

Multi-Facilities in a Shared Space as a Spatial Design Strategy of Kollektiv Hotel Bandung

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Abstract The classification of hotel as a part of travel and accommodation facilities nowadays has become flexible since the emergence of thematic hotels and hotels with specific design concepts. One of the distinguished hotels in Bandung that has quickly gained its popularity is Kollektiv Hotel. With the score of 9.0 (out of 10) on Traveloka since offered into the market, Kollektiv Hotel does not seem to provide much space in order to make their guests impressed, as well as to meet the formal requirements as regulated by the government. With only as much area as the site for a house in the upper-class neighborhood, this hotel could meet the government's requirements for a three-star hotel. It indicates that this hotel has applied a very effective spatial design that is worth reviewing for further study. Thus, this paper explores the spatial arrangement and layout in Kollektiv Hotel to discover the design strategy performed by this hotel. It is concluded that Kollektiv Hotel provides many shared spaces that serve multi-facilities and are open for both public and hotel guests.

Keywords Hotel design, spatial design, design strategy, architecture layout.

1. Introduction

According to Badan Pusat Statistik Provinsi Jawa Barat [1], Bandung is the city with the highest number of tourists in West Java. When the tourism arises, the demand of hotels also increases. Not surprisingly, new hotels are keep arising in and around the city. Today, in an era of mobile applications, the competition between hotels has been brought to a higher level. Customers can see all reviews and images about the hotels from mobile based applications and social media before they decide to make a reservation, as media exposure is recorded as one of the most cost-effective marketing [2]. Rothenfluh [3] even compares that choosing a physician is still much easier than choosing a hotel, in which both are performed by selecting through pictures and reviews about facilities and services on the websites. This is understood as the choices of hotels are now getting more varied, especially mid-range hotels or equal to three-star hotels.

The classification of hotel nowadays has also become flexible since the emergence of thematic hotels and hotels with specific design concepts. It has also become a trend that many hotels do not appear as formal as hotels in the previous years with spacious sites, large parking area or basements, and distinctive buildings. Many hotels are recently built in sites which was previously used as residential houses or shop houses, making them classified as small hotels. Thus, these hotels have their own challenges to fulfill the needs of their customers through facilities provided in such limited spaces

as well as to get approval as star-hotels based on formal regulations.

Previous study has summarized that small hotels present one of the most vital segments of accommodation facilities and yet face problems regarding their size [4]. On the contrary, as small enterprises, small hotels also have some benefits, such as more potential to have more customer contact, more output flexibility, and also tend to be more innovative [5]. One of the challenges that this hotel segment always faces is how to provide a complete standard of accommodation facilities within its limited size. The more facilities a hotel can accommodate, the more potential it is to be equal to a - star-hotel standard which is beneficial for its marketing purposes. Therefore, the strategy of arranging the spatial layout of the hotel is very important especially for hotels with small spaces.

Higgin on his book [6] states that the first aspects to be understood in planning a building's interior is the relation between spaces, whether it is adjacent, overlapping, linked by a common space, or placed as a space within a space [7] whereas the second aspect to consider is the space organization [6], which consists of linear, grid, radial, centralized, and clustered strategies [7]. Moreover, he mentions that "a number of identical or different spaces can be combined in an informal way through the use of a clustered strategy" as "the size and shape of the individual spaces might vary, and they could be organized in

asymmetrical configurations in which spaces overlap.” [6]

Three-star hotels in the city of Bandung has the highest number of hotels compared to other star hotels. Despite the minimum dimensions of three-star hotels, three-star hotels are able “to win the market by offering affordable prices, unique designs, personal services, and other facilities” [8] One of the distinguished ones in Bandung that has quickly gained its popularity is Kollektiv Hotel. With the score of 9.0 (out of 10) on Traveloka [9] since offered into the market in 2018, the hotel does not seem to provide much space in order to make their guests impressed, as well as to meet the formal requirements as regulated by the government. According to Book Accommodation Hotels Volume 1 which has such standardization, the number of bedrooms in a three-star hotel has a minimum of 30 standard rooms and has at least 2 suites, a private bathroom in each room. The minimum standard room size is 24 m², and the minimum suite size is 48 m². In addition, according to the Director General of Tourism No. 14 / U / II / 88 dated February 25, 1988, a three star hotel must have several facilities such as, lounge, restaurant, bar & coffee shop, must have a function room and it is recommended to have a Pre-Function room and also to have two recreational facilities and sports, and a park [10,11].

With only as much area as the site for a house in the upper-class neighborhood, this hotel could meet the government’s requirements for a three-star hotel. Moreover, the hotel still shares its site with a public restaurant entitled Hara Cafe. It indicates that Kollektiv hotel has applied a very effective spatial design that is worth reviewing for further study. Thus, this paper explores the spatial arrangement and layout in Kollektiv Hotel to discover the design strategy performed by this hotel.

2. Method

The nature of this study is qualitative, performed through direct observation at Kollektiv Hotel in an exploratory manner. The data is collected through sketches of the spatial zonation in the hotel. The results are then discussed with referring to previous studies on literature review.

3. Discussions and Result

3.1. Spatial Layout of Kollektiv Hotel

As seen on the layout of the first floor of Kollektiv Hotel (figure 1), this hotel arranges the spaces based on cluster strategy which divides outdoor, semi-outdoor and indoor areas into separated groups. The clustered arrangement is experienced by the guests from the beginning of the spatial circulation. Since the ground floor is allocated for parking area, the main area of the building is located on the second floor. Rather than providing stairs, this hotel only has a line of circulation in the form of a ramp which is covered in concrete, so it is not slippery for outdoor use. By choosing to provide only ramp as the public vertical transportation, it practically serves several purposes at once, such as meeting

the criterion of universal design, allowing guests with roller suitcases to easily transport their belongings, and making the steps of the feet more convenient as the ramp’s inclination is smaller than the stairs’. However, stairs and elevator are not seen as public as the ramp, but are still available and accessible through the indoor parking area at the back of the building.

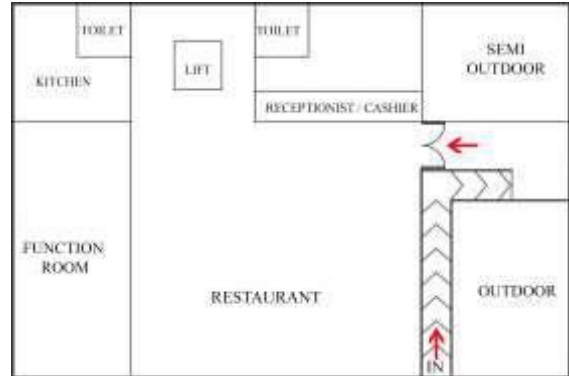


Figure.1 First Floor Layout

Once the guests get into the entrance of the building, other shared facilities are found. Right at the entrance, there is a long reception desk which serves two functions, which are the cashier of Hara Cafe and the check-in/ check-out counter of Kollektiv Hotel. Since the size of the hotel is very compact, the staff can also serve both roles as the hotel’s receptionist and as the cafe’s cashier.



Figure.2 Void

Getting into the interior space, guests can easily find the functions of each area since every cluster is visible from the center of the restaurant. With giving a void at the center of the building, there is an “interaction” between the public space on the first floor and the residential area on the second to fifth floors. From the center of the restaurant, guests can spot the function room, a path to the toilet, elevator, and even the main kitchen of the restaurant.

3.2. Facilities in Kollektiv Hotel

Although the physical size of the building appears small, apparently the strategy of sharing facilities in Kollektiv Hotel has helped the hotel to meet the government’s standard (Dirjen Pariwisata) about hotel facilities that three-star hotels

must comply. The requirements according to the standard are described in the table 1.1 below.

Table 1.1 Facilities in Kollektiv Hotel based on the standard

Standard	Check	Information
Receptionist	Shared	Receptionist desk of Kollektiv Hotel is shared with the cashier desk of Hara Cafe (figure 4)
Lounge	Shared	Lounge area of Kollektiv Hotel is shared with seating/ dining area of Hara Cafe, at the bottom of the void, dining area indoor, outdoor and semi outdoor.
Restaurant	✓	Restaurant of Kollektiv hotel has a brand Hara Cafe which is a public restaurant, so hotel guests and cafe guests can be eating in the same area.
Bar and Coffee Shop	Shared	Bar and Coffee Shop area is shared with Hara Café. The hotel does not specify the space, but the facility is embedded in the menu. The hotel guests who want some beverages of bar or coffee shop can place order to Hara Cafe too, the same with the hotel's restaurant.
Function Room	Shared	Function Room of Kollektiv Hotel is shared with VIP dining area of Hara Café, using partition door that can be installed or uninstalled as needed, supposedly for meeting room.
Garden	✓	Using the green design concept, Kollektiv Hotel put several plants in the interior and exterior spaces.
Standard Room	✓	Standard rooms are located at the second to

		fourth floor with the total of 38 rooms.
Family Room	✓	Family rooms are also at the second to fourth floor. There are two rooms on each floor and six in total, which make the hotel meet above the government's requirement. All of the rooms are placed in between standard rooms, facing to the side with the view of the neighborhood.

3.3. Facilities arranged as Shared Spaces

After observing the whole building, it is found that the shared spaces that serve more than one facility are all found on the first floor, especially in the areas, shown shaded in Figure 3.

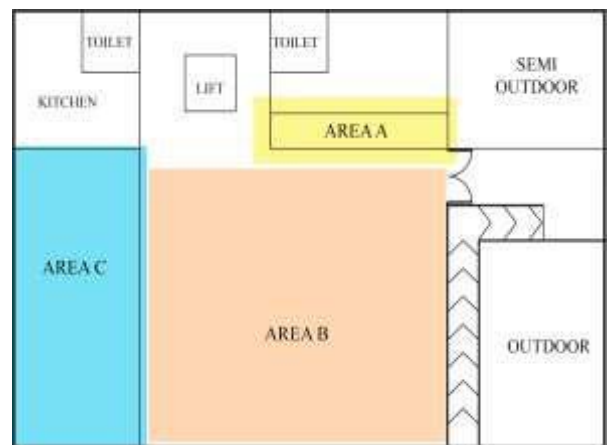


Figure.3 Sharing Area

Area A on the picture points at the receptionist's desk of the hotel that shares its space with the cashier of Hara Cafe. Even so, it is seen on figure 4 that the long desk is finished with two different materials and pattern, so the perceivers can notice that this area serves several purposes at once. With this strategy, the management saves all of the aspects of the space, the furniture, and the equipment, and the cost of the employee, and yet the standard of requirements is still met in a very practical way.



Figure.4 Receptionist Desk and Cashier Desk

Area B points at the hotel's restaurant which is wrapped in another brand, named Hara Cafe. The dining area has a clustered design which is divided into outdoor, indoor and under void area. The space has a large dimension, so the customers of both Hara Cafe and Kollektiv Hotel can eat in the same area without being disturbed or without noticing that any of them is actually a guest of the hotel or a guest of the restaurant (figure 5). According to the needs of a hotel, the urgency of a three-star hotel is to provide breakfast facility. Thus, the cafe is open for public starting from breakfast hours with only offering breakfast menu, the same as what the hotel offers to their guests. After the hotel's breakfast time is over, the restaurant area is fully operated as Hara Cafe. In the outdoor area next to the restaurant, there is a spacious area for circulation with some seating nearby that can also be used as the hotel lounge, so guests who are still waiting for the check-in or check-out process can sit and relax comfortably while keeping their suitcases within the length of their sight (figure 6).

**Figure.5** Dining Area**Figure.6** Circulation

Area C points at the function room of Kollektiv Hotel, also able to be reserved as a VIP dining room of Hara Cafe. This area uses partition doors which make the room size adjustable to the requested capacity. When there is no special reservation to use a function room or VIP dining room, the partitions are opened and the whole space is functioned as dining area, so the cafe are benefited in the additional number of seating capacity (figure 7).

**Figure.7** Function room

Another shared space found in this hotel is the elevator (lift). Since all of the public facilities are located on the same floor, this hotel does not need a public access for vertical transportation inside the building. The size of the hotel itself also reduces the urgency of having separated lift for guests and service use. Generally, most hotel guests have similar time-pattern that shows that they usually use the elevator in a certain period of time in a day. This pattern enables the hotel management to find a time gap where the elevator can be used for housekeeping and other service purposes without disturbing the guests' convenience.

4. Conclusion

From the discussions above, it is concluded that Kollektiv Hotel is able to meet the government's requirements as a three-star hotel by having many shared spaces that serve multi-facilities that are open for both public and hotel guests. Even though the hotel does not have a spacious area, but the standard of requirement is still possible to achieve by implementing spatial strategies, especially in arranging interior layout of the building. As an added value, this

strategy implemented by Kollektiv Hotel does not only bring efficiency to the spatial dimension, but also to the economic aspects. With multi-facilities in shared spaces, this hotel is able to keep the number of the employee minimum and provide the available dining seats maximum by promoting the area to the public with a different brand.

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