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Question no 01

 What is design? Explain the role of design.

Answer to the question no 01

Design

The word design comes from the French word meaning to draw, and can signify a 'drawing that shows how something is to be made' (Hawkins, 1988:218). Design has also come to be understood as a 'model, pilot, purpose or plot' (Oxford University press,1971:698). A third meaning for this word is the general form or arrangement, especially of a building. Thus design incorporates the planning, drawing and arrangements of properties, and the design process represents the operationalization of a project from ideas to drawings and reality.

The role of the designer

The role of the designer in the hospitality industry is to provide a commercial design service to individual managers or owners, or to multi-unit organizations. The commercial aims of the design process should be to maximize the capital investment and financial return of the owners, rather than to satisfy the designer `s artistic sensibilities.

Successful designs are those that find favor primarily with the end user; the hospitality customer, as customer acceptance and repeat purchase behavior will result in a financial return on the development investment.

It is important that the designer and hospitality client do not place their preferences above those of the customer.

The task of the designer is to establish a harmonious balance between the following factors:

- Image
- Style
- Operating efficiency
- Customer comfort

Image and style are the means through which an organization communicates messages, such as brand identity or quality, while operating efficiency and customer comfort are more tangible operational considerations. A new or adapted hospitality design should be one that can be operated by the staff and management. Consideration should be given to practical operational issues such as the flow of people, materials or information. For example, the design of a customer interface area such as a bar or reception should include space behind the counter for the storage of design of a customer interface and should be able to accommodate the number of staff required to serve customers at maximum capacity. The designer and the client need to work closely together to ensure that both aesthetics and practicalities are balanced.

The designer is responsible for the following elements:

- Space planning
- Form and color
- Finishes and durability
- Lighting and audio-visual system
- Technology
- Costs

In essence, the design incorporates all these elements, and the designer acts as the interface between the building form, structure,

building services and the operation, in order to turn a concept into reality.

Question no 02

What are the components of design? Describe the purpose of design.

Answer to the question no 02

The components of design

Design incorporates both interior and exterior elements. The exterior presentation of property involves signs, building form, window dressing, entrances, canopies, outdoor activities, terraces, patios and landscaping. It is the exterior presentation that gives the hospitality property a distinctive presence in its neighbour-hood and offers the customer a first image to inform their perception of the product.

Interior design aims to make best use of the space available in the property, both for front and back of house activities. The internal configuration of facilities includes accommodation, food and beverage areas, reception areas, leisure amenities, storage and services (for example, heating, air-conditioning, gas, water, lighting, power, and communications). Consideration must be given to the circulation pattern of customers and staff, so that bottlenecks do not cause frustrations 'for staff and possibly lower the standard of service defects for guests. Moreover, there is a primary need to ensure that the interior design itself should not present hazards that may affect the safety of the building or its occupants. With regard to accidents or fire risk. This necessity extends to the interior construction of rooms and spaces, the linings, furnishings and surface

finishes, all of which need to be designed with appearance, practicability, cost and safety in mind.

The design of a hospitality property is also a reflection of the operating standards of the unit and includes factors such as:

Capacity of bedrooms, public areas and food and beverage facilities

Layouts of table groupings

Anticipated, product and service turnover, and consequent flexibility of accommodation and seating

Method of food and drink service, staffing and support arrangements.

The purpose of design

Effective hospitality designs are those that are planned around a number of key criteria:

Marketing. Appealing to the target market by projecting the desired image and providing the required price and quality

Ambience. Creating attractive internal, environment and conditions that support a suitable social atmosphere and the service style

Operations. Meeting the practical needs of serving guests efficiently and to the required standard

Maintenance. Ensuring fabric and facilities can be maintained to suitable standards easily and replacements are available (for example rare foreign carpet, tiles, toilets)

Capital costs. Matching the planned capital cost ekpenditure,' which will have been based on the anticipated return on investment.

Once again, it is imperative that design should balance the needs of customers, owners and operators.

Question no 03

Define the project brief. Which fundamentals matters and the required attributes must be including in the project brief?

Answer to the question no 03

A project brief

A project brief is the pivotal document that establishes the project's objective and parameters for all the parties concerned, including owners, managers/operators and design team. The project brief should address a number of issues:

Objectives of the development why a change is needed and what is required

Budget: spending limits and finish date to maximize selling opportunities and minimize disruption

Quality: standards and durability required from the development.

As with any other form of communication, the message from the client should be as clear, concise and briefly stated as Possible, lt will also be affected by the amount of detail about the constraints that are felt necessary by the developers, as well as the know. ledge and ability of those charged with writing it. The length of the briefing document will also depend upon the extent to Which the product has been articulated and needs to be replicated in other locations. For example, McDonalds, the multi-national fast

food restaurant chain has created a world-famous brand based on an established process and formula. In, creating a new outlet, it is imperative that the components of foodservice and space planning are repeated exactly so that brand identity and recognition are promoted. Alternatively, an independent restaurant developer who wishes to create a new and original dining experience to compete with established brands.i.night write a comparatively unbounded brief that leaves the design team free to develop original and creative ideas.

The definition and communication of requirements is at the heart of a good brief. The success and value for money of a hospitality development project depends on writing a good brief. This is as crucial to the project as are foundations to a building. Good briefs are characterized by the following:

Logical structure. As with any document, a clear structure will make it accessible, readable and understandable

Presentation. Should always be attractively presented

Consistency. The brief should express cohesive ideas

Progressive. Define the stages of development and the approval needed at each stage.

A project brief must include both fundamental matters and the required attributes can be characterized as fundamentals and attributes.

Fundamentals

Objectives. These should be sorted into priorities, for example costings, marketing, operational and maintenance issues

Resoures. Budgets and content, times.cale, planned life cycle, operational elements and staffing levels

Context. Scope, relevant legislation, technkal facts, nature of site, building fabric and area specifications

Planning. Services, space relationships, function, operational methods and seating capacities

Marketing. Market segments, customer profile, spend per head and duration of stay, service standards, usage and entertainment.

Attributes

Realism. Realistic in terms of objectives, resources, context, planning and quality

Relevance. Information related to the project only

Flexibility. Specific enough for decisions to be taken and flexibie enough to encourage the exploration of options

Operation. Define the organization's standards, informed by the client's experiences of the durability of materials and running costs.

Question no 04

Define planning. Briefly explain the planning process with hypothetical example.

Answer to the question no 04

Planning

In the realm of hospitality properties and facilities, planning refers to the systematic and strategic process of conceptualizing, designing,

developing, and managing physical spaces and amenities tailored to meet the needs and preferences of guests while aligning with the goals of the hospitality business. This process involves various stages and considerations:

Conceptualization: Formulating the initial idea or concept for a property or facility, which could involve a hotel, resort, restaurant, conference center, or any other hospitality-related space.

Market Analysis: Conducting thorough market research to understand the demand, trends, and preferences of potential guests in a specific location or market segment.

Feasibility Study: Assessing the viability and potential success of the proposed property or facility, considering factors such as location, target market, competition, regulatory requirements, and economic feasibility.

Design and Development: Collaborating with architects, designers, and engineers to create plans and blueprints that translate the concept into a physical space, incorporating elements like layout, aesthetics, functionality, and compliance with industry standards.

Resource Planning: Allocating resources effectively, including finances, materials, and human resources, to ensure the successful construction and development of the property or facility.

Construction and Implementation: Overseeing the actual building or renovation process, ensuring that the project is executed according to the design specifications, quality standards, timelines, and budget.

Operational Planning: Preparing for the operational phase by strategizing staffing, management structures, service protocols, marketing plans, and maintenance schedules to ensure smooth and efficient daily functioning.

<u>Sustainability and Compliance:</u> Integrating sustainability practices and ensuring compliance with local regulations, building codes, safety standards, and environmental considerations.

<u>Continuous Improvement:</u> Regularly evaluating the performance of the property or facility, gathering guest feedback, and implementing improvements or renovations to enhance guest experiences and stay competitive in the market.

Overall, planning in hospitality properties and facilities involves a holistic approach, from the inception of an idea to the ongoing management and improvement of physical spaces, with the ultimate goal of providing exceptional guest experiences while achieving business objectives.

The planning process with the hypothetical example:

1. **Identifying Objectives:** Imagine a scenario where a hotel chain wants to expand its presence in a new market, say, a bustling tourist city, to increase its revenue by 20% within the next three years.

2.**Market Analysis:** The company would conduct extensive market research to understand the demand, competition, and customer preferences in that city. This involves studying demographics, economic trends, competitor analysis, and guest behavior.

3. **Feasibility Study:** Based on the market analysis, the hotel chain would perform a feasibility study to determine if the project is viable. Factors like costs, potential revenues, regulatory requirements, and resource availability are evaluated.

4. **Design and Development:** Upon confirming feasibility, the company starts designing the property. Architects, designers, and engineers collaborate to create plans that align with the brand's standards and the city's regulations.

5. Budgeting and Financing: A detailed budget is created based on the design, covering construction costs, permits, marketing, operational expenses, etc. The company secures financing, which might involve loans, investors, or internal funds.

6.**Construction:** The actual building phase begins, with project managers overseeing construction, ensuring quality, staying on schedule, and managing any unforeseen issues.

7. **Pre-Opening and Marketing:** As the property nears completion, pre-opening activities start, including staff hiring and training, marketing strategies, partnerships with local businesses, and creating a buzz in the market.

8.**Grand Opening and Operations:** The property is launched with a grand opening event, followed by regular operations. Continuous monitoring of guest feedback, operational efficiency, and marketing efforts is essential for ongoing success.

9.**Evaluation and Adaptation:** Post-opening, the company evaluates the property's performance against set objectives. Adjustments are made based on guest feedback, changing market trends, and operational challenges to ensure continued success.

This process is iterative, and hospitality businesses often revisit and adapt strategies to stay competitive and meet evolving customer demands.

Question no 05

Define planning process with figure. And explain the development strategy.

Answer to the question no 05

The planning process

The planning process refers to a systematic series of steps or stages undertaken to establish goals, formulate strategies, allocate resources, and organize actions in a structured manner to achieve desired outcomes. It involves a methodical approach to problem-solving, decision-making, and setting a course of action to attain specific objectives. Here's a general breakdown of the planning process:

Identifying Objectives or Goals: Defining clear and achievable objectives is the starting point. This involves determining what needs to be accomplished, whether it's increasing revenue, expanding operations, improving efficiency, or other specific aims.

Gathering Information and Analysis: Conducting research, collecting data, and analyzing relevant information. This includes market research, feasibility studies, risk assessments, and understanding internal and external factors that might impact the planned objectives.

Developing Strategies or Plans: Formulating plans and strategies based on the information gathered to achieve the established objectives. This could involve creating detailed action plans, setting timelines, allocating resources, and outlining specific steps to follow.

Resource Allocation: Allocating resources effectively, such as finances, personnel, equipment, and materials, to support the implementation of the plans and strategies.

Implementation: Executing the plans by putting them into action. This involves coordinating activities, managing tasks, and utilizing resources to achieve the predetermined goals.

Monitoring and Evaluation: Continuously monitoring progress and assessing the performance of the implemented plans. This includes

measuring against benchmarks, tracking key performance indicators, and identifying deviations from the planned course.

Adjustment and Improvement: Making necessary adjustments or refinements based on the evaluation results. Adapting strategies, reallocating resources, or changing tactics to address any issues or capitalize on opportunities identified during the monitoring phase.

Feedback and Learning: Collecting feedback from stakeholders, learning from both successes and failures, and incorporating these lessons into future planning cycles to improve the overall planning process.

This process is often cyclical rather than linear, as adjustments and refinements may lead to revised objectives or strategies, initiating a new planning cycle. The planning process is iterative and dynamic, allowing for flexibility and adaptation to changing circumstances and goals.

A development strategy involves a comprehensive approach to conceptualizing, planning, and executing the creation or enhancement of physical spaces and amenities within the hospitality industry. This strategy aims to align with market demands, enhance guest experiences, and meet business objectives. Here are the key components of a development strategy:

Market Analysis and Research: Understanding market trends, customer preferences, and demands in a particular location or within a specific market segment. This analysis helps identify opportunities and gaps in the market that the property or facility can address.

Identifying Objectives and Conceptualization: Defining clear objectives for the development project, whether it's creating a new property, renovating an existing one, or adding new facilities. This involves conceptualizing the vision and identifying the unique selling points that will differentiate the property or facility.

Feasibility Assessment: Conducting a feasibility study to evaluate the viability and potential success of the proposed development. This includes assessing factors such as location, market demand, financial projections, regulatory requirements, and operational considerations.

Design and Planning: Collaborating with architects, designers, and planners to create detailed design plans that translate the concept into a physical space. This phase involves considerations for layout, aesthetics, functionality, sustainability, and compliance with industry standards.

Resource Allocation and Financing: Allocating resources, including finances, materials, and human resources, necessary for the development project. Securing financing through investments, loans, or partnerships to fund the development according to the planned budget.

Construction and Implementation: Overseeing the construction or renovation process, ensuring that the project is executed according to the design specifications, quality standards, timelines, and budget.

Operational Integration: Planning for the operational phase by developing management structures, staffing plans, service protocols, marketing strategies, and maintenance schedules to ensure smooth and efficient functioning post-construction.

Sustainability and Innovation: Incorporating sustainability practices and innovative features into the development strategy, considering eco-friendly designs, energy efficiency, and technology integration to enhance guest experiences and reduce environmental impact.

Evaluation and Adaptation: Continuously evaluating the performance of the developed property or facility post-launch. Gathering guest feedback, analyzing operational efficiency, and making necessary adaptations or improvements to optimize guest satisfaction and financial performance.

A successful development strategy in hospitality properties and facilities involves a holistic approach that considers market dynamics, design innovation, operational efficiency, and guest-centric experiences to create spaces that meet both business goals and guest expectations.