

EMERGING TRENDS OF OUTDOORDESIGN STYLES IN THE HOSPITALITY INDUSTRY

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Abstract:-

As dining and entertainment is an important factor of the hospitality industry, hoteliers are also focusing on providing maximum enjoyment and entertainment to their guests, and are searching for different ways through which quality experience could be delivered to their guests. Presently hoteliers have understood the importance of well-designed outdoor space.

With the help of the right design selections and layout, they can open and improve on revenue-generating streams for their hotels and resorts, doing this not only the guests will have the opportunity to relax in the outdoors, but hotels and resorts can utilize their indoor and outdoor spaces for increasing their revenue and also creating brand awareness. Despite the good location, hotels greatly depend on their outdoor space to establish themselves apart from their competitors. Hotels and Resorts at different luxurious locations are showcasing their outdoor space with high-quality facilities such as outdoor structures and parasols, in order to cheer their guests to enjoy the surrounding views. Today social media has become an important aspect of our lives, guests staying in hotels would like to photograph their experiences, which is very important for the hotels to gain a positive social media presence. In today's scenario outdoor spaces of hotels and resorts have become a great revenue earner, in house guests are enjoying eating outdoors with their families and companions. Research shows that people would like to stay longer at the hotel if the outdoor area of the hotel is comfortable and cohesive. This paper tries to find out the importance of outdoor spaces of hotels and resorts and how hoteliers are approaching this concept to create an exceptional outdoor space for creating a quality experience for their guests. For this research, the information was mainly collected through the Internet and Discussion with Hotel and Resort Managers from Maharashtra and Goa. The findings of which are presented in the discussion.

KeyWords: -Outdoor Space, Hotel, Resort, Comfort

Introduction: -

In the current scenario Resorts and hotels can gain a lot by properly managing and developing a well-designed outdoor space. With the help of the right design choice and layout, hotels can develop and improve their revenues. A well-designed and successful outdoor space created with style and function will always result in increased revenue for the hotel, this will also inspire better customer reviews, which will gain profitability for the organization. Today guests expect exceptional comfort when they are at the hotel this will be possible by providing them with delighted services indoor and at the outdoor spaces available in the hotel.

While designing hotel spaces it should be seen that the space should be of low maintenance, easy to operate without any distraction especially for the staff whose time should not be wasted looking for the guests.

During the process of developing outdoor space, the owners of the hotels must consider the following.

Developing the Concept

The first and very important task is to take the view of all the outdoor spaces and assess it properly on how they are performing, and to find out the feasibility of it from a revenue point of view. The following are the important areas situated at the outside space of the hotel

- Poolside Area
- Exterior side of the Restaurant and other F&B Outlets
- Lounge situated at the Beachfront
- Surrounding areas near to the Villas in the Resorts
- Terrace area and Balconies

- Interior courtyards

The best way to do this is listing outdoor areas and ranking them as per their performance rate starting from the best performing to worst performing area, identifying the worst-performing space, and bringing to the notice, also there could be an empty area that can be transformed into a new space with proper planning and thinking these unused or underutilized spaces that can be transferred into exciting new areas where regular customers would like to try out. Improvements must be tried out to create a consistent and stylish atmosphere with a combination of good layout that would offer an inspirational comfort to the guest.

Planning and developing the outer space of your hotel

The first step towards developing the outer space of your hotel is to decide on the space that needs to be improved, it could be creating a new space from the scratch or upgrading an existing facility, the process for both is similar.

Planning must be done by thinking about the customer's experience about the outer space it could be related to the furniture, table, and chairs, there should be a critical eye and an informal survey, taken from the customers to find out where and which changes need to be done, the best way is to make a list of changes that need to be done. While planning the outer spaces creativity and inspirational thinking should be used, to achieve customer satisfaction. The management of the hotels must see that the solutions for existing spaces need not be complicated while planning customers must be kept as the focus as they should enjoy the space, this can be done by adding the right quality of tables, chairs, outdoor umbrellas, and smart plantings, all these should match with the theme of the venue and must be planned efficiently in order to remove something old and replace it with new to add to the hotel's outer spaces.

While planning and developing the outer space of the hotel lot of points must be taken into consideration such as comfort, sophistication, or class, the hotelier must visualize the ideal space for the venue, what are the expectations of the guest, when they sit outside, what are the current hospitality trends all this must be considered while working on the project, a very important factor of outdoor space planning is to decide, what the new area is going to be used for, and it should be as specific as possible.

Once the project is planned it is important to search for planning the interiors, shades, furniture fixtures, and furnishings, planning should be done for seating and table combination this should match with the theme of the venue, planning should be done for the exterior space which should resemble consistency and authenticity all this should be done in a very meticulous manner to give a good impression about the property. The guests will also appreciate and share their experience online, this will encourage repeat business and referral.

A very vital part while planning the indoor and outdoor spaces of the hotels is to get the color palette right, research shows that colors have a lot of influence on human beings including our mood, color of the place must make a person feel more relaxed, it should be ideal for a hotel at the same time it should be trendy and give a modern feel.

The following outdoor furniture are an integral part of a hotel's outer space

Outdoor umbrellas

Umbrellas are an integral part of outdoor space, it is a sign of relaxation, comfort and is perfect for reading a book at the poolside, or relaxing, it's perfect for the summer season, these umbrellas offer greater flexibility for guests to enjoy the outdoors whilst protecting from sun and rain. Purchasing a premium product umbrella that is water-resistant and does not absorb water, with good quality cushions should be installed in order to provide comfort.

Setting tables and Chairs

A correct combination of table and chairs and their placement is very important while setting outer spaces of the hotel, the choice of sitting arrangement depends upon the space available, in the case of smaller spaces, the furniture should be sleek and refined. To give a classy look to the bar sophisticated stools with narrow leaners to create a comfortable and cozy environment should be installed. The dining area should have attractive and classy chairs and table planning should be done to create ample space between tables for the waiting staff to move around and attend to the guests with comfort.

Poolside Space

Poolside is a space at the venue which is very busy most of the time when it comes to poolside hotels need to put a lot of thought into the loungers as loungers will be used more than any other furniture, loungers should be of good quality as cheap loungers will be uncomfortable and break more often. Today Loungers are available in various shapes and sizes it has to be purchased as per the dimensions of the poolside. With the swimming pool, outdoor bathrooms are becoming more popular. International Resorts are allowing the guest to bathe beneath the sky or stars, the outdoor bathroom features a copper-sided roll-top bath and rain showers. At some places, suites are attached with balconies in addition to freestanding baths, which look out over the sea.

Dispense Bar

When designing a new space location for beverage station important points must be taken into consideration as service of Beverages is very important, right from serving a coffee to wines and alcoholic drinks careful planning need to be done, decisions such as placement of furniture at the bar counter for serving drinks, seating arrangements, mixology bench on the patio and barista station at the poolside, for this the designer must be creative, the layout of the bar should have different styles as these features create a comfortable and enjoyable environment to the guest.

Designing the Hotel Outdoor Structures

Outdoor structures are unique and an important component of any hotel or resort it is, a memorable function space, where hotels can host functions such big parties ranging from weddings, get to gather, birthdays and any other functions as per the occasion, this goes on all year round, regardless of the weather conditions. To cater to these functions an extensive range of fixtures such as multiple personalization of remote-controlled rotating or retracting roofs, sliding glass, zip screens, separate entrance doors, LED lighting, heaters, and weather sensors can be installed in the outdoor spaces of the hotel. While designing the outer space the hotel owners need to maintain convenience for the guests.

Outer space and social distancing in the Pandemic:

The Pandemic which hit at the end of 2019, has taken the hospitality industry with a shock, as, many hotels are using a makeshift solution in order to create a more open space for indoors and outdoors for creating social distancing. Hotels have started to use terraces for creating portable bars and eating places in order to maintain social distancing as this has been seen as a possible solution for effectively spreading people apart and utilizing the available spaces to the maximum limits. Hotels have also started to limit group sizes, and this bar and dining area is divided into various sections to accommodate guests with social distance to provide comfort and privacy to the guests, by keeping spaces between the tables, this type of layout allows the customers and serving staff to move around with ease. While designing and recreating outdoor spaces the kitchen should be near to the dining area so that the guests can be easily and conveniently served by the service staff, by maintaining physical distance and comfort. To maintain social distance installation of temporary partitions as barriers to control crowding is an important step that a hotel should do during this pandemic. Portable outdoor patio umbrellas with transparent plastic walls have been a growing choice for restaurants. Permanent outdoor tables should be resistant to moisture, mold, and other environmental effects that cause material degrading and health risks.

Hoteliers should take advantage of this trend to reimagine and invest to create a safe and effective outdoor space. Hotels are now using their lobbies as a solution for facilitating social distancing for onsite restaurants and bars. To maintain this hotel must create an atmosphere that welcomes guests at arrival. A novel idea for social distancing for future hotels is to install elevators that have only one button that goes to specific areas for limited public meetings. This will help to minimize crowding, make people comfortable, and allow them to go in various small groups to a specific floor.

Essential elements for hoteliers before designing outdoor Spaces for a hotel:

A) Climatic Conditions.

A very important aspect while designing the outer space of any hotel is to keep in mind the geographical and weather conditions such as heavy rainfall, strong winds, snow, or fog this is important because the furniture, fixtures, equipment of the property should be heavy, sturdy and stable to bear and resist winds in the rainy season. Materials used for an outdoor place must be durable enough, the furniture chosen must be waterproof, and fabrics should be mold and mildew-resistant.

2. Provision for every Season

Whatever may be the weather, guests would like to be in the outdoor area of the hotel as they want to enjoy the fresh air and open space. In rainy seasons, outdoor elements such as umbrellas, are used for covering the area, even a cabana can be used by the guest to wait without getting wet in the rains. A Provision of a fire pit or heat lamps in colder climates should be made available to make the guests comfortable in outdoor spaces in the cold season.

3. A Spectacle Ambience

To create a visual impact on the outdoor areas, 3D metal sculptures can be installed to create a spectacle ambience at the outer space, Lighting of the hotel also creates a great opportunity for the right ambience on the terrace, rooftops, patios, or in the lawns, to improve the aesthetic value of the hotel, funky floor lamps with Twinkling string lights can be installed. The hotel can also develop a patio area with a combination of good furniture and string lights. String lights are a low-cost way to transform the space that is available.

To add to the ambiance of the outer space of the hotel erection of Vertical gardens also known as living walls which is nowadays becoming a center of attraction to add to the ambiance and aesthetic value of the property, is a collection of wall-mounted flowers, shrubs, plants, herb or grass.

Creating Upselling opportunity

There are many ways through which upselling opportunities may be created at the outer space of the property, like promoting function catering such as weddings and meeting generating high demand from both weddings and corporate events, tent-covered gatherings with open-air sides

Promoting terrace and hotel penthouse for small gatherings and executive meetings, this could be enriched by incorporating special cocktail carts, desserts, ice cream or Popsicle carts, and outdoor barbeque grill.

The use of modern technology for outer space is playing an important role in enhancing the guest experience things like integration of QR codes using the digital platform, for guests to place orders through mobile phone or tablet in various locations with GPS technology. Wireless technology is being used for faster speed and quality, for outdoor meetings or small conferences, strong connectivity is made available for the guests. A new concept that has been implemented at the beach resort is the arrangement of casual board meetings arranged on the sand of the beach resort.

In order to accommodate the demand for outdoor meetings hotels are providing plenty of exterior space with the facility of Wi-Fi, along with exterior access points, for facilitating uploading, downloading, and overall signal coverage

Other enhancements include transforming room service into a roaming service that can transport foodstuff and drinks across the hotel. Many Resorts have added rooftop bars and cool outdoor terrace spaces.

The objective of the study: -

1. To examine the importance of outdoor spaces in the hotel.
2. To determine the impact of effective utilization of outdoor spaces in creating a quality experience

For the guests.

Method:-

For this study Primary data was collected through formal discussion with the senior managers of five-star category hotels of Mumbai and Pune, the secondary data was collected through articles and mainly through the Internet.

Practical Implications of the study: -

This study will be useful for the management of Hotels and Resorts to understand the importance of outdoor spaces and effective utilization of outdoor spaces in creating quality experience for the guests thereby, increasing the popularity and profitability of the organization.

Discussion and Conclusion: -

The Importance of outdoor spaces have become a very important part of hotels and resorts, it has become a survival tool for the hotels. More space will accommodate more guests, if they have a quality experience they'll stay longer and spend more at the hotel. The development of outdoor spaces has become an excellent way of revenue generation. If the guest feels relaxed, happy, and contented in the hotel with good outer space they'll spend more money and share their positive experience on social media with their social circles this will optimize the sales and growth of the organization, outer space planned properly can provide an additional income for the hotel. Currently, some of the branded resorts are undergoing new construction and renovation of their projects, and most of the renovation is being done to develop the outer space of the property.

In the current situation, demand is being created to start blurring the lines between the inside and the outside of the property, time has come to revamp the outdoor spaces, as this is a great way to accommodate those who are still wary about dining inside. With the pandemic around its time to create new outdoor space with socially distanced furniture, summery décor, and seasonal menus.

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