

**RESORT ARCHITECTURE: THE ANALYSIS OF THE
APPLICATION OF TRADITIONAL FORM AND DESIGN
FOR RESORT BUILDINGS IN LANGKAWI, MALAYSIA**

by

AYMEN MOHAMED ELMAGALFTA

**Thesis submitted in fulfilment of the
requirements for the degree
of Master of Science**

June 2006

ACKNOWLEDGMENTS

All praise and thanks be to Allah, Lord of all beings. I am very grateful to University of Science Malaysia and Ministry of Education Malaysia to give me this opportunity to do my master degree at School of Housing Building and Planning, University of Science Malaysia.

In particular, I am indebted to my supervisor, Associate Professor Dr Ku Azhar Ku Hassan, for his tremendous support, guidance, and encouragement during the whole of my study, Dr Ku Azhar was not only my supervisor, he also shared with me his sense of caring and personal kindness. Special thanks to Associate Professor Dr Ahmad Sanusi Hassan, my second supervisor, for his insightful comments, discussions and suggestions to enhance the quality of the research considerably. My sincerest gratitude goes to Associate Professor Dr Badaruddin Mohamed for his spiritual support at the beginning of my study.

Indeed, my thanks are extended to all whose visions sustained me throughout research production, and to those whose willingness to help made it possible for me to complete this research. Finally, I am very grateful to my parents, brothers and sisters for their support. I thank all of them for always believing in me and continuous support.

I would like to thank to my friend Ali Ghelaio for his encouraging me to continue my study. There are many people to thank. Space, time, and memory prevent me from mentioning the many individuals who have either directly or indirectly assist me along the way. I shall express my gratitude to everyone who has helped me along the way by providing intellectual, physical or emotional

TABLE OF CONTENTS

	Page
ACKNOWLEDGMENTS	ii
TABLE OF CONTENTS	iiv
LIST OF TABLES	xi
LIST OF FIGURES	xiv
LIST OF PLATES	xvi
SYMBOLS AND ABBREVIATIONS	xx
ABSTRAK	xxi
ABSTRACT	xxiii
CHAPTER -1: INTRODUCTION	
1.1 General Background	1
1.2 Resort Architecture	3
1.2.1 Definition	3
1.2.2 Traditional Resort	3
1.2.3 Examples of Resort Architecture	4
1.2.3.1 Bali Hilton International, Bali Indonesia	5
1.2.3.2 Amari Plam Reef Resort and Spa, Koh Samui, Thailand	6
1.2.3.3 The Datai Langkawi, Malaysia	8
1.3 Objectives	9
1.4 Hypothesis	10
1.5 Working Conception Model	10
1.5.1 Primary Data	10
1.5.2 Secondary Data	12

CHAPTER -2: GENERAL PLANNING AND DESIGN CRITERIA OF RESORT**BUILDING**

2.1 Introduction	14
2.2 Design Criteria for Site Planning	15
2.1.1 Concept Planning	17
2.1.2 Preliminary Planning	18
2.1.3 Final Planning	18
2.3 Basic Guidelines for Resort Planning and Design	18
2.3.1 Creating a Sense of Place	18
2.3.2 Environmental Preservation	20
2.3.3 Planning Layout	20
2.3.4 Resort Site	21
2.3.5 Means of Transportation and Utilities	23
2.3.6 Sense of Entrance	24
2.3.7 Use of Planting	25
2.4 Basic Types of Resort Building	26
2.4.1 Proximity to Primary Market	26
2.4.2 Setting/ Amenity Mix	27
2.4.2.1 Ocean Resort	27
2.4.2.2 Lake or River Resorts	27
2.4.2.3 Mountain/ Ski Resort	28
2.4.2.4 Golf Resort	28
2.4.2.5 Other setting/ Amenity Mixes	28

2.4.3 Residential/ Lodging and Mixes	29
2.4.3.1 Resort Hotel	30
2.5 Summary	33

CHAPTER-3: THE APPLICATION OF TRADITIONAL MALAY HOUSE FORM AND DESIGN IN RESORT BUILDING

3.1 Introduction	35
3.2 The Traditional Malay Houseform	36
3.2.1 Basic Houseform	36
3.2.2 Surrounding Environment	37
3.3 Basic Types of Traditional Houseform	38
3.3.1 Bumbung Panjang	39
3.3.2 Bumbung Lima	40
3.3.3 Bumbung Perak	41
3.3.4 Bumbung Limas	42
3.4 Traditional Design and House Layout	44
3.4.1 Design and Layout	44
3.4.2 Portion of Space	45
3.4.2.1 The Anjung	45
3.4.2.2 The Serambi Gantung	45
3.4.2.3 The Rumah Ibu	46
3.4.2.4 The Selang	47
3.4.2.5 The Dapur	48
3.4.3 Use of Interior Space	49
3.5 Adaptation of Design to the Climate	50

3.5.1 Main Characteristics of Malaysia Climate	50
3.5.2 Thermal Comfort Requirements	51
3.5.3 Adaptation of House Design to Climate	52
3.6 Examples of Resorts Using Traditional Form and Design	54
3.6.1 Pulau Springs Resort, Johor, Malaysia	54
3.6.1.1 Background and Location	54
3.6.1.2 Facilities	54
3.6.1.3 Design Concept	56
3.6.2 Marang Resort & Safaris, Trengganu, Malaysia	58
3.6.2.1 Background and Location	58
3.6.2.2 Facilities	58
3.6.2.3 Design Concept	59
3.7 Summary	64

CHAPTER -4: Case Study: LANGKAWI AND SOME RESORT BUILDINGS

4.1 Introduction	66
4.2 Background and Location of Langkawi	67
4.3 Why Langkawi?	68
4.4 Places of Architectural Interest	69
4.4.1 Teluk Datai	70
4.4.2 Pantai Cenage	70
4.4.3 Pantai Tengah	71
4.4.4 Pantai Tanjung Ruh	72
4.4.5 Pantai Kok & Burau Bay	73
4.4.6 Kuah	74

4.5 Some Resort Buildings in Langkawi	75
4.5.1 Berjaya Langkawi Beach & Spa Resort	76
4.5.1.1 Background and Location	76
4.5.1.2 Facilities	77
4.5.1.3 Design Concept	79
4.5.2 Pelangi Beach Resort Langkawi	85
4.5.2.1 Background and Location	85
4.5.2.2 Facilities	86
4.5.2.3 Design Concept	89
4.5.3 Kampung Tok Senik Resort Langkawi	93
4.5.3.1 Background and Location	93
4.5.3.2 Facilities	94
4.5.3.3 Design Concept	96
4.6 Summary	99

CHAPTER -5: METHODOLOGY

5.1 Introduction	102
5.2 Research Methodology	103
5.2.1 Sampling	103
5.2.2 Data Collection Methods	105
5.3 Questionnaires	105
5.3.1 Respondent Background	105
5.3.2 Choices of Your Preferences	106
5.3.3 Satisfaction of Your Stay	110
5.3.3.1 Interior Design	110

5.3.3.2 Design of Services/Amenities	113
5.3.3.3 The Resort Design	114
5.4 Research Design	116
5.4.1 Type of Study	116
5.4.2 Natural of Study	116
5.4.3 Duration of Study	116
5.4.4 Sample Size	116
5.5 Statistical Methods	117
5.6 Statistical Analysis Procedure	117
5.7 Conclusion	117
CHAPTER -6: ANALYSIS OF RESULT AND DISCUSSION	
6.1 Introduction	119
6.2 Data Collection	120
6.3 Synthesis of Data	120
6.3.1 Respondent Background	120
6.3.2 Choice of their preference	125
6.2.3 Satisfaction of their stay	135
6.3.3.1 Interior Design	135
6.3.3.2 Design of Services/Amenities	145
6.3.3.3 The Resort Design	148
6.4 Analysis of the Result	156
6.4.1 Respondent Background	156
6.4.2 Choice of preference	156
6.4.3 Satisfaction of the stay	157

6.4.3.1 The Individual Result	157
6.4.3.2 The Average Result	162
6.5 Conclusion	164
CHAPTER -7: SUMMARY AND CONCLUSION	
7.1 Introduction	167
7.2 Summary of Conclusion	168
7.2.1 Introduction	168
7.2.2 General Planning and Design Criteria of Resort Building	168
7.2.3 The Application of Traditional Form and Design in Resort Building	169
7.2.4 Langkawi and Some Resort Buildings	170
7.2.5 Methodology	171
7.2.6 Analysis of Result	171
7.3 Key Findings	173
7.4 Design Guidelines and Recommendations	174
7.5 Further Research	176
REFERENCES	178
APPENDIX (A): Resort Architecture Survey in Langkawi	181
APPENDIX (B): Descriptive Table	189

LIST OF TABLES

	Page	
Table 6.1	Data collection	120
Table 6.2	Arrangement of your stay here	121
Table 6.3	Your country of origin	122
Table 6.4	Gender	123
Table 6.5	Age	123
Table 6.6	Monthly income	124
Table 6.7	Your preference type of resort design	125
Table 6.8	Type of room you are currently staying	126
Table 6.9	Do you like the design appearance of the resort	126
Table 6.10	Room price is important in choosing the resort	127
Table 6.11	View/ Location is important in choosing the resort	127
Table 6.12	Your preference material of construction	128
Table 6.13	Mean of transport to arrive at Langkawi	128
Table 6.14	Your preference type of roof for resort design	129
Table 6.15	Your preference location of the resort	130
Table 6.16	Your preference type of resort accommodation	130
Table 6.17	Level suitability of the resort design and planning in the existing topography and climate	131
Table 6.18	Should each resort become distinct from another resort	132
Table 6.19	Your preference of privacy status of your room	132
Table 6.20	Your preference is to stay in resort " with rich in culture"	133
Table 6.21	Would you like to come to this resort again?	133
Table 6.22	Are you going to recommend this resort to your friend?	134
Table 6.23	Does this vacation in this resort meet your expectation?	134

Table 6.24	Do you enjoy your stay here?	134
Table 6.25	Location	135
Table 6.26	Interior finishes	136
Table 6.27	Circulation	136
Table 6.28	Size of the room	137
Table 6.29	Ceiling	137
Table 6.30	Interior view	138
Table 6.31	Artificial lighting	138
Table 6.32	Accessibility	139
Table 6.33	Amenity	139
Table 6.34	Reach ability	140
Table 6.35	Entrance	140
Table 6.36	Verandah	141
Table 6.37	Price	141
Table 6.38	Design and layout	142
Table 6.39	Toilet facility	142
Table 6.40	Bathing facility	143
Table 6.41	Exterior view	143
Table 6.42	Ventilation	144
Table 6.43	Natural lighting	144
Table 6.44	Temperature	145
Table 6.45	Electrical supply	145
Table 6.46	Water supply	146
Table 6.47	Services provided	146
Table 6.48	Drainage & sewerage	147

Table 6.49	Carport / parking	147
Table 6.50	Artificial lighting	148
Table 6.51	Natural lighting	148
Table 6.52	Temperature	149
Table 6.53	Natural lighting	149
Table 6.54	Artificial lighting	150
Table 6.55	Overall exterior view	150
Table 6.56	Location	151
Table 6.57	Entrance	151
Table 6.58	Signage	152
Table 6.59	Circulation	152
Table 6.60	Facility (accessibility)	153
Table 6.61	Room (accessibility)	153
Table 6.62	Landscape (design)	154
Table 6.63	Window (design)	154
Table 6.64	Door (design)	155
Table 6.65	Furniture	155
Table 6.66	Colours (building)	156
Table 6.67	The result based on the level of satisfaction for category of the interior room, services and exterior resort answered by the respondents	163

LIST OF FIGURES

		Page
Figure 1.1	Bali Hilton International – Layout planning (source: Hotel& Resort Planning, Design and refurbishment, 1995)	5
Figure 1.2	Bali Hilton International- Elevation (source: Hotel& Resort Planning, Design and refurbishment, 1995)	6
Figure 1.3	The Datai Langkawi - Site Layout (source: thedatai.com)	8
Figure 1.4	Working Conception Model	11
Figure 3.1	The Bumbung Panjang - Long gable roof (Source: Lim, 1987)	39
Figure 3.2	The Bumbung Lima- Hipped roof (Source: Lim, 1987)	40
Figure 3.3	The Bumbung Perak- Gambrel roof (Source: Lim, 1987)	42
Figure 3.4	The Bumbung Limas- Pyramid gable (Source: Lim, 1987)	43
Figure 3.5	Design and Layout- The traditional Malay House is divided into the front and back portion	44
Figure 3.6	User of interior space in the traditional Malay house (Source: Lim, 1987)	49
Figure 3.7	Adaptation of house design to climate - Climate of the Malay house (Source: Lim, 1987)	53
Figure 3.8	Marang Resort & Safaris – Site plan	58
Figure 3.9	Marang Resort & Safaris- Floor plan of the lobby, coffeehouse public amenities	60
Figure 3.10	Marang Resort & Safaris- Floor plan of standard chalet	63
Figure 3.11	Marang Resort & Safaris- Elevation of standard chalet	63
Figure 3.12	Marang Resort & Safaris- Elevation of standard chalet	63
Figure 4.1	Background and Location of Langkawi (Source: Tourism Malaysia, May 2000)	67
Figure 4.2	Langkawi and Location of Main Attractions (Source:	69

abcmalaysia2005.my)

Figure 4.3	Berjaya Langkawi Beach & Spa Resort location of the Berjaya Beach Resort (Source: berjayaresorts.com)	76
Figure 4.4	Pelangi Beach Resort, Langkawi Location of pelangi beach resort (emmes.net/langkawi/hotels/pelangi)	85
Figure 4.5	Kampung Tok Senik Resort, Location of the Kampung Tok Seni (Source: langkawi-hotel.com/kampung_tok)	93
Figure 5.1	Theoretical framework of the methodology	104
Figure 6.1	Result on the satisfaction of the three selected resorts	162

LIST OF PLATES

		Page
Plate 1.1	Bali Hilton International – Lobby Interior (Source:Hotel& Resort Planning, Design and refurbishment, 1995)	5
Plate 1.2	Amari Palm Reef Resort and Spa.Thai villages surrounding by palm (Source: amari.com)	6
Plate 1.3	Amari Palm Reef Resort and Spa.The roof top view of the resort (Source:amari.com)	7
Plate 1.4	Amari Palm Reef Resort and Spa.The inviting pool by Thai village (Source: amari.com)	7
Plate 1.5	The Datai Langkawi: Lobby Area (thedatai.com)	8
Plate 1.6	The Datai Langkawi: View Overlooking the Swimming Pool (Source:thedatai.com)	9
Plate 3.1	The Bumbung Panjan-Roof form (Source: Lim, 1987)	40
Plate 3.2	The Bumbung Lima-Houseform (Source: Lim, 1987)	41
Plate 3.3	The Bumbung Perak-Long window at the front part (Source: Lim, 1987)	42
Plate 3.4	The Bumbung Limas- Roof form (Source: Lim, 1987)	43
Plate 3.5	Serambi Gantung- where most guests are entertained (Source: Lim, 1987)	46
Plate 3.6	The Rumah Ibu- Largest area in the house (Source: Lim,1987)	47
Plate 3.7	The Selang- walkway to link the kitchen and the Rumah Ibu (Source: Lim,1987)	48
Plate 3.8	The Dapur- Kitchen (Source: Lim,1987)	44
Plate 3.9	Pulai Springs Resort- Main view. (Source Architecture Malaysia 1997)	54
Plate 3.10	Pulai Springs Resort-Horizon pool with the sunken pool-bar (Source Architecture Malaysia 1997)	55
Plate 3.11	Pulai Springs Resort- Peaceful lagon (Source Architecture Malaysia 1997)	55
Plate 3.12	Pulai Springs Resort-View of the clubhouse is design concept of Malay house (Source Architecture Malaysia 1997)	56
Plate 3.13	Pulai Springs Resort-View of social center from swimming pool (Source Architecture Malaysia 1997)	57
Plate 3.14	Pulai Springs Resort- The main lobby of the social center(Source Architecture Malaysia 1997)	57
Plate 3.15	Marang Resort& Safaris- Timber bridge through the mangrove (Source Architecture Malaysia 1997)	60
Plate 3.16	Marang Resort& Safaris-Coffeehouse built on stilts over the river (Source Architecture Malaysia 1997)	61

Plate 3.17	Marang Resort& Safaris-Kampung chalet with wooden steps up to entrance (Source Architecture Malaysia 1997)	61
Plate 3.18	Marang Resort& Safaris- View of seafront chalets (Source Architecture Malaysia 1997)	62
Plate 3.19	Marang Resort& Safaris- View of riverine chalet with open deck over the water edge (Source Architecture Malaysia 1997)	62
Plate 4.1	Teluk Datai (Source:langkawi-resorts.com)	70
Plate 4.2	Pantai Cenang (Source:langkawi-resorts.com)	71
Plate 4.3	Pantai Tengah (Source:langkawi-resorts.com)	72
Plate 4.4	Pantai Tanjung Rhu (Source:langkawi-resorts.com)	73
Plate 4.5	Pantai Koh & Burau Bay (langkawi-resorts.com)	74
Plate 4.6	Kuah (Source:langkawi-resorts.com)	74
Plate 4.7	Berjaya Langkawi Beach & Spa Resort- Bird eye's view (Source: berjayaresorts.com)	76
Plate 4.8	Berjaya Langkawi Beach & Spa Resort-Houses stretching along the bay	77
Plate 4.9	Berjaya Langkawi Beach & Spa Resort- Houses built on sloping terrain	77
Plate 4.10	Berjaya Langkawi Beach & Spa Resort- Dining room	78
Plate 4.11	Berjaya Langkawi Beach & Spa Resort- Swimming pool area	78
Plate 4.12	Berjaya Langkawi Beach & Spa Resort- Ballroom	79
Plate 4.13	Berjaya Langkawi Beach & Spa Resort- Spa design view	79
Plate 4.14	Berjaya Langkawi Beach & Spa Resort- Villas on stilts right at the rocky	80
Plate 4.15	Berjaya Langkawi Beach & Spa Resort-Houses are connected by bridge way	80
Plate 4.16	Berjaya Langkawi Beach & Spa Resort-The main lobby	81
Plate 4.17	Berjaya Langkawi Beach & Spa Resort- Lounge	81
Plate 4.18	Berjaya Langkawi Beach & Spa Resort-Reception counter	82
Plate 4.19	Berjaya Langkawi Beach & Spa Resort- Roads and footpath	82
Plate 4.20	Berjaya Langkawi Beach & Spa Resort- The combination of precast concrete columns and timber frames	83

Plate 4.21	Berjaya Langkawi Beach & Spa Resort- Detached chalets	84
Plate 4.22	Berjaya Langkawi Beach & Spa Resort- Detached chalets	84
Plate 4.23	Pelangi Beach Resort, Langkawi- Bird eye's view (Source: emmes.net/langkawi/hotels/pelangi)	85
Plate 4.24	Pelangi Beach Resort, Langkawi-Pond in the compound	86
Plate 4.25	Pelangi Beach Resort, Langkawi- chalets along 500m stretch of beach	87
Plate 4.26	Pelangi Beach Resort, Langkawi- The main block	87
Plate 4.27	Pelangi Beach Resort, Langkawi- The main lobby	88
Plate 4.28	Pelangi Beach Resort, Langkawi- Swimming pool	88
Plate 4.29	Pelangi Beach Resort, Langkawi- Lake and waterfall	89
Plate 4.30	Pelangi Beach Resort, Langkawi- Resort in heavy dark woods	90
Plate 4.31	Pelangi Beach Resort, Langkawi- Two stories wooden chalets	90
Plate 4.32	Pelangi Beach Resort, Langkawi- Malay Village	91
Plate 4.33	Pelangi Beach Resort, Langkawi- Building are scattered and arranged	91
Plate 4.34	Pelangi Beach Resort, Langkawi- River into internal layout	92
Plate 4.35	Pelangi Beach Resort, Langkawi- Hanging planting boxes raised platform	92
Plate 4.36	Kampung Tok Senik Resort- View (Source: Langkawi-hotel.com/kampung_tok)	93
Plate 4.37	Kampung Tok Senik Resort- Chalets	94
Plate 4.38	Kampung Tok Senik Resort- Bungalow Source: langkawi-hotel.com/kampung_tok)	94
Plate 4.39	Kampung Tok Senik Resort- Rumah Induk	95
Plate 4.40	Kampung Tok Senik Resort- The approach to the lobby	95
Plate 4.41	Kampung Tok Senik Resort- Spa with swimming pool	96
Plate 4.42	Kampung Tok Senik Resort-The house on sloping terrain	96
Plate 4.43	Kampung Tok Senik Resort- Reception elevated by a number of steps	97
Plate 4.44	Kampung Tok Senik Resort- Decorative panels found around the building	98
Plate 4.45	Kampung Tok Senik Resort-The material of attap roof	98

SYMBOLS AND ABBREVIATIONS

SYMBOL:

?: Percentage

ABBREVIATION:

SPSS: Statistical Package for Social Sciences

BBR: Berjaya Beach Resort

PBR: Pelangi Beach Resort

KTSR: Kampung Tok Senik Resort

SENIBINA BANGUNAN PERANGINAN: ANALISIS APLIKASI RUPABENTUK DAN REKABENTUK TRADISIONAL UNTUK BANGUNAN PERANGINAN DI LANGKAWI, MALAYSIA

ABSTRAK

Penyelidikan ini cuba untuk menyediakan garis panduan rekabentuk senibina bangunan peranginan pada masa hadapan di Langkawi berdasarkan rupabentuk dan rekabentuk tradisional. Ia bermula dengan pencarian literatur terhadap perancangan bangunan peranginan dan kriteria rekabentuk; menyelidik tentang rupabentuk dan rekabentuk Rumah Melayu; serta kajian tentang Langkawi dan beberapa rumah peranginan di Langkawi. Kaedah kajian lapangan luar telahpun dipilih dengan penyediaan kertas soal selidik untuk membuktikan tahap keutamaan dan kepuasan daripada pelancong yang tinggal di bangunan peranginan terpilih di Langkawi. Rumah-rumah peranginan yang terpilih adalah Berjaya Langkawi Beach & Spa Resort, Pelangi Beach Resort Langkawi dan Kampung Tok Senik Resort. Segala maklumat yang terkumpul daripada kertas selidik telah dikutip dan dianalisis melalui kaedah Statistical Package for Social Science (SPSS) untuk mendapatkan keputusan statistiks. Analisis mengukur tahap kejayaan bangunan rumah peranginan di Langkawi berdasarkan reaksi jawapan positif dan negatif dari responden. Keputusan menunjukkan tiada jawapan negatif berkenaan pembangunan bangunan peranginan, Kampung Tok Senik Resort mempunyai tahap kepuasan yang terbaik berbanding dengan Berjaya Langkawi Beach & Spa Resort and Pelangi Beach Resort Langkawi. Segala kategori jawapan mempunyai jawapan positif (kurang daripada 2.00 markah). Kampung Tok Senik Resort patut digunakan sebagai model bagi pembangunan senibina peranginan masa hadapan di Langkawi. Kesimpulannya, penggunaan rupabentuk dan rekabentuk tradisional

bagi bangunan peranginan adalah penting untuk mempromosi industri pelancongan Malaysia. Rupabentuk dan rekabentuk bangunan bukan sahaja melengkapkan rekaan tradisional, ia juga merupakan rekaan yang sesuai dalam iklim panas dan sejuk di negara ini.

RESORT ARCHITECTURE: THE ANALYSIS OF APPLICATION OF TRADITIONAL FORM AND DESIGN FOR RESORT BUILDINGS IN LANGKAWI, MALAYSIA

ABSTRACT

The research attempts to provide appropriate design guidelines for future resort architecture in Langkawi with respect to traditional form and design. It starts with literature search on the the general resort's planning and design criteria, study on the Malay house's form and design, and the study on Langkawi and some resorts buildings. The field survey method has been chosen by preparing questionnaires to identify the level of preference and satisfaction from the respondents (tourists) who had stayed at selected resorts in Langkawi. The selected resorts are Berjaya Langkawi Beach & Spa Resort, Pelangi Beach Resort Langkawi and Kampung Tok Senik Resort. All the information gathered from the survey's questionnaires are collected and analysed using the Statistical Package for Social Science (SPSS) software to determine the statistical results. The analysis measures the level of success for resort buildings in Langkawi based on responses of positive and negative answers by the respondents. The result shows that there is no negative answer with respect to the resort development, and Kampung Tok Senik Resort has the best level of satisfaction compared to Berjaya Langkawi Beach & Spa Resort and Pelangi Beach Resort Langkawi. All of the categories have positive (below than 4 marks) answers. Kampung Tok Senik Resort could be used as the model for future's traditional resort architecture development in Langkawi. In conclusion, the application of traditional form and design in resort architecture is important in promoting the tourism industry. The form and design do not only satisfy resort's requirements,

but they are also the most logical choice for hot and humid climate conditions in the country.

CHAPTER -1:

INTRODUCTION

1. Introduction

1.1 General Background

For the past decade, Malaysia and other South East Asians have experienced a tremendous building boom related to leisure and hospitality sector. The development of many *resorts* and hotels especially along the coastal regions, shows the country potential as an attractive tourist destination from around the world (Ku Hassan, 2000). Many factors contribute to this phenomena, such as the abundance of naturally beautiful sceneries, the vernacular houses and kampungs, the rivers and mountains, the tropical rainforests and mangroves, the natural lakes, the sandy beautiful beaches, the crystal clear sea and coral reefs coupled with the diverse historical and cultural heritage (AM, 1999).

Tourism is important to most developing countries development programmer and particularly to those that have good climate, scenic beauty and strong cultural heritage. In most cases, it has brought about a favourable foreign exchange. For instance, the income generated from tourism in Malaysia tourism is expected to rake about RM 44.5 billion next year (Business Times, March 22 2006). Today 21 million people around the world are employed in the travel and tourism industry which generates a staggering US \$3.4 trillion annually (Taber, 1995). According to Tan (2001), World Travel & Tourism Council predicts that the Asia-Pacific region will contribute about 25% of the world's travel market.

After 1990, tourism in Malaysia is expected to be popular and most of the developments will be focused on traditional resorts (Mohamed, 2002). According to Hassan (1998), the traditional design will become the model for tourist resorts and hotels in Malaysia.

With respect to resort building, there is a growing tendency for the resort developer to propose the use of local traditional design features as the design theme or concept. This is natural, because of its appeal and attracts the attention of most tourists to the place. Through this approach, architect and designer have the opportunity to reveal some beautiful and practical local design form, materials, construction techniques and crafts, and to construct a both modern and efficient building design (Ku Hassan, 2003). However, one would easily ask, *whether this traditional form and design* really plays an important role in attracting customers to this resort? What are the design criteria that should be emphasized during the design and construction stage of the resort?

Based on the above assumptions, this thesis sets to determine the level of preference and satisfaction among the tourists who have stayed in the so-called resort buildings. Selected resort buildings of traditional form and design in Langkawi, will be chosen for case studies in this study.

1.2 Resort Architecture

1.2.1 Definition

According to Huffadine (1999), resort may be simply defined as an accommodation facility that is related with recreational activities. This implies places to make social contacts attend social occasions and improve health and fitness. Resorts make the environment more beautiful and add amenities to attract customers. Schwanke, *et al.*, (1997), noted that resorts should offer proximity and easy access to significant, natural, scenic, recreational and cultural amenities.

Baud-Bovy, *et al.*, (1998), defined *resort* as a place where people often go, customarily or generally, for rest or recreation as on holiday. A destination resort is one which is sufficiently appealing such that people will travel to it and stay at least one day and one night.

In short, *resort architecture* refers to building or a group of buildings designed in a particular setting to cater for both relax and recreational activities. The setting of the building is important for a successful resort, it could be natural, created or a combination of both features in the overall layout.

1.2.2 Traditional Resort

Resort of *traditional form and design* refers to building that use traditional elements in its design. The application of these elements can be done in many ways such as design of roof form, façade treatment, openings, local materials and craftsmanship. In many cases, traditional resorts are developed from

existing villages and towns either by changing the town itself or growing in its immediate neighborhood (Baud-Bovy, *et al.*, 1998). According to Schwanke, *et al.*, (1997), traditionally, most successful resort projects have been developed around the established resort area.

In the USA, the fortunes of many traditional resorts have declined as a result of changes in fashion and style of living in the structure of markets and in the choice of preference recreation and accommodation. Most of the changes have been brought about by development in air transport, allowing access to more distant areas covering new and exciting surroundings and frequently more modern and better equipped facilities (Baud-bovy, 1998). However, in the case of Bali (Indonesia), Koh Samui (Thailand) and Langkawi (Malaysia), resorts of traditional form and design are still considered as among the popular choice by the tourist (Tan, 2001).

1.2.3 Examples of Resort Architecture

For the purpose of illustration in this thesis, some notable examples of resorts in Bali (Indonesia), Koh Samui (Thailand) and Langkawi (Malaysia) that have applied traditional form and design successfully are illustrated. These are reported as follows.

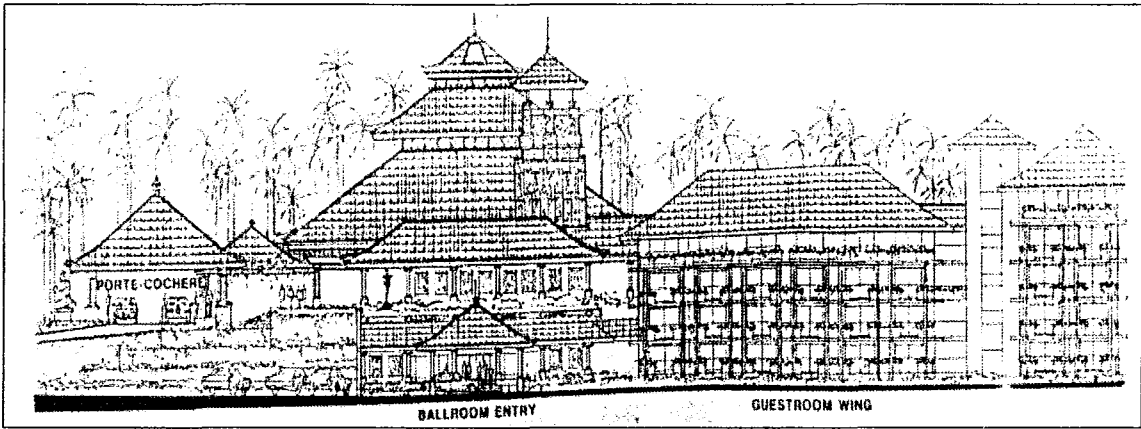


Figure 1.2: Bali Hilton International – Elevation
(Source: Hotel&Resort Planning, Design and Refurbishment, 1995).

1.2.3.2 Amari Palm Reef Resort and Spa, Koh Samui, Thailand



Plate 1.2 Amari Palm Reef Resort and Spa. Thai villages surrounding by palm
(Source: amari.com).



Plate 1.3: Amari Palm Reef Resort and Spa. The roof top view of the resort (Source: amari.com).



Plate 1.4: Amari Palm Reef Resort and Spa. The inviting pool by Thai village (Source: amari.com).

1.2.3.3 The Datai Langkawi, Malaysia

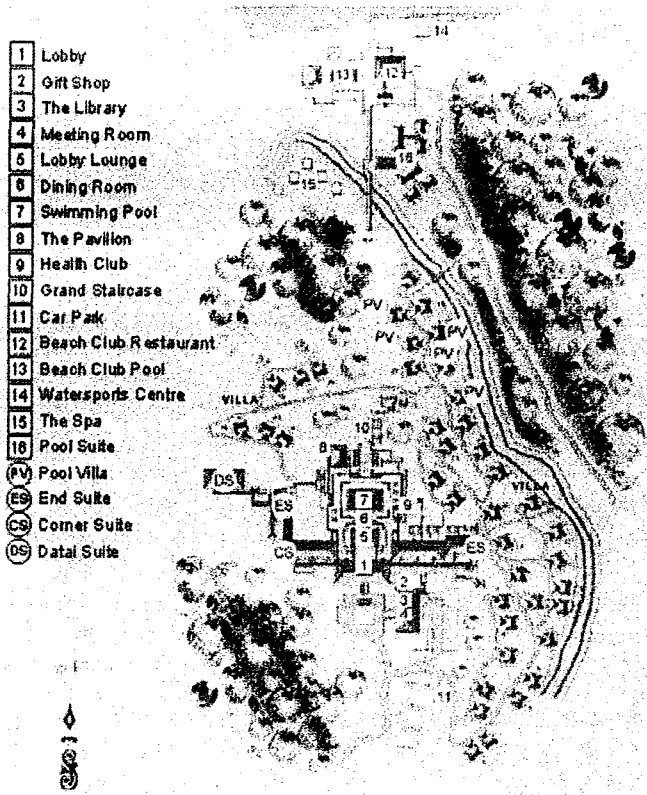


Figure 1.3: Site Layout
(Source: thedatai.com)

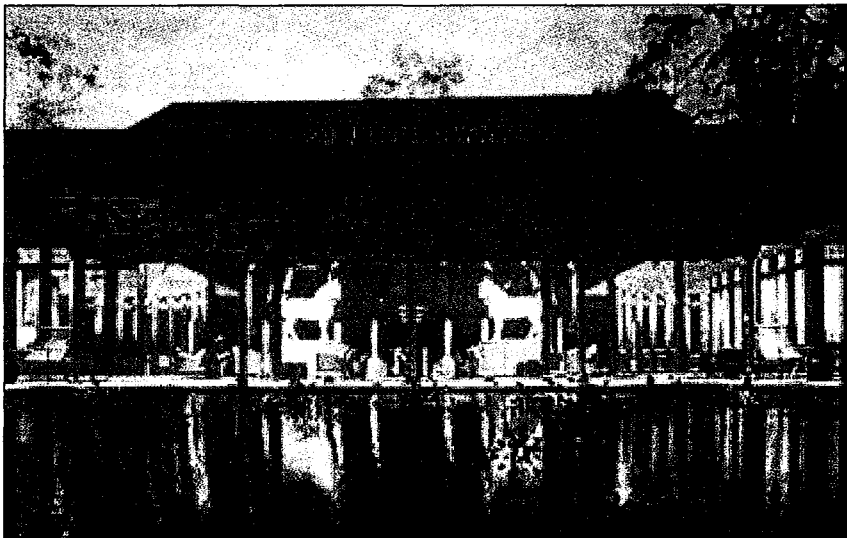


Plate 1.5: lobby Area
(Source: thedatai.com)



Plate 1.6: View overlooking the swimming pool
(Source: thedatai.com).

1.3 Objectives

The main objectives of this thesis can be summarized as follows:

1. To study and understand the general planning, design criteria and basic guidelines of resort building. This involves a study on definition and giving examples of traditional resort architecture.
2. To understand the application of traditional form and design in building by referring to the existing traditional Malay house in Peninsular Malaysia. It also covers the adaptation of house to the climate and examples of modern buildings.
3. To describe the methodology of the research works which includes field survey using the sample of questionnaires, and make data analysis of the survey conducted on the three selected resorts in Langkawi.
4. To make design recommendation with respects to the application of traditional form and design for resort's building and development.

1.4 Hypothesis

The working hypothesis of this research is that the application of traditional form and design increase the importance for the basic guidelines of resort architecture.

1.5 Working Conception Model

The working conception model of this study research involves collection and analysis of data obtained from combination of primary and secondary sources gathered (Figure 1.4) as follows:

1.5.1 Primary data

Data for this study was obtained mainly through primary data through structured questionnaire from the field survey. The reason for the selection of this method, as compared to interviews or observation survey, was to avoid any confusion to respondents in terms of their understanding and co-operation. Also another reason, to allow a larger number of respondents to be included into the sample, given the economic and time constraints faced in this study. The field survey was conducted in 3 selected resorts in Langkawi as explain in chapter 5 (Methodology). They are namely, *Berjaya Beach Resort & Spa*, *Pelangi Beach Resort and Kampung Tok Senik Resort* (Sub-chapter 4.5). The data collected though questionnaire survey was analyzed and recommendations were made based in the finding of the study.

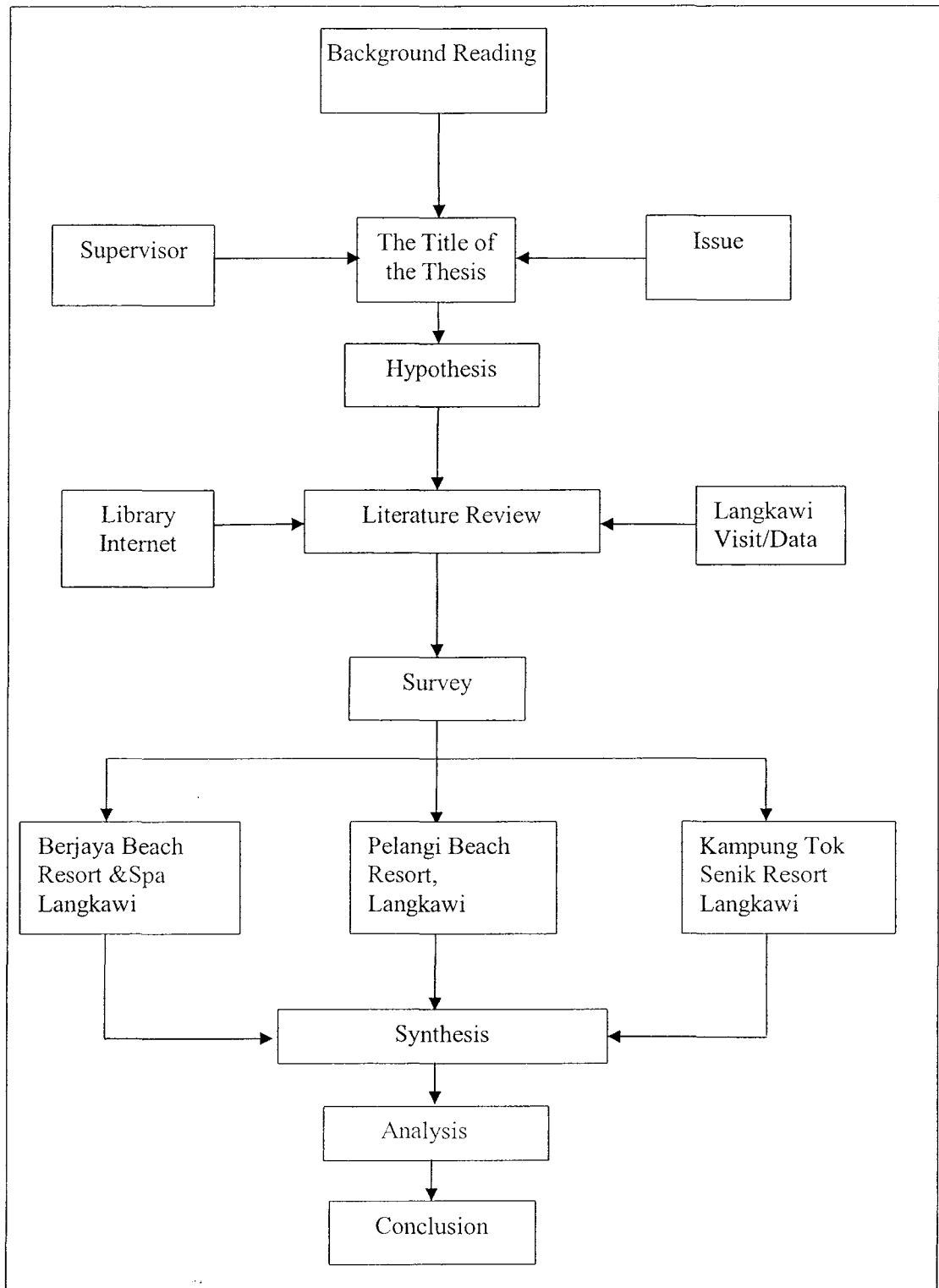


Figure 1.4: Working Conception Model

1.5.2 Secondary data

Secondary data were mainly assembled through literature search and direct observation. They do not require direct access to the respondents. In this study, data source were mainly obtained by reviewing extensive local and international journals, books, articles, magazines from libraries and the internet.

1.6 Structure of the Thesis

The proposed structure of the thesis is made up of 7 Chapters. They are summarized as below.

Chapter 1: Introduction which focuses on the background, definition of resort architecture, objectives, working conception model and structure of the thesis.

Chapter 2: General Planning and Design Criteria of Resort Building of the thesis which focuses on the introduction, design criteria for site planning, basic guidelines for resort planning and design, and basic type of resort building.

Chapter 3: The Application of Traditional Malay House Form and Design in Resort Building which focuses on the introduction, traditional Malay houseform, basic type of traditional houseform, traditional design and house layout, adaptation of design to the climate, and examples of resorts using traditional form & design.

Chapter 4: Case Study: Langkawi and Some Resort Buildings which focuses on the introduction, background and location of Langkawi, why Langkawi?, places of architectural interest, and some resort buildings in Langkawi.

Chapter 5: Methodology which focuses on the introduction, research methodology, questionnaires, research design, statistical methods, and statistical analysis procedure.

Chapter 6: Analysis of Result and Discussion which focuses on the introduction, overview of data gathered synthesis of data, analysis of the result, and discussion.

Chapter 7: Conclusion and Recommendation for Further Research which focuses on the introduction, summary of conclusion, key findings and design guidelines and recommendation. In these sub-headings, important factors derived from the research and points to improve the resort's design are described. Further research of work is suggested for future investigation.

CHAPTER -2:

GENERAL PLANNING AND DESIGN CRITERIA OF RESORT BUILDING

2.1 Introduction

Generally, in the planning stage, a resort is made up of an interrelated set of physical and programmatic elements. According to Schwanke, *et al.*, (1997) these elements include recreational facilities and program, housing, hotel and conference facilities, commercial facilities, community infrastructure and facilities and open space. Once a developer decided on a proposed resort's development program, he must oversee the formulation of a master plan that both incorporates all the specified elements which guide the design process and construction of the basic infrastructure and individual building elements.

In this chapter, the general planning and design criteria of resort buildings will be described as follows:

- i. **Design Criteria for Site Planning**, which describes the design criteria for site planning. This involves three fundamental stages (i) Concept Planning, (ii) Preliminary Planning, and (iii) Final Planning.
- ii. **Basic Guidelines for Resort Planning and Design**, which describes the basic guidelines for important factors that must be taken into account before planning and design a resort. Factors related respondents to creating a Sense of Place, Environmental Preservation, Positioning User, Resort Site, Mean of

Transportation Utilities, Sense of Entrance, and Use of Planning will be described.

- iii. **Basic Types of Resort Buildings**, describing types of resort. In this investigation the structure is organized as follows, (i) Proximity to Primary Marketing , (ii) Setting / Amenity Mix, (iii) Residential / Lodging and Mixes.

Summary and conclusion highlight the important points derived from this chapter.

2.2 Design Criteria for Site Planning

Site planning and design involve a process that transforms the project from concept to reality. According Schwanke, *et al.*, (1997), the developer and planner of a resort should examine a variety of alternative primary layout schemes to ascertain the best and most productive plan. He suggests the formulation and analysis of many site plan alternatives. Planning the project layout is an ongoing process that requires the synthesis of many variables and calls for a large measure of flexibility. The process usually involves three fundamental stages as described below.

2.2.1 Concept Planning

Concept planning involves collection and evaluating information about the site. It involves an understanding of the site's development potential particularly as in the case of resort type. Concept planning explores opportunities as well as

constraints. The product of concept planning process is a series of diagrams and drawings of the site showing generalized land use areas and major road alignments.

A comprehensive database of physical land constraints should be completed by the end of the conceptual plan stage. Concept planning presents the developer with the first opportunity to test several specific development programs for the site under consideration. The plan should include information about the type and use of amenities.

Resort management generally places substantial emphasis on the concept planning stage as a means of property analyzing risk of his venture. One reason is that the building or resort tends to be built in environmentally sensitive areas such as sea side, hill land, lake side or river side.

A detailed conceptual plan should include the following.

- i- Written program that conveys the vision of the project. The program should outline architectural and design statement.
- ii- A graphic of the project's general land uses often "bubble" diagrams identify location for different land uses and include a rough estimate of the number and size of housing or accommodation.
- iii- An analysis of land resources based on a written explanation of the lands assets and liabilities.
- iv- A market analysis that indicates demographic, psychographic and sociographic trends.

- v- An economic analysis that outline rough costs and expenses as well as returnees financing strategy.

2.2.2 Preliminary Planning

Once the concept plan has been established, the consultant team is in a position to identify additional new information that must be collected and analyzed (Schwanke, *et al.*, 1997). As new information about the site becomes available and alternative preliminary plans are evaluated, the preliminary master plans begin to evolve.

Required graphic information in preliminary planning may include the following.

- i- Site plans showing existing site conditions.
- ii- Proposed lot lines and plot design.
- iii- Maps showing the location and size of all existing and proposed structures and improvements.
- iv- Maps showing the location and size of all areas to be reserved as common open space.
- v- A general landscape plan.
- vi- Any additional information regarding adjacent areas that might assist in the evaluation of the proposed project's impact.

In general, the assistance of Local Authority may be sought to review the preliminary plan. During this period, the consultant may confer with the developer to clarify matters or to request for additional materials if required.

2.2.3 Final Planning

The schematic drawing in the preliminary planning stage will be updated for the final master plan. The final plan is normally submitted to the Local Authority. Subsequently comment from various departments will be obtained for compliance. Following approval of the final plan, the developer must obtain other necessary administrative approvals for commencement of work on site. If within a specified time a developer has not moved to the site to start the work, the Local Authority can in some case nullify and void all previous approvals.

2.3 Basic Guidelines for Resort Planning and Design

Schwanke, *et al.*, (1997), emphasizes the importance of the following factors that must be taken into account before planning and designing of a particular resort. These factors include creating a sense of place, environmental preservation, and positioning user, resort site, means of transportation and utilities, sense of entrance, and use of planting

2.3.1 Creating a Sense of Place

Creating a sense of place is one of the primary objectives of resort planning. Planning and design are essential in shaping the setting, visitor's or resident's perception of it, and the sense of place conveyed by the resort in the context of its natural surroundings. Many approaches and considerations are to be taken into account when creating a sense of place.

Schwanke, *et al.*, (1997), mentions,

"As we think new, we also need to think old. The places that have the huge flow of people today are often places that are rich in culture."

Resort sites which feature historic buildings can be used to create a sense of place. Traditional house, mosque and as well as colonial buildings can add character to a resort site. Historic site can be redeveloped or enhanced to create an attractive resort setting. The setting for a resort can be a combination of recreational amenities within a historic backdrop.

Archaeological sites can also be an important asset. Archaeological features can help to create a sense of place. Developer must engage an archaeological team to conduct tests to identify potential sites where artifacts might be found. The historic sites provide attractive amenities, where the tourist can study about the history and have sense of the place during there stay at proposed resort.

Whatever image or style is sought, contextual design and sensitivity to the surroundings areas is an important consideration in creating the appropriate sense of place. According to an architect (Schwanke, *et al.*, 1997) "A movement is underway in resort design". This movement refers to its site-specific and regionally unique qualities, its history, culture and climate and reflects those in concept amenities, land use and design. In this manner, the inherent site qualities will form the basic of design philosophy.

According to Huffadine (1999), resorts make the most of their environment and add amenities to attract customers. A "sense of place" created by the resorts in relationship to the external environment is essential for the long term viability of the project. Elements that are fundamental to planning and construction are fortunately also those that can be utilized to achieve this objective.

2.3.2 Environmental Preservation

Resort planning gives rise to environmental issues of paramount importance (Schwanke, *et al.*,1997), more than with any other type of development planning, it must carefully considers both the advantages and disadvantages of development versus environmental preservation. Any discrimination between these areas are to be maintained for their environmental integrity and areas more suited to development. Ecological consideration is to be controlled in resort planning because environmental assets are the primary amenities that attract visitors as its primary amenity. Planning any new resort must begin with the recognition that preserving and enhancing the environment is an integral part of the resort concept and plan.

2.3.3 Planning Layout

According to Schwanke, *et al.*, (1997), a major challenge in planning the layout of a resort community is to position residences hotel rooms and other accommodation in a way that provides each user with a high-quality view or access to an amenity while creating rational relationship among users.

In order to achieve it, the resort layout plans must spread and intersperse low-rise development with major open spaces to preserve a natural and rural character. Concentration is important in site planning to produce social nodes or positive congestion along with placement of activity or attraction that enhance user convenience.

Each resort community has its own hierarchy of preferred location based on views and proximity to amenities. For an example, in a beach resort, the prime location is the waterfront. The next preferred location might be frontage on or a view of some other amenity such as a lake, open space or golf course. The third ranking location is what might be called an "overview". An overview permits view of an overall amenity such as the ocean golf course or mountains from a distance and across other properties lesser location prevails next to less important amenities and views.

2.3.4 Resort Site

Modern modes of transportation and longer vacation times have made it possible for people to travel further for their holidays. Getting far away from home can be a strong attraction. Exotic landscape with beautiful beaches and warm weather continue to prove popular with today travelers. Resorts closer to home especially those easily accessible by automobile also are attractive though they might not have variety of amenities as compared to others.

The site selection is of paramount importance. Rural resort developments often involve large sites, to provide protection from neighboring development. A good

deal of attention must go into planning the relationship among lodging public spaces, recreational areas and services. Resorts in developing region present a special group of issues for the development team as described by (Schwanke, *et al.*, 1997), below:

i- Transportation and Accessibility.

Select a site within 2 hours of an international airport and readily accessible by road.

ii- Political Climate.

Consider international attitudes toward the destination. Nothing keeps guests away like the possibility of political unrest. Even after it subsides and home countries no longer restrict travel to these regions.

iii- Ownership.

Investigate local laws influencing the real estate property. In ceraincases, development does not permit foreign national to own property.

iv- Community Relations.

Establish good public relations with the local community.

Most resort guests are first-time users who are there to enjoy and experience the environment. It is important that they be able to grasp the overall layout of the property in order to get around fairly easily. According to Lawson (1995), hotel and resort activities involve extensive movements of guest, visitors, staff, goods and services. These need to be planned for convenience and operational efficiency while also meeting requirements for safety and security. Based on

Rutes, *et al.*, (2000), the main public facilities should be located prominently on or near the highest point of the site easily visible to guest as they approach the property. Guest can gain an overall orientation to the resort and staff can point out particular feature. The site organization should allow views of the resort main attractions.

2.3.5 Means of Transportation and Utilities

According to Huffadine (1999), infrastructure is expensive to install, especially where there exist no pre-development infrastructure in remote areas. However cost cutting by making a reduction in capacity at the outset may lead to much higher expenditure at a later data. Based on Schwanke, *et al.*, (1997), development of large multipurpose resort and second-home communities must invariably consider the development of community facilities and infrastructure. It is this element that support and permit the development of other uses such as home and hotel, the large and more complex the resort, the greater is the infrastructure requirement. A community's primary infrastructure element includes means of transportation and utilities. The need to provide site for these building depends on the availability of such services off site and any existing plans for their future provision. The developer should determine appropriate location for public building within a resort or recreational community during the overall site planning and design.

The potential guest should be made unaware of service vehicles or the location of staff entrances and docks. It is essential to separate guest arrival from the main hotel delivery routes and to plan so that guest may circulate in all public

areas freely and safely. These requirements imply that access roads are quite distinct and planning or walls shield service entrance. On a large site, it may be necessary to create pathways for small motorized vehicles designed for guest mobility and hotel operation under these circumstances pathways are usually made wide enough to be shared with pedestrians (Huffadine, 1999).

2.3.6 Sense of Entrance

The guest's first impressions of external approaches to the main entrance define the characteristics of the resort. The main design features are landscape, lighting, and good circulation. Traffic is separated into distinct classes for accessibility and the control of congestion, according to the daily volume of arrivals.

Based on Huffadine (1999), the following choices should be considered:

- i- A separate hotel entrance for coaches and luggage handling
- ii- Separate entrance for conferences and banquets
- iii- Controlled access to residential areas
- iv- Separate access to the clubhouse
- v- Special paths for pedestrians
- vi- Main entrance routing for taxi, with waiting bays for taxi rank.
- vii- Separate parking for cars ,taxis and coaches the number of parking bays to be determined by marketing demand location resort types and number of guestrooms
- viii- Separate parking slots for the disabled
- ix- Space for valet parking