities, state government, designers, employees, contractors and suppliers who involve directly or indirectly in the lodging industry about Green design itself. The other issue is about the hotel visitors, who found ignorant about Green design, or Green interior design. They are not exposed to the Green issue due to educational basis, exposure, culture and some other things. This shows from the result of not being concerned whether the hotel that they occupy is practicing Green or not. Furthermore, Green design is still a new issue not only in the state of Kelantan, but globally, resources about this are found limited. In elaboration, resources stated are meant in terms of reference, guidelines, raw materials, product sources, skillful labor, Green technologies, and up-to-date (aware of Green movement) consultants.

6.0 Research Methodology

Research methodology mode used in this research is inductive. This research is supposedly able to give some contributions in Green industry, hotel industry and Kelantan state. The method used to conduct this research is qualitative. Some new ideas in designing interiors for hotel design will be composed and shared as an inspiration and guide to people who are interested in this topic. The ideology included will be very subjective and research mode is observational. Various ideas will be updated to open the box of rigidity in the hotel design industry.



7.0 Literature Review

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7.1 Green

“Green Design” is intended to develop more environmentally benign products and processes. The application of green design involves a particular framework for considering environmental issues, the application of relevant analysis and synthesis methods, and a challenge to traditional procedures for design and manufacturing (Chris Hendrickson, Noellette Conway-Schempf, Lester Lave, n.d.). There are some objectives of green design, and here are the general goals of green design in pursuit of a sustainable future:

- Reduce or minimize the use of non-renewable resources
- Manage renewable resources to ensure sustainability
- Reduce, with the ultimate goal of eliminating, toxic and otherwise harmful to the environment, including emissions contributing to global warming (Chris Hendrickson, Noellette Conway-Schempf, Lester Lave, n.d.)

A Green building is a building that focuses on increasing the efficiency of resource use – energy, water, and materials – while reducing building impact on human health and the environment during the building’s lifecycle, through better siting, design, construction, operation, maintenance, and removal. Green Buildings should be designed and operated to reduce the overall impact of the built environment on its surroundings (“why-green-buildings,” n.d.)

Green architecture, or green design, is an approach to building that minimizes harmful effects on human health and the environment. The “green” architect or designer attempts to safeguard air, water, and earth by choosing eco-friendly building materials and construction practices.



Green architecture may have many of these characteristics:

- Ventilation systems designed for efficient heating and cooling
- Energy-efficient lighting and appliances
- Water-saving plumbing fixtures
- Landscapes planned to maximize passive solar energy
- Minimal harm to the natural habitat
- Alternate power sources such as solar power or wind power
- Non-synthetic, non-toxic materials
- Locally-obtained woods and stone
- Responsibly-harvested woods
- Adaptive reuse of older buildings
- Use of recycled architectural salvage
- Efficient use of space

The interior features, the chemical used, the air they contained, the temperature are things to be considered in GREEN interiors. A GREEN interior must not only harm the environment, but also friendly to the being.

7.2 Hotel

A hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, a safe, a mini-bar with snack foods and drinks, and facilities for making tea and coffee. Luxurious features include bathrobes and slippers, a pillow menu, twin-sink vanities, and jacuzzi bathtubs. Larger hotels may provide additional guest facilities such as a swimming pool, fitness center, business center, childcare, conference facilities and social function services.

The word hotel is derived from the French, *hôtel* (coming from *hôte* meaning host), which refers to a French version of a townhouse or any other building seeing frequent visitors, rather than a place offering accommodation. In contemporary French usage, *hôtel* now has the same meaning as the English term, and *hôtel particulier* is used for the old meaning. The French spelling, with the circumflex, was also used in English, but is now rare. The circumflex replaces the 's' found in the earlier *hostel* spelling, which over time took on a new, but closely related meaning. Grammatically, hotels usually take the definite article – hence “The Astoria Hotel” or simply “The Astoria.”



7.3 Types of Hotel

Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies that operate hotels have set widely accepted industry standards to classify hotel types. General categories include the following:

i) Conference and Resort Hotels

Conference and resort hotels are hotels which often contain full-sized luxury facilities with full service accommodations and amenities. These hotels may attract both business conferences and vacationing tourists and offer more than a convenient place to stay. These hotels may be referred to as major conference center hotels, flagship hotels, destination hotels, and destination resorts. The market for conference and resort hotels is a subject for market analysis.

These hotels as destinations may be characterized by distinctive architecture, upscale lodgings, ballrooms, large conference facilities, restaurants, and recreation activities such as golf or skiing. They may be located in a variety of settings from major cities to remote locations.

ii) Historic Inns And Boutique Hotels

Often contain luxury facilities of varying size in unique or intimate settings with full service accommodations. Boutique hotel is a term popularized in North America and the United Kingdom to describe hotels which often contain luxury facilities of varying size in unique or intimate settings with full service accommodations. Sometimes known as “design hotels” or “lifestyle hotels”, boutique hotels began appearing in the 1980s in major cities like London, New York, and San Francisco. Typically boutique hotels are furnished in a themed, stylish and/or aspirational manner. Boutique hotels are often individual and focused on offering their services in a comfortable, intimate, and welcoming setting, so they are therefore extremely unlikely to be found amongst the homogeneity of large hotel.

Guest rooms and suites may be fitted with telephone and Wi-Fi Internet, air-conditioning, honesty bars and often cable/pay TV, but equally may have none of these, focusing on quiet and comfort rather than gadgetry. Guest services are often attended to by 24-hour hotel staffs. Many boutique hotels have on-site dining facilities, and the majority offer bars and lounges that may also be open to the general public. Despite this definition, the popularity of the boutique term and concept has led to some confusion about the term.



Boutique hotels have typically been unique properties operated by individuals or companies with a small collection. However, their successes have prompted multi-national hotel companies to try to establish their own brands in order to capture a market share. Notable examples include Starwood Hotels & Resorts Worldwide's W Hotels, ranging from large boutique hotels, such as the W. Union Square NY, to the W. Boutique Resorts in the Maldives, and Époque Hotels among many others.

iii) **Select Service**

Originally defined as a hotel without restaurant or banquet facilities, the services and amenities offered to guests of limited-service hotels are typically simple. However, these services and amenities have expanded over the past decades, and in today's market a limited-service hotel's range of amenities might include a business center, a fitness room, a guest laundry facility, a market pantry, an indoor and/or outdoor pool and whirlpool, and small meeting rooms.

"Budget" limited-service hotels offer no-frills rooms at modest prices. More robust limited-service hotels offer many of the same high-quality amenities that guests would expect from full-service hotels, with one significant difference: limited-service hotels lack a dedicated, revenue-producing food and beverage component.

iv) **Limited Service**

Limited-service hotels typically have the lowest operating costs of all three segments because they don't offer catering services or multiple restaurants. Room rates are typically on the lower end of the scale as well, because demand for limited-service properties generally comes from price-sensitive commercial and leisure travelers. The majority of limited-service brands target the price point of \$75 per night or less; however, the higher quality of certain brands provide offering and their finish-out can command a premium.

v) **Extended Stay**

The term "extended stay hotel" is popular in the US & Canada, and is becoming more prevalent worldwide. Extended stay hotels vary considerably in their room types and amenities. However, they always have guest laundry facilities onsite, guestrooms (i.e. "suites") with full kitchens (equipped with kitchen wares), and offer discounts for extended stays. Some "extended stay hotels" have only studio



suites, while others offer larger 1-bedroom or 2-bedroom/2-bathroom suites. Available amenities can include free breakfast buffets, evening receptions or grocery shopping service. Housekeeping service can range from once per week to daily.

vi) **Timeshare**

Some timeshare companies own certain units in various resort hotels and make these units available to their customers, who are typically called “timeshare owners.” Those owners pay a purchase price that buys an annual allotment of time at the hotel usually in weekly periods. For example, a person in snowy, cold Vermont could purchase an annual three weeks allotment in a time share hotel in the Bahamas that can be used every January.

vii) **Destination Club**

In a destination club, in exchange for a one-time, upfront, mostly refundable membership fee, and annual membership dues, a member gets access to a roster of luxury vacation homes around the world, which can be booked based on availability and reservation priorities, plus personalized services and resort amenities such as beach clubs, luxury spas, private chefs and more.

Destination clubs were “invented” in 1998, when Rob McGrath, a veteran of the luxury timeshare development business, launched Private Retreats. Since then over 30 companies have launched clubs targeting affluent families that want the benefits of second home ownership, but with more flexibility and choice in where they vacation each year.

Here is a list of benefits and privileges typically offered by destination clubs:

- Access to 3–5 bedroom homes (smaller condos in city locations), either on resort properties or near key locations (ski resort, beach etc), providing significantly more room than accommodations at luxury resorts and hotels.
- Homes are owned and managed by the club or leased by the club, and are for the exclusive use of club members
- 10–60 days of home usage at different homes across multiple locations.
- The ability to book homes in advance and on a “space available” basis, as well as a system to handle the demand for holiday or peak periods.



- High service levels including: pre-departure planning, on-location concierge services and daily housekeeping service.
- Furnishings, appliances and audio-visual equipment that would be considered “luxury class,” such as Viking stoves and flat-panel TVs.
- Additional membership privileges and benefits, including special club events, and access to luxury resort amenities.

8.0 Conclusion

Green design hotel is the best solution to make lodging industry taking part in rescuing the earth. Interior designers should take their parts by designing more Green interiors for hotels, especially in Kelantan. This effort hopefully can educate people through the design, in the same time will add value to the local hotels.

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