Learning Objectives

Upon completion of this unit, students should be able to:

1. Describe guestroom and suite planning and the design process for the lobby of a hospitality property.
2. Summarize the function space design concerns and the design process for food and beverage outlets.
3. Describe the hotel development process and the design of recreational facilities and administrative offices.
4. Summarize back-of-the-house design concerns for a hospitality property.
5. Describe the concept development process for food service facilities, and identify regulations that affect the construction and operation of food service facilities.
6. Explain the makeup and responsibilities of the project planning team, and describe food service facility layout.
7. Summarize design issues in the receiving, storage, and kitchen areas.
8. Summarize design issues in the dining room, employee facilities, and office space areas, and explain how finished blueprints are evaluated.

Unit Summary

As with most of the other units, Unit VII offers two sections of information: lodging planning and design and food service planning and design. Hotel and resort design is an integrative process that brings together the skills and expertise of owners, managers, architects, builders, and a host of others to conceive and construct a building to meet a variety of business and travel objectives. Owners see a hotel as a real estate and an investment opportunity; managers expect the project to meet certain strategic goals and provide revenue; future guests need accommodations for business or personal travel; and others have myriad of reasons for involvement in the development and design process. The latter part of the nineteenth century was marked by technological innovation: central heating; indoor plumbing; gas, then electric, lighting; elevators, telephones; and so forth.

In Chapter 12, you will explore how an individual hotel is developed and review planning and design guidelines. The development, design, and construction phases often take two years for a relatively small hotel and four or more years for a large urban or resort property. It is important that owners and hotel managers understand the discipline and control needed to organize and manage such a lengthy process; which includes such steps as confirming the hotel's feasibility, selecting a project team; establishing space requirements, operational standards, construction and engineering criteria, and preparing the budget and schedule. These are only part of the process. The owners and managers also must be familiar with planning and design guidelines for guestrooms, food and beverage outlets, function areas, and back-of-the-house spaces. A hotel's design is instrumental in creating positive guest reactions and enabling management to operate efficiently.
In Chapter 13, the content shifts to food service planning and design. Successful food service design requires a knowledgeable planning team. The representative of the owners or the restaurant corporation must be aware of the goals and objectives for the restaurant as well as the principles and regulations involved in laying out a restaurant. While this unit will not qualify you to be a food facilities design consultant, it is intended to provide the information necessary for you to serve as a competent member of a planning team—the group of professionals that design a restaurant.

There is no absolute order in which the preliminary decisions are made. Sometimes the restaurant's location is decided first, while in other situations the type of service or type of menu may be selected first. These decisions help the owners and the food service manager to develop a detailed, descriptive model of the restaurant that includes a market survey, a description of the menu, the restaurant's operating characteristics, and the type of food service facility. The specific type of food service facility, such as coffee shop, fine dining, or quick service, may be identified as a result of decisions about the menu and style of service, if it wasn't decided prior to planning the menu. Each type of food service facility requires a different type of layout.