

# Comparative Study of Space Configuration and Distribution in the Context of Hospitality Planning: The Case Study of Pangkor Laut Resort, Malaysia and Thanyapura Sport Hotel, Thailand

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## Abstract

By the year of 2020, Malaysia is expected to received 36 million of tourist that receipts RM168 billion to the country revenue. Through sport tourism, Malaysia has mobilized various international level sport events such as SEA Games 2017, Formula One and Moto GP to achieve the number. Despite the significant volumes of the market, preliminary findings are suggesting, hospitality planning in Malaysia has little concerns on the importance of space configuration and distribution to satisfy sport tourist needs. This paper is seeking to understand types of sport tourists, ideal space configurations and distribution in hospitality space planning to support sport tourism, subsequently, assess space configuration and distribution in hospitality premises in Malaysia. Using case study as the key method, the core focus of the study to: "Identify the type of sport tourists", "Determine spatial configuration and distribution of spaces required based on sport tourist needs" and "Determine how does space of Malaysia hospitality industry compared to some established sport facilities". Selection of case studies are carefully made considering criteria of hospitality facilities with similar spatial characteristics but vary in locality context. The study yielded better understanding on space and people interaction in the context of sport facilities, which the central to achieving an ideal spatial environment for sport tourism industry. Findings of the study suggesting space configuration and distribution for hospitality facilities in the selected case study in Malaysia are merely a resort rather a sport resort with strong traditional architecture image, thus, have great potential to become a prominent hospitality facilities based on sport tourism.

**Keywords:** *Sport tourism, built environment, facilities, interaction,*

## 1. Introduction

Sports tourism can be classified as one travelling which involves either observing or participating in a sporting event while staying apart from their usual environment (UNWTO, 1995). Today's culture and influence on the behaviour of civilization are the fundamental pillars of sports and tourism. Sports have become a huge international matter with a large amount of media attention, money and also political interest especially since the 1960's. Whereas, tourism remaining as one of the world's largest industry and continuing to expand. A combination of both industries would create an impact on cultural and local aspects. Therefore, sports tourism has been identified to be an upcoming tourism market with significant economic potential. (Ahvenainen, Jenni, 2013)

The present study assessed the provision of the facilities towards the creation of sports activity and how it would able to attract visitors from all over the world. The purpose was to identify whether the factors concerning the tourist attraction towards the creation of such built environment were given due to consideration in relation to the building users in the design of the sports tourism's element.

## 2. Literature Review

People nowadays have been able to move to various locations and take part in these sport tourism activities with the invention of land, sea and air travel in the past century. Furthermore, with the creation of these new transportation methods, people began to require accommodations further away from their homes. This led to the massive development of numerous hotels, inns, and motels. (Ross, 2001)

In order to identify the type of interaction, two factors have been developed as a parameter of the study. First, identification and experiences of tourist needed during sport tourism. Second, findings on the existing spatial configuration & distribution of spaces of the sport tourist facilities. This is to ensure motivational point of having a sport tourism in the specific hotels which to be the case studies.

For the market of the sports tourism, it can be classified into five major groups which have its own purposes for the tourism function, ranging from an accidental visitor, fanatic sports supporter, and amateur athletes to elite athletes.

**Tourism with sports contents** - The biggest of the types, including the various ranges of activities and providers. Sport and sports facilities or opportunities do not play any major part in the choice destination. It would rather be spontaneous than being planned.

**Sports participation tourism** - The clearest categories and refers to multi-sports or single-sports participation tourism at the most basic level.

**Sports training** - Consist of trips which the main purpose is sports instruction and training ranging from amateurs to professional athletes.

**Sports events** - Referring to the tourism where major purpose of the trip is to participate in the sports event, either as an observer or a participator.

**Luxury sports tourism** - Doesn't define by definition to the norm of the sports involved in the trip but rather it is the condition of the facilities and the luxurious state of the accommodation and attendant facilities and service qualities.

Adding to this Peric, (2010) it is also ascertained importance of coupled concept of experiences with unforgettable memories of events that seductively inspiring and influencing the tourist. Experiences are collective varying on whether the tourist is active or passive, and whether the tourist is mentally absorbed or physically engaged by the experience. Regardless, majority of the tourist find experiences related to entertainment, edutainment, aestheticism and escapism. Based on the previous review concerning the five markets for sports tourism, the categories are somehow reflected and affected by the four experiences mentioned above. In order to establish an adequate system of experience tourism, managers of the sport related tourist industry need to know the motives and profile of participants and the types of sports tourism it has acknowledged.

Based on the evidence, it can be concluded that there are four basic character for experiences that could integrate all the mentioned for the system of experience, which is;

**Entertainment experience** – The tourists which are mainly passive; intending to extract experiences through their senses.

**Edutainment experience** – tourists seek to get actively involved in proposed experiences; eager to learn in an entertaining way.

**Aestheticism experiences** – Tourists which are already passive; seeking to bathe themselves into an environment or event.

**Escapism experiences** – Tourists seek for hyperactivity and joining it.

From the other factors given, it has been stated that there would be evidence for visits based on the architectural elements on the existing spatial configuration & distribution of spaces of the sport tourist facilities. Architecture tourism not only acts as a landmark and providing orientation, it also shapes the landscape of the surrounding area over a long period. (Endbericht, 2007) As the result of the aesthetic value, as well as the indulgence quality of the local context, it attracts visitors to come and experience those scenery moments. These quality buildings can be identifying as the fundamental touristic success of a destination, thus influencing and increasing the economy and the community.

Space adjacency planning is about deciding where to place a department or facility on site depending on certain needs (White, 1986). It is a major step in determining the strategic space planning in built environment. There are many decisions that needed to be considered for provisions of facilities in hotels and this step helps to visualize the layout. having the space adjacency analysis helps further in identify critical goals and identify challenges as well as opportunities in the facilities provided, such as the target user of the sport tourism.

Space planners transform the information collected regarding sport tourism into proposed group and functional adjacencies that will enhance work flow, communications, and traffic patterns and address special needs and group support functions (Neuman, 2011). With these further information, several information are needed in ensuring a better and suitable results from this study, such as spatial planning and space adjacency diagram, which will be taken into account for the application on case studies.

**Table 1** : Identification and experiences elements of sport tourism

<b>Factors</b>	<b>Analysis</b>
Building <ul style="list-style-type: none"> <li>• Name</li> <li>• Location</li> <li>• Ratings</li> </ul>	<i>To acknowledge the name and the location of the building to which it is within the tropical climate area.</i>
Type of Sports visitors <ul style="list-style-type: none"> <li>• Sport content</li> <li>• Sport participate</li> <li>• Sport training</li> <li>• Sport events</li> <li>• Sport luxury</li> </ul>	<i>To acknowledge the types of sport tourist that would be the target customer and guests of the building in which to determine the level of the visitors coming to the building.</i>
Experience of sport <ul style="list-style-type: none"> <li>• Edutainment</li> <li>• Entertainment</li> <li>• Aestheticism</li> <li>• Escapism</li> </ul>	<i>The acknowledge the supporting elements within the site of the building that might help in promoting the sports tourism industry and the building itself based on the criteria of the site context, provision of supporting facilities nearby and the architectural elements of the building.</i>
Factors of influences <ul style="list-style-type: none"> <li>• Site context</li> <li>• facilities nearby</li> <li>• architectural elements</li> </ul>	<i>To study the reason of tourist which influenced them to visit the building there as based on the criteria mentioned.</i>
Provision of spaces	<i>To acknowledge the layout of the facilities provided in which the types of facilities provided suit the needs of the sport tourist</i>
Space adjacency diagram	<i>To further acknowledge the spatial planning and zoning of the hotels in which the facilities cater for this type of tourist.</i>

### 3. Methodology

During the application of case study as the core method of the study, sites are carefully chosen based on availability of a sport facilities at hospitality premises. This include availability of a fitness centre, accommodation area, medical and health centre and also all the supporting facilities for sport training. These criteria are mapped out from international design guidelines for sport centre which highlighted on the greater general understanding of overall design concepts and local economy factor, appreciation of technical issues and the critical factors that need to be considered in reaching the appropriate target of a sports training facilities. (Coates, 2005) In addition, case study sites were selected based on the premises capacity and capability to organise sport events in the past.

Application of the criteria identified, Pangkor Laut Resort, Malaysia and Thanyapura Sport Hotel, Thailand are suitable hospitality premise for the study. Both premises have staged sport events, such as triathlon, marathon and swimming competition in the past. Both sites are also located at the similar tropical region, and have geo-spatial and socio-economic context.

Following the selection, the selected sites are compared based on earlier develop parameter, identification & experiences and spatial configuration & distribution. The parameters have been used substantially to study the interaction effect of the tourist and the built environment, subsequently to establish space importance of the two hospitality building.

The collected data were analysed using the space adjacency analysis diagram, an analysis used by architects in identifying spatial importance, interaction and adjacency in spatial planning (White, 1986). Space adjacency analysis can facilitate the smooth operation of the case studies by optimally laying out the building space.

### 4. Results and Discussion

**Figure 1** : Thanyapura Sport Hotel, Thailand



**Figure 2** : Pangkor Laut Resort, Malaysia



**Table 2 :** Laying out the configuration of the case studies selected.

Factors	Thanyapura Sports Hotel	Pangkor Laut Resort
<b>Location</b>	Phuket, Thailand	Perak, Malaysia
<b>Building type</b>	Hotel, training facility	Hotel, island resort
<b>Ratings</b>	5 star	4 star
<b>Facilities</b> <ul style="list-style-type: none"> <li>• Sports</li> <li>• Water sports</li> <li>• Relaxation</li> <li>• Spa &amp; mediation</li> <li>• Leisure</li> <li>• Health &amp; medical</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
<b>Type of visitors</b> <ul style="list-style-type: none"> <li>• Sport content</li> <li>• Sport participate</li> <li>• Sport training</li> <li>• Sport events</li> <li>• Sport luxury</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
<b>Experience of sport</b> <ul style="list-style-type: none"> <li>• Edutainment</li> <li>• Entertainment</li> <li>• Aestheticism</li> <li>• Escapism</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
<b>Provision of Accommodation</b>	Scattered but arranged according to functionality	Linear arrangement and above water body (on stilt)
<b>Factors of influences</b> <ul style="list-style-type: none"> <li>• Site context</li> <li>• facilities nearby</li> </ul>	<p><i>Site Context:</i> a well-known luxurious tropical island among international sport tourist.</p> <p><i>Facilities Nearby:</i> a few sports programme such as golf course, water sports and cycling events. The location of the building is also near the hotel, allowing any water sports or beach sports related activities</p>	<p><i>Site Context:</i> a luxurious tropical area close to the water body, having better experience with nature.</p> <p><i>Facilities Nearby:</i> A few sports events held there annually, such as marathon and swimming, but these events are not related to the facilities provided. The hotel itself is merely for a resort rather than a sport hotel</p>
<b>Space Adjacency Diagram</b>		

Based on table 2, the two case studies have been conducted through the factors created from the literature reviews.

For the Thanyapura Sports Hotel, it has a great quality in terms of provision of accommodation and the facilities. Having the highest standard for the facilities especially the trainer and professional coaches, it also came with a wide range of sports courts for training or for leisure activity. Given a rating of five-star hotel, it is suitable for any type of sports tourist to come and have a relaxation moment while having a sports and recreational activity there.

The physical, status and prestige motivators are among the main reason why tourist would like to come here. Being it located in Phuket Island, there is no discussion needed in relating it to attract sport tourist to come there as it is one of the most famous tourist destination in Southeast Asia. Having a tropical element within the Thai architecture strengthens the image of the building as a sports tourism architecture destination.

On the other hand, Pangkor Laut Resort, being located on an island also, does have the factors needed for an architectural sports tourism destination. With a five-star rating also for the accommodation and the facilities, it welcomes tourist to have a relaxation moment in a luxurious place within a tropical environment. Although the sports activity focused on the building is mainly water sports activity, it is considered acceptable for this study, even though it limits the type of sports activity that can be handled at the premise.

Since the island is smaller than to Phuket Island, there aren't many major sports event handled there, thus allowing only for specific type of sports tourist. But the site context of the area and the facilities nearby for relaxation and sports activity provided are suitable for sports tourism. The element of architecture for the building is significant to the local architecture as it portrays the Malay house, which was built on stilts. What makes it even better that it floats above the water, having a cool and passive design for ventilation of the building. This strengthens the possibility of having architectural sports tourism.

## 5. Conclusion

This paper has been carried out to investigate [spatial configuration and distribution of spaces with sport tourism](#), in order to determine the need of sports tourist, which comprises of interactions, visit motivation and the type of experience. Other than the factors of the visitation, the location of the events held are also been studied and carried out to determine which factor does the architectural-related attracts the sport tourists. The study identified space configuration and distribution for Pangkor Laut Resort as merely a resort rather than a sport resort but with strong traditional architecture image, providing a great potential for the premise to become a sport-based resort in the future.

- Sports tourism have created a new form of tourism attraction worldwide which allow professional athletes, amateurs, spectators as well as supporters to come and visit those particular hosting country.
- An incorporation of tropical climate and built environment of facilities proves that the hotels could become a new platform for any international sports activities to be held here.

In conclusion, what can be claimed is that sports, tropical climate and architecture each have its own different qualities and potentials for sports tourism industry and the country it is related to. The main elements here which are sports tourism, local architecture, and tropical climate are one of the most suitable combinations and could become a leading industry in creating a huge economic plan and generate a huge amount of market and job opportunities related to the industry. With the development of

sports industry as well as the high technology in the construction industry, the three later elements can be fused together in creating a harmonious environment between nature and the human being.

## 6. References

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