URBAN CONVENTION HOTEL DESIGN CRITERIA AND A DESIGN PROPOSAL FOR ANKARA CASE

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GİZEM BALIKCIOĞLU

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A	ot	roval	of	the	Graduate	School	of	Natural	and	Ap	plied	Scien	ces

	_	Prof. Dr. Canan Özgen Director
I certify that this thesis satisfies all Master of Architecture.	the requirements	s as a thesis for the degree of
	_	Prof. Dr. Selahattin Önür Head of Department
This is to certify that we have read	this thesis and th	at in our opinion it is fully
This is to certify that we have read adequate, in scope and quality, as a		egree of Master of Architectur Part-time Inst. İlhan Kural
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Examining Committee Members Assoc. Prof. Dr. Ali Cengizkan	(Chairman)	egree of Master of Architectur Part-time Inst. İlhan Kural
Examining Committee Members Assoc. Prof. Dr. Ali Cengizkan Part-time Inst. İlhan Kural	(Chairman) (M.E.T.U.)	egree of Master of Architectur Part-time Inst. İlhan Kural

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Name,	Last name : Gizem Balıkcıoğlu
Signatu	re :

ABSTRACT

URBAN CONVENTION HOTEL DESIGN CRITERIA AND A DESIGN PROPOSAL FOR ANKARA CASE

Gizem, Balıkçıoğlu

M.Arch.; Department of Architecture Supervisor: Part-time Inst. İlhan Kural September, 2004 154 Pages

The aim of this study is to define the design criteria for urban convention hotels based on national and international market trends. The second aim is to design an efficient, flexible, and valid convention hotel program for Ankara case based on this research. The existing hotel structures in Ankara are assumed to be insufficient to meet the convention requirements of international and national market needs.

In the study, the space requirements of different markets and their program matrix reflected on major convention hotels in different continents are analyzed. The basic design criteria in terms of architectural space requirements and functional needs of the venues are defined. The economical, social and cultural impacts of the

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convention hotels in urban scale are listed in order to define a sustainable and efficient program in city scale.

A feasibility study is done based on the space requirements, user groups and use frequencies of the convention venues in capital city. The second assumption of this study was that Ankara needed a 500 room convention hotel in order to accommodate the existing and future tourism stock of the city. A program based on the requirements of prior research is prepared and a design proposal is given for a site located in Ankara.

Keywords: Convention Hotel, Convention Tourism, National and International Markets, Design Criteria.

ÖZ

KONGRE OTELLERİ TASARIM KRİTERLERİ VE ANKARA ÖLÇEĞİNDE BİR KONGRE OTELİ ÖNERİSİ

Gizem, Balıkçıoğlu

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Bu tezin birinci amacı uluslararası ve ulusal ticari yönelimlere bağlı kalarak kongre otellerinin tasarım kriterlerinin belirlenmesidir. Tezin ikinci amacı ise bu kriterlere bağlı kalarak, Ankara ölçeğinde günün şartlarına uyum sağlayabilen, verimli ve kullanım açısından süründürülebilir bir kongre oteli programının oluşturulmasıdır.

Farklı kongre amaçlarının ve kullanım tipolojilerinin araştırılması çerçevesinde, farklı kıtalarda süregelen kullanım şemaları ve bu şemalara bağlı olarak şekillenen otel örnekleri incelenmiştir. Araştırma kapsamında, kongre

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otellerinin kullanım ihtiyaçlarından doğan mimari standartları ve mekan ihtiyaçları irdelenmiştir. Bu bağlamda kongre otelinin ekonomik, sosyal ve kültürel etkileri ve bu etkilerin şehir hayatına yansımaları araştırılmıştır.

Bir başkent olarak Ankara'nın kongre oteline olan ihtiyacının belirlenmesi amacı ile fizibilite araştırması yapılmış ve Ankara şehrinin turist profili tanımlanmıştır. Ankara'da bir kongre otelinin yapılması durumunda gerekli mekan ihtiyacı, şehre özgü kullanım şemaları araştırılmış ve araştırmalar çerçevesinde 500 odalı bir kongre otelinin gerekliliği ortaya çıkmıştır.

Anahtar Kelimeler: Kongre Oteli, Kongre Turizmi, Ulusal ve Uluslararası Turizm Yönelimleri, Tasarım Kriterleri. To My Family,

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I wish to express my sincere gratitude to İlhan Kural, the supervisor of this thesis, for his continual encouragement and valuable criticism, suggestions all throughout the work.

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CHAPTER 1

INTRODUCTION

In the beginning of the twentieth century the emergence of international air transport system changed the face of the world economy. From this moment on, business was no longer limited within the borders of a single continent. This innovation effected major sectors of commerce. The definition of territories were redefined not only in mass production but in education and tourisms as well. The share of know-how, knowledge and cultures have found a new way to be spread.

This new vision expressed itself first in the construction of production lines in different continents. Then product launches and strategic company meetings started to be held in order to keep the organizational unity all over the world. These meetings found their architectural medium in convention centres where this demand shifted into business hotels where the meeting and lodging facilities were unified under one roof.

Continent wise share of information not only showed itself in company meetings but also in educational, political and commercial fields as well. These meetings reached large numbers when international and national meetings were calculated in total. Being located in a geographical key location, Turkey is named as the political and economical gateway to the Middle East. As the capital of a strategic country, Ankara can not make use of its full potential to attract the desired number of conventions. The main reason for this problem is that the necessary investments for the infrastructural and super structural investments haven't been made for years. The existing hotel stock in Ankara is not sufficient to serve the needs of a mid-scale international convention.

Depending on the International Congress and Convention Organizers Association 2003 Survey, the destinations have to first supply the necessary venue conditions in order to attract mid and large scale conventions. This thesis was proven by a local tourism plan that has been launched in İstanbul. The private investors have been giving emphasis to business and meeting tourism in the last fifteen years where

the lodging capacity of İstanbul is increasing ten to fifteen percent each year. By the help of programmed development and promotion, İstanbul has increased its shared of convention tourism by twelve percent. ¹

Therefore, the aim of this thesis is to define the national and international convention market trends in order to maintain a flexible, sustainable and efficient program that fits the needs of twentieth century downtown convention hotels.

In this respect, the existing and expected market trends in convention sector are searched via the analysis of the reflection of the different functions on existing convention hotels. The course of problems that have been faced along construction, improvement and management periods are evaluated within a series of case studies. By this way, the space requirements of different convention needs and how they found shape within different continents have been analyzed.

Since the beginning of the nineteenth century convention centres and convention hotels have been the closest competitors of each other. In scope of the market research, the drive forces of these two facilities are compared. As a result of the comparison, it is seen that the convention hotel reflects itself as an economically more sustainable building type with a variety of mix of uses. The economical survival of hotels are more common where the convention centres suffer the problem of being abandoned in out of season periods. On the other hand, the convention centres give a more flexible and function specific structure which are meeting oriented. The means of unification of positive sides of each facility is searched through a design proposal in the end of the thesis.

During the research process, architectural standards of design components of a convention hotel are examined. The site specifications, necessary area requirements, definitions of public and private spaces and their location within a hotel are analyzed depending on the scale of the project. The organizational structure of companies and the hierarchy of different levels of management are reflected on the facades, dimensions and different levels of the hotel. Unlike other business hotels the convention hotel has a rather communal life in space organisations and dimensions. If this can not be seen in the private spaces, the reflection of this can be viewed in hospitality suites that are scattered at sub-levels that separate the public spaces from the private guest rooms.

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¹ Republic of Turkey, Prime Ministry State Institute of Statistics (DIE), February 2004 Tourism Report; Tourism Statistics Bulletins (DIE: 2004)

In order to make a statement on the future trends and expectations on the national convention industry in Ankara, the statistical values of Prime Ministry State Institute of Statistics and personal interviews with the banquet and meeting organisers of the forthcoming business hotels have been utilized. Firsthand information from the convention organizers in Ankara showed that a total of 35 midscale conventions are held in Ankara each year which are national. An average of sixty percent of the rooms are fully occupied in season which lasts from September to August. In summer seasons the venues are occupied by weddings and graduation parties. As banquet organization bureaus of Sheraton and Hilton hotels state, the convention organizers have a high demand of exhibit space and a banquet hall of 1200 m². Feasibility studies on Ankara have showed that the capital city does not have the necessary venue capacity to fulfil these needs. The largest meeting room in Ankara belongs to Head Office of Highways and M.T.A. head office with 600 people. These halls are not divisible and are not accompanied by any exhibit halls. On the other hand, the largest exhibit halls in capital city is Altınpark Expo Centre which is six kilometres away from the city centre and is not accompanied by any hotels in close distance. Being isolated from city centre, these venues are far away from being sustainable in terms of management.

Yet, the investments in business tourism and meeting venues in Ankara prove that the convention tourism is expected to gain vivacity. Within the year 2003, three major hotel in Ankara have gone into renovations. The managements of Stad Hotel and Grand Ankara Hotel have changed into international chains. Following the architectural competition for the expansion of the Atatürk Culture and Convention Centre with a 1400 seat conference centre and 800 theatre hall, Sheraton Ankara Hotel has increased its venue area by a 1200 m2 convention hall and added a total of 100 rooms to its existing site. The Grand Ankara Hotel and The Stad Hotel could only upgrade the guestrooms due to lack of space.

In the light of these investigations and future predictions, a 500 room convention hotel proposal is designed in the last chapter of the thesis. The hotel is

² Author, interview with Özaygen Aslı, Conference and Banquet Sales Executive, Ankara HiltonSA, (Çankaya:Ankara) 05.03.2004.

Author, interview with Ugur Gürer, Sales Manager for Banquet and Meeting Facilities, Sheraton Ankara, (Çankaya: Ankara), 05.03.2004

For detailed information please refer to Appendix A, List of Hotel and Meeting Room Capacities in Ankara.

supposed to house the most essential need of the capital city which is a 1500m² exhibit hall and a 1200 m² column free banquet hall.

The ease of access from the transportation means, closeness to major focal points and centres of the city and potential growth of the site as a focal point is taken to be major considerations in the choice of the site. Ulus, Kızılay and Tunalı Hilmi Districts have been examined as the potential sites for a convention hotel where as the restricted site conditions and high density settlement was not appropriate for future growth of a new function. The investments done for the second phase of the subway and light railway systems have given clues on the growth pattern of the city. The intersection points of these two transport systems cerate their second largest hub point at the junction of Eshişehir and Konya Roads. The junction brings together a mix of uses like Armada shopping mall, Bayındır Hospital, buildings of political buildings and governmental settlements. The location is surrounded by commercial and residential zones at two sides of the road.

The basic requirements of convention centres which are ease of transportation, access to focal points of the city and closeness to meeting venues are met on this site. The hospital, government and commercial functions with close settlements of university campuses create a wide user profile both for the guest floors and meeting rooms of the hotel.

The site characteristics show that the growth pattern of the location is in favour of fulfilling the entertainment needs of the city with temporary music halls and newly constructed entertainment centres. A wide range of user groups and functions utilize the site which is an advantage for the economical sustainability of the hotel.

The basic handicap of the district is the separation of the two sides of the district by a highway. Thus the unification of the functions on the both sides of the road is obscured. This problem is expected to be resolved as the use patterns and density of the site becomes clear.

Ankara can be named as an artificially constructed capital city. After the declaration of foundation of the Republic of Turkey, Ankara became the representative of a modern, improved city that had the iconography of the ideals of a completely new nation. Within the first twenty years all the social, cultural and economical formations were re-constructed within the framework of this ideology.

The Jansen master plan built the backbone of this reconstruction imposing a new lifestyle into the city.

Within eighty years, Ankara has gone into different stages of modernization. The Jansen Plan and the North-South axis of the system has physically fulfilled its lifetime where the city begins to transform the west axis. The urban cores that are connected along North-South axis are losing its strength due to segregation of user groups. It is not possible to talk about a strong urban core today which is the result of the linear growth of the city through government buildings. The west axis will suffer the same problems in the future creating a fourth self standing urban core. Each building on the axis experiences a significant isolation from the Eskisehir Road which ends up with an urban corridor. As a result, the west corridor can not generate an integrated urban fabric with the city. The clear span, uncut highway system connected to Central Kızılay Core is one of the basic reasons of this problem. The highway creates a higher scale of transportation route within the urban structure which leads the designers to isolate the entrances in safer secondary entrances rather than the main axis itself. The west axis brings an access solution that does not fit the required use pattern of the city. Unfortunately, this urban growth system becomes a solution schema that generates an automatic growth pattern for Ankara. The highway axis must be broken down into smaller networks along Eskişehir Road within a master plan otherwise this problem will be the inevitable destiny of the west axis.

A possible solution of this problem is to expand existing break points on Eskişehir Road. In this manner, the Armada junction holds a strong potential with its mixed use fabric, transportation means and its connections to the rest of the city. Possibilities of access, variety, choice of functions and availability of green spaces like A.O.Ç (Atatürk Forest Farm) and parks of M.T.A. (General Directorate of Mineral Research and Exploration) brings out this site as an urban junction that has the potential to convert not only the west axis but the city as well.

The second problem is the idea of bringing the Eskişehir Road down to a more manageable and adoptable scale in terms of urban access. Within twenty to thirty years the west corridor will become the second largest boulevard that dominates the city. But evaluating this axis merely as an extension of Jansen plan is a wrong idea. The basic concepts that form the daily life today are totally different when compared to 1920's. The construction of the city has become more dependent on private entrepreneurs rather than the government itself. Moreover, the foreign

companies that were once situated in Ankara moved their offices to İstanbul. The driving economy of Ankara became dependent on education and scientific background. Today, the iconography of "Modern Turkey" represents itself in the education and scientific institutions of capital. Each year thousands of people migrate to capital due to education purposes. On the other hand, many educated people leave the city to work in rather industrialized cities like İstanbul and İzmir. It is a common youth that for better growth and regain of investments, this educated population must be kept with in the city.

Education can be a generative force for Ankara on west axis. Instead of the strict, closed order governmental buildings, education buildings must be preferred. The reflection of republic requires a fresh, modern approach that takes feedback from the requirements of the 21st century. The social structure in Ankara already gives us the clues on the future requirements of the city. Ankara is known as the city of white collared people. Although many attempts have been made to attract the industries and entrepreneurs, the basis of economy remains to be universities, scientific institutes and government based cycles.

Scientific research facilities and hospitals are known as the clean production facilities of 21st century. They don't have transportation, export and import problems since IT technologies, medical researches are material free and knowledge based. The production facilities, laboratories and software companies require office like environments and silicon valleys that are a new kind of typology. They can be integrated into the city and located close to residential buildings.

Inspired by the inherit social structure of Ankara, I strongly believe that the potential of west axis must be evaluated under a topic of education and science axis. The number and type of education facilities is a must. Means of share of information between scientific institutions and investors is necessary in this respect in order to attract private organisations to the city.

The junction of Eskişehir Road and Konya Road is the ideal location as the core of this master plan that spans towards The Middle East Technical University. The newly constructed Ankara Chamber of Commerce Convention Centre and the existing green park, A.O.Ç. farm build a solid background for the healthy growth of the centre with green spaces.

These potentials of the site are evaluated for the choice of a site for a convention centre. The hotel plays a vital role within a conceptual master plan of an

education axis or a cyber park that grows along the west axis. The hotel was proposed as a landmark representing the share of ideas and invitations of different perspectives into the site.

As a conclusion of the research it can be stated that simple construction of a convention centre is not enough to change the character of west axis for Ankara. The proposal in this thesis is given as a complementary part of a large scale master plan that is derived from the future expectations on urban scale.

The construction site of the project is chosen as the Soğütözu-Balgat Road junction which is located opposite to Ankara Chamber of Commerce. The site is 14.000 m² in base and chosen because of its optimum access conditions.

The design proposal of convention hotel aimed to solve the conceptual problem of unification of delegates under one roof. The hotel is not merely considered as commercial complex but as a remedy to serve the meeting space need of Ankara. The convention tourism named as the tourism of highest the income, is expected to support the economical condition of the city providing extra surplus that is necessary for the future investments of infrastructure.

It is accepted that simple construction convention hotels are not sufficient for attraction of international conventions but it is proposed as a means and most important part of the whole project. The aim here is to prepare health and efficient superstructure that will serve the existing and future needs of the market with its flexible layout.

CHAPTER 2

CASE STUDY WITH RESPECT TO DIFFERENT TRENDS IN CONVENTION INDUSTRY

2.1 Introduction

Definition of Components of Convention and Convention Hotel

Convention

Convention is the name given to a general or formal meeting of a legislative body, social or economical group in order to provide information on a particular economic situation and in order to deliberate and consequently, establish consent on policies among the participants. Usually of limited duration with set objectives but no determined frequency.³

Conventions are usually general sessions, mostly information giving, often formed around a particular theme or subject matter of topic interest and increasingly accompanied by exhibits. In addition to need for large halls and auditoriums required for the plenary sessions, most conventions break down into smaller groups to deliberate on particular matters of issue.

Incentive Travel

Incentive travel is a global management tool that uses an exceptional travel experience to motivate and recognize participants for increased level of performance in support of organizational goals. The aim of such activities is to motivate and

³ Lawson F., Congress, Convention and Exhibition Facilites: Planning Design and Management (Architectural Press: London), p.9

reward high performing employees and sales representatives. An environment for team building is provided for sharing of ideas and experiences. By this way the loyalty of participants to company is strengthened.

The activities often include a highly organized programme, visits, elaborate presentation ceremonies, opportunities to meet top management and short conferences, including announcements of the company's plans, programs and future targets.⁴

Exhibition and Trade Fairs

In its broadest sense, an exhibition is a display, show or demonstration of something of beauty, value or particular interest to a targeted audience.

The scope of a commercial exhibit is made-up of trade shows and fairs which bring sellers and buyers of products, goods and services together in particular industrial sectors. The consumer shows are open to the general public. On the other hand, the private exhibitions and product launches are specific to individual companies or to a selected or invited audience.

The main advantage of trade and commercial exhibitions are that they provide a forum for sales leads, contact withinfluencers like press dealers and distributors.

The main drawing factor which generates a continuing demand for meetings is the need for the communication at a personalized level. The importance of a convention or a meeting lies not only in what is said from the platform but in the total atmosphere of the event and the stimulation provided as a result.⁵

In global management terms, the information needs to be shared for many reasons- education, training, team building, strategic planning, problem solving, sale promotion, new product introduction and reorganisation— and these goals are most effectively achieved by group participation.

⁴ Obcid, Lawson F.,p.6

⁵ Ibid,p 4

The Downtown Convention Hotel

Convention Hotels are facilities serving the "meeting industry" with extensive ballrooms and banquet facilities that are specifically designed for this purpose. The downtown convention hotel is the specialized typology within this range that allows the maximum profit through one on one experimentation of the city.

Unlike convention centres, the downtown convention hotels are better integrated with the core locations of the city and play an important role for maximum use of the attraction points within the city atmosphere. The shopping malls, cafe's and business districts that are in walking distance to the hotel are the most advantageous properties of an urban business hotel when compared to a convention centre. The resort facilities that play a challenging role in spring and summer periods, the downtown convention hotel is seen as the most affordable type to assure sustainable tourism income. It is season free and continuous.

2.2 Evolution of Convention Hotel in America

The American convention industry differs from the rest of the world in terms of number of conventions and attendee number. Unlike other convention destinations, United States of America hosts for large number of international conventions with attendee capacity of 250-500 people meeting range.⁶

The United States company profiles are known with the importance given to corporate structure strengthened organizational meetings. Both in terms of coordination of international marketing, sales and management issues convention hotels are mostly desired when compared with convention centres in United States of America. Since the accommodation duration is between 3 to 4 days, the delegates prefer a city centre hotel located in downtown location.

The best known examples of convention hotels in U.S. are known to be atrium structures of John Portman. These 600 room high-rise constructions were integrated with the city by spacious atrium spaces. The plaza in front of the hotel was continued inside by a second interior plaza which is the lobby. Early examples of

⁶ The Statistics of the International Meetings Market in 1995 – 2004, July 2003 (Amsterdam: ICCA Data Group) pp, 9-23

these structures were seen under the development of Hyatt Regency Hotel. The Hyatt Regency Rosemont and Hyatt Texas are the first and small scale examples of these typologies. Later as the project scale increased, the atrium space became the driving theme in the convention hotels of John Portman.

When considered in terms of functional means, the atrium lobby holds the possibility for the differentiation and separation of function rooms by placing public buffer zones in between. All the functions sharing the same pre-function space not only creates economy but also adds vivacity to the environment.

Although claimed to be 20 percent more inefficient due to loss of space, the atrium hotel can attract 8 percent more delegates than other hotels. ⁷ In Hyatt Regency O'hare, the atrium differs functions by locating meeting, ballrooms and restaurants at different bays. The rectangular bays come together to form an independent convention centre that functions within itself where as the hotel rooms are located at the towers at four corners where the guest room floors are connected by pedestrian bridges. Each delegate becomes the part of the stage where they see and be seen. (Fig 2.1)

The site of the hotel is located at cross roads of main roads. The lot is surrounded by car parks at 3 sides allowing access for the separate functions at different bays.

Portman's convention hotels are milestones in hotel history especially with their contribution given both to interior and urban spaces. Marriott Marquis Atlanta Convention Hotel is a mile stone when its connection with the urban fabric is considered. The site of Marriott Atlanta is in the downtown district surrounded by important business districts, shopping malls and Atlanta Convention Centre. The hotels integration with the site is defined by a second pedestrian level on the first floor. The 53 storey gigantic atrium lobby is connected to nearby facilities by 3 pedestrian bridges. Marriott Atlanta defines two pedestrian path ways one defined at street level and second at first floor level with bridges connected to nearby office and retail facilities. (Fig 2.2)

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 $^{^7}$ Alp Vefik A., Bir Mekan Anlayışı, Bir Otel Zinciri, Mimar, 1979-3, Issue : 160 (Mimarlar Odası: Ankara),
p96

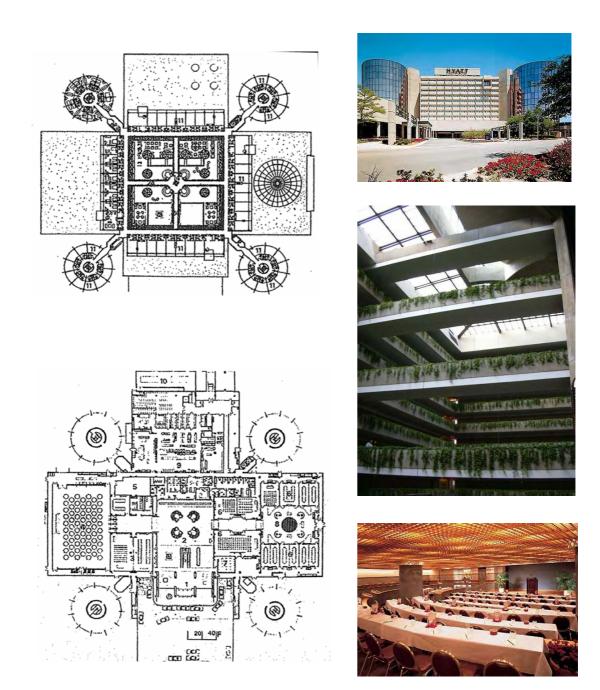


Fig 2.1 Hyatt Regency O'Hare Hotel. Convention functions located around a cross axis separated by an atrium pre-function lobby.8

⁸ Doğu Orhan, Oteller (Birsen Yayınevi: İstanbul)p. 122

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Portman's convention hotels are milestones in hotel history especially with their contribution given both to interior and urban spaces. Marriott Marquis Atlanta Convention Hotel is a mile stone when its connection with the urban fabric is considered. The site of Marriott Atlanta is in the downtown district surrounded by important business districts, shopping malls and Atlanta Convention Centre. The hotels integration with the site is defined by a second pedestrian level on the first floor. The 53 storey gigantic atrium lobby is connected to nearby facilities by 3 pedestrian bridges. Marriott Atlanta defines two pedestrian path ways one defined at street level and second at first floor level with bridges connected to nearby office and retail facilities. (Fig 2.2)

In downtown Boston, one of the largest convention cities of U.S., the marketing needs urge different hotels to make collaborations to work together. The Boston Convention Centre assures the group accommodations of delegates by the help of this collaboration which helps attracts events.

Atrium convention hotels that are constructed in small downtown sites, locate atrium in between function rooms to create buffer zones. This is a favoured flexibility which allows for both ease of access of delegates and separation of event spaces. The basic space matrix in convention centres are arranged with respect to unparallel events. Each space is designed to serve for a single event while the delegates have the feeling that the space is occupied only for their use, where as the restrictions of convention hotel requires a multi-use layout and solutions to keep events apart.

The New York Marriott Marquis Hotel reflects the impact of convention hotels on a site that require revitalisation. The hotel is situated on a restricted theatre district. Portman states that the 2002 room hotel played a significant role in the revitalisation of the theatre district. This hotel shows the changing face of hotel where the iconography of the convention centre starts to display the commercial face of the 21st Century in its façade. Although the building is closed to the exterior, the street plaza continues in the atrium with trees, plants, retail shops and restaurants.

When the floor layout of hotel is analyzed, the localization of convention halls and theatre on top of each other not only helps structural ease but creates a

frontal buffer before the visitors enter the hotel. The atrium elevates the guest rooms on two sides, as two towers are connected together by bridges and elevator halls. Considering the site, The New York Marriott is in close proximity central business districts, offices, trade fairs, shopping malls and city landmarks.

The New York and Atlanta Marriott hotels can be seen as the reflectors of the convention market if the function layouts are analyzed. Specific to America where both convention and corporate meetings and exhibit meetings are high, the meeting and convention function rooms are preferred to be located at the same floor for use of same pre-function space and to decrease the circulation. The basic problem in convention hotels is the achievement of maximum flexibility in space configuration. By this way, optimum efficiency is achieved. The spaces are converted by the changing needs of the event organizer. (Fig 2.3)

Hyatt Regency Dallas at Reunion is constructed in a linear plan formation. The guest floors follow the podium with a double loaded plan. The linear plan is the mostly favoured plan type by convention centres since it allows for a continuous concourse. The subsidiary spaces of ballrooms in this layout are designed to serve each modular unit by itself even when the rooms are divided into two or more subspaces. The Hyatt Dallas houses two column free ball rooms at first floor and the exhibition hall and the meeting rooms at the basement floor. The meeting rooms can be used as a continuous exhibit hall when unified with the foyer and the main exhibit hall. The front desk and the atrium spaces are designed to be added to exhibit areas. The corporate meeting rooms are located at second floor. All the function rooms are gathered around a central concourse that allows the visual contact and navigation of delegates. The linear plan layout increases the faced of the exhibit hall allowing for 3 different docks for the loading trucks. The loading docks placed at two ends of the halls decreases the changing time of the event which is favoured both by the hotel management and the event organizers, for it is the frequency of the exhibits that makes money. The decrease in the exchange duration means more events that are to be held in halls. The Hyatt Dallas yet lacks in two main points. In convention activities direct food courts and table restaurants are necessary in exhibit levels. This problem is solved by allowing a brand coffee shop or restaurant under hotel structure near exhibit halls. The V.I.P. entrances to ballrooms and banquet halls are another lacking factor. The noise problem of central concourse is solved by location of organizer's executive suites in front of ballrooms and banquet facilities.

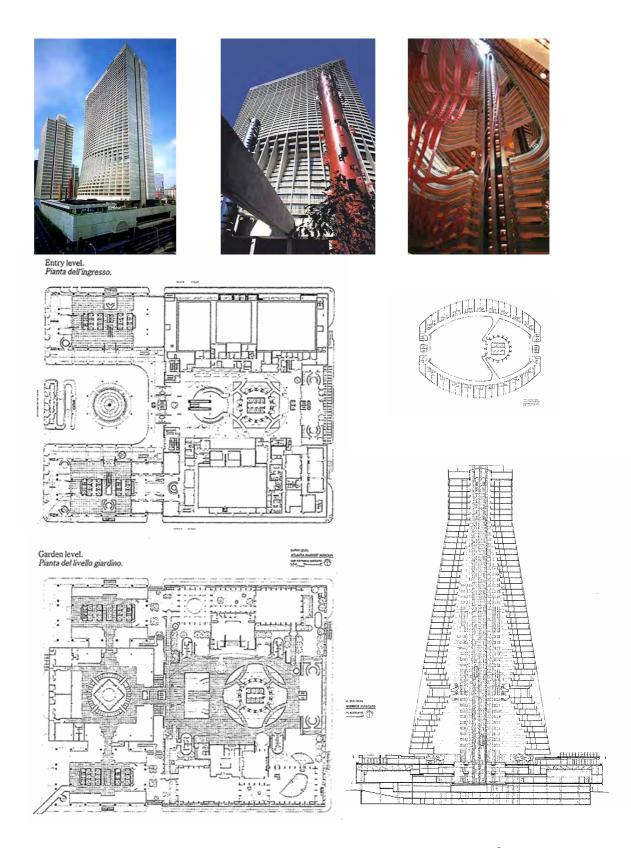


Fig 2.2 Marriott Marquis Atlanta. The 53 storey atrium hotel by John Portman.⁹

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⁹ Womersley, Steve. ed., Portman John. The Master Architect Series VI, John Portman & Associates – Selected and Current Works.(Images Publishing, Australia), pp,

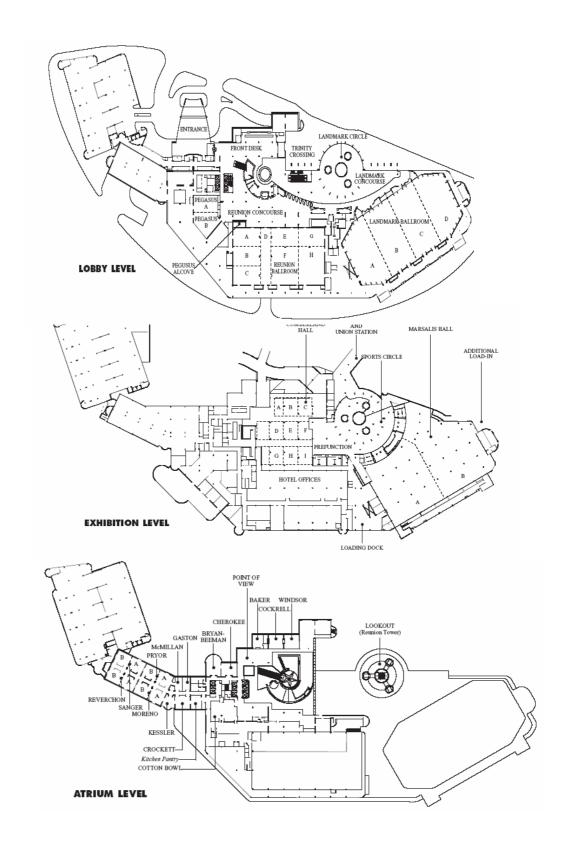


Fig 2.3 Hyatt Regency Dallas at Reunion. 10

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¹⁰ http://dallasregency.hyatt.com/property/meetingsevents/meetings/floor_plan.jhtml?fpnav=1 The floor plans are from archive of Hyatt Regency Hotels, source being official web site of Hyatt Corporation (21.06.2003).

The Hotel is constructed on a landscaped site where the landscape is integrated with the recreation facilities at the basement floor. The spa and the pool also makes use of a second roof garden that is located over the ballroom. Hyatt Osaka intends to keep the guests in a isolated yet self sufficient convention facility.

Hyatt Regency Dallas, Front Worth displays a better circulation schema with a linear flow diagram where the function rooms are located at two sides. Although this plan formation lacks flexibility, different alternatives of usage are considered under a strict plan formation. The solution is rather compact when compared to other hotel layouts. Different use groups are clusters arranged in prior without giving any need for further flexibility. Each meeting group is accompanied by an exhibit hall. The groups are arranged to serve as a single space and has an independent entrance and exit. This way each event has its own entrance and exit.

The double loaded linear room configuration increases the efficiency of guest room floors yet restricting the plan flexibility allowing merely to circulation area at the convention level.

The basic handicap in convention hotels is the separation of vehicle and pedestrian traffics while allowing for efficient use of the circulation scheme. This becomes rather difficult when the restricted site specifications of downtown convention hotel is considered. The periphery of the exhibit floor must be maximized in this case to allow entries for load in and load out docks.(Fig 2.4)

Being one of the pioneers of convention hotels, 2000 room Chicago Hyatt is constructed over a two piece podium. This division of the podium not only allows for a central circulation diagram but also separates certain functions specific to hotel and convention hall. This separated plan formation expresses out the transparent, commercial impression of the centre while hotel tower remains to be residential and private. The banquet and exhibition blocks are designed in a transparent manner carrying the exterior to interior with visual and physical flow maintained by the transparency at all facades.

Hyatt Chicago places main convention facilities at the basement floor. The exhibit floor and ballrooms are located at first and second basement floors within two different blocks. The entrances to these levels are maintained at different levels for

each, giving 9 loading docks for exhibit and separate service access for each block Separation of blocks assure transparent low-rise, glass convention concourse lobby at ground floor which allows the visual transition from street level to high rise city blocks moreover it helps with the graded transition from public to private space. The fully glazed, luminous exhibit block has the iconography of the Crystal Palace of Paris which was the first large scale exhibit hall in modern era. The image of the convention halls today are yet taking the iconographic shape of the commercial, retail image behind the exhibit look. The business hotels on the other hand are becoming more work and office oriented at skin although they prefer to be cosy and residential at interior. (Fig 2.5)

Hyatt Regency is an important model among convention hotels with its emphasis given to the use of levels on site and the fragmented structure that gives the ease of control between hotel and convention users. The lobbies of the convention hotel are also at different floors.

Hyatt McCormick Place Convention Campus and Hotel Complex in Chicago defines the growing nature of convention market. Although designed as a permanent exhibit hall and fair hall in 1948, due to increasing convention space needs the south convention hall was erected in 1971. Within time a new hall is added to the structure in every ten years. Today the McCormick Campus holds 112 meeting rooms 19800 m2 of exhibit space and a hotel of 800 rooms.

The open ended plan formation of McCormick Place gives clues about the future expectations of a convention site where the structure needs to be ready for future growth. The phased construction is one of the inevitable features of a convention hotel. Within the life cycle of the building as the capacity of the hotel and the complex increases, growth and flexibility will be the basic networks that will structure a convention complex. In this manner to sort out the circulation structure and the layout matrix of the building would help to define an open ended design structure that is controlled by a central backbone.

The convention centre is constructed around a main concourse located at the centre of the complex. Each building is designed to host different events of different sizes. The main market profile of the campus is mid and small scale convention events. The buildings are designed to hold exhibits, convention facilities, small scale conventions and meetings. The accommodation needs are supplied by the 800 room convention hotel. The main circulation axis coordinates and links different blocks

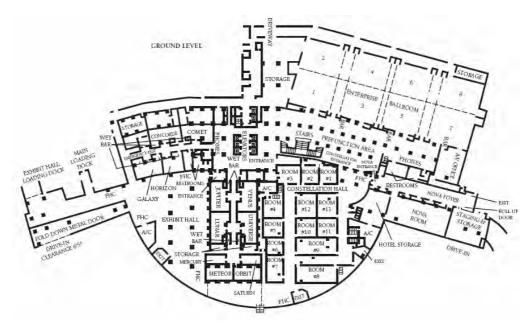


Fig 2.4 Hyatt Regency Dallas at Forth Worth. The preset floor layout where all venues are accommodated with an exhibit hall of its own.¹¹

obstructed. By increasing the venue number the move in and move out frequency of convention events are assured which is more profitable when compared to one single large scale event San Diego Convention Hotel is a 1625 room large scale convention hotel. The site is located at the cross roads of the main shore lane and Kether Boulevard. By this way 3 entrances are maintained to the complex with a 4 lane bus stop port cochere at the convention hall entrance. The car park need is supplied with by the help of closed car parks near the district and an open car park on the site. The hotel is situated at a downtown site near the San Diego Bay. The hotel towers are placed at the two corners podium base having separated reception and lobbies. The function room layout is made of 3 ballrooms where the ground floor ballroom is used as an exhibit hall with its own entrance at the Marina faced. At the second floor the ballrooms and the meeting rooms are set back from the sea side to allow view of the harbour in linear pre-function area. The mass of the hotel is designed in a cascaded way where the level differences allow for the location of tennis courts, swimming pools maximizing the terrace area. The levelled arrangement of the functions bring together different functions without visual connections. The pool and the ballroom can be located on the same block. (Fig 2.6)

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¹¹ <u>http://dfwairport.hyatt.com/property/meetingsevents/meetings/rooms.jhtml</u> The floor plans are from archive of Hyatt Regency Hotels, source being official web site of Hyatt Corporation (21.06.2003).

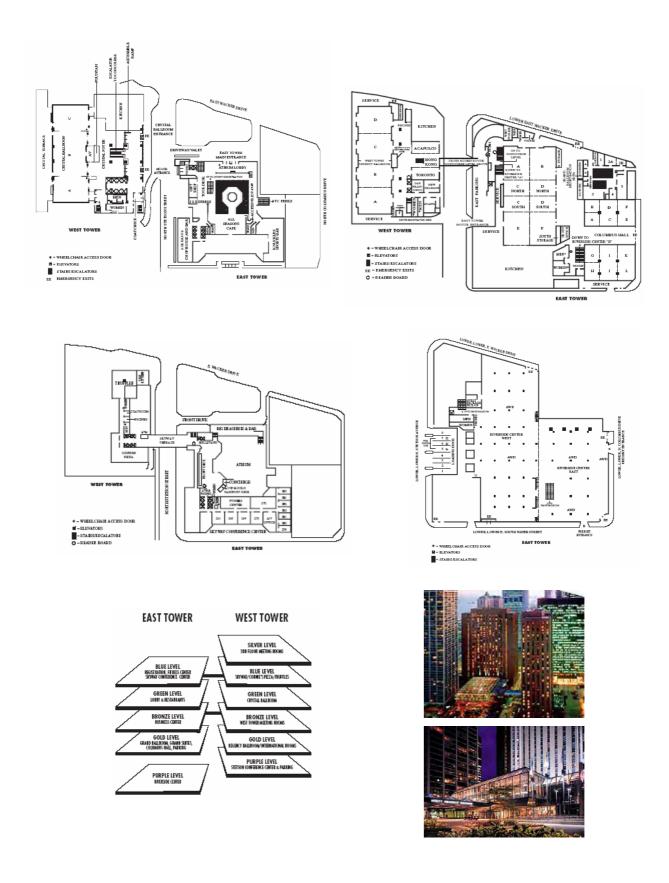


Fig 2.5 Hyatt Regency Chicago on the Riverwalk¹²

 $^{^{12}~\}underline{\text{http://chicagoregency.hyatt.com/property/meetingsevents/meetings}}~\text{The floor plans are from archive of Hyatt Regency Hotels, source being official web site of Hyatt Corporation (19.06.2003)}.$

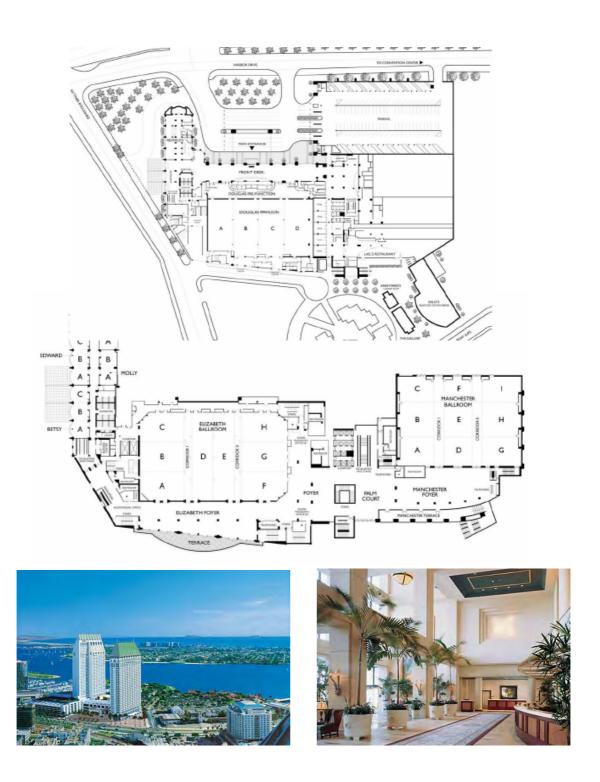


Fig 2.6 San Diego Convention Hotel designed by Skidmore Owings and Merrill Architects. 13

¹³ Francone Marcello, ed., S.O.M.: Selected Works, Master Architects Series (Peleus Press: Australia),pp, 332-335

2.2 Convention Trends in Europe

Europe has a different convention structure when compared to America. The conventions held in Europe are not as frequent as in the U.S.A. but the meetings are rather large. The frequent meetings are generally mid-scale where meeting rooms are on high demand. When European market trend is observed, the meeting planners prefer to hold the events in convention centres rather than hotels. The convention hotels hold the second largest event space after convention centres. The halls are generally referred as public event spaces in out of season periods. In order to understand the nature of convention space in Europe, it is much more appropriate to analyze the space matrix of major convention centres in Europe, which will be done in the following chapter.

The function rooms of European Convention Hotels basically consist of meeting rooms. The rooms are preferred to be still flexible but designed for rather mid-scale events (50-250) participants and a large share of big scale convention facilities are held in convention centres. The hotels are generally in close proximity with the convention centres and share venues of convention centres. Differing from American layout matrix the convention centres of hotels are of Europe hold auditoriums within their structure.

In Hotel Intercontinental Berlin the ground floor plan is totally dedicated for convention. The meeting rooms are completely separated from the banquet room. The exhibit facilities are held in exposition centres so the convention hotels do not hold exhibit spaces. Europe attracts the market with its historic landscapes. The architecture of convention hotels are generally restored palaces. Being in the cultural centre of European politics, convention hotels house political assemblies, scientific conventions and conferences.

Hotel Rey Huancarlos one of Barcelona's most prestigious hotels, defines the meeting program in European market where the atrium floor plan consists of an open plan formation. This hotel is in close proximity with the Barcelona convention Centre located in a green landscape in downtown Barcelona.(Fig 2.7)

Free standing cubicles of meeting spaces are placed at the centre. The meeting rooms are made up of 150-200 m2 of divisible spaces. The brand and unique

design is rather outstanding in Europe where each hotel identifies its quality understanding within a unique manner. The aim is to give the most sophisticated environment in an intimate, original and sophisticated environment.

The atrium lobby of five star Barcelona hotel is designed with a free plan layout. All meeting and convention rooms are solved within the ground floor yet the banquet hall is separated from the main lobby by a series of meeting rooms. Within lobby the reception and the back of house areas are separated from function rooms on a wedge shaped plan. The corporate meeting sector shapes the floor matrix in convention hotel. Unlike convention centres, the meeting rooms are preferred to be separated from the banquet halls. The meeting rooms are generally referred as the "syndicate rooms" in United Kingdom. They are either used by political parties for meeting or by families for receptions.

2.3 Convention Trends in Asia

Japan holds the growing market of convention. According to ICCA 1995-2004 research Asian countries hold the same space requirements with America. Around 57 percent or corporate meetings are designed by meeting planners in Asia who prefer their convention destinations to be their neighbour countries. The convention, exhibit and meeting venues of Asia and United States show the same characteristics where the meeting is rather improved. Hong Kong, Singapore and Taiwan are named as the growing travel destinations in the 21st century. To overcome high demand of events brand names choose to build two or three hotels of different brands together. The convention hotel becomes a mixed use facility where a shopping mall, convention venues and accommodation needs are brought together under one roof. Walter Rutes defines such complexes as the Ultra-tel. The ultra-tel is the high-rise tower plan hotel that works within itself and requires high investments. Such buildings generally become a landmark as it represents the modern face of the construction industry and the capital of the country. The Raffles City and the Marina Mandarin Bay Complex in Singapore Malaysia are two examples of such complexes

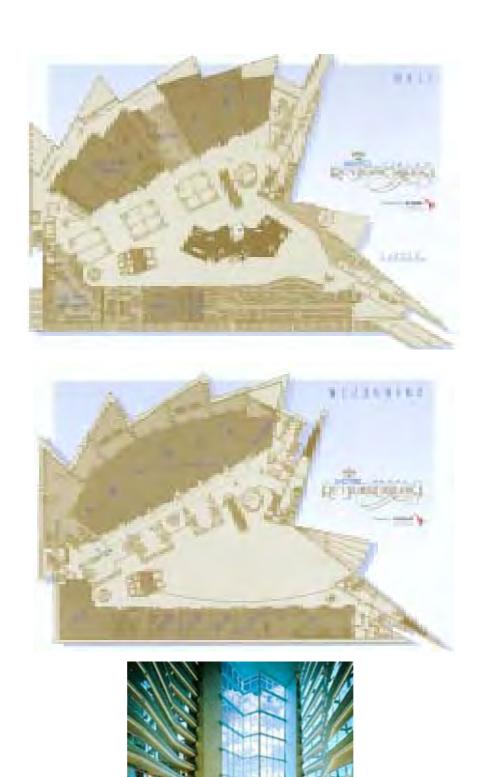


Fig 2.7 Hotel Rey Huan Carlos Convention Hotel, Barcelona is situated in the convention campus adjacent to Barcelona Convention Centre, Spain¹⁴

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¹⁴ Obcid, Rutes W., p 256

Although infrastructure needs are high convention hotels started to diffuse into the city fabric by producing symbiotic relations with nearby facilities. In the U.S.A. due to high urban land costs many hotels started to collaborate with small scale convention halls where the functions of hotel facilities were linked to convention centres, shopping malls and entertainment halls. In Asian downtown centres, convention hotels of different brands share a common podium in order to make maximum use of site. Thus; the car park, entrance hall problems are solved with optimization. Maximum number of facilities are brought together assuring the variety of functions in a mixed-use development. Atrium solutions in this case not only enhances the space but also separates the attendees of different function groups. In this manner, the Raffles City Complex in Singapore is comprised of a high-rise office block and two hotel towers of two distinct brands coming together over the same base. Within this complex, although they have their own meeting and banquet halls, the gathered venues of the convention halls act as marketing advantages. The capacity of a city to attract large convention activities are measured with respect to number of four star hotels in the city and their proximity to large scale meeting venues. Hotels of different income groups brought together keeps a high percentage of the attendees within the complex increasing the profit.(Fig 2.)

Hyatt Regency Osaka defines the convention hotel as a self sufficient construction. The building is designed in an eclectic manner with hotel tower, convention building and the car park each being housed in a different building block. The convention block and the car park are built side by side allowing load in access at both two floors of banquet and exhibit halls. Increasing the use range of function rooms, the column free ballroom and banquet rooms can be used as exhibit halls as well. The load in and out services are supplied by the garage block adjacent to the hall.¹⁵

The basic handicap of Hyatt Osaka is that the meting rooms and banquet halls are physically separated. The meeting rooms are gathered under the hotel tower which is isolated from the convention hall. The meeting room floors also continue on upper floors of square form hotel block. The hotel blocks are solved in blocks where each block hold only a single function. These different functions are connected

¹⁵ Hotel Facilities: New Concepts in Architecture and Design (Meisei Publications: Tokyo),pp70-75

together at basement floor where a network of recreational functions tie different groups of spaces. The hotel is constructed as a self sufficient complex where the site organization with the restaurants, shopping mall is designed to overcome the needs of the delegates in an amusement floor. The convention hotel also holds a spa and pool at roof floor. (Fig 2.10)



Fig 2.8 The Ultra-tel Hotel complex in Singapore Malaysia. The Hotels are part of a master plan designed to reflect the modern and technological face of Malaysia. Raffles City is referred as 4-5-12 and Marina Mandarin complex is referred as 3-6-7 in axonometric view.¹⁶

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¹⁶ For Floor Plans: Rutes W., Penner R., Adams L; Hotel Design Planning and Development (Architectural Press: London),p 127

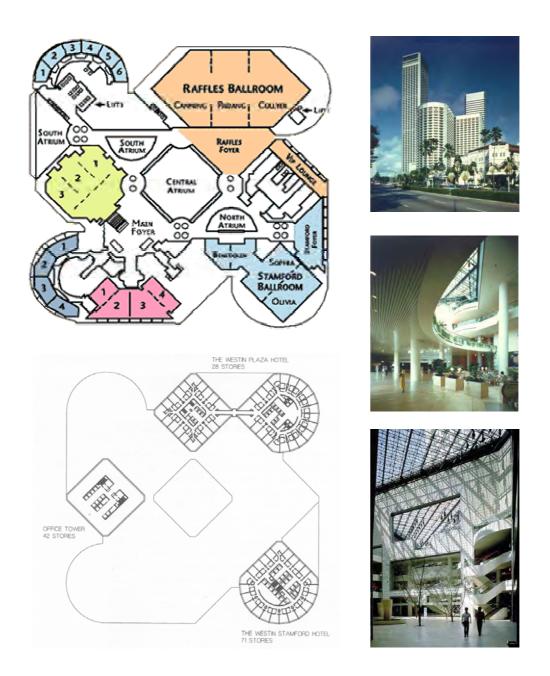


Fig 2.9 The Raffles City Convention Hotel Complex by Pei, Cobb, Freed and Partners. The Complex Maximizes the function room space by minimizing circulation area of 2 hotel towers and office buildings under one podium.¹⁷

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 $^{^{17}}$ http://www.pcfandp.com/a/p/7314/s.html. Images are taken from official web site of Pei Cobb Freed and Partners web page., 29/03/2004

For Floor Plans: Rutes W., Penner R., Adams L; Hotel Design Planning and Development (Architectural Press: London),p 127

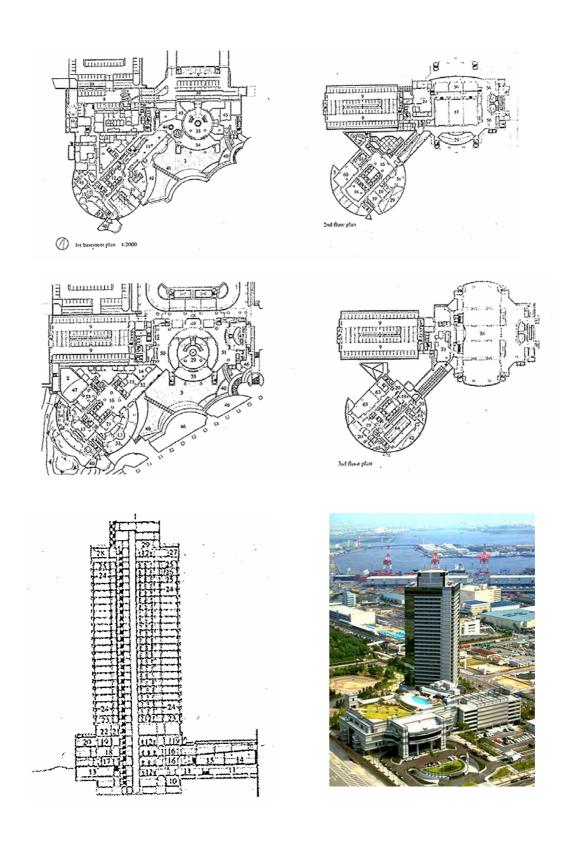


Fig 2.10 Hyatt Regency Osaka. 18

 $^{^{18}}$ Hotel Facilities: New Concepts in Architecture and Design (Meisei Publications: Tokyo),pp70-75

2.4 Convention Market Trends in Turkey

The convention market in Turkey shows two different properties in terms of meeting. Within the international platform, the number of conventions held in Turkey is increasing each year where the international conventions are usually high in density requiring ballrooms of minimum 500 people. The local requirements of Turkey is generally exhibition oriented. Exhibition halls require meeting rooms as well.

The number of convention hotels in Turkey is limited. The requirements of meetings, conventions and exhibits are hardly met by the hotels. The convention tourism finds itself location in southern shores where incentive travel is unified with the recreational tourism. The basic handicap of recreational tourism is that it is limited with the spring and summer season, whereas the advantage of downtown tourism is that it lasts whole year. This property of convention tourism is first utilised by İstanbul. The tourism strategy needed investment which meant that the hotels and meeting facilities had to be built in order to attract delegates.¹⁹

The first hotel in this respect was the Hilton Convention Hotel which today has expanded its venues by an addition of 1300 m². The hotel is in close proximity to Cemal Reşit Rey and Lütfi Kırdar Convention Centre which is the first downtown Convention Centre built in Turkey. This hotel is the first example of a modern hotel facility that will allow all the comfort that the costumer may expect from his home environment. The hotel is simply designed in a self sufficient manner where the customer's needs may be met without leaving the building. The rooms are designed flexible enough to accommodate different requirements. The layout may be changed to fit a bedroom or a hotel office if necessary. Most important of all Istanbul Hilton Hotel is designed to be the first convention hotel in Turkey. It houses a 600 people banquet hall with a 250 people dining hall which can be divide in to smaller parts if necessary (Fig 2.11a).²⁰

The investments in the hotel industry is growing each day. The Hattat Tourism and Construction Company started the construction of a 50 floor convention hotel in Istanbul. The hotel will house a convention centre, botanical gardens and an

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 ¹⁹ Tavit Köletavitoğlu, Türkiye Turizm Yatırımcıları Dernegi Baskanı, Siyaset Meydanı, Atv (İstanbul: Atv Studios) , 21.05.2003, 23.30
 ²⁰ Arkitekt, Turistik Otel, No.3-4, Yıl.1952, pp.56-63

aquarium, cinemas and concert halls. The world trade centre for İstanbul will be located in this building and the tower will stand as a landmark being the highest building in İstanbul. The function scheme of Diamond Of İstanbul states that the location of recreational elements within the convention centre is the basic notion to integrate the hotel within the city. The city will be drown to the hotel increasing the user groups of the hotel. It will work as a city within itself. The form of the hotel will represent a diamond referring to the worlds fourth biggest diamond kept in Topkapi Palace (Fig 2.11b).²¹

The Conrad Hotel houses 592 guest rooms and is located on the Bosphorus. The site is located near Yıldız Palace and Park of Bosphorus. Hotel houses two ballrooms of 900 m2 and 450 m2. The banquet and hotel structures are separated due to structural reasons and the meeting rooms are located under the curvilinear hotel block. The block also surrounds the banquet and ballroom spaces. The hotel has 30 function rooms of which the meeting rooms are 30 to 80 m² and can be joined if necessary (Fig 2.12a).

Conrad Hotel makes maximum use of the view of Bosphorus. The cascading block formation maximizes the number of terraces while the periphery of the hotel increases to increase the number of rooms with hotel view.

The Swiss Hotel Bosphorus is the Third ring of the convention hotels located in downtown Taksim İstanbul. It is important that with respect to its massive block formation the elevation is lowered by the levelled facade organisation and the breakdown of blocks. The hotel blocks make maximum use of level differences in the favour of location of loading docks and function entrances. The hotel blocks are kept low and divided at two sides to allow space for the spacious lobby and the banquet halls at the centre and sides. As a master plan decision, the historical city axis that exists between the Dolmabahce Palace and the İnönü Square is emphasized. The hotel makes maximum use of the historical sites of İstanbul by its vistas and restaurants viewing landscaped sites. The function rooms of Swiss Hotel Bosphorus constitute of two ballrooms one being 1100 m² and the other 765 m². There are 23 function rooms within the hotel. A spa and wellness centre are also located in the hotel accompanied by inside and outside pools (fig 2.12b).

²¹Benmayor Gila, "Hattat: Benim kuleler 'çelik pırlanta' olacak", Hurriyet Economy, Hürriyet, 24.02.2004, p. 14. For detailed information refer to; http://www.arkitera.com/haberler/2001/12/10/dubai.htm, "Maslak'a Dubai modeli ikiz kule",



Fig 2.11a Hilton Convention Hotel İstanbul.²²

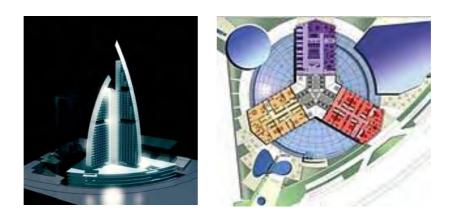
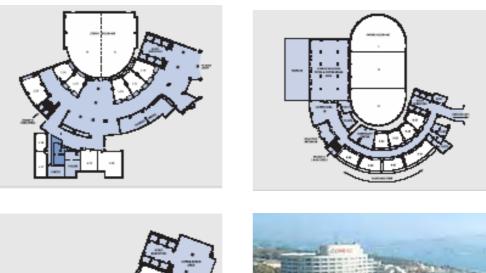


Fig 2.11b "The Diamond of İstanbul Hotel".constituted of botanical gardens, aquarium, shopping centre and convention facilities. 23

Kumral Bülent, Yapıdan Seçmeler 2, Turizm Yapıları (Yapı Publications: Istanbul), pp. 24-30
 Benmayor Gila,, "Hattat: Benim kuleler 'çelik pırlanta' olacak", Hurriyet Economy, Hürriyet,
 24.02.2004, p. 14. For detailed information refer to;

http://www.arkitera.com/haberler/2001/12/10/dubai.htm, "Maslak'a Dubai modeli ikiz kule", 10.12.2003



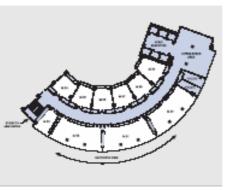
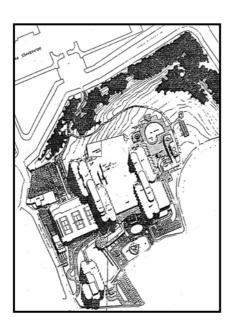




Fig 2.12a Conrad Hotel İstanbul makes maximum use of the site and view by its plan formation enclosing the elliptical ballroom.²⁴



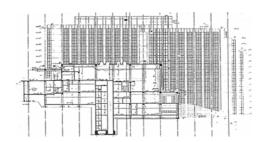




Fig 2.12b Swiss Hotel Bosphorus²⁵

²⁴http://conradhotels.hilton.com/en/ch/hotels/index.jhtml;jsessionid=GEMU1PFK0MRN2CSGBIWM VCQKIYFC5UUC?ctyhocn=ISTHCCI, 12.10.2003. The images and floor plans are official courtesy of Hilton Tourism Inc.

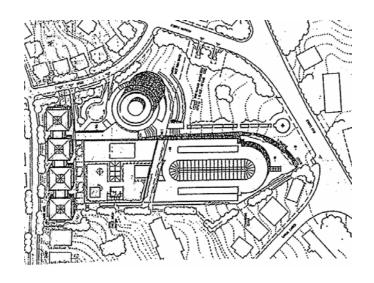
The three hotels in European section are oriented with respect to Lütfi Kırdar Convention Centre, while holding maximum use of the view. Close proximity to the convention centre is defined as an extra facility by all hotels.

The analysis of convention hotels in İstanbul shows that a minimum of 600 rooms are required as a must for small scale convention hotels. This is a factor driven from the occupancy of the banquet halls. The convention hotels within convention market of Turkey need to have a minimum of two banquet halls and accompanying meeting rooms. The ballrooms need to be minimum of 1200 people capacity and available to be used as an exhibition hall as well. The second ball room may be smaller in dimension. The necessary meeting rooms have to be designed in close proximity to the meeting and exhibit spaces. The requirements for meeting rooms are minimum of 40 m² (50 people in theatre layout). Larger groups of meetings, like groups of 80 people, are among the meeting range. In this respect the rooms have to be combined. At least three meeting rooms are used by the same group in one session, these are either for meeting, luncheons or banquets.

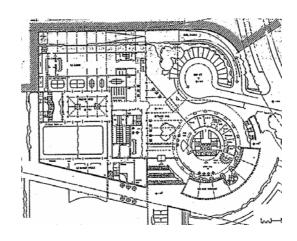
The best example of downtown convention hotel can be named as the Sheraton Ankara as it fulfils all the needs of a meeting facility. When considered in city scale, The Sheraton Ankara Hotel stands out with its consideration given to urban space. The Hotel is built as a mixed use complex, constructed within a dense central lot. This hotel is the first downtown hotel built after Hilton Hotel-Ankara, which is aimed to overcome the meeting and convention requirements of the city. Menhard Von Gerkan from GMP Architects explains the design approach as an attempt made to define an urban space to attract the attention and to make a transition between the housing settlement of Gazi Osman Paşa and the green, free landscape of Kuğulu Park. For Von Gerkan; the basic handicap of Ankara is that through design stage very small consideration is given to design of outdoor public space. This approach not only reduces the life quality of the city but also decreases the value of the buildings. In this respect, The Sheraton Hotel and Karum Shopping mall are deliberately recessed from the Tunalı Hilmi Street leaving a landscaped hotel garden in front. By the help of cascading stairs and landscaped lot the emphasize is given to the facility leaving a breathing space for the city centre. When

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²⁵ Obcid, Yapı'dan Secmeler 2, pp 56,65









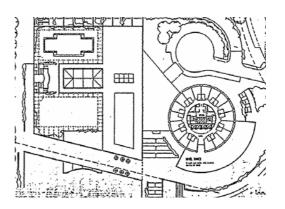


Fig 2.13 Sheraton Ankara Hotel²⁶

²⁶ Kumral Bülent, Turizm yapıları: tatil ve turizm tesisleri, kent otelleri, ulaşım tesisleri (YEM :İstanbul),pp 21-24

considered in terms of distribution of facilities, the Sheraton Hotel uses a fragmented function scheme where the public and private sections of the hotel are separated in different building blocks connected by a single lobby. The convention hall with the pool section located over the meeting rooms are connected to the cylindrical hotel block by through the same lobby. This approach creates problem in terms of access to public facilities when the non-hotel customers are considered. Generally, the ballroom is rented for weddings and private organizations at nights and direct access to ballroom can not be maintained through a separate entrance (Fig. 2.13).²⁷

2.4 Selected Convention Centres

The convention hotel is a multi-use facility where space needs of a convention centre is unified with the necessary accommodation needs of a hotel. The success of a hotel facility is in the ability to fill the local needs of the market. When the existing convention market is considered basic backdrop of convention hotel is the restrictions in the flexibility of the venues due to structural needs. Secondly, although they require collaborations in time, the basic challenge of convention hotels are the convention centres.

In order to compare and adopt the space matrix of a convention centre into a convention hotel, top convention centres in mostly favoured cities are analyzed. The choice of location, means of flexibility, structural considerations, functional schemas are analyzed and compared with the convention hotels and their changing space needs with respect to changing local and international market are analyzed. The inventory of different trends and lacking aspects of convention hotels compared to convention centres will be analyzed in terms of flexibility which is the basic driving force in this sector.

The Vancouver convention centre is designed at the Pacific shore of Canada. The centre is designed in the form of a ship welcoming the harbour visitors. The roof structure is constructed from sail formed tensile structures that express the iconography. The hotel and the convention centre form a unified complex that emphasise the importance of the harbour in the economy of the city (Fig 2.14).

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²⁷ Senyapılı Burcu, Sheraton Ankara Oteli, Karum, Arkitekt,1991, no. 8, pp.30-43

The complex is situated on an infill island projecting from the mainland. The island hosts a convention hotel where the entrances are maintained either directly via the mainland or by the decks that surround the centre at three sides. The lobby of the hotel is elevated from centre by a podium and the access is maintained by escalators that rise two floors from the podium. The basic distinction of Vancouver Convention Centre from its resembles is its compact solution and ease of navigation. The circulation routes are clear and allows for variations in pre-function spaces. The exhibit hall at the far end of the centre can be divided into three halls where each hall can make use of truck access, pre-function space and the magnificent view of the harbour.

The concept of the Vancouver Convention Centre is treated like a culture centre rather than a convention centre. The front deck of the centre houses IMAX Cinema Hall which means that the structure is used both by cultural and conventional means. The cinemas are also rented by the managing firm for the use of conference activities.

The front deck all in all becomes a public terrace as it houses the food courts, cinema foyer and with its cinema used for the public needs. This plan formation plays an active role for the continuous use of the centre. The cinema at the far end of the centre draws the community within the centre and gathers at the end of it. This time the movement and the traffic at the harbour becomes and the users of the centre becomes the mutual spectacles. Until now the hotels have been places where the tourists became residents and enjoyed the city by going out of their accommodations, but the Vancouver Centre brings the city and its inhabitants into the hotel. The non-delegate and convention users are separated in circulation by exterior and interior decks at periphery.

The flexibility of Vancouver convention centre is that the exhibit hall is constructed over a landfill that allows the free use of the site that is open on three sides. A multifunction facility; cinema is allowed within the centre that can serve both for the public and the delegation needs. The centre makes maximum use of the site and the view of it. The public flow is continuously attracted from downtown to the dock restaurants. This is known to be the directed flow in convention centre design. Apart from conventional design rule, the difference here is the attraction of the community rather than the delegate itself. The user group of the building is

versatile as it includes the tourists, the meeting attendees, the community and the users of the harbour. This assures the vivacity of the centre.

The Sun-tec convention is designed as part of a master plan that holds, office, retail and entertainment halls. The floor plan layout becomes free from the necessity to locate exhibit floor at ground floor or basement. Each floor has a loading dock that is connected to the ramp nearby. The exhibit halls are located on the fourth and sixth floors with the loading docks that allow for direct access for vehicles and trucks. The ground floor is directed into two function zones where a retail mall and a concourse take place. The retail space gives the opportunity to be used as an exhibit hall for future use. The structural framework constitutes of two systems one being a major and other being a minor system. The minor frame system is rather dense and continues up to the exhibit floors where the major system continues at upper floors and carries the roof space frame system. By this way the simple rectangular plan formation is left free by the service cores that are solved at four corners.

The convention hall and the meeting room are solved at first floor which is favourable for such kind of venues. The two functions are linked together by a bridge that assures controlled passage(Fig 2.15).

Lütfi Kırdar Convention Centre in İstanbul is important to define the exhibit need and necessary space configuration that is used for local and international space configurations that are valid in Turkey. The Lutfi Kırdar Convention Centre is made up of two building blocks that are constructed on a sloped site. The downtown convention centre is in walking distance to The Cemal Reşit Rey Concert Hall, Atatürk Culture Centre. and four convention hotels. The Taksim and Maçka Region is designed as a "Convention Valley" within the large scale. So, the location of a convention hotel has to be designed with respect to side facilities of the site for the sustainability of the project. Although these hotels are not designed around a master plan, the over all outcome becomes a success for the handling of international conventions.

The two blocks of Lutfi Kırdar Convention Centre are designed to make maximum use of the site. The exhibit hall is designed to be combined with foyer space at three sides maximizing the used space. The second building holds the auditorium and the meeting rooms for large events. The meeting rooms are located at the front and back sections of the auditorium above foyer. The auditorium is also used for conference activities (Fig 2.16).

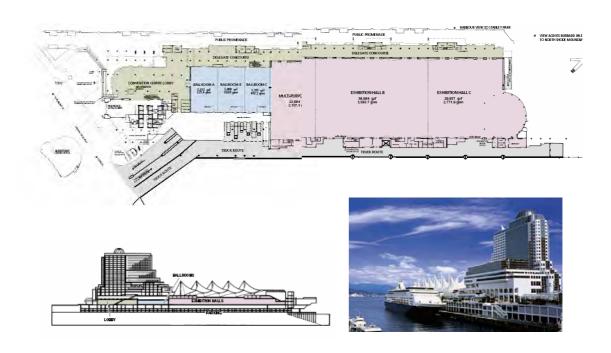


Fig 2.14 Vancouver Convention Centre.²⁸

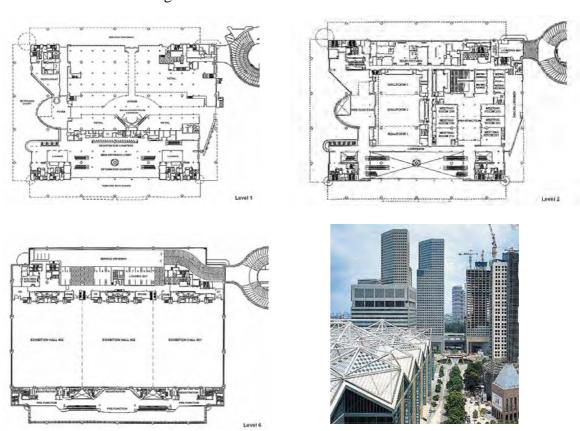


Fig 2.15 Sun-tec Convention Centre.²⁹

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²⁸ The images and floor plans are taken from the official web page of Vancouver Convention & Exhibition Centre. http://www.vanconex.com/home.html, 07.07.2003

The vehicle access is viable both at ground and first basement floors. The basement floor access at auditorium block gives direct access to local restaurants which have direct view of the Bosphorus due to the sloped site of the facility. The main kitchen is located right behind the restaurants at ground floor taking service from the garage level. Banquet service at different function rooms, to foyer and to exhibit hall is maintained by the main kitchen.

Lutfi Kırdar Convention Centre can be analyzed in two terms. Being a mid scale convention centre located in downtown, its relation with other hotel and convention facilities gives us clues on the design criteria for site location of a meeting activity. Secondly, its harmonious silhouette and utilization of the level differences contributes to the flexibility of the site. The flexibility added to the facility becomes site specific.

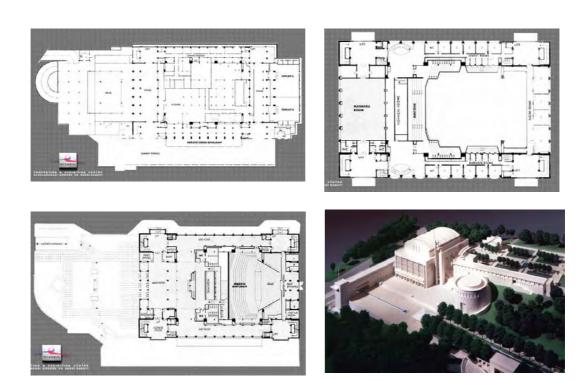


Fig 2.16 Lütfi Kırdar Convention Centre, İstanbul.³⁰

Lawson Fred ,Congress,Convention and Exhibition Facilities: Planning, Design and Refurbishment (Architectural Press Publications: London), pp. 3-4

³⁰ For more information refer to offical web page of Lutfi Kırdar Convention Centre. All images and floor plans are offical cortesy of L.F.C.C. , http://www.icec.org/inhousetech.htm, 27.05.2004

CHAPTER 3

IMPACT OF CONVENTION ACTIVITY IN URBAN SCALE.

3.1 The Economical Impact

Town centres still possess economical strengths such as accessibility and an ability to draw upon a large pool of labour. Equally, large centres are becoming major nodes for exchange of electronic information and knowledge and are likely to be situated on information superhighways such as fibre optic routes because of the number of local businesses and the frequent presence of higher educational institutions.

Growth in tourism, especially business and conference packages, and a growing interest in urban heritage have also opened up new opportunities for many town centres.³¹ As a result, many town centres have witnessed a growth in tourism information bureaus, interpretative facilities, visitor accommodation and leisure and niche retailing attractions. Town centres continue to be the focus of arts and cultural activity.

3.2 The Social Impact

Despite commercial pressures, town and city centres have the potential to perform a vital social and psychological role. They remain the focus of public events, festivals, street markets and meetings and contain the most important civic spaces and buildings as points of arrival and departure, reunion and farewell, they evoke powerful memories. Despite the privatization of public space, town centres remain the most important public domain for sharing communal and cosmopolitan values.

³¹ Ibid,p. 11

They are places for promenading fashion, meeting, sharing personal experiences and broadening horizons with a central role in promoting social cohesion.³²

3.3 The Cultural Impact

Town and city centres are sustained by past commitments. Many retail, commercial, property owners and other interests have invested considerable capital in urban centres and can not withdraw this capital immediately for legal and financial reasons. Thus, to use existing urban assets in which society has already heavily invested makes more sense than creating new infrastructure on green field sites.³³

The Diversity of Modern Town and City Centres

Each town centre has different strengths, legacies, challenges and difficulties. What are the strengths and difficulties for the town centre of Ankara? What use can we make of a convention centre to help overcome those difficulties?

The relative prosperity and social well-being of the citizens are determined by a combination of size, the flow of the local and sub regional economy, spending power and behaviour of catchment population, degree of competition from neighbouring centres, quality of attractions, amenities and built environment, relative accessibility, levels of public safety, property ownership, land development control and land allocation policies, land availability and the condition and degree of publicprivate co-operation, commitment and entrepreneurialism.

As Richard Evens states referring to The Urban and Economic Development Group et. al., town centres are grouped under five groups considering three basic criteria; location, history and population.

• Free Standing Market Town: Between 10 to 75 thousand population with above average levels of affluence and car ownership, which serve a hinterland that have developed incrementally.

³² Ibid.,p. 12 ³³ Ibid,p.13

- Industrial Towns: 20 to 200 thousand population which are prone to decline due to economical restructuring, loss of population and trade to neighbouring centres.
- Sub-Urban Centres: Located within large metropolitan centres with catchment's population ranging from very poor to very wealthy, depending upon the character of neighbouring residential areas.
- Metropolitan Cities: have distinct populations ranging from 0.25 to 1 million and contain a wide range of functions, specialized quarters and important civic, cultural, social and commercial uses.
- Resorts and Historic Towns: With population of 20.000 upwards whose economy is considerably dependent upon their tourism and heritage attractions and which contain a mixture of affluent, the retired and people on low incomes.³⁴

As a conclusion, town centres are a barometer of what is important to society as a whole rather than to collection of individuals because they are a crucial part of the public realm.³⁵ So for Ankara, the centre must be where these entire criterions are most densely concentrated.

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³⁴ Ibid, p. 14 ³⁵ Ibid, p.14

CHAPTER 4

DESIGN CRITERIA FOR CONVENTION HOTELS

4.1 SITE CHARACTERISTICS

Regional Market Characteristics

Convention hotel is the largest accommodation property among other hotel types. The smallest convention hotel is to hold at least a guest room capacity of 500 to 800 guest rooms where the larger ones hold between 800 to 3000 rooms. During design of public spaces the peak occupancy of the hotel is taken as the guide line. In other words the hotel is assumed to be working with full capacity.

Since the guestroom capacity is high the marketing peak and low points of the seasons and the local demands of the convention hotel must be carefully considered. As Walter Rutes states, certain continents have different marketing approaches to convention activity. In United States and Canada the group business activity is at top priority. So, hotels in major cities like Orlando and Chicago keep their meeting room numbers flexible and high in number. In addition to large exhibition halls located in ground floors, hotels utilize large ballrooms that are divided for meetings at second and third floors. Unlike United States, the European conventions are exhibition and trade fair oriented. The meeting halls in convention hotels are generally mid-scale and the exhibition halls of a nearby convention hall is utilised for the necessary exhibition space. Smaller cities of up to 250.000 people population may have a convention oriented hotel in 300 to 400 room range small convention hotel with a ballroom for 800 to 1000 people. Major cities define a convention hotel having a

³⁶ Rutes W., Penner R., Adams L; Hotel Design Planning and Development (Architectural Press: London),p 127

minimum of 500 rooms for regional and small national meeting. This number may reach up to 1500 or more rooms at major cities.

The Site Plan

Careful consideration has to be given to the number of guestrooms that are to be hosted in a convention hotel. Large scale convention hotels today require a minimum of 1000 guestrooms generally; a 200 to 400 additional room is added to this room not to refuse the usual guests at peak seasons. However, the secondary cities in convention require a room capacity around 500 rooms. This capacity is the generally preferred capacity that serves for regional conventions and local fairs.

While deciding on the room capacity, the growth of the market must be carefully considered. As an immensely growing market the convention sector requires more and more space each year. The Sheraton Ankara Hotel constructed in 1991 with a 311, room capacity, is going under an expansion with an apart-hotel and convention hall today. In this respect the future expansion sites of the hotel must be carefully considered and planned in prior to development. The location of the swimming pool, tennis courts and recreational areas should be located in order not to avoid future growth.

Municipal Regulations and Minimum Site Area Requirements

In convention hotel design, in order to calculate the total construction area of the hotel, 85 m^2 of space is assumed per each room. Thus, for a 1000 room hotel around 80.000 m^2 of space is required in total. Considering these facts and municipal regulations the construction site must be carefully evaluated.

Investors of large scale convention hotels prefer to open their convention hotel headquarters close to city centres. Yet, due to the difficulties in acquiring the necessary site and future expansion problems; they either move their hotels to suburban sites or use exhibition spaces of local convention centres. According to Walter Rutes, if developers would have the opportunity, they would build a second ballroom, extra breakout rooms and a major exhibition hall to their existing hotel in

downtown.³⁷ As a rule of thumb, hotels devote 40 percent of its function area to exhibition space, 40 percent for grand and junior ball rooms and 20 percent to small meeting rooms.

Marriott San Antonio River Centre is considered to be a successful model for distribution of meeting rooms and layout of convention hotel in a small site. Located in a busy location, this hotel features a grand ballroom of 3860 m² and holds 915 guest rooms of which 86 of them are suites (Fig 4.1).

Due to scale of the project the required public space and back of house space needed for convention hotels are three times of a small scale downtown hotel. Especially when the exhibition halls are considered the location of the freight elevators must be close to loading docks. Through development stages, as a rule of thumb the minimum required ballroom space for a 1000 guestroom hotel is 36x76 meters which makes an area of about 3500m². The minimum required urban site is assumed to be 2 to 2.5 times of the major ballroom. Generally for a meeting activity to function efficiently the ballrooms and function rooms are situated at ground floor for ease of access and distribution.

Generally in restricted sites, developers prefer to solve the exhibition floors at basement to gain an additional two floors at guest floors. Hyatt Regency Washington D.C., one of the largest convention hotels in Washington, utilises an exhibition hall at basement floor and ballrooms at top stories. With the main ballroom located at the centre, an atrium space is created at upper levels of the hotel where the guestrooms are located at the periphery. The pre-function and meeting rooms are solved under the guest room floors (Fig 4.2).³⁸

If site constraints allow it is ideal to keep the site area to be 4.5 times of the major ballroom keeping all the ballrooms, pre-function and especially the meeting rooms at the same floor. This is generally preferred at sub-urban renewal sites and airport hotels. The smaller meeting rooms, food and beverage outlets and back of house areas can be placed on another floor.

³⁷ Ibid,p 124

³⁸ Obcid,Rutes W.p 132.

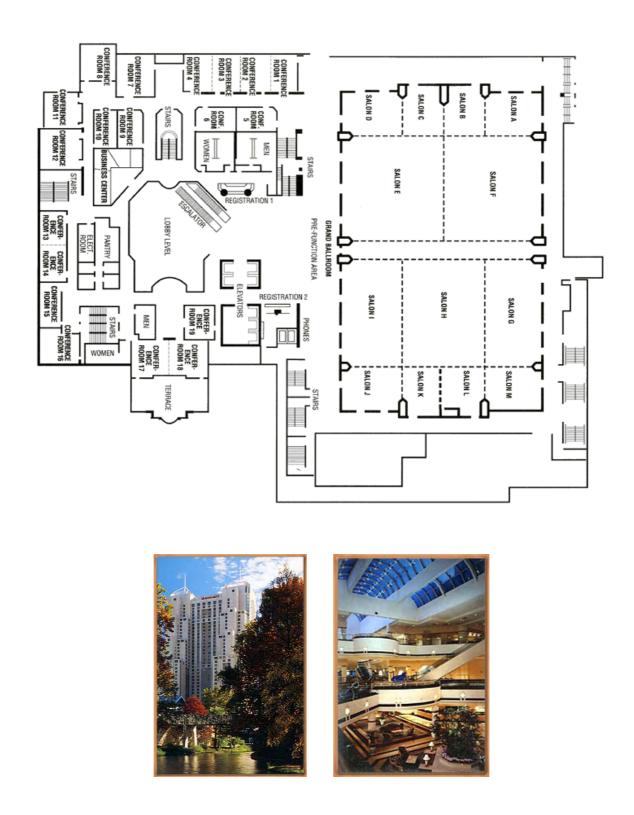
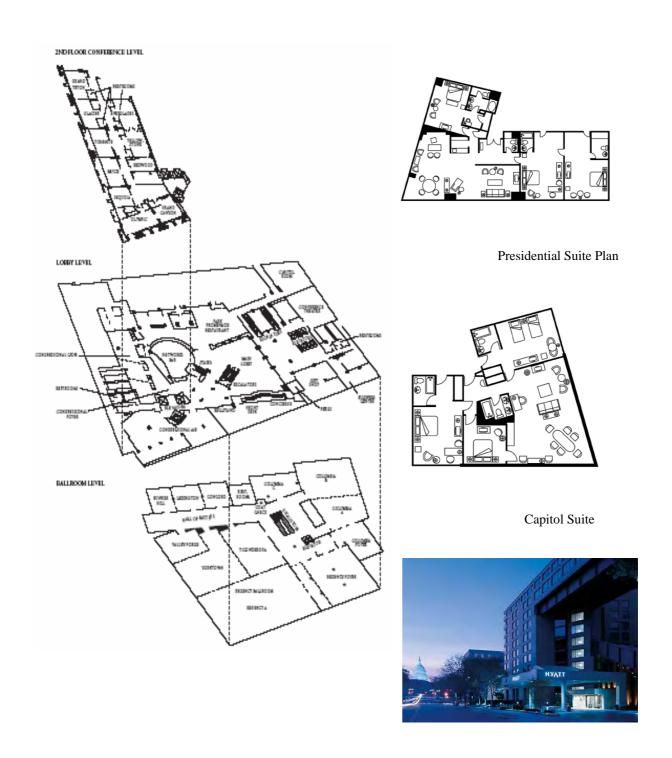


Fig. 4 1 The ballroom and meeting room layout of the Hyatt Regency San Antonio, River Centre is considered as a successful solution of the function rooms at the same floor.³⁹

³⁹ http://marriott.com/property/meetingsAndEvents. The floor plans are from archive of Marriott Hotels and Resorts, source being official web site of Marriott International Inc. (12.12.2003).



Entrance Facade

Fig 4.2. Hyatt Regency Washington D.C. This layout is the most preferred plan type in convention hotels that allow efficient structural solution both for the construction of the exhibition hall and the ballroom. ⁴⁰

The Regulations

⁴⁰ http://washingtonregency.hyatt.com/property/meetingevents. The floor plans are from archive of Hyatt Regency Hotels, source being official web site of Hyatt Corporation (15.12.2003).

The regulations serve the owner from inappropriate development on adjoining properties in the future and establish a baseline for a quality project. Typical regulations concerning convention hotel design are as follows,

- 1. Zoning and land use codes.
- 2. Building Planning and health standards.
- 3. Historic prevention laws.
- 4. Environmental Conservation requirements.
- 5. Community Interests.
- 6. Zoning which establishes the overriding parameters of what and how much can be constructed is based on the desire of the community to control the type of development and to separate incompatible uses from each other.

7. Fire Codes.

The city is divided into use zones (residential, commercial and industrial) with specific regulations for each. The several commercial zones define on the map, for instance will have different requirements for set backs (distance between the building and property line), height (number of floors), density (number of units), parking and loading and so forth. These regulations are the basic criteria that have to be defined at the site analysis stage depending on the location of the lot. In cases where the lot requirements are necessary, parcels may be combined and air rights may be purchased to enable larger development than would be permitted on one site alone.⁴¹

The Traffic and Access

The public spaces in convention hotels are especially designed considering peak points of convention attendance. Likewise, the parking places and arrival of shuttles and necessary road dimensions are designed with respect to peak mass arrivals. Thus, at least 4 lanes should be left at porte cochere.

The traffic generated by the hotel must be properly managed. Traffic is a concern of the hotel's neighbours, especially when the hotel is on the edge of the district. Generally, home owners are concerned by the noise and population of the

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⁴¹ Ibid, p 248

guests' cars and delivery trucks. These are strong arguments often used to stop a hotel project. For this reason, the isolation of the car parks, traffic access and noise buffers relative to car access routes must be carefully considered. Trees are considered to be perfect buffers, in terms of absorbing sound and hiding unwanted view of car parks. Yet, the texture and kind of landscape must be carefully chosen, to allow background and foreground relation of the hotel and not to completely block the view of hotel.⁴²

Parking in cities is increasingly restricted to limit traffic congestion, especially in central business cores. 43 Not only the incoming and outgoing vehicle traffic but also the necessary space for guestroom itself is a problem. For downtown convention hotels, valet parking using a nearby parking garage is a generally preferred option. Parking beneath the facility requires a heavy capital investment, 5-10 times of surface parking for a roadside or suburban hotel. But the garage provides safety and convenience for guests.

Loading docks are a necessary component of hotels and should be located well away from public entrance, ideally on a different street where delivery and other trucks are well separated from guest vehicles. Especially for exhibit halls close correlation to docks and direct landing of exhibit material close to the hall must be considered.

Accessibility and Circulation

For convention hotels, separate hotel entrances for main lobby, ballroom and exhibit hall, restaurants, hotel receiving, employees and exhibit, unloading should be considered. VIP and celebrity guests, including the heads of state and their entourage enter a hotel by a back entrance. Therefore, where this may occur they should be well protected from view and designed for secondary access to the public areas.

Regardless of type of the hotel all lodging facilities need to plan access to service areas (Loading, trash and employee entrance) for maximum efficiency while avoiding cross-circulation or inconvenience to guests.

Once the guest has arrived on the site, the major objectives are to separate vehicular and pedestrian routes and to conceal service circulation. Since convention

⁴² Ibid, pp 241-243 ⁴³ Ibid, p. 251

hotels are to welcome high number of traffic access at convention period, careful study and design is needed to protect the site from being overwhelmed by vehicles.⁴⁴

Surface parking is the largest site component of a hotel development. Tight urban sites may have no on-site parking, yet alternative arrangements must be considered, including valet service and expensive on-site underground parking. The basic area requirement per each car is 18.5 m² for valet parking whereas this number is taken to be 32.5 m² for guest self-parking (including aisles and ramps).

The location and proximity of car park to the lobby and guest rooms is of prior importance. The number of car park requirement per hotel room is 1.4 for convention hotels. If a regional convention hotel is of consideration this number requires higher provision.

In the convention and conference hotel, the maximum demand in car park space is created not by the guestrooms but by meeting rooms and banquet halls. The space need for parking reaches its top level at midnight due to full occupancy by the guestrooms, but this demand can easily be supplied by nearby parking spaces. Since access to halls and banquet facilities are at top priority enough space should be left for those facilities.⁴⁵

Security

The architecturally utilized security systems are emergency command stations placed near entrances and loading dock connected with security office. By defining check posts for security guard staff, utilizing fire annunciation system that is activated by floors and controlled by telephone switch board. Roadways with clearance for emergency vehicles should be designed for emergency fire access.

4.2 THE GUEST FLOORS

The planning of the typical guestroom floor presents one of the greatest challenges in convention hotel design. The major planning goal in convention hotel

⁴⁴ Ibid,p 249 ⁴⁵ Ibid,p 307

project should be to maximize the amount of rentable guestroom space and minimize the horizontal and vertical support areas.

The optimum plan configuration and building orientation should be in guestroom blocks, to enhance the appearance and accommodate future expansion. As a rule of thumb, the plan of the guestrooms should occupy around 70 percent of gross floor area. 46 As lodging demand increases the owner may want to add rooms so to the design should foresee future expansion either in terms of additional guest floors or as a new guest tower. So, if possible phased design should be considered by the architect. By this way each part of the hotel may function efficiently until other sections are built.

Most of the time the elevators and stairs should be placed at the interior locations to make maximum use of the outside walls. To minimize the circulation area the elevator lobby is placed in the middle one third of the structure. For efficient use of housekeeping space the linen storage, service elevators and vending are also placed in a central location.

In guest floors the walking distance should be minimized as much as possible both for guests and housekeeping staff. The corridors in convention hotels are generally assumed to be 2.2 meters.

Ease of access should be considered for the invalid both in terms of entrance to hotel and access to the guest floors. The handicapped rooms should be placed on the lower floors and near elevators.

In downtown convention hotels, the site may be relatively small. The ideal arrangement of public and service elevators and the column free ballroom often dictate the form of the guestroom floor and its form in convention structures.⁴⁷ The choice of a plan type is the result of a balanced consideration of site, environment and program requirements, and the architect must realize that a particular shape will realize the economics of the project.

Alternative Plan Formations for Guest floors

For the operator to realize the profits, the design team must maximize the percentage of floor area devoted to guestrooms and keep to a minimum the amount

⁴⁶ Ibid,p 257 ⁴⁷ Ibid,p 258

of circulation and service space (service elevator lobby, linen storage, vending and other minor support spaces).

An analysis of the plans of hundreds of different guestroom floors shows that some patterns yield more cost effective solutions than others. The choice of one configuration over another can mean a saving of 20 percent in gross floor area of the of the guestroom structure and of nearly 15 percent in the total building. For example, the three principal plan alternatives- the double loaded slab, the rectangular tower and the atrium- when designed with identical guestrooms of 32.5 m2, yield final design that vary from about 470 to 850 gross (44 to 54 m2) per room.⁴⁸

The relative efficiency of typical hotel floors can be compared most directly by calculating the percentage of the total floor area devoted to guest rooms. This varies from below 60 percent in an inefficient atrium plan to more than 75 percent in the most tightly designed double loaded slab. Clearly, the higher this percentage the lower the construction cost per room, which, in turn, offers the developer a range of options, build additional guestrooms, improve quality of the finishing or a particular building systems. This is a very useful approach the extra space requirement of the convention hotel is considered. The excess space can be utilized in terms of meeting rooms, recreational areas and as function spaces to serve these utilities.

In general the most efficient configuration in to construct and to operate are those where circulation space is kept to a minimum -either the double-loaded corridor slab or the compact centre core tower.

Slab Configuration

The slab configuration includes those plans that are primarily horizontal, including both single and double loaded corridor schemes.

The high degree of efficiency of the slab plan is based primarily on the double loading of the corridor, single loaded schemes require 5-8 percent more floor area for the same number of rooms. The only disadvantage of the double loaded corridor is the deficiency of the service corridors. Insufficiencies in terms of service access and long travel distances may be major problems. Therefore, only where external factors are present-narrow site dimension or spectacular views in one

⁴⁸ Ibid, p 258

direction- should single loading be considered. Because of its efficiency the slab plan type is the most favoured layout in convention hotels.

Most of the time the large span ballrooms are solved at the centre with the meeting rooms located at the periphery. The solution of the guest room floors with the structure free meeting rooms allows maximum use of site and exterior surfaces (Fig 4.3).

While slab plans as a category are the most efficient, various approaches can tighten the layout of typical floor. Configurations that bury the elevator and service cores in interior corners have several advantages: they reduce the non-guestroom area, reduce the amount of building perimeter, and increase the opportunities for creating architecturally interesting buildings. The offset slab plan, for example, is especially economical because the public and service elevator cores share one area and in additions they do not displace any guestrooms from the building perimeter. The "knuckle" configuration which bends at angles creates the potential for interestingly shaped elevator lobbies provides compact service areas and breaks up the slab's long corridors.

The core design is complicated by the need to connect the public elevators to the lobby and the service elevators to the housekeeping and other back-of-house areas. This often necessitates two distinct core areas at some distance from each other, although in many hotels they are located side by side. One common objective is to position the elevator core in the middle one third of a floor in order to reduce the walking distances to the farthest rooms. Most of the time the vertical core is fully integrated to the body of the tower but occasionally, the designer may, for planning reasons, add the core to the end of a compact room block or extend it out from the face of the facade.

The actual layout of the core is another determining factor of efficiency in the typical plan. In most slab plan hotels, the vertical cores require space equivalent to two to four guest room bays. The comparison of many projects shows that the vertical core displaces fewer guest room bays when the service areas are located behind the public elevators rather than beside them or at some distance. Many of the more efficient configurations also feature a distinct elevator lobby. Such a foyer space helps to isolate the noise and the congestion of waiting people from nearby guestrooms. Those plans which incorporate an elevator lobby tend to have fewer awkwardly shaped rooms, providing a more uniform guestroom layout.

Building codes generally require egress stairs at opposite ends of the building. Careful placement of the stairs provide one more opportunity to create a more efficient overall plan by reducing gross floor area, compared with simply attaching the stair tower to the need of the building.

One limiting factor to the number of rooms on the guestroom floor is the typical building code requirement for hotels with automatic sprinkles that there be no more than, 91 meters between repetitive guestroom floor is to create a layout that does not require a third fire stair. The number of guestrooms per floor can be increased by careful placement of the staircases

Tower Configuration

A second major category of guestroom floor plans are "tower" plans, generally organized with a central core surrounded by a single-loaded corridor and guestrooms. The exterior architectural treatment of the tower can vary widely as the geometric shape of the plan changes from square to cross shaped, circular to triangular. The tower plan exhibits very different characteristics than the slab, but raises a similar series of questions like how many rooms can be fitted and which plan formation is the most efficient.

Selection of the tower shape creates specific limitations on the number of rooms per floor in tower configurations. Tower structure contains between 16 and 24 rooms, depending on the guestroom dimensions, the number of floors, and the optimum core size. With only 16 rooms, the core is barely large enough for the two or three elevators, two egress stairs, and a minimum amount of storage. On the other hand, designs with more than 24 rooms become so inflated and the core so large that the layout becomes highly inefficient.

For most guest room configurations, the efficiency is improved by increasing the number of rooms on a floor, with little or no increase in the core or the building services. With the tower plan, the opposite is true. The analysis of a large sample of hotel designs shows that, surprisingly, the fewer rooms per floor the more efficient the layout becomes because the core by necessity, must be extremely compact and, as a result, the amount of corridor area is kept to the bare minimum. The more inefficient layouts often result from adding rooms and from extending single-loaded corridors into each of the building corners.

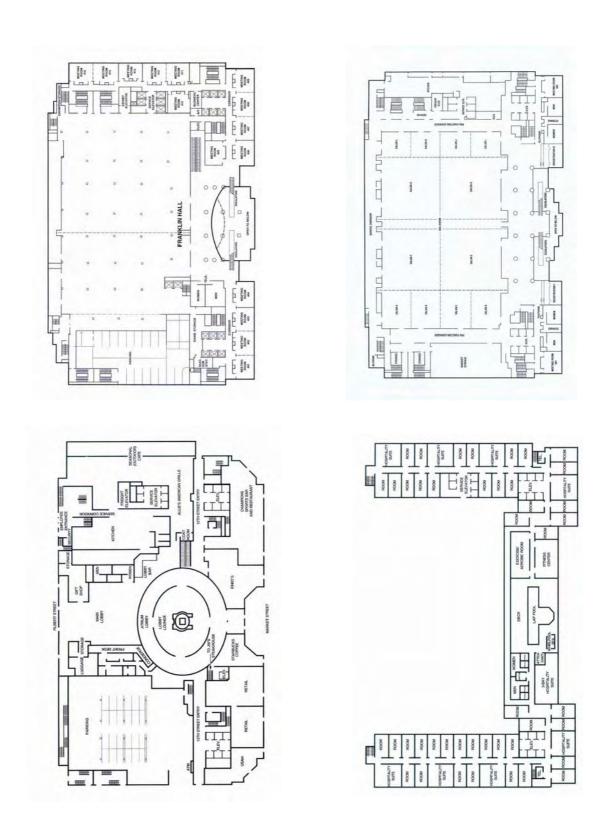


Fig 4.3 The double loaded slab configuration makes maximum use of the exterior wall while leaving a column free space in the centre in Philadelphia Marriott, Pennsylvania. 49

⁴⁹ <u>http://marriott.com/property/meetingsAndEvents/PHLDT</u> The floor plans are from archive of Marriott Hotels and Resorts, source being official web site of Marriott International Inc. (21.12.2003).

In downtown convention hotels the tower structure is the most preferred plan layout with its compact structure. The compact solution of the guest room floors in a tower structure gives enough space for the function rooms. On the other hand, the increase in the number of the guest room directly effects the height of the building where the introverted plan type does not allow for phased construction. Since the service core and elevators are located at the centre the future expansion of the tower type convention hotel is either done by the increase in building height or by the construction of a second tower nearby as it is in Swiss Hotel Stamford, Singapore (Fig 4.4).

The shape of the tower has a direct effect on the appearance of the structure and on its perceived scale. Those plans that minimize the amount of circulation and, in addition create unusual corner rooms exemplify the best in both architectural planning and interior layout.

For circular tower plans, the measures of efficiency are judged by the layout of the guest room as well as the core design. Typically, the perimeter of the wedge shaped guestroom is about 4.9 meters, whereas the corridor dimension may be less than 2.4 meters, thus the design of the bathroom, the vestibule and the entrance to the guestroom becomes a challenge. ⁵⁰

Generally, the core is centrally located and the vertical elements are tightly grouped. The smaller hotels those with only 16 rooms per floor, usually do not feature an elevator lobby. And the guests in rooms opposite the elevators must tolerate noise from waiting guests.

In the larger tower plans, with 24 or more rooms per floor, the central core becomes excessively large. Sometimes multi-storey sky lobbies to make this space a positive feature is used. The efficient design of hotel floors requires simultaneous study of the core and the imaginative layout of guestrooms to meet the demand for ultra high-rise mixed use structures around the world

Atrium Configuration

A third major category of guestroom floor plans is the atrium design, which was reintroduced by architect John Portman for The Hyatt Regency San Francisco

⁵⁰ Ibid.p.261

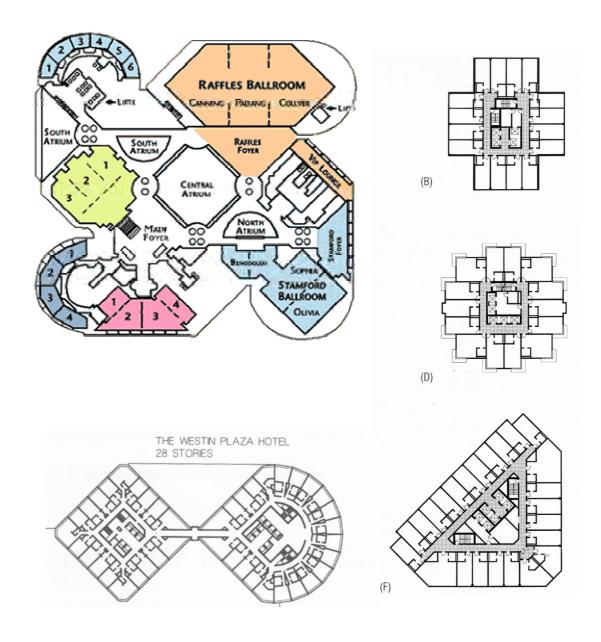


Fig 4.4. (1a) The compact 1400 room convention hotel Swiss Hotel Stamford solves the guest room floors within three towers in Raffles City Hotels⁵¹

⁵¹ http://www.rafflescityhotels.com/swissotel/index.html The floor plans are from archive of Swissotel The Stamford, Singapore, , source being official web site of Swissotel Hotels and Resorts.

hotel in 1967. The atrium prototype had been used successfully late in the nineteenth century in both Denver's Brown Palace which is still in operation.

Practically all atrium hotels feature glass enclosed elevators that provide the guest with an ever changing perspective of the lobby activity as well as add animation to the space itself. In some cases, scenic elevators are placed opposite conventional ones, creating two very different experiences for the guest. The location of the service elevator, housekeeping support functions, and egress stair, while needing to be integrated into the plan and the lower service level, are not particularly critical to the efficiency of the guest floors (Fig 4.1.3).

In addition to the open lobby volume, each atrium hotel is distinguished by the plan of the guestroom floors. While the basic prototype is square many of the most recent atrium configurations are irregularly shaped to respond to the site constraints. This sculpting of the building contributes to creating a unique for the hotel, a primary goal in selecting the atrium configuration yet the most inefficient layout. Recently, architects have sought ways to gain the prestige benefits of the atrium while increasing its efficiency. One technique that has been successful in many hotels is to combine a central atrium with extended double loaded wings as was done in Hyatt Regency hotels in Cambridge, Massachusetts, and Dallas, Texas.⁵²

This effectively draws together the architectural excitement of the atrium space on a smaller and more personal scale than in the larger atrium volumes with the desirable economies of the double loaded plan.

However, many developers and architects believe that the atrium design has become a cliché- and also recognize its tremendous cost premium- and seek other means to create a memorable building and guest experience. Nonetheless, the most famous atrium convention hotel Hyatt Regency Atlanta is the busiest convention hotel in the world today.

In spite of the high construction costs the atrium floor plan creates solutions for many problems that arise in with the high guest room number in hotels. The atrium space not only creates a spacious lobby and a public space but also produces a second periphery that the guest rooms overlook. Especially when the compact downtown site is considered the function space and the guest room combination i

⁵² Ibid.p 262

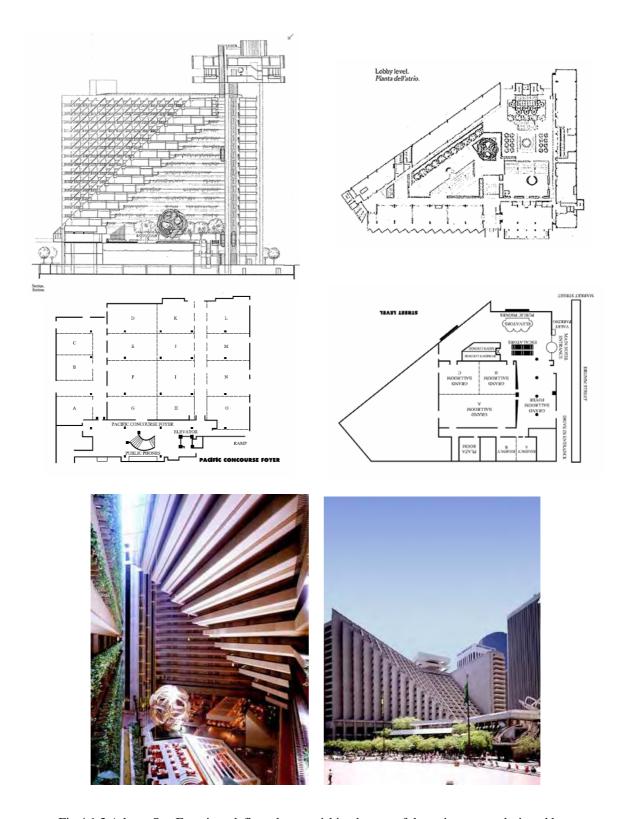


Fig 4.1.3 Atlanta San Francisco defines the astonishing beauty of the atrium space designed by architect John Portman in 1967. 53

 $^{^{53}}$ Riani Paolo, John Portman (Amer Institute of Architects: Portland),pp 119-121 $\,$

best viewed in these type of hotels. The atrium is placed over the banquet hall or ballroom for structural solutions.

GUESTROOM AND SUITE DESIGN

Design Criteria for Guestrooms

Designers recognize that the specific needs of the target markets and identity features and amenities that these groups most want and expect. In general terms, the transient business person looks for single accommodations, the convention and group markets need double rooms, and the leisure market requires rooms to sleep two or more guests. The management of the worlds busiest convention and entertainment centres, Walt Disney World and Universal Space in Orlando, design their rooms both to serve the single business men and the attendants who come with their families. The management requires two queen beds in rooms and a convertible sofa to accommodate a vacation family of four to six. Because each of these market groups use hotel rooms differently, the designer must consider work and meeting functions in one case and family activities in another. The basic room layouts are shown in.

Room Dimensions and Configurations

The business related meetings that last for 1 day generally require 90 percent of the hotels to be of single occupancy rooms. Hotels that serve for different use groups prefer to occupy one double (or king size bed in majority of the rooms. The free left space can be used in the form of a workstation with a desk, TV screen and terminals for use with desktop computers (Fig 4.4a).⁵⁴

The room in European convention hotels are smaller due to higher land costs. Thus when compared with the American room dimensions the total guest room floor turns out to be smaller. The total floor area of a convention hotel guest room in Europe is 62 m² of which 44 m² is left for guest room and 18 m² for public and support areas.⁵⁵ The gross area thus in American hotels are 65 m² in guestroom total area where 47 m² is only for bedroom (Fig 4.4.b).

⁵⁴ Obcid, Lawson, p. 131.

The guest room design decision which most influences the room layouts and much of the guest reaction to hotel is the choice of three critical room dimensions the inside or net width, the length of the room from exterior wall to the bath room wall and the size of the bathroom. The net width establishes the structural module throughout the building (equal either to the width of one room or two rooms) which carries through to the public and service areas on the lower floors. The most common width for the last several decades has been 3.7 meters which was first adopted in mid 1950s by the Holiday Inn chain for all their roadside facilities. Until then, even the newest and largest convention hotels built in the post-World War II period incorporated a variety of room sizes, including a large percentage were narrower than the 3.7 meter wide standard. These hotels, many of them still operating and competing with properties 30-50 years newer, are limited by the smallness of their guestrooms. In the US and Canada, no first class or chain- affiliated hotels are built today with rooms less than 3.7m wide.

Companies which are selling a more luxurious room have experimented with larger guestroom spaces and, especially, have created innovative bathroom layouts. Increasing, the width of the room module to 4.0-4.1 m. permits one major change in the room layout a king-size bed can be positioned against the bathroom wall instead of the side of the wall allowing for a variety of furnishing arrangements (Fig.4.4.a).

The wedge shaped rooms and the characteristics of circular towers present their own design problem in the layout of the guest bathroom. The smaller towers have a corridor frontage of only 1.8-2.4 m., the larger diameter tower a more reasonable 3 m. Although, many of these room plans show such positive features as compartmentalized bathrooms (out of necessity), compact foyer space, a large lounge area, and expensive window wall, today's increasing competition in room size and upscale furnishings has made the similar cylindrical towers virtually obsolete.

As a general approach, the upscale convention hotels prefer their rooms to be around 35.2 m^2 where as the luxurious hotel chains keep this value at 41.8 m^2 . 56

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⁵⁶ Obcid,Rutes p 270.

Guest Room Functions

The full list of furnishings can be determined by analyzing the guestroom functions- sleeping, relaxing, working, entertaining, dressing- and their space requirements. The plan of the typical hotel room clearly shows these several zone, the bathroom and areas for dressing and clothes storage are grouped next to the entrance vestibule; the sleeping area is in the centre of the guestroom space; and the seating and work areas are located near the window. New layouts combine the several functions in different ways or find different ways of separating them more fully.

With the counting increase in construction and furnishing costs, it becomes more important to develop innovative layouts for guest rooms- designs that combine function and comfort within realistic budgets. The designer may increase the comfort of the room by using a queen or king size bed where as beds smaller than (2 m) king creates more open space. Convertible sofas or wall beds provide more open space and flexibility, either as the second bed in a queen or a king room. Adequate luggage and cloth spaces should be provided by sufficient drawers, luggage rack and closet space. In order to reduce loss of space by different furniture's different functions can be combined in one item. The TV cabinet can be combined with a pullout writing ledge. In this manner wheeled computer stand that rolls under the make-up table can be useful. While mirrors are used to enlarge the space the wall mounted bedside lamps would permit smaller night table.

The most important property of the convention guest room layout is the flexibility it provides. Most of the convention delegates prefer an office layout in guestrooms in day time to make their private business meetings. Where as, at night time the bedroom layout is favoured. So in convention hotels like Hyatt San Francisco folding wall beds are preferred to achieve the flexibility. Suites are preferred for executives. A suite is simply defined as a living room connected to one or more bedrooms. Larger hotels frequently provide a hierarchy of suites, from single bay living rooms with a sleeping alcove to multiple bay living rooms with connecting rooms, including dining, conference rooms and one or two bed rooms. The living room and bedroom are completely separated where the living room accommodates spaces for formal and informal meeting environments. These suites generally house a conference table with a lounge area. Upgraded suites like presidential and

congressional suites hold a parlour space of 3 to 8 bays Fig 4.1.4.c, d). These spaces are generally used for receptions and large scale private meetings. The bedroom bays of these units generally hold double twin beds. Generally a wet bar and kitchen is also housed in these rooms. The operators found that these small suites held great appeal to the travelling businessperson and family, both of whom appreciated the separate bedroom and the living room and the provision of a small kitchen.⁵⁷.Within the last decade, the convention hotel has started offer different incentive environments of informal spaces. The concierge or hospitality being one of these; have become the stages where incentive attendees either relax or give receptions. Being a buffer zone generally these rooms are located between the guest rooms and the function rooms (Fig 4.1.4.e)

Convention hotels provide up to 10 percent of the total guest room count on suites. These most likely to are positioned on the upper floors of the tower where the rooms have better views, but may be stacked vertically where 8 unusual conditions occur. Suites may be used to fill any larger structural bays on the typical floor, grow into additional area behind stairs or elevators, or are located where the building form provides uniquely shaped rooms.

Many hotels now offer concierge or club floor levels to offer a higher quality room and additional amenities at a premium price. Usually representing 10-20 percent of the total room count, the club floor rooms are identical in size to the other rooms but they are with better finishes, furnishings and bathrooms amenities. More important, to more guests are the additional services available in the club floor lounge, including express check in and checkout, complimentary breakfast, tea, cocktails and evening snacks, and the more personal service of a concierge of the gust floors. The lounge space usually is equal in size to at least three guestrooms and, in major convention hotels, with private conference rooms and additional business services, may displace as many as six to eight rooms

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⁵⁷ Obcid, Rutes, p 275



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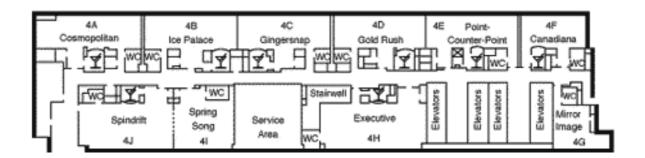


Fig 4.4. Specific room plans of convention hotels. The room properties are basically defined with respect to the hierarchy within the company or association. .(1a) Standart room of Ballagio Convention Hotel, Las Vegas. b). Double queen bed layout for Ballagio. (2a) Layout with wall bed, used as office in day time. b) The upscale executive completely separates the work and bedroom areas; Hyatt Regency Washington D.C. (3) The presidential suites include 2 bay bedroom units with a large parlour area of 3 to 8 bays, including lounge, meeting and workstation and living rooms Hyatt San Francisco Convention Hotel. b) Smaller version wall bed.4) Hospitality suites and congressional suites are used for the private receptions and include a wet bar and a kitchen that is used at the luncheons and afternoon meetings. 5) The concierge floor is the semi private meeting space of the top priority meeting attendees where they carry their meetings in an informal reception atmosphere; Sheraton Hotel, Toronto.

Barrier free Guestroom Design

One area where accessible design is most evident is the handicapped guestrooms; a small number of rooms which feature larger bathrooms with different fixtures like roll in shower stall must be provided. A number of features intended to make the room better accommodate a person with specific disabilities is at prior importance.

According to a survey done by Microtel Inns and Suites among 20 million people with disabilities; primarily accessible showers, and large bathrooms are among the first request that are favoured by disabled. Secondly, enough space for easy manoeuvrability and easy access to guestroom controls are wanted.⁵⁸

⁵⁸ Ibid, p 275

Guest Bathrooms

Nowhere in the room is planning and design more important than bathroom. The optimum comfort today is supplied within the dimensions of 1.5 by 2.4 meters. These dimensions are to accommodate three standard fixtures of hotel bathrooms, the bathtub, wash basin and the toilet. But competitive pressure, and marketing, and guests' eagerness for something better than they have at home, has pressured the first class and luxury hotel operators to add fixtures and other amenities. By 2000 it was common for the downtown convention hotels, catering to a single business traveller, to offer a bathroom with a large sink/counter bathtub, separate shower stall and compartmentalized toilet.

Guest Room Equipment and Technology

The end of the twentieth century was a period of incredible innovation in hotel technology, much of it appearing in the guest rooms. Because nationwide nearly 60 percent of all room nights were generated by business travellers, companies such as Marriott announced that they would install high speed internet access in all their guestrooms, in addition to the meeting rooms and business centres. These Ethernet based systems offered connection speeds of 50 times faster than normal phone lines and further do not interfere with normal telephone lines.⁵⁹

At the Peninsula in Hong Kong a bedside panel controls lighting, heat and air-conditioning, television and radio, and the draperies. The peninsula is studying how to install ultra-thin televisions, which would eliminate the need for the armoire, thereby changing the whole appearance of the room. Such as high-tech television might become integrated with the video telephone offering a larger than life-size visual link to home or office. Additional innovation is likely in guestroom door locks, which can be programmed to recognize a guest's voice or thumbnail.

⁵⁹ Ibid,p 276

Conclusion

Flexibility has become the term to define the guestroom for convention hotel. The rooms are designed to be combined in different ways to answer the different needs of the convention attendees. Within the terms of this flexibility hotel developers are trying to give the most of home environments in the newly growing convention destinations. The remainder of the room will not increase in size. Developers will attempt to hold down overall increase in floor area and construct costs by maintaining overall room dimensions close to the current size.

Innovation in the guestroom and guest bathroom may be obvious because the spaces are so personal. We are all aware of how design, weather texture or technology, affects our satisfaction with the environment. Also, we are sure to measure our overnight accommodation against our own home, whether it is to be heated towel bars or unusual lighting or some idiosyncratic feature that each one of us cares about. Communication systems will evolve an incredible rate and hotels must develop a flexible infrastructure based, most likely on the TV-cable distribution system. High standard internet access has become a standard amenity. ⁶⁰

Although the entertainment systems will exist in business oriented hotels, it will be less dominant. Flat screen TV'S should become standard freeing their dimension from the dimensions of the armoire. Eventually, entertainment and computer will become fully integrated, allowing guests to interweave sports programming with movies with office work. Designers will continue to explore alternatives to the traditional desk offering more work surface, computer cart, better lighting, and ergonomic seating.

Exercise equipment may find its way into rooms in business oriented hotels. Hilton has started the in-room fitness program where each guest may have his personal trainer.

Guest bathrooms will increase in size as guests demand more spa-like features including whirlpool bath, multi-head shower and exercise equipment. The bathroom will become more physical and visually integrated with the hotel room with privacy provided by polarized glass partitions or sliding panels.

⁶⁰ Hotel International Guidelines for Hotels: Typical Guest room Areas (Hilton Hospitality Inc.,:2002), pp 201-211

4.3 PUBLIC SPACE DESIGN

While the hotel guestrooms make up the majority of the floor area in virtually all hotels, it is the public space that defines the differences among various types. Because the lobby, restaurants and lounges, meeting and banquet space, and recreation facilities vary so greatly, understanding the distinctions among the different hotel types is crucial to programming a successful hotel. In this manner convention hotels and conference centres need extensive meeting and banquet space.

In addition to providing the appropriate mix of facilities for each hotel type, architect must create a plan that meets the functional requirements and market objectives as defined by the developer and the management company. The first class and deluxe operators look for efficient plan layout while they are more concerned with the visual qualities of the building and providing a level of amenity; these companies will accept a less economical layout in order to accommodate a more appealing and leasible architectural and interior design features.

The planning and design objectives of the public spaces are that they are designed around the lobby. This arrangement assures that the hotel guests can find the various facilities with a minimum of difficulty and provides the opportunity for the functions to overlap. Hotel atrium lobbies, especially, exhibit such characteristics, where the guest registration area, multiple restaurants and lounges, meeting pre-function space, guest elevators, and upper floor corridors, all occupy the same volume.

A second major objective in high rise convention hotel projects is to organize the public areas with an understanding of their location in relation to their location in relation to guestroom structure.

This is important for two reasons: one, the architect needs to plan the lobby floor so that the major guest circulation from the entrance to the elevators is convenient and logical. Two, the designer must position any long span spaces, primarily the bathrooms, so that they are not directly under the guestroom tower, in order to simplify the structural design of the hotel and reduce construction costs.

Arrival

Larger hotels may develop a number of different entrances to help separate overnight guests and visitors, to reduce the amount of unnecessary traffic through the lobby, to establish a distinct identity for a restaurant or other facility, or to provide increased security. So, the relative need for the main entrance, ball room or banquet entrance, restaurant-bar-casino entrance, tour bus and airport drop-off entrances and condominium entrances should be evaluated.

Each entrance needs to be clearly identified according to its function with a canopy, signage, special illumination or other architectural treatment. Some entrances require space for waiting taxis or buses, others require temporary luggage storage. Orlando or Las Vegas that have heavy volume of arrivals due to convention events requires six lanes of porte cochere for hotel entrances.

The design requirements of the hotel entrances can be summarized under the headlines of design of the canopy, driveways, parking, sidewalks, doors and vestibules. A porte cochere or a covered drop-off at the main entrance and principal secondary entrances for the ball room or restaurant to protect guests from inclement weather should be provided.

Sufficient height for busses and emergency vehicles should be supplied. In many countries a service road around the facility is kept necessary to allow the passage of fire vehicles in case of emergency. The amount of traffic should be predicted before and number of aisles and queuing space for waiting taxis, loading and unloading of passengers and luggage and short term standing including valet-delivered cars, tour or airport busses should be provided.

The garage access should be made convenient to and from the main hotel entrance; if there is valet parking, a location for the valet office near the main entrance should be provided. For the doors and vestibule, a weather vestibule should be provided with revolving or automatic doors to limit temperature differences. Access into luggage storage room should be provided for curb. Ramps must be provided both for the disabled guests and luggage. Pedestrian areas must be designed wide enough for handling baggage, storing baggage carts, and providing doorman or bellman station. Especially when bus locations are considered extra space should be provided for the groups to assemble.

Lobby

The most successful designs carefully balance two features that are visual impact and function. For the most of the past century, until the Hyatt Regency Hotel opened in Atlanta Georgia, in 1967, most Hotel lobbies were relatively small, designed along the same economical principles as the rest of the hotel. However, in the 1970s emphasis shifted toward larger lobbies by the mergence of the convention hotels. Larger hotels, such as convention properties and those located with-in mixed-use projects, require a great amount of space to accommodate the number of guests and visitors drawn to the variety of facilities.

In convention hotels, for lobby space 2.1 m² of space must be evaluated for each room. The restaurant capacities must be designed as oversized since the customer attendance will reach peak levels in late afternoon sessions and at evening. 10 percent of the lobby space is reserved for lobby lounge area.

For management control and security, the circulation for non-resident visitors (to shops, restaurants, meeting rooms and function guestrooms). The minimum width of those routes must be 2.20 m which is two people passing together with luggage. ⁶¹

The front desk length for a 150 room hotel is 4.5 metres at minimum. For each additional 50 rooms extra 3m front desk is added to the lobby. 2.5 meters of queue space must be left in front of the front desk not to obscure the circulation routes. The reception desk must broadly cover the cash, registration and operator rooms and in direct contact with the mail and key banks. Appropriate connections and access must be provided to the front office, safe deposit, executive offices and sales and catering offices from the lobby.

For convention hotels at least 6.1 meter of clear distance should be left in front of the reception for clear circulation. If required a desk and seating should be provided near the front desk for the manager's assistant. House phones close to the front desk and public phones convenient to the lobby should be provided. Generally 1 phone per100 room is preferred.

Locating bars, restaurants and retail kiosks within the lobby is one way to increase the apparent size of the lobby space without adding additional gross area. John Portman states that, additional lobby functions create variety not only in scale

⁶¹ Obcid, Lawson. F.,p 125

but relative level of activity, with relative usage through out the day. In order to accomplish this diversity successfully, the best plans provide clear definition of the several functions that occur within the lobby and make their organization obvious to the guest.⁶²

The planning requirements of most hotel lobbies are same regardless of the type of the hotel. In addition to establishing the image of the hotel, the lobby serves as the main circulation space, directing guests to the front desk, elevators, food and beverage outlets, meeting and banquet facilities, health club, and other public areas; as guests linger, it serves as an information gathering space. It also functions as a security control point, where the staffs are able to visually supervise access to the building.

Additional exterior entrances should be designed for the main lobby, banquet facilities, restaurants or other high traffic areas. The front desk should be located so that it is immediately visible to the entering hotel guest and so that desk personnel can visually over see access to the passenger elevators.

Lifts

Considering the high mass of passenger traffic different lifts are requires for passenger and freight circulation. Separate lifts for hotel guestroom flats and ballroom-meeting room base floors. The "forced flow" between ballroom, exhibit hall and meeting rooms must be maintained via escalators. Special freight elevators of car size must be chosen to carry loads of ballroom and exhibit spaces. Separate elevators are necessary to serve roof top restaurants and bars that are used by outside visitors. For security means special elevators that travel between garage and lobby level must be designed in order to control check-in and check-out flow. For special suites a second reception desk is located at roof floors to ease access of privileged guests. A special elevator is utilized between the garage floors and these floors. Apart from these elevators for staff, luggage and service must also be provided.

The guest elevators are at prior importance for the lobby. In order to provide ease of control, the elevators should be located near front desk and main entrance. Enough lobby space must be left for the handling of the luggage. Bellman station

⁶² Riani Paolo, John Portman (Amer Institute of Architects: Portland),p 120

should be located near the front desk, elevators and the main entrance and the luggage storage should be located nearby.

A seating area near the desk and entrance including some private seating groups and additional seating contiguous with the lobby bar is essential. Clear paths to the front desk, elevators, restaurants and bars, meeting and banquet halls are essential. If possible convention oriented guest traffic must be separated from the hotel guests.

In places convenient to the guest traffic lease spaces should be provided. The support functions such as toilets, house phones, public telephones and assistant manger's desk conveniently in relation to other areas.

Some design issues concerning the design of the lobby are related to the back of house (the front desk), others to food and beverage (lobby bar), and others to organizing the public flow.

4.3.1 Food and Beverage Outlets

Food services in convention hotels cover a wide range of requirements. The outlets include, restaurants, coffee shops, function rooms and banquet services, individual service to guest rooms, employee meals and serviced shops and site outlets.

Each type of production and distribution arrangement has different characteristics but, to a large extent, several of the preliminary stages (bulk storage, preparation and initial cooking) can be rationalized and combined in a central production facility. ⁶³For better service and management the distribution and routes of meals and services should be decided. The use of lifts and integration with other service roads must be evaluated.

⁶³ Obcid, Lawson, p 144

Lounge and Bar Design

The lobby bar was developed in 1970 in order to create activity and excitement in open atrium spaces in large hotels. After it proved itself as a popular meeting space and revenue generator, the lobby bar became standard in most types of hotels and locations Fully open to the lobby space, separated only by planters, railings, a water feature or a level change the lobby bar provides additional public seating when it is not used as a beverage outlet. Nowadays these spaces are also used for continental breakfast or late evening snacks.

The achieve success in operation the lobby bar has to be located in an area that obviously visible to hotel guests. Lounge seating should be preferred for the lobby bar and furnished with sofas, chairs and a few seats at the service bar. A place for the piano or other entertainment facilities must be provided. For food service, continental breakfast and snack service a back of house access must be considered. Completely different than the lobby bar the entertainment bar is enclosed to reduce high noise levels and more closely spaced seating. These type of bars generally feature a sports or entertainment theme. In order to maintain acoustic isolation a sequence of entrance must be designed. By this way the sound and visual isolation between the bar and the hotel circulation area could be provided. Distinct zones for the bar, video games, entertainment and dancing is essential. About 10-25 percent of the bar is generally used for the lounge area. An integrated section to accommodate at least half of the guests- multiple video screens and display of sports- is essential. The entertainment area occupies around 50-65 percent of the total bar area. A separate lounge space is used to make the guests sit outside the active zone. But this lounge should be in visual contact with the service bar and the entertainment zone.

The central kitchen has to be in relation to food and beverage outlets. Noise and disturbance due to discharge of fumes and engineering plants must be avoided. The necessary space for staff facilities must be thought in prior.

The delivery of the goods to restaurants must be supplied by means of elevators or a debarked area. The loading docks of kitchen area must be in direct connection with the control offices, passages to stores and security. Since large scale banquet meetings are of concern; storage of food waste, chilling equipment, recycling and waste containers must be supplied in relation with the kitchen. Vehicle areas must directly reach the waste containers for loading means.

House Keeping and Laundry Services

Hotel house keeping services cover two main areas, the guestrooms (cleaning, linen replacement and removal of waste) and public areas (cleaning, removal of waste and removal of consumable items).

Administration Offices and Staff Facilities

Large number of personnel is employed in convention hotels. Administration services must be located in adequate locations for the control and management of the hotel personnel. The main administrative offices located in convention hotels are, front office, personnel office, engineering office, food and beverage sales office and the general coordination office. The front office services include operators, paging and communication services. In most convention hotels these are extended to provide business services facilities to guest and this type of facilities are also available in convention and exhibition function rooms.

Hotel guestrooms also offer an increasing range of work related and information facilities, including two or more ISDN lines for telephone, computer and facsimile transmissions and interactive television screen systems.⁶⁴

4.4 CONVENTION HALL DESIGN

Ballroom design

Pre-function spaces and Foyers

Separate foyers are required for each of the main halls and for each group of meeting rooms. The foyer provides circulation and assembly space leading to different parts of the hall, including each floor level and any area that may be separated by divisions. Foyers in convention events provide refreshing sessions between working periods. The required area for foyers is 0.3 to 0.5 m² per person

 $^{^{64}}$ Hotel International Guidelines for Hotels: 201 Typical Guest room areas (Hilton Hospitality Inc., 2002) p, 201

based on capacity of hall. The foyer for the main convention hall is generally 0.3 to 0.4 times of the ballroom area. A separate entrance to the backstage area is necessary for speakers, entertainers and technical services (television and projection).

Vestibule should control sound and light penetration and insulation and screening. In vestibules video monitors and viewing panels are utilised to show information on activities and performances inside. The door width of auditoriums must be minimum 2.2 meters.

The main theme, convention facilities of hotels must be carefully considered. The flow of attendees must be very efficiently designed between the ballroom, exhibition room, meeting room and the break-out rooms. Due to site regulations some facilities may be required to be located on different floors, if so; visual coordinating and assistance should be supplied via escalators, grandiose stairs or visible panoramic elevators. 65

Ballroom Dimensions

Although large spaces are necessary for big convention organizations generally rather small conventions take place in meeting rooms and ballrooms. Within periods different organizations overlap and they require independent entrances and exits.

The meeting rooms of different dimensions are utilised for different meeting types with different requirements. Large group meetings that require full attendance are named as "Plenary sessions". These sessions generally take place at the main ballroom. When alternative choices of lecture and symposia occur parallel sessions are arranged at meeting room that are small in size yet close to each other. The workshops that take place with group participation are called "Break-out Sessions". Formal dinning generally take place in main ballrooms and are used for gathering and introductions. For display of related products and information exhibitions are preferred. ⁶⁶

The capacity of the main meeting room is important to attract large conventions. But, the greatest demand comes for the medium size meeting and

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⁶⁵ Ibid, p. 133

⁶⁶ Lawson F., Congress, Convention and Exhibition Facilites: Planning Design and Management (Architectural Press: London), p.64

breakout rooms and smaller meeting and function rooms. Within whole hotel facility 6.6 m2 of public space is required per delegate including Ballrooms, meeting rooms, exhibition areas, reception and existing pre-function rooms in the hotel.

Unlike any other hotel facility the convention hotel requires large service corridors. The minimum width is taken to be 2.7 meters. Due to special technical audio visual requirements and storage of partitions of meeting rooms the usable width of the corridors would be less at finishing. The minimum corridors with for non-service paths are 2.2 meters.

For each group of meeting facility, ballroom and group meeting break-out rooms, enough number of toilets, cloak rooms, meeting-planners office, and business centre must be supplied. The meeting registration desk must be visible from the appropriately located escalators and grand stairs.

The technical space requirements of the ballrooms must be taken into consideration in sections. The projection rooms, control, audio and lighting rooms need overlook ball room. A mezzanine floor should be designed over the prefunction space. The minimum height for a ballroom is 4.9 meters. Yet, a ballroom over 1400m2 requires a ceiling height of 6.1meters. <the central areas of the ballroom are generally kept higher to feature lighting fixtures, air grills and other systems.

Especially for exhibits, direct accesses of loading trucks are essential. Usually convention hotels prefer to use the ballrooms as an exhibit space as well. So if possible the docks should be in direct relation with those spaces. For freight and passenger elevators, these elevators must be separated from the actual elevators of the guest room floors. Otherwise the waiting time of the elevators would increase up to uncomfortable durations.

The Seating

Among the seating possibilities, the layouts that provide comfortable work spaces are preferred. Classroom and conference layout type are among these possibilities. These layouts are generally preferred by small group executive meetings in high quality hotels.⁶⁷

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⁶⁷ Ibid, p 137

Public Facilities and Services

For large halls 2 water closets must be supplied for the first 500 and an additional wc must be supplied per additional 500 attendees in men's toilets. On the other hand 1 urinal per 2 attendees is essential. One washbasin per each wc and one wc for each of five urinals must be maintained. For women's wc's 1waterclosets is necessary per each 75 delegates and 1 washbasin is supplied for each water closet.

In pre-function spaces of large meeting rooms, cloakrooms must be placed with 0.1 m² space for each delegate. In order not to obscure the circulation routes, the counter is set back 1.2 m.

Meeting Room Design

93 m² is considered to be the most flexible room dimension for a typical meeting room that permits flexibility for large and small break-out sessions with either conference or theatre style seating.

The general height for meeting room is taken to be 3.3 meters at minimum.

Meeting rooms require 0.9 m2 area per seat in conference seating whereas they require 1.1 m2 per seat in banquet layout.

One or more large halls with column free structure are essential in convention hotels. Each room must have its own access and lighting, sound, audio visual properties. Large numbers of meeting or breakout rooms are also called as syndicate rooms which are to be used with parallel sessions of meetings. These meeting rooms must be accommodate different sizes of meeting groups with sizes 20,50 to 100 people in theatre and classroom arrangements.

Kept in two types, small meeting rooms are generally furnished under theme of meeting rooms. There are also rooms that can be adopted for dual use. Dual rooms are generally attached together within the connecting doors having an extra storage space. When not used these spaces are utilised as family rooms or suites. In contrary

to normal suites these rooms have higher comfort level with extra air-conditioning and services.⁶⁸

Technical Constraints for Meeting and Ballrooms

Adaptability of meeting space is usually a critical factor in marketing and achieving high utilization. On the other hand, partitioning of rooms adds significantly to the duplication of services and costs and is not normally practical for rooms of less than 80m2. In planning room division, consideration must be given to resulting room dimensions (in relation to furniture layouts, height) optimum ratios of length: width is 3:2 for division into 2 and 2:1 for division into 3. The division into 3 is preferable in larger halls since it allows for 3 separate rooms with 2/3 and 1/3 areas. Both the main hall and each divided area must have individually controlled technical spaces (air conditioning, lighting, communication and audio-visual equipment.). High noise insulation standards must be specified, including, including the flanking of paths through the ceiling. A balance of sound absorbing surfaces is required to the noise due to reverberation in high ceiling areas.

The partitions in large halls must be placed in coordination with the structural framework, for the panel rollers are fixed to the beams. Moreover, enough space must be left at the edges of the halls to hide the panels when not used.

Banquet Organisations

Banquet layouts are usually specific to the occasion. The necessary space is often taken as 1.2 m²/seat to allow for different setups. The necessary banquet space for whole hotel is calculated by assuming 100 percent occupancy of hotel. For formal occasions, tables may be arranged in rows at right angels, social events and conventions usually require clustering into separate groups, often using round tables rating 8, 10 or 12. Ten is normally the optimum group number to give the highest seating density.⁶⁹

For dance activities an area of carpet may be covered by dance square and the tables may be arranged readily around to maximize the view, often with minimal

⁶⁸ Ibid,p 138

⁶⁹ Ibid,p. 140

space between seats. Performers usually require changing/restrooms, separate stage entrance. Storage areas required for furniture and equipment can add up to 5-10 percent of the hall area and its preferred to be located on the same level with ballroom.

Typical row spacing used for seating in conventions is generally1meters between seating. At least two separate independent means of egress is necessary, with the exits sufficiently remote from each other to allow alternative directions of escape must be provided for up to 500 occupancy. An additional exit is required for every 250 occupants above the capacity.

The stage height preferred for convention facilities should be more than 0.3 m. not to screen the stage from the front rows.

For convention meetings minimum depth of stage is 2.3 meters and the minimum width is 4.5m allowing a range of activities such as discussion panels and supporting displays. For clear sight the height of the screen should be places minimum 1.8 m. above the stage.

The function space must be located close to the hotel lobby and it should be easily accessible from this area. Other function rooms such as exhibition halls and audio visual room s need to be placed near the convention hall but within some distance to support sound insulation. Adjacent to the function areas toilets, coatrooms, telephones, and convention service offices must be located. As one of the most distinct property of the banquet halls and ball rooms, direct food service should be supplied to these facilities. The banquet pantry must be located at the same level with the ball room. The necessary storage spaces must be designed adjacent to these halls.

In convention hotels the guest room hotel is preferred to be constructed independent from the convention hall so as to simplify the building structure.

Convention hotels especially those that serve as the headquarters for a major meeting may attract one major group or four or five smaller groups at one time. For the occasions when a single major convention is in the hotel, it is convenient to have the ball room, junior ballroom and several meeting rooms immediately adjacent to each other, perhaps sharing a foyer or pre-function area. This is the usual and preferred arrangement in midsize 250-400 room hotels.⁷⁰

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⁷⁰ Rutes W., Penner R., Lawrence A., Hotel Design Planning and Development (Architectural Press: London), pp 297-298

The coordination among the design team is especially important in the evaluation of the details for the function space. The architectural aspects the proportions, the divisibility, access and the interior design coordination for the finishing, furnishings and lighting have critical importance. Moreover, the engineering projects, the ventilation, the lighting system and the fire protection system need to be designed and coordinated parallel to the architectural and interior decoration projects.

The seat number of a convention hotel ball room is calculated by doubling the guest room number. Different than ballroom the banquet spaces need natural light. The banquet room capacity of a hotel may vary between three times to a quarter of the ballroom of the hotel. The meeting rooms which are built with limited divisions happen to serve with audio visual equipment and are 0.4-0.6 times of the ballroom. The Board rooms which are used for high level meetings are located separate from other meeting rooms and are furnished with superior finishes and audio-visual equipment.

The exhibit halls that are the most profitable spaces of the convention hotels are designed with display access and floor loading and high ceiling. They require high lighting level and the number of booths depend on the size of the convention hotel.⁷¹

Many designers and hotel operators have found that one critical element in the function room is the design of the ballroom ceiling. When a hotel ballroom is set up for a banquet or meeting, the tables and attendees obscure most of the floor and the lower part of the walls. The ceiling though is totally visible and contains downright, chandeliers, and track lighting s well as mechanical diffusers and return grills, sprinklers and sound system speaker, smoke detectors, and movable wall trucks all must be integrated into a single cohesive, organized and attractive pattern. Not only the electrical outlets but telephone television, and microphone jacks, controls for various projectors projection screen, and lights and in some cases a wet utility panel must be provided. Exhibit halls should contain electrical outlets every 3m in floor, ceiling mounted spotlight tracks every 9m on centres and convenient water and drain connections for exhibitors.⁷²

⁷¹ Lawson Fred, Congress, Convention and Exhibiton Facilites (Architectural Press: London), pp.138-

⁷² Obcid, Rutes W., Penner H., Hotel Design Planning and Development, p 300

Leisure Activities

Leisure attractions are important in marketing hotels to business groups. In city centre locations facilities are normally enclosed, as health, fitness or lifestyle suites, to ensure all year round availability. Exceptions may apply, as in tropical climates, where outdoor landscaped pool may also provide attractive vista for surrounding bedrooms and restaurants.

CHAPTER 5

FEASIBILITY STUDY FOR CONSTRUCTION OF A CONVENTION HOTEL IN ANKARA

5.1 The Market Research

In 1970's when the convention and exhibition facilities were introduced it was seen that the trade fairs demanded a lot larger exhibition spaces than existed. This is also seen today in Ankara that although there is enough space for conference activities there is a lack of exhibit area in many cases that should support the meeting activity.

So we can simply state that;

Trade shows and exhibit groups began to find that educational activities are also needed to be served for their industries and what had been pure exhibit events added meeting components to their schedules.,

The meeting activity serves for three basic needs.

- 1. Information based meeting
- 2. Exhibition (run separate or simultaneous with meeting activity)
- 3. Educational Activity (As a commercial, company or political meeting activity)

The key concept for exhibition facility is flexibility. For one thing, flexibility means that individual spaces should have the capacity of being reconfigured to make smaller spaces and even to serve swing space which can be an exhibit hall for one group and meeting room for the next.⁷³

Another aspect of flexibility is to create facilities which can accommodate multiple user groups simultaneously. For example, you need more than one front door to the facility. Every group wants to be made to feel they are the only meeting in town. In most of the convention hotels in city centres, due to lack of space this

⁷³ Spickard Steven, Economic Impact of Convention Centers (presented to 2nd Annual Conference of the National Council for Urban Economic Development), www.hotelonline.com in link with Economic research Associates (ERA), 22.01.2003

becomes an invalid approach. Through design phase, different traffic approaches should be considered in site selection. The basic handicap seen in downtown hotels like Sheraton Ankara, Grand Hotel Ankara and The Marmara Hotel is that they are stuck in small site areas with limited traffic access.

This problem can be solved in site analysis solutions by allowing multiple car park facilities and approaches at ground floor level. A second problem can be considered that, in a single convention or trade show event a boom of four or five day activity is followed by four or five day of move in and move out, during which there are no guests in the hotels.

Generally when two incentive groups are accommodated the schedule is interleaved or moved so that while a group is in the middle of a meeting the other is moving in or out. So the hotel or facility has a continuous density of business.

It is always stated that a new destination or development is harder since the meeting community does not know what to face. In virtually every community there is a demand for people to get together for seminars, parties and weddings. Those users will pay to rent meetings facilities for a few hours, but they do not contribute much to overnight visitation. It is the overnight visitors that create most of the economical impact for convention centres.

One day meetings do not tend to draw people from great distances and even when they do those people have little opportunity to spend significant amounts of money. Only the best facility of a single hotel is not enough. There must be a sufficient quality in hotel; there must be quantity of rooms, personnel that can be booked for use by a single group in advance at a certain discount. There must be additional hotels in good quality nearby to support side market conventions, fairs or other delegates that will stay in advance. Those facilities must be close to meeting spaces, transportation and airport facilities.

For the overnight stays air traffic is chosen where the day use market for short meetings is often composed of drive in traffic. A major meeting location requires convention access.

Other attractions besides the meeting facilities are also necessary to create interest in the specific location. Cities such as San Francisco and New Orleans have become known as great places for adult delegates, with the urban cultures and entertainment and shopping facilities. Other groups may be attracted by the commercial attractions. Disney theme parks have been great for the convention draw

in Anaheim and Orlando. As meeting groups get more resort oriented, golf and other recreational facilities become more important.

The meeting planners rate cost of food and lodging as the first criteria for choice of site selection. Travel connections and costs are close behind in importance. The inventory of hotel rooms is also very important, and is based on the number of rooms that can be blocked for convention business, not on the gross number of hotel rooms in the area. Meeting planners are also looking for a large block in as few individual hotel properties as possible. The hotels built in major metropolitan cities are situated close to each other on the other hand increasing the competitive environment while increasing the possibility to attract a large group of delegates for a large convention activity.

Meeting planners are also looking for a large block in as individual hotel properties as possible, with at least one hotel being sufficiently large to serve as the headquarters for their event. With 50 percent attributes of the city comes next. According to latest trends increasing concern is given to security and crime rates in site selection but general friendliness and attractiveness of the destination is also important. Way down in 32 percent comes the attractiveness of the convention centre.

The conclusion is that the facility alone will not create sufficient attraction for the site. You must have whole package of tourism infra structure to pursue the economical aspect of tourism convention.

The profits from a convention or conference complex come from renting hotel sleeping rooms. According to the survey done by Economics Research Associates, the operational costs of convention centres by themselves are very high. The only profit for a convention hotel can be gained via the rental of hotel rooms and the rental of exhibition areas.

Thus the only way to improve the management would be "to operate the facility so as to maximize facility revenues". The way to do is by booking consumer shows and events which cater to the local market. Promoters of those shows pay great rent, often in the percentage of the gate. The problem with this strategy is that there is little or no expansion in the local economy created.

5.2 Existing Facilities

Most of the prestigious hotels in Ankara; like Grand Hotel Ankara, Dedeman and Sheraton date back to 1960's in terms of construction date. The general ballroom and meeting room configuration of the Hotels here constitute of a large ballroom of 500 to 700 m2 and side meeting rooms varying from 50 to 250 m2. The meeting rooms generally consist of two meeting rooms of 130-150m2 and generally 4 small meeting rooms of 50 to 60 m2.

Today The Stad Hotel, The Grand Ankara Hotel and Sheraton Ankara are going under certain changes to renovate themselves for the convention needs of the 21st Century. The basic lacking property in these hotels is that none of the facilities contain enough exhibition space for a simultaneous meeting and convention activity. Most of the educational and medical convention activities require a large exhibition space, a meeting hall and side meeting rooms to hold simultaneous meeting activities.

The only large scale convention facilities in Ankara can be listed as the M.E.T.U. Culture and Convention Centre and The Atatürk Culture and Convention Centres. These facilities not only stand by themselves but are situated in distance from the lodging facilities. The Convention activity requires close interrelation with side meeting activities that are to feed the side facilities of convention activities. When a convention takes places it brings other sectoral conventions with itself. Thus side convention facilities are required for a meeting to take place. Normally these meetings are housed at the ballrooms of the nearby hotel facilities. In this manner the location of the convention centre is important not only in terms of close access to the rooms but for close access to the side conventions as well.

The convention market requires the meeting space and the exhibition space to be located at the same place. Within Ankara case, the only exhibition spaces are in Atatürk Culture Centre with 3555 m2 and in M.T.A. Association Hall 595 m2 the other exhibition halls are 300 m2. All the exhibition spaces are only for use of government activities, which increases the exhibition space demand of the market.

Nowadays, the only functional exhibition space in Ankara can be named as the Altınpark Expo Centre. This facility which is constructed solely for exhibition facilities is a long distance from the city centre and quite away from hotels and commercial activities.

5.3 Meeting Trends With Respect to Continents and Space Requirements of the Convention Market

According to a research held by International Convention Centres Association (ICCA) in 2003, Turkey hosted 35 large scale international meetings. The research showed that between the years 1993 and 2004 the total number of meetings that took palace in the world showed declination. Within these years the most outstanding factor about Turkey was that the number of attendees per meeting showed inclination. According to ICCA report, speaking for international meetings, the number of meetings that were organized in Turkey decreased from 38 to 35 within the last two years but the number of delegates attending these meetings has increased. From these statements we can state that; the meeting type and scale of the conventions are changing from small scale meetings to larger scale ones. The average attendance number for international meetings is 1412 in 2001.⁷⁴

ICCA ranks top cities and countries in convention with respect to two main criteria. One of these criteria is the total number of delegates hosted through the year, and the total number of international meetings held in that country. So not only the scale but the intensity of the meetings are important in convention sector. The effect of these two categorisations over architectural formation must be evaluated to define the space requirement of convention hotel. The density of the event defines the function scheme of the meeting rooms. If the conventions are not sufficient in certain periods, then the meeting rooms and ballrooms are generally preferred to serve for more local meetings and shows. On the other hand, the market demands for meeting rooms differ in certain continents with respect to commercial and marketing trends in certain continents. Depending on the scale of meetings the dimensions and the number of meeting rooms are considered.

Depending on ICCA 2002 report, it can be stated that America, Europe and Asia show different characteristics in terms of their meeting scales and attendee numbers. Turkey can be classified as a dense convention country. Although the numbers of large scale international meetings are small the attendee number is high.

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⁷⁴ Ünlü Sunay Y., "Türkiye'nin Kongre ve Toplantılardan Aldıgı Pay Artıyor." (Türkiye Seyahat Acenteleri Birliği, AR-GE: 2002), Based on National Statistics Institute (DIE) and International Convention Centres Association 2002 Reports.

Among 40 top travel destinations, Turkey is 15th in attendee number and 27th with respect to total number of meetings.

As a convention location Ankara must be classified under the definition of a downtown convention location. It remains to be the second largest destination with its venue capacity and convention hotel capacity. İstanbul has 68.652 seating capacity with 45 halls where as Ankara has only 10 halls with 23549 seating. When accommodation facilities are compared Ankara has 23 five star hotels and 17 four star hotels with 5638 and 3070 beds consecutively. The number of 5 star hotels in İstanbul is 262 and four star hotels are 1681.

Unlike Europe, in Turkey 5 star hotels serve 54 percent of the convention sector where the 4 star hotels share only 18 percent of the total. The advantage of low cost accommodation is the basic standing point in Turkey. With less accommodation cost, better incentive venues and services can be supplied.⁷⁵

Conventions in the World

Convention trends in 2003 show that 57 percent of total convention events take place in Europe where 17 percent of it takes place in Asia and 10 percent of it takes place in America. The organizers of these events are generally located in Europe as well. The major convention organizers are the official convention bureaus of each city. So in order to attract meetings and association meetings in a systematically and organized way, the destination city should have an official convention bureau. In this respect Ankara should organize its own convention Bureau to reach the meeting potential that it has been loosing for many years as a capital.

Being the base of the corporate industries America holds the first place for the association meetings. But after the 11th of September when the Terrorist attacks hit USA, it lost most of its market share in international market. The European convention customers started to travel either in their own continent or in Asia.

When the numbers are considered within the European continent, West European countries have a higher share of the association meetings in Europe. In these countries both the density of the meetings and the attendee numbers are high. Since

⁷⁵ Republic of Turkey, Prime Ministry State Institute of Statistics (DIE), February 2004 Tourism Report; Tourism Statistics Bulletins (DIE: 2004)

they hold their meetings in neighbouring countries the travel distance is short and the accommodation duration is limited to 1 to 2 days. Generally meetings are preferred to be held in convention centres and hotels are in collaboration with convention venues. As the lodging duration is short, convention hotels are small scale and function as integrated parts of the convention halls, being connected with either bridges or constructed together.

In East European Convention Cities like Denmark, Sweden, Finland and Portugal the meeting numbers are small but the convention attendance is high. The convention halls and hotels require large event venues. The meeting rooms in these countries are generally located at the periphery of the banquet rooms. The meeting rooms and the corridors in between are separated by removable panels and meeting spaces and the corridors can be added to the banquet space by removing partitions.

In high meeting number locations like Kopenhagen, Seul, Vienna and Berlin. the convention halls and meeting rooms are generally separated since the ballroom is specially reserved for large scale meetings all the time.

Scale of Meetings

According to ICCA 2003 Convention Report the majority of the international meetings are 250-500 delegate. The percentage of 2000 people conventions are 8 percent. In international meetings the convention hotels are preferred rather than convention centres. University halls rank third in this list.⁷⁶

International Conventions last four days if held out of country.

Type of Conventions

When the rate of conventions held from 1993 to 2004 is considered, the largest ratio is shared by medical conventions. The second rank belongs to scientific conventions with a ratio of 10 percent. The technology conventions hold the third place with a ratio of 9 percent. The technological conventions are expected to decrease in the coming years where as the medical conventions are about to make a great leap.

⁷⁶ Obcid, Ünlü Sunay Y.,TURSAB AR-GE 2002

In terms of association meetings Ankara has the advantage of being "a city of universities". It holds the forthcoming medical universities and hospitals of Turkey. Considering the figures of medical meetings, Ankara can accommodate important meetings in healthcare sector. Apart from these, education and political meetings are among other meetings categories that the capital holds great potential.

For a projection that is to be made for the coming years an investment that is done over healthcare meetings would serve other sectors as well. Science and healthcare meetings require large banquet halls with cine-vision facilities. These halls can be arranged as ballroom or banquet style if necessary. Unlike conference halls and auditoriums, the halls have the advantage to be used as an additional exhibit space and can be used as banquet halls.

The European and American Trends.

When the scale of meetings in Europe are considered; 29 percent of all meetings took place with 50-249 delegates, 27 percent of it is for 500-999 delegates and the association meetings that are over 3000 people are only 3 percent of the whole market.

We can state that Europe equally shares different meeting types, giving venues for different scales of meetings. So the architectural space configuration of halls in convention halls and convention hotels are formed with respect to these needs. In convention hotels the meeting rooms located at sides. In certain occasions the corridors in between are eliminated where the corridor and the meeting room are included into the hall.

In Europe convention halls are the most favoured type of venues for large scale meetings. Moreover, the convention hotels take the second place in convention meetings.

International Association Meetings

The association meetings are the meetings that are organized by large scale companies. Mainly the sales department, the human resources and general management quarters of large companies organize such meetings. According to April 2001 and 2002 recodes mainly Asian market associations tend to organize these

kinds of meetings. 73 percent of these meetings are sales oriented which require exhibit space for product launches and 50-250 people meeting spaces. The space configurations of sales meetings should be appropriate for parallel meetings where the meetings are held in certain periods and exhibit space is visited in break-out periods. The meeting spaces are generally located in different but consecutive floors if the circulation space is included to the exhibit space. The main idea is to maintain the visual continuation of the convention facility and supply the forced flow between the concourse, exhibit, pre-function and meeting spaces.

The second place in company meetings are education and meeting based. Although small in percentage, this number is expected to increase in the coming years by ICCA. The space requirements of these meetings are generally in the form of conference centre or auditoriums. In Europe, due to increasing trends most convention centres provide an auditorium or conference centre as well as large span column free ballrooms.

Hong Kong takes the first place in company meetings where Germany, England and Holland follow it consecutively.

Speaking locally, within each country 51 percent of companies prefer venues that are located in their own countries. According to ICCA research 52.75 percent of all meetings were shared among first 10 countries in 1999. But in 2000 this number dropped to 15.95 percent. After the 11th September Terrorist attacks U.S.A. lost most of the international conventions. The European conventions that were to be arranged in U.S.A are shared by local European countries.

Future Trends

With respect to surveys most of meetings are under 1000 people meetings. But ICCA indicates that the meetings for 1000 delegates are showing increase. In the past two years the numbers of total meetings have decreased. Among these conventions teleconferencing is becoming more and more popular. This means that in the future, the amount of international conventions will be limited to local, continental conventions. The meeting durations will be shorter but will be done with a larger attendance due to usage of video conferencing techniques.

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⁷⁷ Ibid, Ünlü Sunay Y.,TURSAB AR-GE 2002

Convention Trends in Turkey

In out of season activities; incentive meetings and wellness are among the most favoured facilities in Turkey. The tourist profiles that visit Turkey have an income level of min 2500 dollar/month for 25.3 percent of visitors. The 27.3 percent of visitors have an income level between 1000-2500 dollar/month. This means that either in convention or other venues; the tourist profile in Turkey has the potential to afford five and four star accommodation facilities. Due to the corporate image of conventions a convention hotel may have at least four stars. According to a survey done among convention organizers by ICCA in 2002; most of the visitors show low cost accommodation as a top priority in their destination choice list. Turkey has the capacity to offer high quality service and venues with lowest price available.

Research of Ministry State Institute of Statistics (DIE) show that 25 percent of visitors come to Turkey due to low prices-high quality service, 10 percent visit to understand and learn more about Turkish culture and 15 percent come for shopping with low prices.⁷⁸

Economical Affect of Convention Investments

Each year 75 billion people travel around the world for convention activities. Turkey takes 2 percent of this share having a tourism income of 300 billion dollar. A convention delegate can spend 4.5 times more than a recreation oriented tourist. Moreover the planning and organisation period of a convention is longer than any other tourist activity. The conventions in this respect are harder to be cancelled. For this reason convention activities have a more rooted and strong impact on economy.⁷⁹

Turkey has built its tourism profile over holiday season tourism activities. Yet, for tourism organizations; to increase our share and create new income sources number of venues for other tourism sectors must be increased as well. Simply

⁷⁸ Republic of Turkey, Prime Ministry State Institute of Statistics (DIE), February 2004 Tourism Report; Tourism Statistics Bulletins (DIE: 2004)

⁷⁹ Boyce Handan Gen. Man., İstanbul Conevtnion Visitors Bureau (Torism Gazeteci ve Yazarları Dernegi Bülteni), 12.01.2004

summer tourism wouldn't be enough to supply the necessary surplus and job opportunities if the tourism is to be improved.. Sustainable tourism activities such as convention, golf and spa tourism ensure a back-up for economical crisis's that take place in summer tourism.

According to Municipality of Culture and Tourism, each year 750 000 people visit Turkey in order to attend convention facilities. Around 70 percent of this group is accommodated in Aegean and Southern shores. The basic handicap of these resorts is the seasonal potential is limited to 3 to 4 months. A more sustainable and permanent tourist potential can only held by downtown or suburban activities that will last a larger seasonal duration.

Future Trends in Convention Hotels

In 2003, The benchmark Resorts, Hotels and Conference Centres Company was chosen to be the pioneer of convention industry by ICCA. The research prepared by this group defines the future of the convention facility as "technology" and "strategy". The convention customer requires more technology oriented convention venues and strategically more oriented convention destinations. In other words, simply the construction of a convention hotel is not enough. There must be a government policy to support the investments for meeting venues. İstanbul Convention and Culture Centre can be defined as an example for a meeting oriented strategy. The Sütlüce Renovation Project has begun a renovation project that changed the face of "golden horn". The historic quarters in Sütlüce are now being renovated. Apart from these Koç and İstanbul City municipality has initialized a series of museum projects like Miniaturk and Koç Museum to attract more tourists around İstanbul. Not only the convention event but also the surrounding fabric has become an attraction show case.

The company strategies become more important than the subjects that are discussed in company meetings. The meetings have moved to more virtual environments withinternet connections and video conferencing techniques.

High cost conventions are not favourable.

5.4 Meeting Trends With Respect to Continents and Space Requirements of National Convention Market

The convention market in world requests at least four star hotels for accommodation. The basic advantage of Ankara is the low cost and fine service quality of its hotels. Five star service can be given within a lower cost range. The biggest competition in convention industry is the organisation of unification of hotel facilities and venues bringing meeting and convention potentials together. The downtown hotel facilities need to be organised to hold a big convention simultaneously at the different hotels.

Among the conventions; half of the delegates attend from outside the city. The convention demand reaches 30-40 meetings per year for Ankara. Ankara has 30 percent of Turkey's total convention needs. The event organizers of these events are medical meetings, governmental and political meetings that constitute of around 800 people. The demand for meetings are caused due to location of universities, health organisations, foundations, chambers, community organisations and political parties.⁸⁰

As Sheraton and Hilton Banquet managers state, although there is a market need for 1500 people, there is no such space in Ankara city centre to overcome this demand.

The existing hotel facilities are 60 percent full normally this number increases in meeting and convention periods. The convention season lasts for 9 moths. The season starts in September and continues until mid June. ⁸¹

The demand for small scale meeting rooms is high, the rooms are used by weddings, political organisations, company and private sector meetings. The banquets are full 70-80 percent throughout the year serving for different sectors in different periods. The use groups for small meeting rooms of 40-80 m² are family meals, company organisations, rotary meetings, community organisations and foundations. The banquets are fully used through spring and summer for weddings.

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⁸⁰ Interview with Ugur Gürer, Sales Manager for Banquet and Meeting Facilities, Sheraton Ankara, (Çankaya: Ankara), 05.03.2004

⁸¹ Ibid

While the density of graduation meals and parties increase along summer period as well.⁸²

The basic gap in recreational sector is the variety of entertainment spaces and organisations. There is no variety in the function range while an increase in the number of show cases an brand pubs are increasing. The common approach in hotel investors is that unification of shopping malls, sports centres and cinemas under the roof of business hotels. The space properties of the convention hotel allows for hosting of showcases, mid scale concerts and parties moreover, casino floors can be added to the function schema. The space requirement of the city for show cases and entertainment events will be supplied by the help of convention venues.

5.5 Existing Situation and the Venue Need in Ankara

The research for the convention need in Ankara showed that the convention capacity of Ankara can hold a convention of maximum 700 people at once. The majority of the conventions are turned down due to lack of necessary meeting spaces in convention hotels. Convention Hotels are preferred when compared to convention centres since the meetings generally take place 3 to 4 days in continuous sessions and delegates have the chance to pay a visit to downtown attraction sites at the end of the conventions. This gives the ease to quick access to hotel rooms after meetings. ⁸³

The conventions held in Ankara. are medical, educational, military and political respectively. When exhibit needs are considered educational, medical and trade shows require the most venues. These are international meetings. The demand on small scale rooms like 40.60 and 80 m² is high, in other words the they are fully occupied throughout the season. The banquet halls are used by the universities and schools for graduate ceremonies in summer and for company meals in Ramadan Month for a month. The family meals and wedding meals are organized at weekends which occupies the banquet halls in the weekends.

⁸³ Author, interview with Özaygen Aslı, Conference and Banquet Sales Executive, Ankara HiltonSA, (Çankaya:Ankara) 05.03.2004.

Author, interview with Ugur Gürer, Sales Manager for Banquet and Meeting Facilities, Sheraton Ankara, (Çankaya: Ankara), 05.03.2004

For detailed information please refer to Appendix A, List of Hotel and Meeting Room Capacities in Ankara.

⁸² Obcid, interview with Özaygen Aslı, HiltonSA

The area requirements of organizers generally constitute of a minimum of 400 people banquet hall and 500 m2 meeting space (theatre style). A meeting session requires side facilities, meeting rooms and readily furnished banquet hall of 600 m2 including the stage configuration. All in all, a banquet hall divided into two can serve for a single meeting group due to noise problems. Half of the room is used for the meeting while the other half is kept ready for the next session which is generally the banquet event. In company organizations, side meetings as plenary sessions are held in 40 m2 rooms for high priority meetings. These are simultaneous meetings held by top executive managers.

For trade shows a hall of 700 people is required making up a hall of 1850 m² column free space. The exhibitors require foyer and ballroom space and combination of these are favourable if possible.

The conventions in Ankara take place in 3-4 day continuous sessions. The first day starts with arrival in the evening and the sessions continue through all day long. The lunches are eaten in foyer space as luncheons and snacks. There is not a specific space definition done for this activity yet.

The conventions turned down due to lack of space require halls for 1000-1500 people which makes a space for 1500 m². The problem is that a system is not set in Ankara in terms of situation and location of hotels and convention facilities to house a convention of 1000 people. The convention hotel must house a hall of minimum 1500 people and its subsidiary spaces. The hotels must be located in close proximity to assure parallel conventions that take place in side hotels.

The customer profile of convention delegates of Ankara have high income level. They prefer to stay in five star hotels by 80 percent and prefer business room layout.

The convention season in Ankara lasts for ten months. The season starts in September and ends in June. The conventions generally move to southern season in summer period.

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Ibid, Ugur Gürer, Sheraton Ankara and Özaygen Aslı from HiltonSA Ankara

Facility Needs in Ankara

Many meeting planners state that the convention hotel has to be a one stand shop in itself that will serve both the city and itself. The basic decision in design is the organisation of recreational facilities in Ankara.

Within the year 2003 and 2004 many entertainment centres have opened in the city which are today held in temporary shelters. This shows an emerging sector in Ankara that hasn't found its location due to the growing nature of the city. These facilities are concentrated along the northern band of the Ankara- Eskisehir Road. Located on a disorganized structure, these facilities will get more concentrated and planned as the new infrastructure developments are finished and the development pattern of city becomes legitimate.

Concentrating many activities within and having the necessary venues for any public event, the convention hotel will define the organization of these functions. The hotel has common use groups with entertainment centres and combination of these functions will give successful results both for the needs of the hotel and the long term demands of Ankara.

Locating a casino floor and entertainment halls in hotel will enhance the recreation palette of the city.

The Eskişehir Road and the New-Third Axis of The City

The potential site for a convention hotel is the northern border of Eskişehir Road. The hub of Konya and Eskişehir Roads is the third junction point that connects the main transport axis's. The proximity of three main university campuses, Military and Governmental buildings requires the need for a convention facility. The hotel will be accompanies by the convention halls of universities. In a city where around 60 percent of the conventions are arranged in these markets, the hotel will be easily fed. The entertainment centres of the city are growing on these sites which are situated in a disorganized way at the moment. The construction of the subway system will connect the hotel to the city. The major problem of this site is that there will be no hotel facilities to support the hotel if a large convention is to be held.

As a fast growing district the site will be managed easily while the hotel is being formed by the site references, it will be able to modify the surrounding environment.

5.7 Competition for Convention Market in Ankara

Within the convention market needs of Ankara, the convention and exhibit organizers require minimum of 1500 m2 of exhibit hall and 700m² of banquet space that can be organized for meeting events. The customer profile of events request five star accommodation and quality service. The prestigious location is the third most favoured factor in hotel choice.

The Sheraton, Hilton and Ankara Dedeman Hotels are the most favoured hotels of this group respectively. These hotels hold the convention market of İstanbul in hand. The venue sizes and proximity other five star brand hotels give the possibility to overcome the needs of the organisations.

No single facility in Ankara can house an event that requires 1500 m2 of exhibit space and 1000m2 of column free meeting space.

5.8 Catchment Areas of Ankara

Ankara first appears in historical records in 1200 B.C. when it was captured by the Hittites. Since then the city has been in the centre of different trade routes. Once connecting the trade routes, Ankara is now connecting networks of information and commercial and political activities of Turkey.

From the early periods of construction of republican History until today Ankara has housed the events that caused the construction of a new civilization.

Atatürk's Mausoleum, Ethnographical Museum, State Opera House and Ballet House are among the important sites of the city. Bosgazkoy (Hittite Capital), Gordion (Phyrigian Capital) and Capadocia are among the historical landmarks that define the history of different nations in the lifetime of the city.

Spa is among the recreational facilities of Ankara. Daily trips are organised to Kızılcahamam, Beypazarı region.

Ankara has a variety of Amenities that can serve the recreational needs of meeting organisations. These are utilized within daily trips organized during convention periods.

The Historical site of Ulus, citadel, Roman Bath, Middle East Technical University and Bilkent Cyber parks, the government associations, educational and military maintain the meeting potential and serve for the convention requirements of the commercial and business industry.

CHAPTER 6

A CONVENTION HOTEL PROPOSAL FOR ANKARA CASE

6.1 The Site Analysis of the Selected Location Based on Feasibility Study

According to the feasibility research it can be stated that Ankara requires a convention hotel of 500 keys and a venue capacity of 1200 m² of banquet space and 1500 m² exhibit space. A hotel facility of this size requires a minimum of 12000 m² floor area at ground floor.

Due to nature of convention hotels, the basic criteria for the location of the facility are fulfilment of the space need of the program, close proximity to city centre, ease of access to transport means, proximity to means of convention sources and closeness to historic and recreational sites of the city.

The possible sites that fulfil these qualities are namely the central locations in Ankara which are Kızılay, Ulus, Tunalı Hilmi and Çankaya Districts. Although these locations are perfect in local means, the necessary site area requirements can't be met due to high density settlement and lack of space.

The structural growth of Ankara is basically guided through a cross axis system. The Çankaya- Ulus highway forms the vertical axis while the longitudinal axis Ümitköy-Kızılay cuts this arm on a horizontal axis. The end points and the intersection of each axis creates a focal point. The formation of Ankara city structure resembles the connection of nodes and webs. The different central locations of different characters are woven around certain nodal points. As the nodes have filled their potential and can no longer carry the load, the web is supposed to grow along the west axis which is in Ümitköy direction.

The fourth node that is about to be formed is the Konya-Samsun Highway and Ümitköy axis. This junction has become the second dominant transportation hub since the light rail system and Ankara subway system have carried their second transfer station to this site. Not only the subway but the main bus terminal of Ankara is situated on this hub. These transportation networks not only connect this site to other focal points of the city but also to suburban recreational and historic sites like

Gölbaşı and Ulus and Ümitköy. Since there is not enough space in existing centres, the convention hotel has to be located in an emerging centre where it can find space for the future growth and help the shaping of the settlement.

The possible location for the site is between two main junction points on Eskisehir Road. The site bounded by Sogutozu- Balgat Road and Konya-Samsun Highway is evaluated to be the possible location for a convention Hotel.

Two alternative sites are analyzed through research process in this location. One being opposite to the Ankara chamber of Commerce on the south side of the Eskisehir axis. The second site is again on the south side of the same road where as located adjacent to the Traffic Hospital. The prior is 8500 m2 in base area and is eliminated due to restricted traffic access conditions.

Site Characteristics

The chosen site is 14.000 m2 in base area and is located at the junction of two major lanes connecting Balgat District to the newly growing Sogutozu Commercial zone. The lot is mainly triangular in form and has direct borders to Eskisehir and Balgat Roads. The third border of the site is facing a secondary road which by-passes into Eskisehir road in front of Armada Shopping mall.

The access conditions of site is in optimum condition where the major bus terminal of Capital City is two kilometres in distance. Moreover other bus stations of private entrepreneurs Varan and Ulusoy Bus Stations are right across the street.

The second phase of subway and light railway system "Ankaray" have located their transit station ob the highway border of the site. These stations will connect the site to Ankara and minimize the travel distance to twenty minutes. Direct connections to Ulus, Kızılay, Yüzüncü Yıl and Eryaman districts will be available where the commercial, governmental and office districts are accessible.

The second advantage of the site is that it is located in close proximity to Armada Shopping Mall and the newly forming entertainment and recreational sites around Atatürk Forestry and Farming Site (A.O.Ç.). The convention hotel is expected to serve for the venue needs of the location by its banquet halls and exhibit spaces.

In Ankara Case, the convention hotel does not simply stand serve business men but also for other visitors as well. The Armada site houses a group of hospitals of different specializations. The Private Bayındır Hospital, Women's Diseases Hospital, Traffic Hospital and Gazi University Hospital are among the occupants of the site. Thus, the user profile of the hotel will also include patients, their accompanies and the foreign visitors of those hospitals. Hotel, in this respect, will serve as the residential section of a hospital campus.

The physical location of the site sets the hotel in equal distance to all the activity centres in Ankara including the major sources of convention organizers. The main lanes which are connected directly to Ulus Culture and Convention Centre, the historic site of Ulus and Gölbaşı recreational sites. On the other hand, Eskisehir lane gives direct connection to Çankaya and Kızılay locations.

When the basic venue sources are considered in scope of Ankara case; medical sectors, military and governmental sectors share the first place. The political parties and engineering conventions as well as product launches and commercial exhibitions follow the second place in meeting industry. In terms of local proximity, the governmental buildings situated along the Kızılay direction and political party buildings that are constructed along the Konya Highway give ease of access. Moreover, the Middle East Technical University, Hacettepe University, Çankaya University and Bilkent Universities will be able to use the hotel for educational and engineering conventions. The hotel in this respect is expected to create a technological exhibit platform where these universities can share scientific background with Turkey.

6.2 Detailed Description of The Facility Program

According to the feasibility study based on the national and International trends in Convention industry the following markets requirements are evaluated for a convention hotel that is to be constructed in Ankara.

The hotel is expected to be a self sufficient entity even when merely the national market is considered. The venues are designed to fulfil the needs of not only the convention industry but of the city as well. The building is expected to be a remedy for the secluded lifestyle of Ankara and hence the entertainment and recreational life within the city. In these terms, the lacking space needs and functions like casinos and event spaces for exhibits, show events and banquet spaces are integrated into the hotel. The construction base area of the facility is kept in

minimum increasing the floor levels. The spared site is designed as a botanical garden as the fauna of Anatolia, Middle East are brought together.⁸⁵

Design Decisions

Located on the main highway of Ankara the site needs to be isolated on the northern and western borders. The botanical garden that is designed linearly around those borders assure both the visual and sound insulation that is required.

Due to structural restrictions of large span convention venues the hotel masses and banquet halls are separated from each other. The convention podium extends into the botanical garden where it represents itself visually to the trespassing viewers. The floors of the convention block makes maximum use of the exterior terraces where different levels of botanical garden can be used as exhibit terraces and exterior meeting rooms.

The massive formation of the hotel is designed to break the sequence of vertical buildings that are aligned along the Eskisehir Road. The building creates a triangular silhouette which decreases in elevation in 3 directions. These directions are Kızılay- Ümitkoy axis, Soğutözü –Balgat axis and Armada-Balgat axis's. By this way the visual links created by open spaces in those axis's are emphasized by the hotel located at junction point.

The Sun

The triangular massive formation makes maximum use of the sun. Horizontal shadings are utilized at the southern facade where as the harsh effect of west and east light is filtered by vertical shadings.

The View

The building is basically dominated by the three roads that surround the site. The massing of the block is directed towards the green landscape of A.O.Ç and

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⁸⁵ For detailed information on building program refer to Appendix C.

cityscape at Kızılay direction. On the other hand, the southern and western facades make use of the Çankaya district and M.T.A and M.E.T.U gardens.

Site Access and Orientation

The priority of the Balgat-Söğütözü road is emphasized by the construction of A.T.O. Convention Centre. The A.T.O junction increases its value and emphasis on city infrastructure when compared to Konya and Eskişehir junction. In order to vitalize this generation and maintain the connection with the convention centre the hotel complex is set back on the western border. The major access to convention facilities are maintained via the western border of the site.

The location of the A.T.O. Convention Centre, Armada Shopping Mall and metro station on the southern section of Eskişehir Road are the major influencing factors in the orientation of the hotel and determination of major entrances. The pedestrian access is maintained on the eastern façade where direct visual connection is possible with Armada Shopping Mall. The pedestrians connection with the metro station is also maintained by this way. The hotel entrance is given on the southern border of the site where a safer traffic access would be possible.

The customer access on different directions not only serve for different user groups but makes maximum use of the level differences on site. The entrances are by level differences which assures easy control and direction of the user.

Design Concept

The basic approach in the design of the hotel was to search through the possibilities of variations within a restricted urban site. The variations of public private use are experienced in design phase. The aim of the design was to reflect the variations of public and private spaces in sections as well as plans.

Site Characteristics

The site utilizes a sloped character that ascend from east to west directions. In order to make maximum use of the slope two entrances are supplied into the building at 0.00 and +8.00 levels. The first entrance is directly connected to Balgat

road and used for public access to convention and exhibit halls at ground floor. The +8.00 level entrance is utilized as the main entrance for hotel visitors.

The public spaces and meeting rooms are designed to make maximum use of the sunlight. Horizontal shadings are utilised at southern facades where as vertical shadings are preferred to block the harsh effect of eastern and western light. A third entrance at 16.00 level is visually linked to subway station and allows the pedestrian entrance.

The spatial structure of the building is constructed on the idea that the building has to perform both the identity of a public building and private residential identity of the guest floors. The degradation of privacy is expressed both in public floors and guestroom floors. The building is vertically divided in to secondary and thirtiary atriums. As the level increases the user groups of the elevated atriums are also separated in the mean time grouped among each other. The secondary atrium houses an executive meeting room and the third and highest atrium serves as the express reception for the V.I.P. visitors which are accessed by a private elevator from the garage level.

The convention activity literally means the sharing and marketing of ideas under one roof. This basic idea is taken to be the main concept within the building. Therefore the exhibit halls, banquet halls and the meeting rooms are gathered around an atrium space where both the integration of delegates are assured and the prefunction spaces are overlapped.

The main venue rooms are located in layers sharing the same service cores that are solved at the corners of the block. The access to each floor is supplied by escalators. The aim of locating meeting venues in different layers is to separate different user groups if different organisations are to take place in the hotel. The flexibility is also maintained within the building by vertical connections both visually and physically.

The hotel is accompanied by 4 different restaurants that make use of the views in 4 different directions and levels. The public restaurants are located on eastern and western sides of the building. The hotel guestroom mass is finished by a roof top restaurant and bar which makes maximum use of the view of Ankara, the gardens of M.T.A. and M.E.T.U.

The podium and the guest floors of the hotel are separated from each other by a hospitality floor. These rooms are specially designed four bay suites that serve the executive managers during luncheon sessions. The suites are equipped by a bedroom, two living bays and a cocktail bay where meetings and private meals can be given. Since these rooms are specialized rooms to serve just for convention facility they have the risk of being free on out of season terms. The division of these suites are supplied in order to convert these four bay suites to two bay suites so that they can be used as guest rooms.

Expectations on Future Growth of The Site

It can be said that the settlement zones in Eskisehir road are defined and limited by junction points. When the characteristic sequence of the zones are analyzed through West –East direction, it is seen that the housing stock is blocked by a line of governmental settlements. This segregation is broken in Armada junction where the governmental buildings are replaced with healthcare and commercial functions. On the other hand, the southern section of the site is part of a new residential stock that has gained velocity in the last few years. A hotel building is expected to bring diversity in terms of mix of uses. It is by the help of this diversity that different user groups are expected to be involved within the site.

The future growth of the site is expected to be an entertainment centre in character which Ankara as a capital has been striving for a long time to gain its vivacity. Increasing night life and investments on entertainment centres prove the direction of growth in Ankara.

The major handicap of the site is that the continuity of the pedestrian flow is blocked by the rapid transition of the highway. Although the subway passages and pedestrian bridges try to connect two sides of the road, the necessary connection is not supplied for continuity.

Although the existing identity of the site represents a residential character, this is expected to be transformed into commercial and office zones in a near time. The hotel mass with its surrounding structure is expected to be read as the modern and changing face of capital as it is perceived from the entrance of the city.



Fig 6.1 National and international airtransport routes.

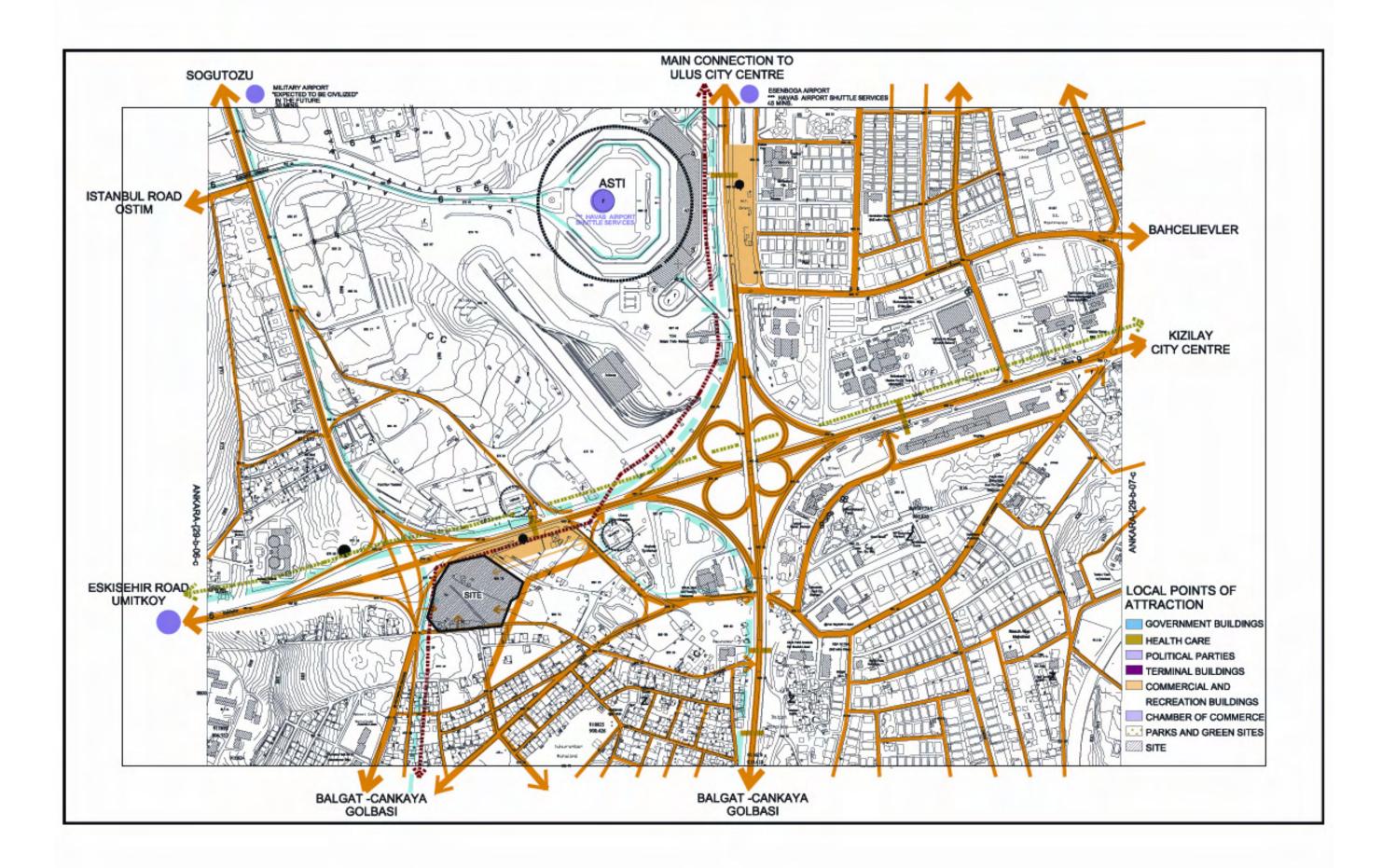


Fig 6.2 Framework of transport lanes for Ankara.

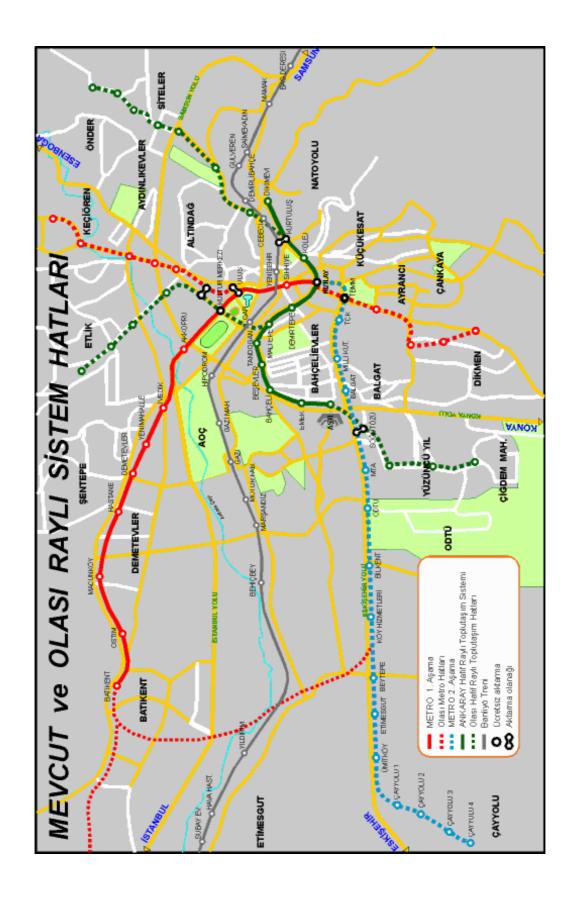


Fig 6.3 Framework of subway and lightrail systems in Ankara.

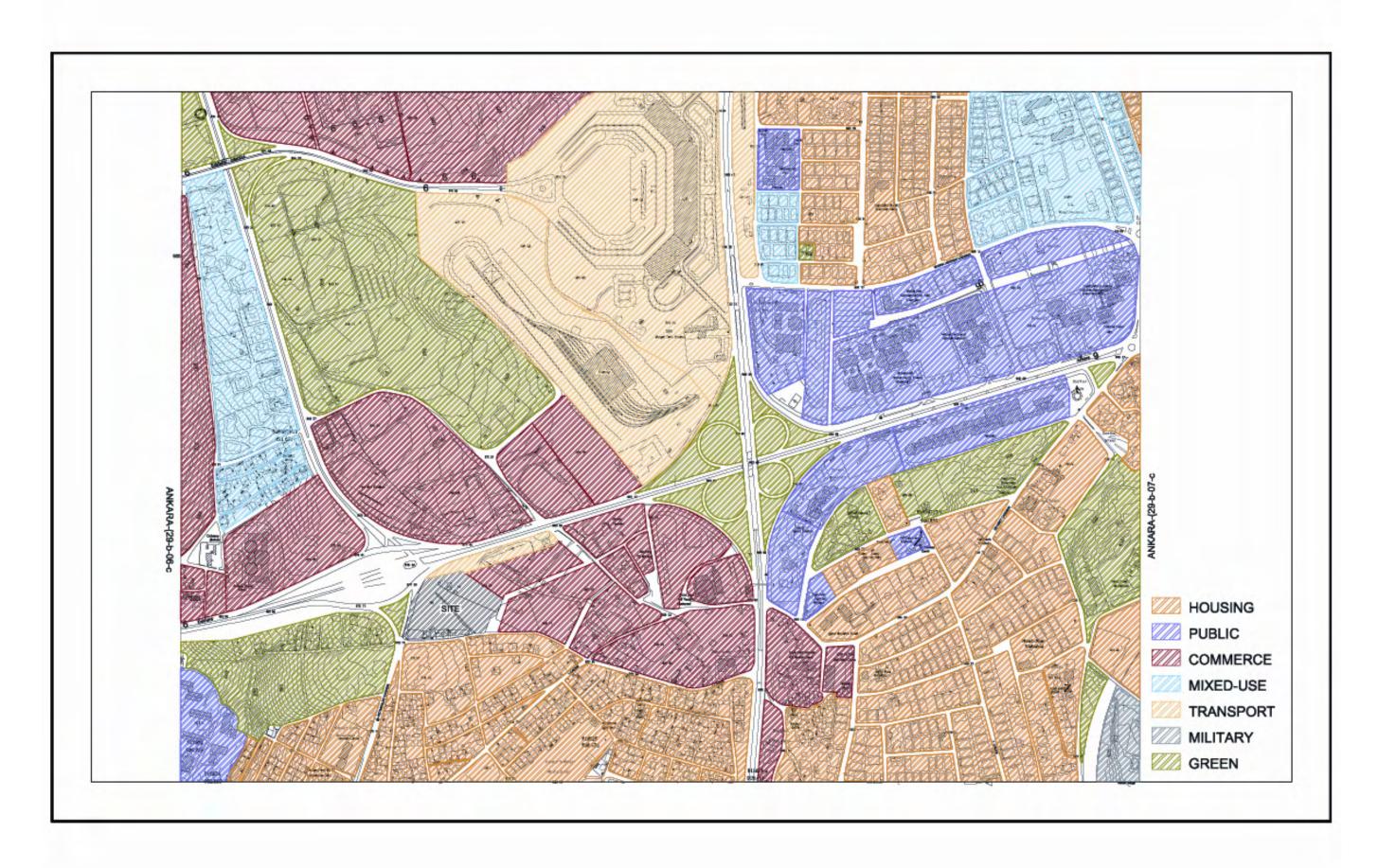


Fig 6.4 Zones of settlement for Konya-Eskişehir junction (West Corridor).

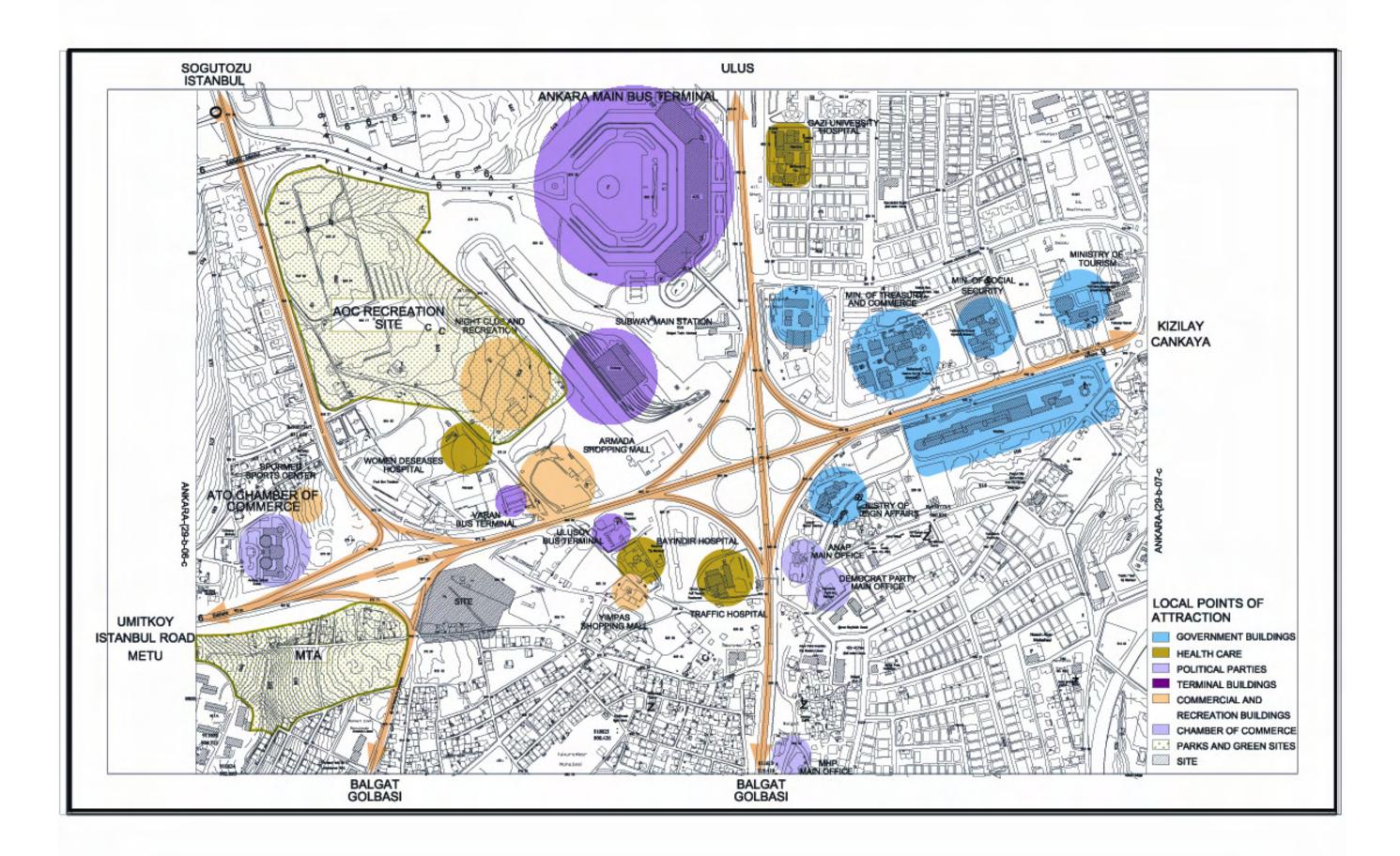


Fig 6.5 Main attraction points of site.

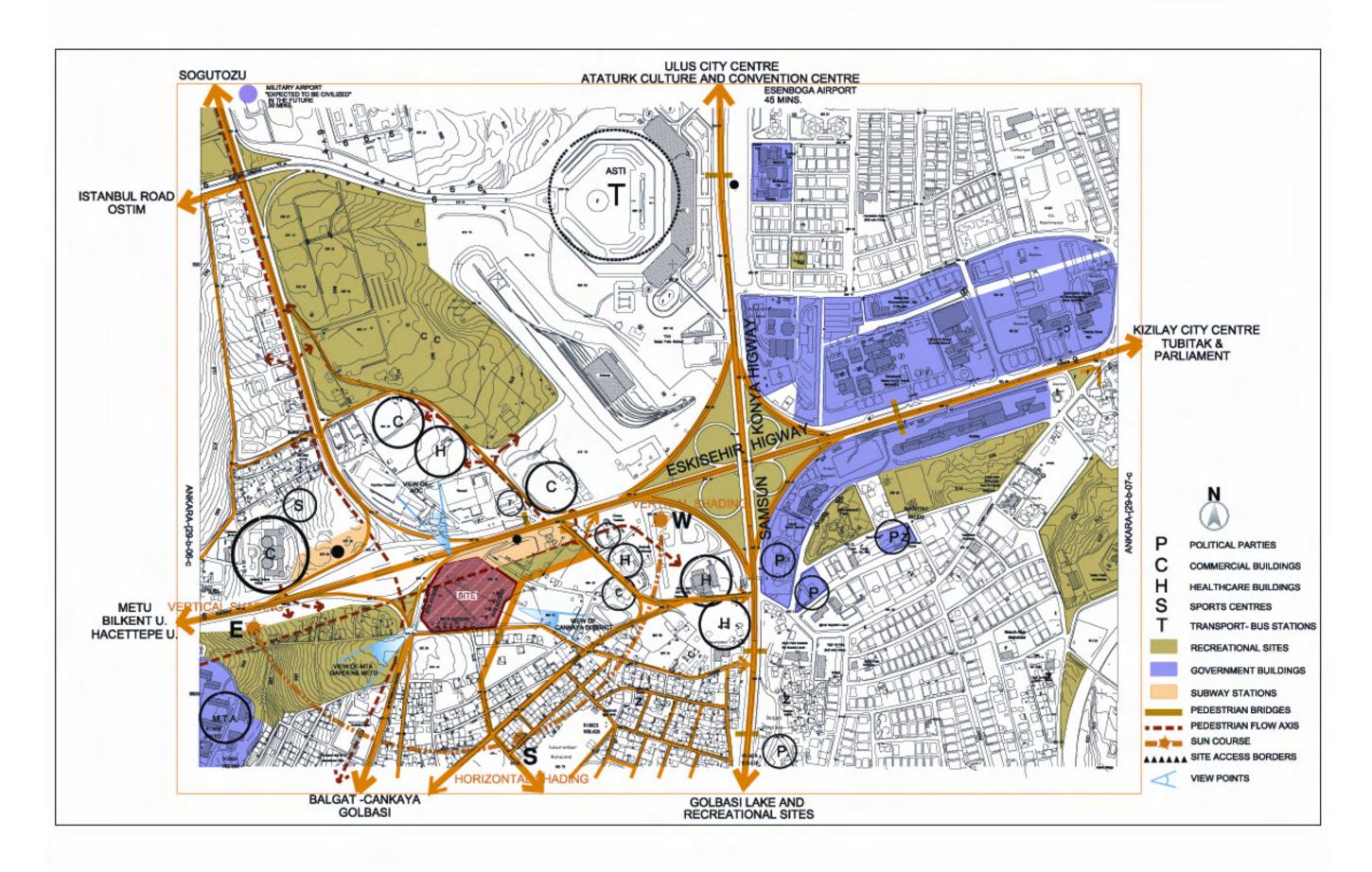


Fig 6.6 Design strategy; design decisions on access, orientation and connection .

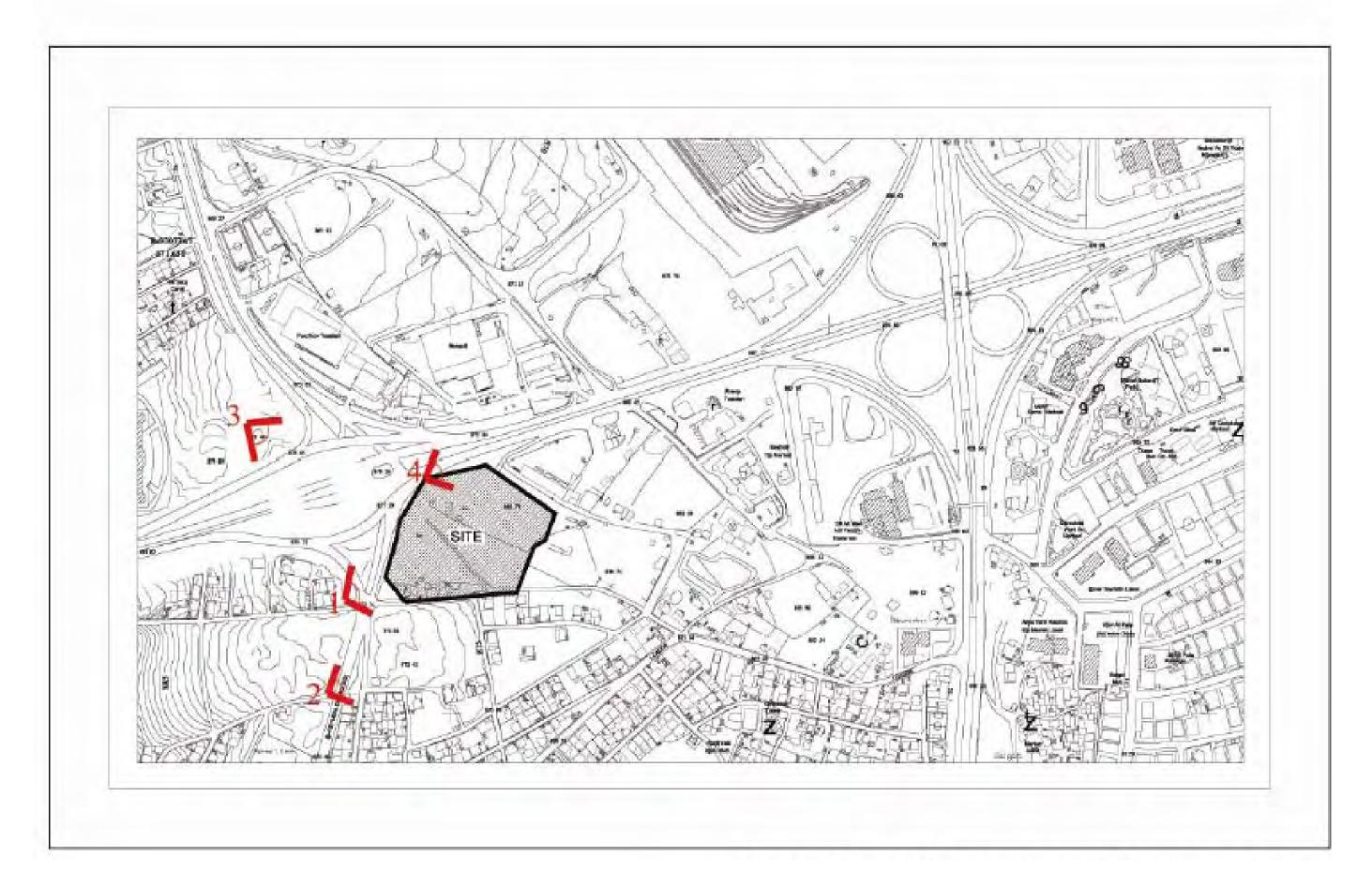


Fig 6.7 Reference sheet for site photos.



Fig 6.8 View from Eskisehir Road (Pic 1)



Fig 6.9 View from Balgat Road (Pic 2)





Fig 6.10 View of Site From ATO (Ankara Chamber of Commerce) (Pic 3-4)

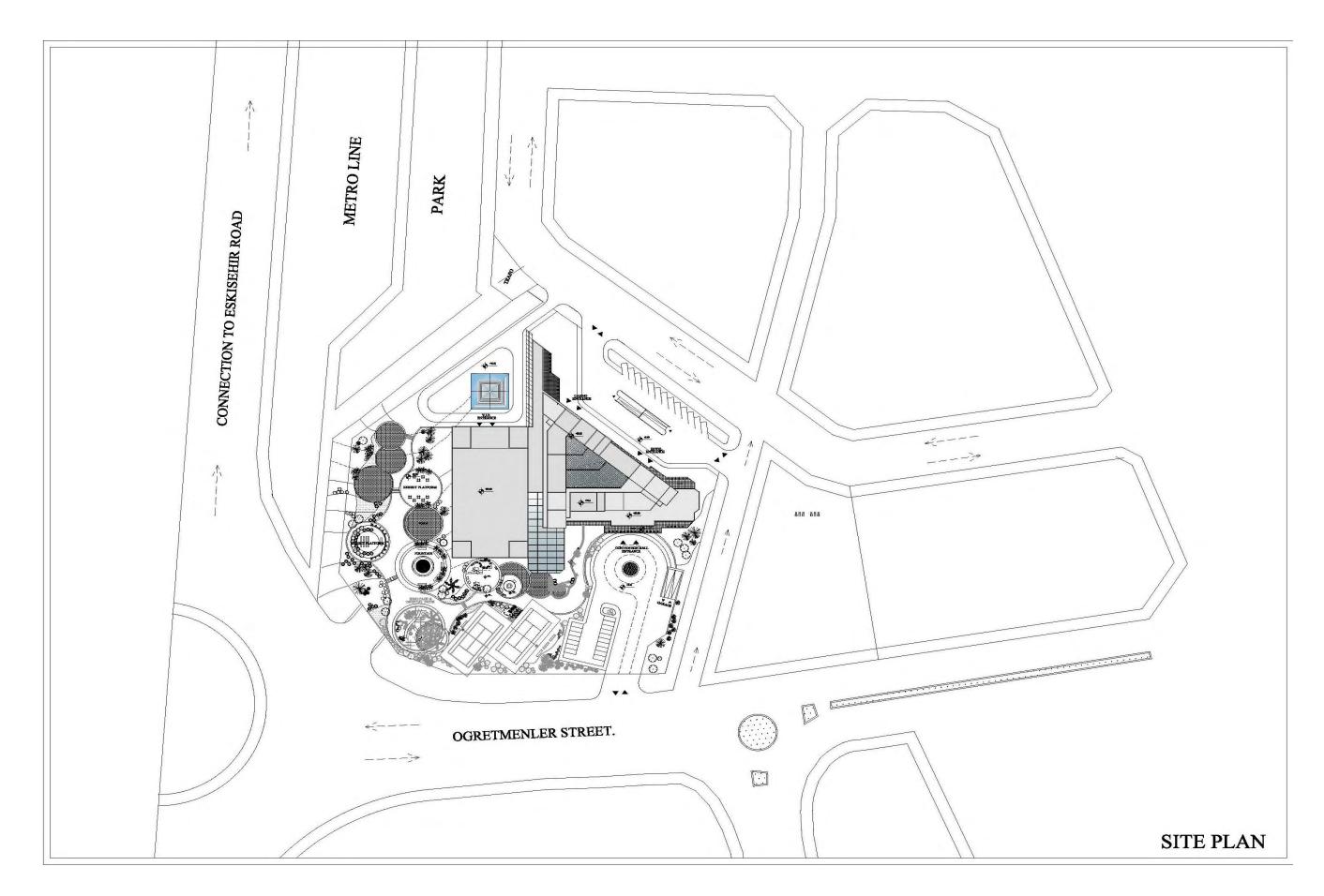


Fig 6.11 Site Plan

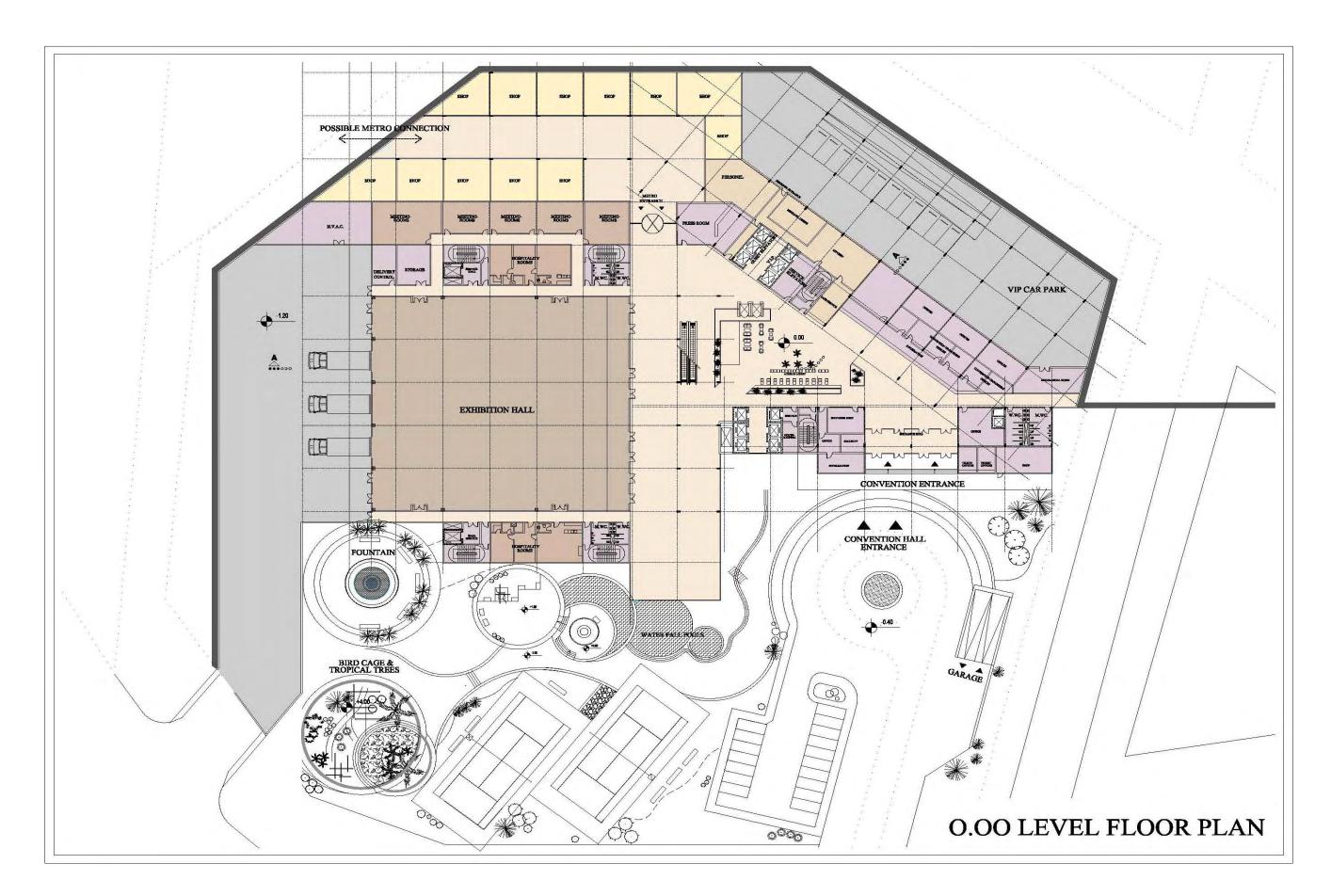


Fig 6.12. 0.00 level floor plan.

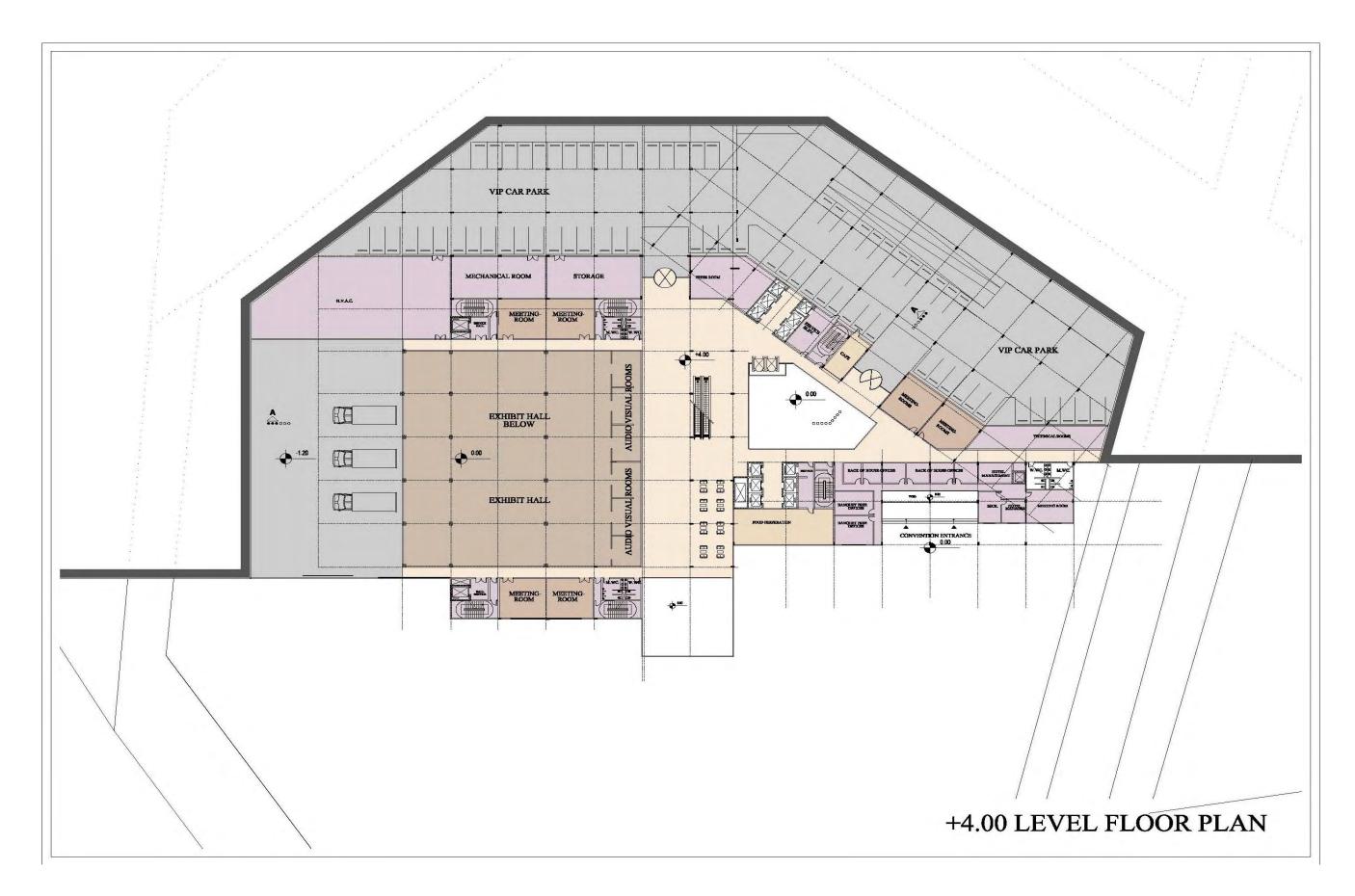


Fig 6.13. +4.00 level floor plan.

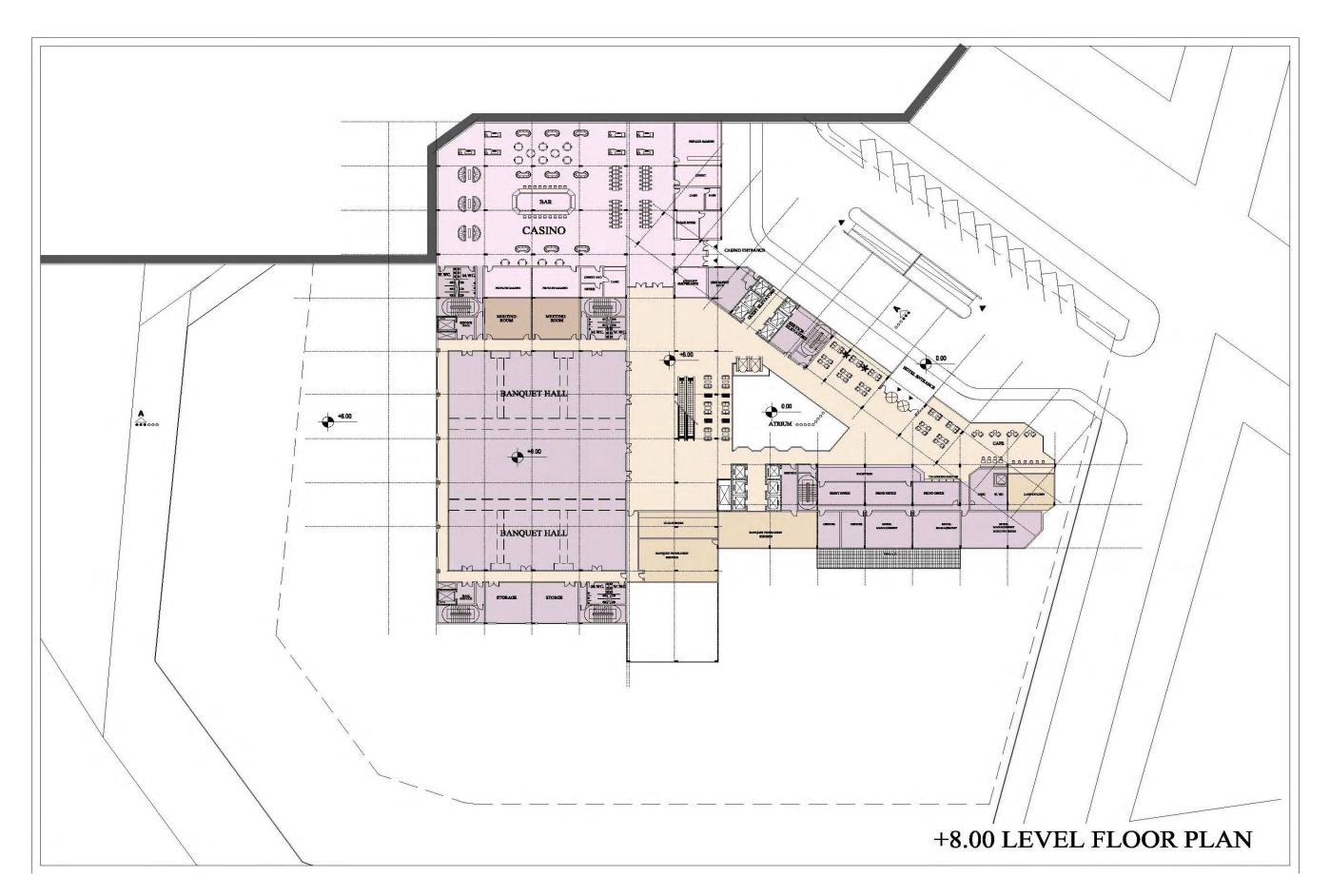


Fig 6.14. +8.00 level floor plan.

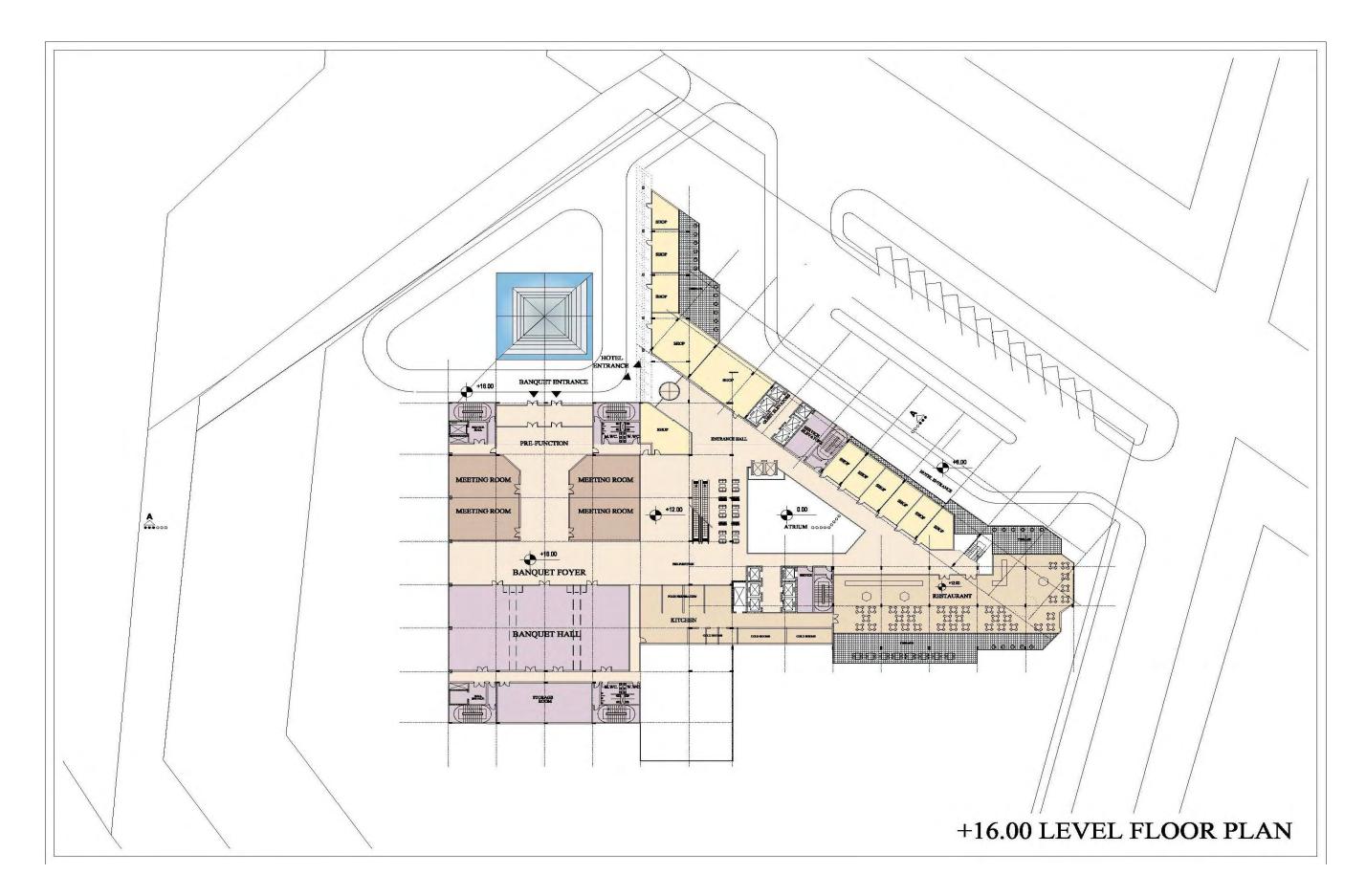


Fig 6.15. +16.00 level floor plan.

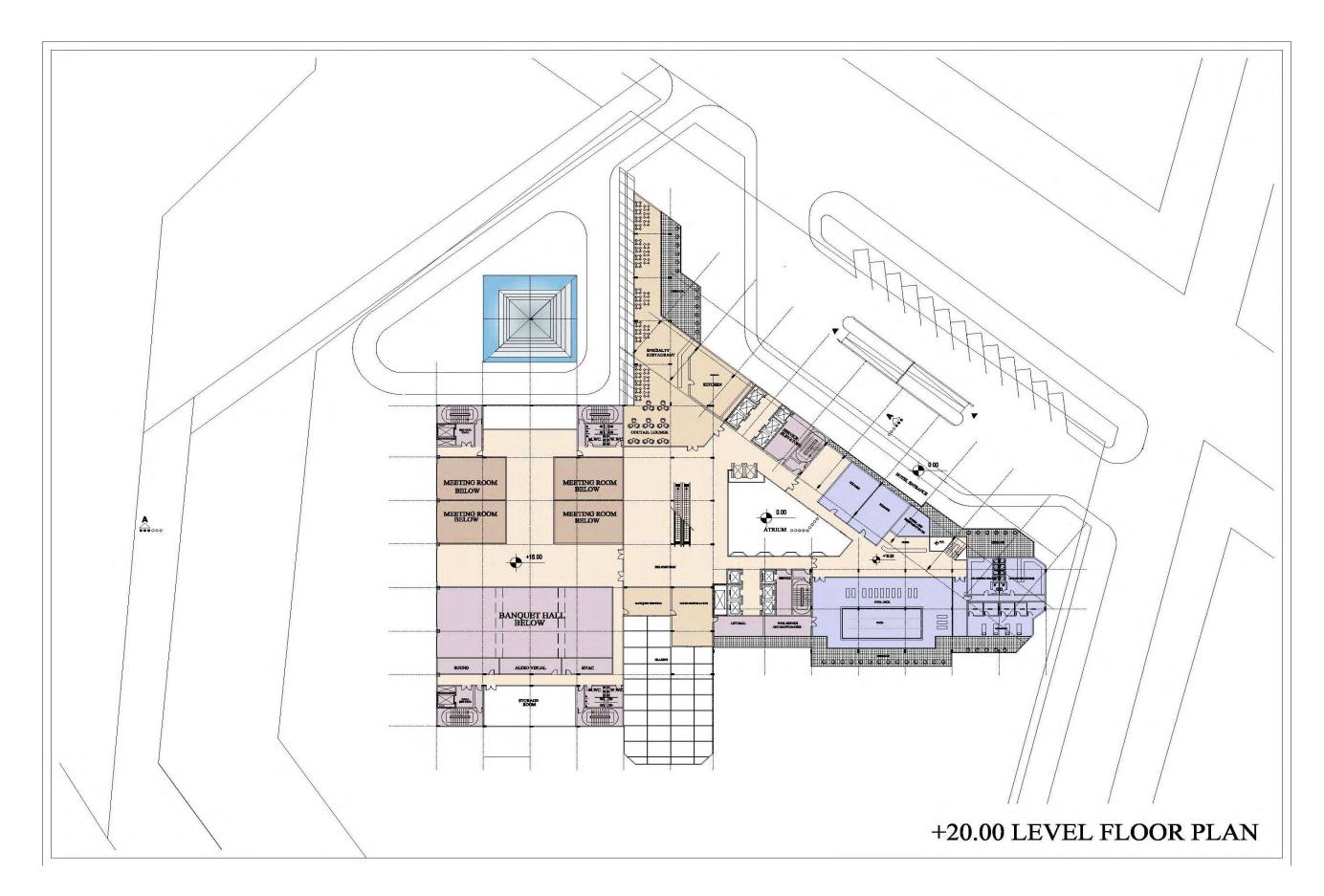


Fig 6.16. +20.00 level floor plan.

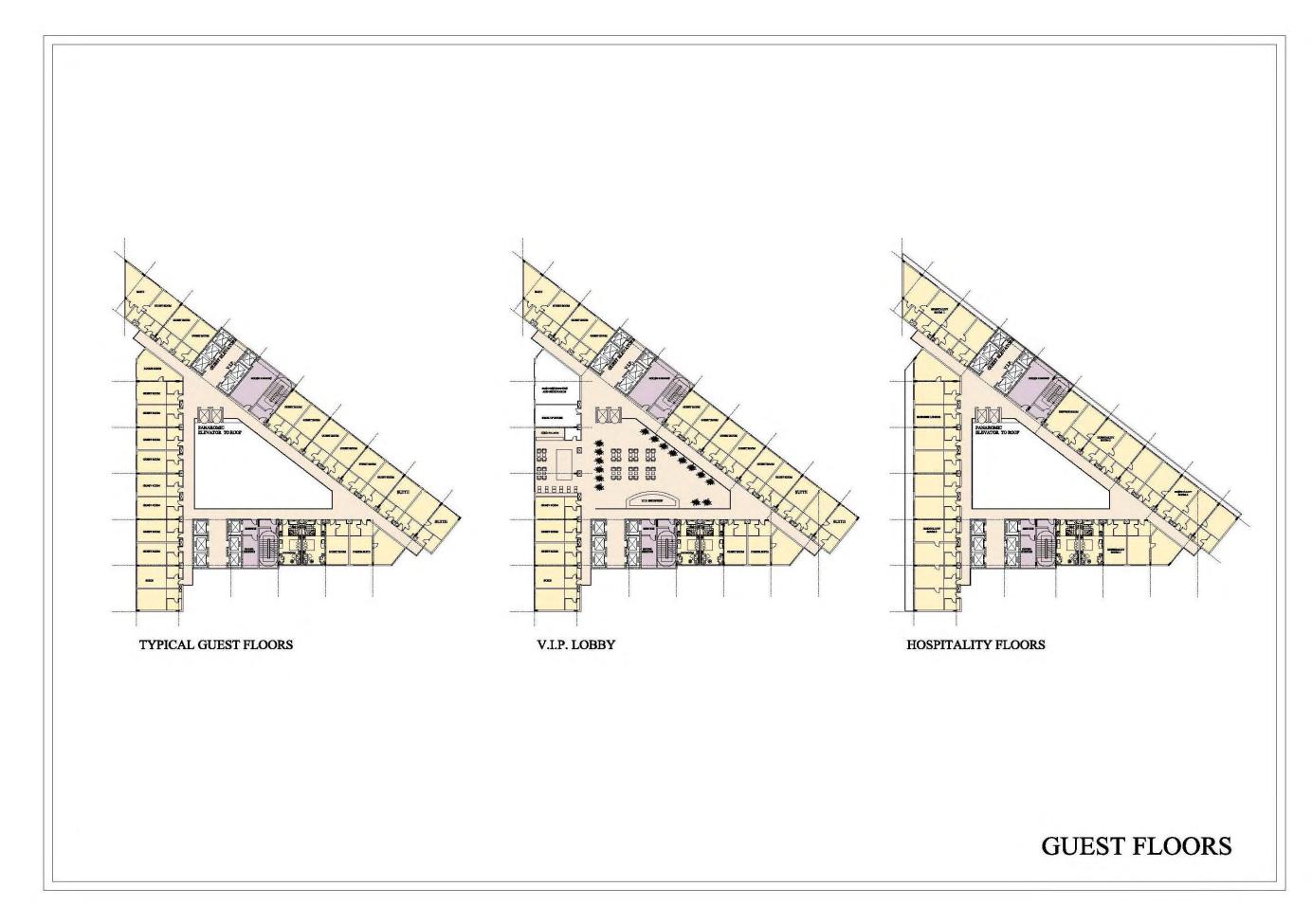


Fig 6.18. Guest floors

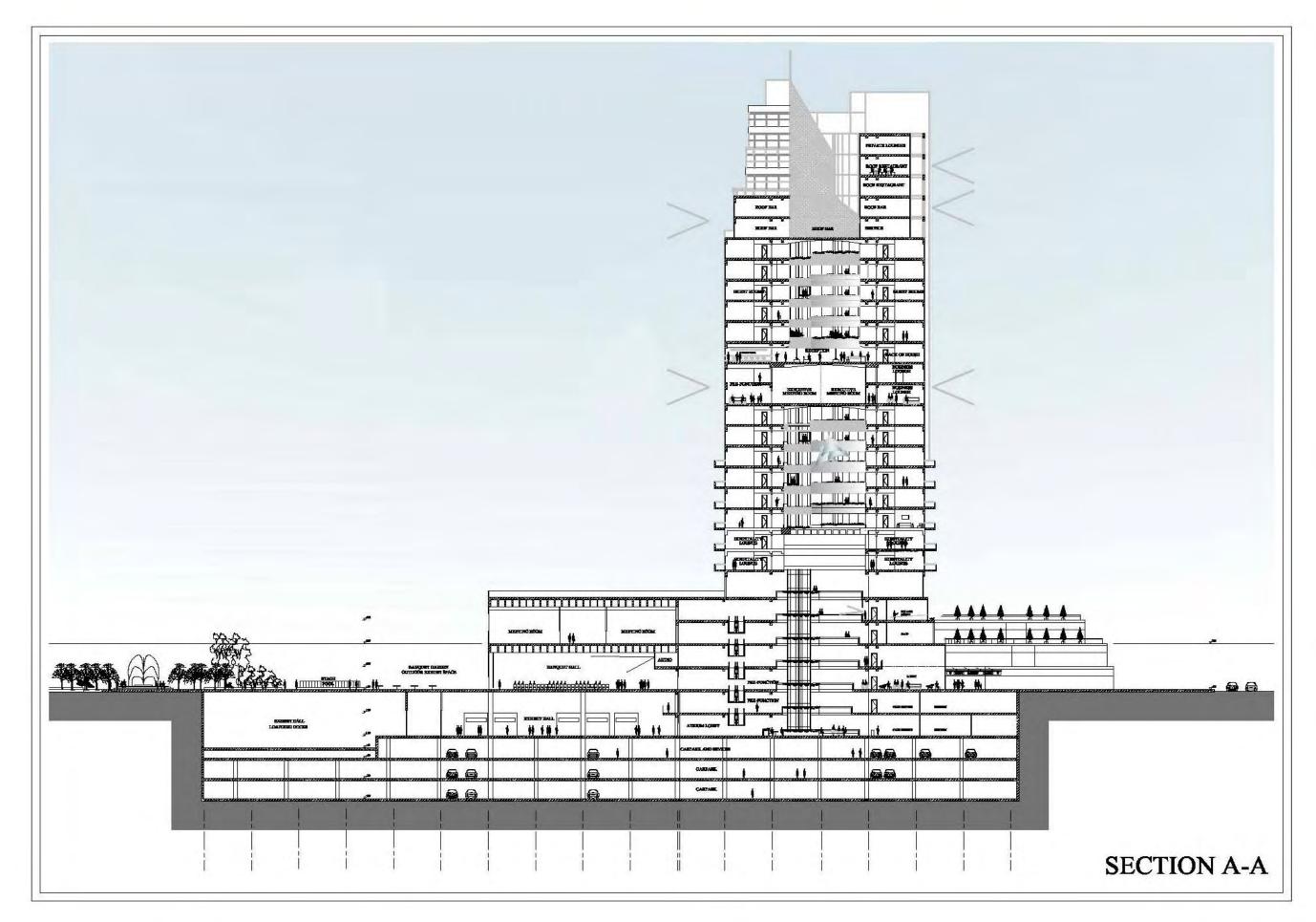


Fig 6.19. Section A-A



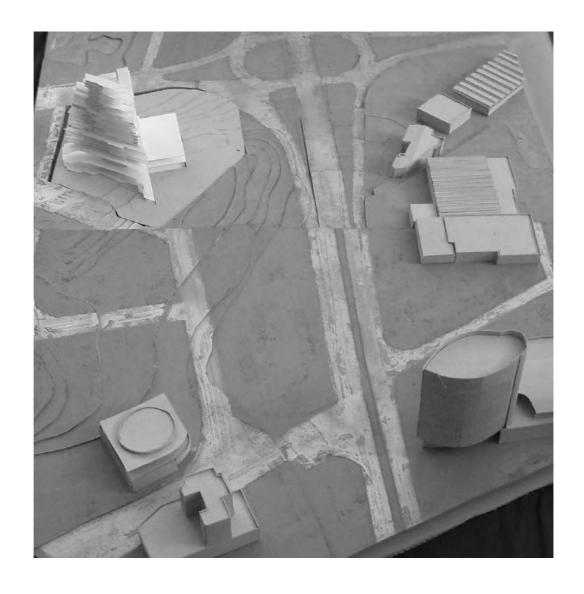
Fig 6.20. North elevation.



Fig 6.21. South elevation.



Fig 6.22. South elevation.



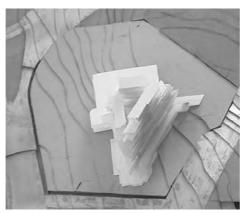


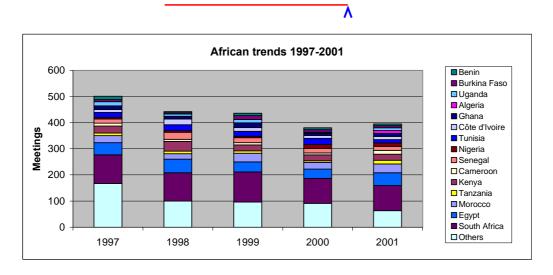


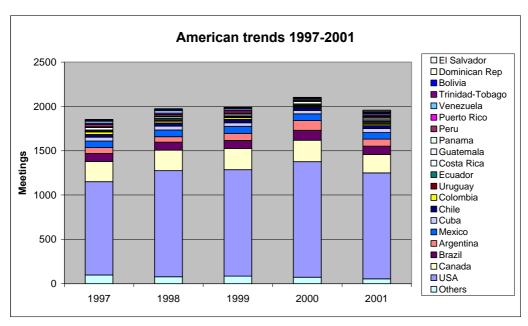
Fig 6.23. Views from 1/500 Model

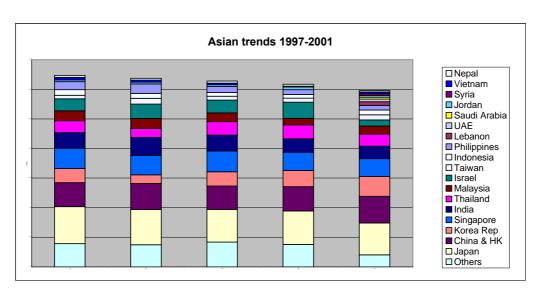
APPENDIX A: EXISTING HOTEL CAPACITY OF ANKARA

HOTEL ADDRESS		L CAPACITY		ESS HALL			TION HALL	SEASON	TECHNICAL FACILITIES
	ROOM	CAPACITY(lodging)	NUMBER	CAPACIT	Υ	NUMBER	CAPACITY		
KENT HOTEL Mithatpaşa Cad 4.Yenişehir			4		150 25	-	-	Whole Year	Slide machine, overhead projector, Video,TV,sound system
MERIT ALTINEL HOTEL Tandoğan Blv 151	171	256	4		100 15	-	-	Whole Year	Slide machine, overhead projector, Video,TV,sound system,tape player
SHERATON HOTEL Noktalı St. Kavaklı dere			5		60 20	-	-	Whole Year	all technical facilities
STAD HOTEL İstiklal St. 20 Ulus	225	401	2	60	20	-	-	Whole Year	Slide machine, overhead projector, Video,TV,Flip Chart
ANKARA BEST HOTEL Atatürk Blvd.195			1	300 850		-	-	Whole Year	all technical facilities Slide Machine, overhead
ANKARA DEDEMAN HOTEL Akay- Büklüm st. 1	291	436	4	500 500 450 300		1	75	Whole Year	projector, video,TV,sound system,simulataneous translation system
BEST APART HOTEL Uğur Mumcu st. 71 G.O.P			2	500 500		-	-	Whole Year	set sound system, projection
BİLKENT HOTEL Lodumlu Bilkent	100	200	9	10-20 20 35- (6 adet) 150		4	10 (3) 20	Whole Year	all technical facilities Slide machine, TV, sound system projection curtain
GRAND HOTEL ANKARA Atatürk Bivd.183	193	396	2	600 80		1	200	Whole Year	Slide machine ,TV, sound system, projection curtain, overhead projector, sine vision
GRAND SÜRMELİ HOTEL Cihan st 6 Sıhhiye	205	310	6	750 450 3 90 25	350 45	-	-	Whole Year	Film and slide machine ,T\ sound system, projection curtain, overhead projector sinevision system
HILTON HOTEL Tahran st. 12 Kavaklidere	323	486	8	600 250 170 150 130 60	60	_	_	Whole Year	Slide machine, overhead projector, video,TV,sound system,flipchart, projectior system, projector, spotlight tape player
İÇKALE HOTEL G.M.K Blvd 89 Maltepe	020	700	3	500-450 250-200 150		-	-	Whole Year	sound system, curtain,T.V.,video, slide machine, overhead projector
BÜYÜKHANLI PARK HOTEL	110	165						Whole Year	

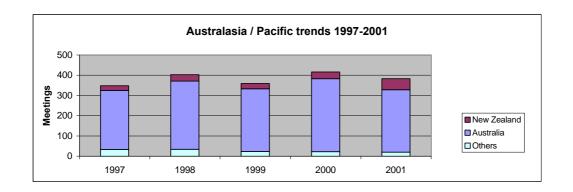
APPENDIX B: CONTINENTAL CONVENTION TRENDS

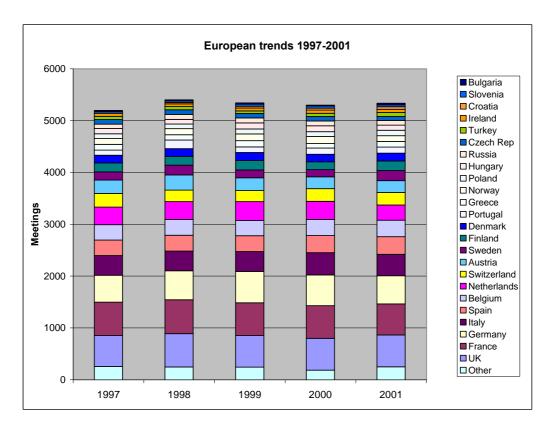


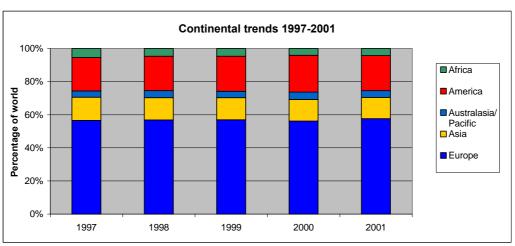




APPENDIX B: CONTINENTAL CONVENTION TRENDS







APPENDIX C: BUILDING PROGRAM FOR 500 ROOM CONVENTION HOTEL

Guest Room Distribution In Total

Total=	500 Keys
Presidential Suite	1
Executive Suite=	1
Conference Suite=	4
Hospitality Suite=	4
Junior Suite=	10
Double Double=	280
King Room =	220

Guest Rooms

477 Guest Rooms	1 Bay	32 M215264 M2
3 Guest Room For	1 Bay	32 M296 M2
Handicapped		
10 Junior Suite	2 Bay	48 M2480 M2
4 Hospitality Suite	4 Bay	128 M2512 M2
4 Conference Suite	3 Bay	96 M2384 M2
1 Executive Suite	5 Bay	160M2160 M2
1 Presidential Suite	6 Bay	192m2192 M2

Total 17088 M2

Public Areas Food And Beverage......1560 M2 Coffee Shop350 M2 Bank Specialty Shops......75 M2 Convention Facilities.......4180 M2

Subsidiary Rooms (Cloak Room, Toilets)......80 M2

Administration	847 M2
Front Desk And Front Office	250 M2
Reception	25 M2
Security Office	20 M2
Asst. Manager	
Director Of Rooms	20 M2
Reservation Manager	25 M2
Phone Operator	20 M2
Fire Control Room	12 M2
Safe Deposit Area	10 M2
Counting Room	20 M2
Work Area And Mail	15 M2
Subsidiary Rooms S (Toilet, Storage)	20 M2
Ups Room	15 M2
Executive	135 M2
Reception	15 M2
General Manager	15 M2
Executive Assistant Manager	15 M2
Food And Beverage Manager	15 M2
Secretary	10 M2
Conference Room	25 M2
Subsidiary Rooms (Toilet ,Storage, Copying).	40 M2
Ups	20 M2
Accounting Office	210 M2
Reception	20 M2
Controller	20 M2
Assistant Controller	20 M2
Cashar	20 M2

Payroll Manager	20 M2
Accounting Work Area	25 M2
Computer Room	15 M2
Secretary	15 M2
Subsidiary Rooms /Toilet ,Storage, Copying)	40 M2
Ups	15 M2
Sales And Catering Offices	225 M2
Reception	15 M2
Director Of Sales	15 M2
Sales Representatives	20 M2
Director Of Public Relation	15 M2
Catering Manager	15 M2
Banquet Manager	20 M2
Banquet Représentatives	20 M2
Convention Service Manager	20 M2
Function Book Room.	15 M2
Secretary	15 M2
Subsidiary Rooms (Toilets , Storage, Copying)	40 M2
Ups	15 M2
Service	4500 M2
Food Preparation	1150 M2
Main Kitchen	950 M2
Preparation Area	270 M2
Butcher Shop	30 M2
Bake Shop	65 M2
Vegetable Preparation Area	75 M2
Meat Preparation	50 M2
Salad And Desert Preparation Area	50 M2
Cooking Area	150 M2
Main Cooking	100 M2
Short Order Cooking	50 M2

Sanitation	250 M2
Dish Washing	100 M2
Pot washing.	100 M2
Garbage And Trash Removal	50 M2
Serving Area	180 M2
Restaurant Pickup	75 M2
Banquet Pick Up	75 M2
Room Service Area	30 M2
Subsidiary Rooms	100 M2
Chef's Room	10 M2
Service Bar	30 M2
Staff Toilets	60 M2
Food And Beverage Storage	660 M2
Dry Food Storage	60 M2
Refrigerated Food Storage	50 M2
Frozen Food Storage	20 M2
Beverage Storage	30 M2
Refrigerated Beverage Storage	10 M2
Non-food Storage	30 M2
Receiving –Storage	80 M2
Receiving-Trash	200 M2
General Storage	180 M2
Employee Area	515 M2
Personnel Offices	90 M2
Security	15 M2
Employee Lockers	300 M2
Employee Dining	110 M2
Employee Manager	20 M2

Laundry And House Keeping	550 M2
Laundry	350 M2
Valet	40 M2
Laundry Manager	10 M2
Supply Storage	50 M2
Laundry	200 M2
Linen Storage	50 M2
House Keeping	200 M2
Lost and Found	10 M2
Asst. House Keeper	100 M2
Equipment Storage	30 M2
Linen Storage.	50 M2
Engineering And Mechanical	1050 M2
Mechanical And H.V.A.C	775 M2
Mechanical	350 M2
Boiler	100 M2
Pump	75 M2
Transformer	100 M2
Emergency Generator	150 M2
Engineering Offices And Repair Shops	275 M2
Recreation	730 M2
Closed Swimming Pool And Deck	300 M2
Health Club.	200 M2
Exercise Room	100 M2
Sauna	100 M2
Racquetball (2)	60 M2
Shower And Toilets	40 M2

Healthcare (Doctor And Nurse)	30 M2
Billiard And Game Facilities	150 M2
Carpark	700 Cars
Total Construction Area:	39075
M2	
(With 25 percent Circulation Area)	
Minimum Site Area Requirement:	12.000
M2	

- 3 Convention hall elevators
- 2 Escalators between meeting and exhibit floors
- 6 Guest elevators two of which connect garage and lobby floors
- 3 Service elevators one being freight
- 2 Truck elevators to serve the exhibit and banquet floors
- 6 Truck dock (for exhibit hall)
- 1 Housekeeping room for each 15 guestroom at floor with necessary evacuation stairs.

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