

The Value of Four-Star Hotels from Architectural Design Perspectives

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Abstract As one of tourists' destination cities, Bandung offers numerous hotels for its visitors who are dominated by domestic tourists. With the vast choices of types, facilities, and prices, the market competition between hotels is inevitable, especially with the emergence of small-scale hotels that are on a par with three-star hotels. As an impact, the markets of hotels with higher classes or stars are getting more segmented, especially four-star hotels. Standing in between the affordable three-star hotels and the luxurious five-star hotels, four-star hotels seem to bridge both classes through an impression of luxury, yet still affordable. Nevertheless, this issue creates a bias as expressed in a question: how luxurious are four-star hotels if they are still affordable? Through comparing the architecture and interior design of Mercure, Sensa, and de Pavilijoen, three popular four-star hotels in Bandung, this paper explores the value of four-star hotels from architectural design perspectives. The result of this study later serves to discover and bring the uniqueness of four-star hotel design to the surface and make it attain distinction from other star-hotels.

Keywords Hotel design, hotel architecture, four-star hotels, contemporary design, architecture styles.

1. Introduction

Several studies agree that Bandung is a potential city of tourism [1,2]. The city continuously builds places of attraction that never seem to be lacking of visitors, especially on weekends and during the holiday season. As an impact, when the tourism arises, the demand of hotels also increases. As mentioned in a former research by Adebisi [3] that hotel business "plays fundamental roles in the social and economic of travellers and host community where it is located," not only tourism, but hotel business can also give positive contributions to the economic growth. Therefore, we can now see that there are a lot of choices of hotels spread all over Bandung. With these many choices, the competition between hotels is inevitable, especially with the emergence of small-scale hotels with their *instagrammable* and trendy designs that are on a par with three-star hotels. This phenomenon becomes a threat to especially four-star hotels, as the lower star hotels can meet their guests' aesthetic expectations with less price.

Hotel image is believed to play an important role in a customer's decision to use a hotel [4] Customers can see all reviews and images about the hotels from mobile based applications and social media before they decide to make a reservation. Previously, Baker et. al (in Bograve and Koranne) also found that physical environment influences customer perception [5] and it becomes one of the factors that may lead to the hotel's success. Those statements suggest that hotels' guests as customers tend to judge the value of the hotels from what their eyes can perceive. It

means, the quality of visible architectural elements in the hotel is very important in determining whether a hotel is perceived as luxurious or not.

The term "architectural elements" itself has a very broad understanding, as architecture covers many aspects from the beauty of the spatial composition to the installation of mechanical and technical utility system. However, customers are more likely to be exposed to the spatial elements which they can experience inside the hotel. Therefore, this paper is discussed based on interior elements of architectures as summarized by Widyaevan and Rahardjo [6] as follows:

- Space: The space consist of the elements of wall, floor, and ceilings. This space is also informed on what style the architecture which contains all the interior furnishings.
- Furniture: Furniture are important to communicate the idea of form. Furniture plays important role to express the style based on in form, sca;e, and materials.
- Color: Colors create an ambiance which also can be associated with specific styles.
- Proportions: Proportion of space linked into dimensional aspect. A ratio of space dimension affects how user experiences, which follows emotional reaction

Standing in between the affordable three-star hotels and the luxurious five-star hotels, four-star hotels seem to bridge both classes through aesthetic design an impression of luxury, yet still affordable. Meanwhile, four-star hotels

also have government's regulatory standards which need to be met. According to data from the minister of tourism and creative economy regulations Republic of Indonesia number PM.53/HM/.001/MPEK/2013 on hotel business standards states that the lobby area of four-star hotels must have a minimum area of 100 m² with good circulation and lighting and there are public toilets totaling 2 for men and 3 for women with equipment. The lounge is equipped with tables and chairs, luggage storage space for visitors and disability facilities that are all provided to ensure the comfort of the hotel visitors.

In the restaurant area, four-star hotels have at least two restaurants, one of which can be reserved for the public with good circulation, lighting and air conditioning. There are chairs and a dining table complete with all the equipment. And in the bedroom area, the bedroom area must not be less than 24 m² in which there must be a private bathroom. In the bedroom there are beds and equipment, tables and chairs, trash cans, luggage rack, clothes storage, individual safe deposit boxes, side tables, reading lights, long mirrors, internet networks, TV and coffee-tea makers. Beside from the complete facilities, to provide comfort to visitors the bedroom area must also have doors and windows equipped with locks and safety, smoke detectors, sprinklers, Qibla direction instructions installed in the ceiling, room location plans and rescue instructions self, guidance on hotel facilities and services, meeting the level of chaos, and having good circulation, ventilation and lighting.

Thus, this issue creates a bias as expressed in a question: how luxurious are four star hotels if they are still affordable? Through comparing the architecture and interior design of Mercure, Sensa, and de Paviljoen, three popular four-star hotels in Bandung, this paper explores the value of four-star hotels from architectural design perspectives.

2. Method

The research is performed in comparative method in three studied objects, which are Mercure, Sensa, and de Paviljoen, three popular four-star hotels in Bandung. These hotels are chosen as the studied samples since they offer similar types of rooms, facilities, and price range, yet they also show contrast characteristics to each other.

The discussion in this research will analyze how these

studied hotels process their interior elements as four-star hotels so that they remain affordable at price while pursuing their luxurious impressions.

3. Discussions and Results

3.1. Profiles of Studied Objects

3.1.1. Mercure Bandung City Centre

Mercure Bandung city center hotel is a hotel located on Jl. Lengkong Besar No.8, Cikawao, Kec. Lengkong, Bandung City, West Java. The hotel is located in the center of Bandung, offering a variety of facilities that are in accordance with the standards of a four-star hotel with luxury that are packaged in a modern design concept. This hotel has a uniqueness that can be felt from a modern concept that is simple but able to make visitors feel the luxury with a different experience and make this hotel suitable for young people and the elderly.

3.1.2. Sensa Hotel Bandung









Sensa Hotel is located in Cihampelas Walk. What makes this four-star hotel unique is its architectural design which is created in a theme of a butterfly. The layout of the building plan takes after the outline shapes of a butterfly. As a result, the building form exposes many curves that makes an impression that this building has a distinctive taste of architectural aesthetic. This hotel has also received several awards, such as the second place at FIABCI PRIX Award in 2011 and other awards from the booking websites Agoda and Booking.com.

3.1.3. De Paviljoen Bandung





De Paviljoen Hotel Bandung is a hotel located on Jl. L. L. R.E. Martadinata No.68, Citarum, Kec. Bandung Wetan, Bandung City, West Java. This four-star hotel offers a classic modern design concept that has its own luxury with its history. This hotel is unique because of its design that illustrates the colonial style with the influence of Sundanese traditional culture and is packaged in a modern way. In addition, there are many paintings that are scattered in every public area and make visitors feel like being in an art gallery that provides its own experience for the v

3.2. Comparison of the Object Samples

Table 1. Comparison of the three Objects

Area	Mercure Bandung City Centre	Sensa Hotel Bandung	De Paviljoen Bandung
Lobby / Lounge	 <p>Figure.1 Lobby</p> <p>Floor In lobby area, the floor use cream marble with white stripes combined with blue carpet. The reflections of warm light colored space lighting in this area make the hotel lobby look luxurious.</p> <p>Wall In lobby area, the material used is beam-shaped plywood which is finished with wood-patterned HPL and arranged into decorative elements and vocal points in this lobby area. On the other side, the wall is dominated by transparent glass material.</p> <p>Ceiling In this area the ceiling has a height of about 4 meters, the type of lamp used is a LED pendant lamp with glass and acrylic material that is modern in design and is located only in the reception area and sharing table in the lounge, the rest uses downlights that are arranged according to the ceiling pattern.</p> <p>Furniture The reception desk is made from white marble material with golden stripes. In the lounge area, the sofa use gray fabric material and a coffee table with a shape like a suitcase. In the other side, there are sharing table with solid wood material.</p>  <p>Figure.2 Lounge</p>	 <p>Figure.7 Receptionist Area</p>  <p>Figure.8 Lobby</p> <p>Floor Lobby area flooring are dominated by beige marmer only, except in lounge area the floor was laminated by brown carpet and it gives warm and comfy impression.</p>  <p>Figure.9 Lobby</p>  <p>Figure.10 Lounge</p> <p>Wall Walls in lobby and lounge are dominated by huge glass window, which gives luxury impression, not only because of its height but also because of the panoramic view.</p> <p>Ceiling The ceiling design is very simple. it only has flat ceiling and some spots of warm white downlight.</p> <p>Furniture Seater in lobby and lounge are using plywood laminated with dark brown HPL and the cushion id laminated with colored fabric. For the top table at receptionist and coffee table are used white marble with greyish veins.</p>	 <p>Figure.15 Lobby</p> <p>Floor The material used in this hotel lobby is cream colored marble with brown carpet material to distinguish the lounge area and also gives the impression of a warm space.</p> <p>Wall On the wall, the material used is brick finishing wallpaper that has profile details. Making the space area on the lobby floor seem to have a clear design character with the use of neutral colors and warm light room lighting is its own attraction.</p> <p>Ceiling Ceiling used white gypsum material with a detailed up ceiling in the middle there is a downlight and hidden lamp as accent lighting.</p> <p>Furniture Furniture in the lobby area has a form furniture with classic designs and simple ornament details. The material is dominated by fabric and solid wood material that is finished with duco paint.</p>  <p>Figure.16 Lounge</p>

<p>Restaurant</p>	 <p>Figure.3 Restaurant</p>  <p>Figure.4 Restaurant</p> <p>Floor On a restaurant area, the floor material is dominated by gray marble material combined with black marble and iron lists forming floor patterns.</p> <p>Wall The wall material is dominated by glass walls which directly become building facades which also distinguishes between smoking and non smoking areas.</p> <p>Ceiling On the restaurant area, the ceiling used white gypsum material with square profile details and a downlight in the middle.</p> <p>Furniture Buffets in the restaurant area use white marble material with golden stripes combined and plywood material that is finished with pine patterned HPL. In this area, there are 3 types of dining chairs, dining chair with wood frame material, foam and fabric finishing, modular sofa with wooden frame and finishing fabric and easy chair with wooden frame material, foam and fabric finishing.</p>	 <p>Figure.11 Restaurant</p>  <p>Figure.12 Restaurant</p> <p>Floor The floor material in a restaurant is still the same as in the lobby and lounge, beige marble.</p> <p>Wall This wall is dominated by white color and large clear glass opening to swimming pool area which offers a view.</p> <p>Ceiling In the restaurant area, the ceiling has a flat shape with white gypsum material and downlights. on each side there is a hidden lamp accent lighting so that the ceiling in this area look interesting.</p> <p>Furniture The restaurant's buffet area is dominated with the color of white and uses the table top made of black and brown marble. The seats in the restaurant uses the same design as those which are used in the lounge and lobby areas, which are made of plywood, finished in brown HPL and colorful fabrics.</p>	 <p>Figure.17 Restaurant</p>  <p>Figure.18 Restaurant</p> <p>Floor The floor material used in this area as same as the material used in the lobby area, only in the middle of the restaurant is using batik-patterned floor tiles.</p> <p>Wall The walls in this area use brick material that is painted with profile details are the same as the walls in the lobby area and a glass wall oriented to the RE Martadinata road.</p> <p>Ceiling In the restaurant area, ceiling used gypsum material which is given solid wood detail with a grid-shaped white finish.</p> <p>Furniture Dining chairs use solid wood material which is finished with paint and foam pads as the base seat. The dining chair has an elegant traditional Sundanese design with a dining table that uses solid wood material which is finished with paint and a table top that uses marble material. Buffet table using plywood finishing toasca colored HPL and the top table using white marble.</p>
<p>Bedroom</p>	<p>Standard Room</p>  <p>Figure.5 Standard Room</p> <p>Floor In bedroom area, the floor material used gray granite tile with a plain motif combined and blue carpet, making the space more colorful.</p>	<p>Standard Room</p>  <p>Figure.13 Bed Room <i>Source : www.sensahotel.com</i></p> <p>Floor The standard rooms in this hotel use beige marble tiles for the floor covering. From the material itself, the guests can perceive that the room has a</p>	<p>Standard Room</p>  <p>Figure.19 Standard Room <i>Source : m.depaviljoen.com</i></p> <p>Floor In the bedroom, floor material used vinyl with a dark brown brown wood motif. Making the bedroom area seem warm and comfortable.</p>

	<p>Wall Walls in the bedroom area use brick material that is finished with white paint but, in the area of head bed using exposed cement material.</p> <p>Ceiling Ceiling only uses white gypsum material with a ceiling height of about 3.2 m.</p> <p>Furniture In the bedroom area, furniture has a uniformity of material, which is made of plywood finished with white HPL combined with HPL patterned pine wood and gold colored iron.</p> <p>Executive Suite Room</p>  <p>Figure.6 Executive Suite Room <i>Source : www.accorhotels.com</i></p> <p>Floor The floor material used same as the material in other rooms, gray granite tile with a plain motif combined with blue carpet, making the space not monotonous.</p> <p>Wall The walls in the bedroom area use brick material that is finished with white paint but, for the most part, in this room the walls use tempered glass material which immediately gives a beautiful view of Bandung, making this room have its own luxurious impression.</p> <p>Ceiling The ceiling material is the same as the rooms in other types, namely ceiling with white gypsum material.</p> <p>Furniture The advantages of this type of room are because its size is quite wide, about 70 m², making this room has quite complete furniture such as kitchen sets, work tables and chairs, living room and so on.</p>	<p>luxurious value as marble is considered as an expensive material.</p> <p>Wall In uniformity with other areas, the walls are made of bricks and painted white without any ornament.</p> <p>Ceiling The ceiling is flat and uses white-painted gypsum.</p> <p>Furniture In this bed room area, the furniture is mainly white in color. It uses wood for the material and is finished with a layer or white HPL on the head board with an ornament of engraved solid wood.</p> <p>Executive</p>  <p>Figure.14 Bed Room</p> <p>Floor Similar to other rooms, the whole areas of the hotel use marble tiles to cover the floor. The marble itself also uses the same color, which is beige.</p> <p>Wall All sides of the wall is dominated by the color of white from the paint. One of the wall sides has a wide transparent element from the window glass that curves the surface of the room. The curve and the wide view create an impression that the hotel is expensive and luxurious.</p> <p>Ceiling The ceiling in the bed room is painted in white with several downlight bulb and some LED stipes as an accent lighting at the down ceiling.</p> <p>Furniture The furniture in the hotel rooms is mainly painted in white, dark wooden color, and colorful fabrics. The headboard is made of engraved wood which adds the impression of luxury.</p>	<p>Wall Wall material is dominated by brick walls that are finished with white paint. On the wall of head bed area used grey wallpaper.</p> <p>Ceiling Ceiling material used white paint gypsum formed by an up ceiling.</p> <p>Furniture Furniture in hotel rooms used a lot of solid wood material that is finished with duco paint and combined with plywood material that is finished by HPL.</p> <p>Executive Tweek Room</p>  <p>Figure.20 Living Room</p> <p>Floor In this type of room area, the floor material is not different from the material in other types of rooms, namely vinyl with a dark brown wood motif.</p> <p>Wall Wall material is dominated by brick walls that are finished with white paint. On the wall of head bed area used grey wallpaper.</p> <p>Ceiling The ceiling material used white-painted gypsum which is formed up ceiling, the same as the ceiling in other room types.</p> <p>Furniture Same with other types of rooms, furniture in hotel rooms uses a lot of solid wood material that is finished with duco paint and combined with plywood material that is finished by HPL.</p>  <p>Figure.21 Executive Tweek Room <i>Source : m.depaviljoen.com</i></p>
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3.3. Findings

According to data from the results of the survey that has been carried out, from the table above it can be seen that the three hotels have similarities in processing materials in each of their spaces. Public areas such as lobby and restaurant are maximized with the aim of making visitors who come to feel the impression of a luxurious and amazing space. marble material is found in these three hotels as floor material elements combined with warm light room lighting. This type of lighting is able to make a material with a glossy surface such as marble looks luxurious. The ceiling in the public space area is made with a height that is high enough to be able to make visitors who come and enter this area can feel the impression of a magnificent space. pendant lights is only in areas that become focal points in space, the rest are downlight lights that dominate. In the bedroom area, the three hotels are more focused on creating the impression of a warm and comfortable space. Walls and ceilings are not treated with much ornamentation, but finished with paint to cover the material, which is bricks. The luxury created in the bedroom area in these three hotels is more highlighted in the forms of furniture that illustrate the concept of design raised by each hotel. The uniformity of space characteristics that can continue to be applied in each area gives its own uniqueness, so that these three hotels can still look luxurious in accordance with their classifications in four-star hotels.

4. Conclusion

The result of this study discovers that the impression of luxury in four star hotels are achievable through elevating the level of the ceiling on the public spaces, installing warm accent lighting that can be reflecting on glossy surfaces, and the treatments on the wall and ceiling that are left simple yet modest, all of which do not require such an enormous budget to make. However, hotels seem to prioritize their expensive expenses in elements that are undoubtedly create an impression of luxury to the eyes of the perceivers, such as marble tiles and customized furniture that brings the uniqueness of the hotels according to their styles.

In conclusion, four-star hotels apply expensive materials to create the luxurious impression, but they also implement non-expensive materials that create the contrast between each element and elevate the aesthetic value of the architectural space.

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