Traveling with a Purpose: Sustainable Tourism

Nina Rossman
Western Michigan University

Follow this and additional works at: https://scholarworks.wmich.edu/honors_theses

Part of the Interior Design Commons

Recommended Citation
Rossman, Nina, "Traveling with a Purpose: Sustainable Tourism" (2023). Honors Theses. 3687.
https://scholarworks.wmich.edu/honors_theses/3687

This Honors Thesis-Open Access is brought to you for free and open access by the Lee Honors College at ScholarWorks at WMU. It has been accepted for inclusion in Honors Theses by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.
TRAVELING WITH A PURPOSE

SUSTAINABLE TOURISM

NINA ROSSMAN
2022 - 2023

BACHELOR OF SCIENCE (BS) IN INTERIOR DESIGN
WESTERN MICHIGAN UNIVERSITY

Figure 1
Courtyard View From Balcony
Communities are not going to be spectators to their own future, communities are going to become extremely engaged, so shaping the future of tourism is a big component of that.

JOHN DE FRIES, CEO OF HAWAII TOURISM AUTHORITY

THESIS STATEMENT

The current model of tourism is blinded by the focus on tourists and is lacking respect for the local communities and natural environment. The sustainability of a vacation destination should be based around four main areas: human factors, social responsibility, economic stability, and environmental stewardship. By focusing design efforts on these four indicators, the tourism industry will become more sustainable and create a stronger balance between communities.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABSTRACT</td>
<td>06</td>
</tr>
<tr>
<td>INITIAL RESEARCH ANALYSIS</td>
<td>07</td>
</tr>
<tr>
<td>ANALYSIS OF TOURISM</td>
<td>08</td>
</tr>
<tr>
<td>TRAVELER USER GROUPS</td>
<td>10</td>
</tr>
<tr>
<td>ANALYSIS OF SUSTAINABLE TOURISM</td>
<td>12</td>
</tr>
<tr>
<td>FOUR INDICATORS OF SUSTAINABILITY</td>
<td>14</td>
</tr>
<tr>
<td>PROJECT OBJECTIVES</td>
<td>15</td>
</tr>
<tr>
<td>CASE STUDIES</td>
<td>17</td>
</tr>
<tr>
<td>CASE STUDY: MAYA BAY, THAILAND</td>
<td>18</td>
</tr>
<tr>
<td>CASE STUDY: GUILIN, CHINA</td>
<td>20</td>
</tr>
<tr>
<td>CASE STUDY: MAUI AT WAILEA, HI</td>
<td>22</td>
</tr>
<tr>
<td>CASE STUDY: LOS ANGELES, CA</td>
<td>24</td>
</tr>
<tr>
<td>CASE STUDY: GRAND RAPIDS, MI</td>
<td>26</td>
</tr>
<tr>
<td>SUSTAINABLE TOURISM SYNTHESIS</td>
<td>26</td>
</tr>
<tr>
<td>CULTURAL ANALYSIS</td>
<td>29</td>
</tr>
<tr>
<td>LA CULTURAL REGION MAKEUP</td>
<td>30</td>
</tr>
<tr>
<td>CULTURAL ANALYSIS OF LA</td>
<td>31</td>
</tr>
<tr>
<td>DAY IN THE LIFE</td>
<td>32</td>
</tr>
<tr>
<td>DOWNTOWN CULTURE</td>
<td>33</td>
</tr>
<tr>
<td>COMMUNAL HIERARCHY</td>
<td>33</td>
</tr>
<tr>
<td>PROJECT CONTEXT</td>
<td>35</td>
</tr>
<tr>
<td>DETERMINED LOCATION</td>
<td>36</td>
</tr>
<tr>
<td>USER TRAVEL PATH ANALYSIS</td>
<td>37</td>
</tr>
<tr>
<td>SITE ZONING CONSIDERATIONS</td>
<td>38</td>
</tr>
<tr>
<td>CLIMATE ANALYSIS</td>
<td>40</td>
</tr>
<tr>
<td>PROGRAMMING &amp; CODE ANALYSIS</td>
<td>41</td>
</tr>
<tr>
<td>SPACE TYPOLOGIES &amp; CLASSIFICATIONS</td>
<td>42</td>
</tr>
<tr>
<td>ADJACENCY DIAGRAM</td>
<td>43</td>
</tr>
<tr>
<td>BLOCKING PLAN</td>
<td>49</td>
</tr>
<tr>
<td>DESIGN METHODOLOGY</td>
<td>51</td>
</tr>
<tr>
<td>CANTT CHART</td>
<td>52</td>
</tr>
<tr>
<td>DESIGN FRAMEWORK &amp; EVALUATION</td>
<td>53</td>
</tr>
<tr>
<td>ARCHITECTURAL EXPLORATION</td>
<td>54</td>
</tr>
<tr>
<td>DESIGN RESPONSE</td>
<td>55</td>
</tr>
<tr>
<td>SITE LOCATION CONTEXT</td>
<td>56</td>
</tr>
<tr>
<td>SITE PLAN</td>
<td>57</td>
</tr>
<tr>
<td>DESIGN CONSIDERATIONS</td>
<td>58</td>
</tr>
<tr>
<td>FLEXIBLE COURTYARD ITERATIONS</td>
<td>60</td>
</tr>
<tr>
<td>PERSPECTIVES</td>
<td>61</td>
</tr>
<tr>
<td>EXTERIOR FACADE VIEW</td>
<td>67</td>
</tr>
<tr>
<td>CONCLUSION</td>
<td>68</td>
</tr>
<tr>
<td>FIGURES LIST</td>
<td>70</td>
</tr>
<tr>
<td>INDEX</td>
<td>71</td>
</tr>
<tr>
<td>APPENDIX</td>
<td>72</td>
</tr>
</tbody>
</table>
The act of traveling is often seen as exciting for many travelers looking for adventure or to experience something different than their everyday routines. However, many current tourism trends force negative burdens onto local communities and environments. For instance, when development increases consumption in an area where natural resources are scarce to begin with, it can put pressure on these resources. There is a certain level of visitor use that an environment can manage; negative impacts occur when the changes in visitor use exceed this limit.²

While tourist destinations experience negative impacts from the tourism industry, tourism also supports the livelihood of the community. It can provide the opportunity to enhance cultural preservation, if done correctly. Cross-cultural interactions; understanding, maintaining, and strengthening local culture, values and traditions; and empowering host communities are a few common cultural ideals that have a positive impact on tourism.³

When the economy prioritizes the experience of travelers over the lives of local residents, an uneven social and cultural divide is created that can cause dangerous and/or oppressive side effects from tourism - the very industry that also economically supports communities. In an effort to alleviate the various divides that result from tourism, this research explores four indicators of sustainability and how they contribute towards or within the tourism industry. These indicators of sustainability include human factors, social responsibility, economic stability, and environmental stewardship. Each indicator is compared against various case studies to better understand the role of the built environment in sustainable tourism.

In the context of travelling and vacation destinations, the tourism industry is largely based on or within the built environment, or human-made and curated experiences, to enhance the destination. Numerous leading hotel chains have established definitions of sustainability initiative actions with underlying intentions of competitive advantage and efficiency. Fundamental concerns of sustainability and enhancement of the natural environment must be the main focus and sincere intent of these hotels.² The role of the built environment is to be the vehicle for incorporating these sustainability initiatives into the destination to improve the future growth of the tourism industry.
Tourism is an important industry for the United States economy. The direct and indirect United States travel and tourism jobs have been supported 15.7 millions jobs for Americans in 2021 and generates about $170.9 Billion annually. This industry category was food services with lodging not too far behind. US Tourist Spending Chart shows that there are various factors that have the potential to impact successful tourism in that destination. For example, tourism aging is one that is affecting the future state of travelers. 

The diagram shows a representation of the three different types of travel demographics: auto, public, and rail. The most common travel where the traveler goes to is domestic travel and visits their own state or country. The travel spending from rail is about 7% of the total travel spending. On average, United States travel and tourism tourism industry is increasing. This is broken up into two classifications: direct and indirect. Direct jobs are those that are supplying goods or services directly to tourists, while indirect jobs are those that are supplying goods or services to other industries that supply goods or services to tourists. This industry category has been put in a position to dominate tourism. There is little evidence that hoteliers are focusing on the links among the demand determinants and management of the demand determinants. There are various factors that have the potential to impact successful tourism in that destination. For example, tourism aging is one that is affecting the future state of travelers. 

The trend continues to increase. This is broken up into two classifications: direct and indirect. Direct jobs are those that are supplying goods or services directly to tourists, while indirect jobs are those that are supplying goods or services to other industries that supply goods or services to tourists. This industry category has been put in a position to dominate tourism. While this implies that there needs to be strong consideration of the experience and benefits that are customer benefits their brand promises and the functional areas of hotel operations and management needed to deliver on those promises. An influential factor in tourist demand is the attractiveness of the destination. A destination places given the fact that there needs to be strong consideration of the preferences of the older generation, there is still impacts of the younger generation. Change is inevitable, so there must be a balanced approaches to promoting tourism products and services, as well as the design and management of the destination places.

There are various factors that have the potential to impact successful tourism in that destination. For example, tourism aging is one that is affecting the future state of travelers. Feedback is a tool that is being used to align the strategic goals with the current tourism trends, there is a great potential for successful tourism in that destination.
A study was done comparing New York City hotels among the five main travel user groups. The goal of this study was to provide a comprehensive framework to understand the differences in hotel selection needs, preferences and decision-making results with respect to five types of travelers. Concluding, there was hope that tourism websites would have the opportunity to provide accurate recommendations for the different types of travelers and allow hotel management to better provide services that will cater to these specific needs and preferences. As a result, there were key factors that were important to the travelers. Of the 20 factors, the first was shared among all of the user groups. As represented in Figure 1.1 are the prominent key factors of each user group. From these factors, they were then simplified down into six categories. Figure 1.2 represents a graph of the comparison of these criteria across all of the types of travelers.

The objective of business travelers is to save time. They travel with their children or parents; thus, they emphasize breakfast compared with other times of the day. Breakfast and suite are key factors. LEWANG ET AL., “THE DIFFERENCES IN HOTEL SELECTION AMONG VARIOUS TYPES OF TRAVELERS,” TOURISM MANAGEMENT, NO. 76 (FEBRUARY 2020): 6-8.

TRAVELER USER GROUPS

A COMFORTABLE STAY

A WORRY-FREE STAY

A PLACE TO STAY

AN ENJOYABLE EXPERIENCE

A FEELING OF SATISFACTION

A FEELING OF COMFORT

CONCLUSION

Although the study was done focusing on American and international business travelers which found that “having a worry-free stay” was the benefit that was most frequently mentioned. It is interesting to point out that solo travelers have a significantly greater weight in the sleep and service criteria. The responses from the travelers were compiled into a graph that illustrates the most valued hotel services among the five traveler types, as well as the weight of each criterion with respect to the user groups. Because overall there is a clear ranking with services being first among all traveler types, followed by location. The graph also provides for the room and location criteria, couples and business travelers are equal and greater than the other groups. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third. In terms of weight, location following in third.
The United Nations defines sustainable tourism as, “tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

**ANALYSIS OF SUSTAINABLE TOURISM**


**Hotel Bookings Decline**

**Figure 8**

Hotel bookings continued to decline during the pandemic, with a significant drop in China, Thailand, the United States, and worldwide.

**Figure 9**

Tourism recovery after the pandemic has been slow, with travelers increasingly seeking sustainable, inclusive options.

**Sustainable Tourism**

A Hotel’s Role in


**Expedia Group Media Solutions**

**Tourism**


**CONSUMER HANGLINES TO LEARN MORE ABOUT**

- **66%** about low environmental impact
- **64%** about supporting local culture and community
- **62%** about supporting local economies

**Figure 11**

90% of consumers look for sustainability when planning travel.

**Figure 12**

7 out of 10 consumers have opted out of a broad distribution of transportation because of skepticism that their commitment to sustainability will likely remain and further develop.

**Figure 13**

Incorporating locals will provide a great opportunity for hospitality businesses to implement something that provides a great opportunity for hospitality businesses to implement new sustainable initiatives to help support and participate in the economic, social, and environmental goals of the United Nations.

**Tourism Development**

18-19.

**Figure 14**

Leadership a chance to embrace a new tactic to improve sustainability efforts.

**Figure 15**

Improving understandability and clear impact is important.

**Figure 16**

Tourism recovery after the pandemic has been slow, with travelers increasingly seeking sustainable, inclusive options.

**Figure 17**

Tourism recovery after the pandemic has been slow, with travelers increasingly seeking sustainable, inclusive options.

**Figure 18**

Tourism recovery after the pandemic has been slow, with travelers increasingly seeking sustainable, inclusive options.
Human sustainability refers to the act of maintaining and improving human capital within society. It is focused on the private good of an individual rather than between people in society. Ensuring all humans have access to health and education systems, services, nutrition, skills, leadership are all examples.

Economic sustainability ensures the capital of a destination stays intact. Economics are involved in many different areas, but it values all in terms of money. There is a potential for economic sustainability to improve the standard of living with goals to align with social sustainability goals.

Social sustainability works to preserve social capital within the framework of a society. This is done by creating services to accommodate a larger view in relation to communities, culture, and globalization. A large emphasis is put on the preservation of future generations and the impact that the current state will have on others. Connectedness between groups of people, tolerance, compassion, patience, discipline, and ethics are all encompassed in social sustainability.

Environmental sustainability improves human welfare by aiming to protect natural capital. Natural capital refers to assets such as water, minerals, ecosystem services, etc. Much of which is converted to economic capital through manufacturing. Ensuring the needs of the population are met through initiatives and programs without compromising the future generations will promote healthy environmental sustainability.

FOUR INDICATORS OF SUSTAINABILITY


KEY PROJECT OBJECTIVES

HUMAN
- Ensure indigenous communities are properly respected
- Conserve the cultural heritage and traditional values of locals

SOCIAL
- Promote positive connection between local and tourist communities
- Immense tourists in the culture to enhance the travel experience

ECONOMIC
- Maintain viable, long-term economic growth
- Allow for stable employment and opportunities to indigenous communities

ENVIRONMENT
- Conserve the natural ecology and promote biodiversity
- Optimize the use of environmental resources

Case Study: Saii Phi Phi Island Village Resort

Maya Bay, Thailand

The movie “The Beach,” with its view of an island, was filmed on the beach at a Phi Phi Island. The Thai Department of National Parks built the creation of the film; it was an attractive way to support tourism business in the otherwise tropical paradise. The film crew had to construct roads and pavements, buildings and even trees so that scenes could be filmed. A white house and a red-roofed stadium were built. These actions violated the National Park Act 1974. This was the beginning of the local residents speaking up about the lack of respect for their community. Their concerns were raised publicly when they realized the rapid environmental change that was occurring from industrialization according to the media. The local government quickly took action to support tourism as a way to advance their community. However, to better represent a tropical paradise, the film crew had alterations made to the natural environment. Pre-existing vegetation was bulldozed and expanded. Protests broke out after a soccer game scene required the sandy area to be turned into a field. This was the beginning of the local residents speaking up about the lack of respect for their community. Their concerns were raised publicly when they realized the rapid environmental change that was occurring from industrialization according to the media. The local government quickly took action to support tourism as a way to advance their community. However, to better represent a tropical paradise, the film crew had alterations made to the natural environment. Pre-existing vegetation was bulldozed and expanded. Protests broke out after a soccer game scene required the sandy area to be turned into a field. Phileas received permission to create a road to the beach; however the extensive damage it generated combined with the constant traffic and anchoring of small boats led to the area reaching its breaking point before the beaches were finally closed by the authorities due to the damages caused from over tourism to the island. Maya Bay received around seven operations totaling 240,000 each year, which produced an average of 300,000 tourists (an average) to have been around 5 million booked annually, up by 10% compared to previous years. The number of visitors to the Maya Bay is around three-estimates came to an end. It was at this point that the community, marine species, and natural habitat came to a tipping point from the impacts of pollution and human activity. The Marine Discovery Center offers many different opportunities to begin to involve community and members together. There are specific programs aimed specifically to families and younger guests as well as the local communities. The Discovery Marine Center is a hub for education and awareness. With new rules on the beaches of Maya Bay, tourists are now required to utilize a 'park & ride' system to drop visitors off at attractions before returning to their beaches. This was the main case for most of the coastal area's damage.

**Rules & Regulations at Maya Bay**

- Do not remove coral, shells, or corals; do not damage the wildlife
- Do not allow anchoring that are harmful to corals
- Bringing polyurethane foam into this area is prohibited
- Lifeguarding in this area is prohibited
- Do not feed fish
- Do not use drones without permission
- Do not drop anchor on coral reefs
- Do not walk Violate the law of the National Park Act B.E. 2562 (2019)

After the closing of the beaches, revenue and the economy was low. With the new programs in place, the destination should see an increase in tourism and wealth in the coming years.

**Economic**

With new rules in place, tourists now have new options and strict rules to prevent the damaging effects of tourism to happen again on the beaches. The Discovery Marine Center has numerous programs that were developed to promote positive regeneration of the natural environment.
Situated along the landscape of the Li River, the Yun House Boutique Eco-Resort is nestled within a village in Yangshuo. This resort is about 32,200 square feet and construction was completed in 2015. The whole site consists of nine renovated old farm houses and new addition which function as an all-day dining restaurant for the hotel guests. With the villages still living nearby, there was a sensitive consideration to the culture during the planning and landscape. The design seamlessly blends into the existing village structure without creating new boundaries for the villagers.

There has been a recent attraction to the Chinese countryside by China’s middle class. This has positively impacted the economy and the rural tourism industry. The cash flow from the wealthy coast is being redirected into the underserved areas. The attraction unfortunately lead to a skew of insensitive building projects. In hopes to revert this, there was an eco-tourism movement. The was to offer smaller scale developments with more personal experiences away from the city.30 The Yun House Boutique Resort follows this movement as the inspiration for the final outcome. Guin is a very culturally rich with multiple historical and cultural sites. There are five ethnic minorities in this region: Zhuang, Hui, Yao, Miao, and Dong. Each has their own heritages and traditional folk customs and festivals that are still widely celebrated. The resort takes in account of this communities with its sensitive design. The perimeter of the hotel is open to the adjacent village to seamlessly syncing.

The tourism industry typically promotes the wealth within the city. This resort stimulates the eco-tourism movement by bringing the tourist industry out of the city and into the rural countryside and less developed areas.

The same design principles are seen in the context of the resort buildings, as well. The overall intent was to bring a calm and tranquil atmosphere into the space to reach the desired outcome. There was special deliberation between the people, space, light, and landscape and how each element interacts with one another. Each guest house consists of four guest space, light, and landscape and how each element interacts with one another. Each guest house consists of four guest.

The design was carefully considered to be sensitively conscious of the culture of the local village and their heritage. By opening the site and expanding the buildings away from each other, the resort guests are able to have better knowledge about the destination they are visiting.

Increasing the tourism directly into the villages of the local communities allows for a platform to a better understanding and respect for their cultures.

The tourism industry typically promotes the wealth within the city. This resort stimulates the eco-tourism movement by bringing the tourist industry out of the city and into the rural countryside and less developed areas.

There has been a recent attraction to the Chinese countryside by China’s middle class. This has positively impacted the economy and the rural tourism industry. The cash flow from the wealthy coast is being redirected into the underserved areas. The attraction unfortunately lead to a skew of insensitive building projects. In hopes to revert this, there was an eco-tourism movement. The was to offer smaller scale developments with more personal experiences away from the city.30 The Yun House Boutique Resort follows this movement as the inspiration for the final outcome. Guin is a very culturally rich with multiple historical and cultural sites. There are five ethnic minorities in this region: Zhuang, Hui, Yao, Miao, and Dong. Each has their own heritages and traditional folk customs and festivals that are still widely celebrated. The resort takes in account of this communities with its sensitive design. The perimeter of the hotel is open to the adjacent village to seamlessly syncing.

The tourism industry typically promotes the wealth within the city. This resort stimulates the eco-tourism movement by bringing the tourist industry out of the city and into the rural countryside and less developed areas.
The lack of respect for Hawaiian culture from visitors is a major contributor to the defiance of local residents on the islands. A survey of 700 Hawaiian residents was done by the University of Hawaii Public Policy Center. Residents reacted the most to the following actions:

- Informing tourists about “responsible visiting,” solving problems at overcrowded locations
- Funding environmental groups “to repair damage” to natural resources caused by tourist use
- Volunteering activities including beach clean-ups, biodiversity and conservation. The Malama Hawaii Program is one of the implementation strategies for connecting to the local culture when they visit. This program is centered around two pillars: (ENVIRONMENT) and (PEOPLE (SOCIAL))

The native Hawaiian community has been strongly impacted by the overpowering tourism in their homeland. The Lahaina Restoration Foundation is one of the program that offer educational tours for guests to gain knowledge about the cultural and historical value of the destination. Resort guests have not been properly educated about the local community.

After the impacts of the pandemic had major effects on the tourism industry, many popular destinations have been reevaluating their procedures to protect the culture, authentic, and sustainable experiences. Hawaii’s economy is heavily reliant on tourism. However, the state of it was not sustainable even before the pandemic. "In 2019, 10 million tourists visited the islands, increasing traffic by almost 15,000 cars each day and jamming roads in popular spots such as the North Shore, turning a paradise into a car park."32

HBO’s new TV show ‘The White Lotus’ was filmed at the Four Season Resort in Maui, Hawaii while the resort was closed due to the pandemic. The show highlights the insensitivity a lot of tourists have for the local culture when they visit. This show was seriously watched in a variety of impact (of any) of the show has not been fully investigated and analyzed yet. There is potential that ‘The White Lotus’ will open visitors eyes to the issues that the locals face due to the overpowering tourism in their homeland. This show was recently released in 2021, so the impact (if any) of the show has not be fully investigated and analyzed yet. There is potential that ‘The White Lotus’ will open visitors eyes to the issues that the locals face due to the overpowering tourism in their homeland.

One of the implementation strategies for connecting to the environment is to establish programs that involve employees and the local community in the effort to protect the environment. The Malama Hawaii Program is focused on education to raise awareness and protect the Hawaiian Islands. The White Lotus and Hawaii Tourism: The Scary Lesson the TV Show Teaches Us (September 2021), https://www.traveller.com.au/the-white-lotus-and-hawaii-tourism-the-scary-lesson-the-tv-show-teaches-us-h1y92v.

"The White Lotus’ Poster

THE WHITE LOTUS
WRITER AND DIRECTOR
MARK WHITE

“The native Hawaiian community has been strongly impacted by the overpowering tourism in their homeland. The Four Seasons Resort is committed to building upon our Company’s strong history of supporting our communities and the environment. Through our Environmental, Social and Governance (ESG) program, we strive to preserve and protect the beautiful places in which we operate, and leave a positive, enduring impact on our communities.”

The program is centered around two pillars: PLANET (ENVIRONMENT) and PEOPLE (SOCIAL)

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Break millet up, native tree planting, and protection of coral reefs are all strategies that have been put in place.
CASE STUDY: AIRBNB
LOS ANGELES, CA

HUMAN
Residents are being overlooked by the strong emphasis on tourists. Allowing residents to provide rentals like AirBNB will provide economic and cultural benefits at the individual level.

SOCIAL
'Trendy' Los Angeles attractions are overpowering the culture of the destination. Infusing tourists into local neighborhoods will allow for an increase in cultural representation.

ECONOMIC
Increase in short-term rentals reduces opportunity for affordable housing. Implementing a strategy for creating a balance will help to attract the rising population of green-conscious travelers.

ENVIRONMENT
Hotels and similar accommodations are heavy populated near urban centers. Short-term rentals will spread tourists throughout the community, helping the weight of overtourism.

CASE STUDY: AMWAY GRAND PLAZA HOTEL
GRAND RAPIDS, MI

HUMAN
In recent years, there has been an increase in green-conscious travelers. The Stay Green program can be promoting to attract these tourists that may need that extra reason.

SOCIAL
There is a disconnect between the local community and the tourism industry. Implementing programs such as donating excess food to local food banks promotes a connection.

ECONOMIC
Tourism is a sector of economy that has room to grow. The attraction of business travelers opens an opportunity for more conference-type business and tourism.

ENVIRONMENT
Current trends of urban tourism require a large carbon footprint. The Skywalk reduces travel emissions and the restaurants are locally sourced food.
Infusing tourism more seamlessly into the community to increase positive regeneration of the natural environment.

Hotels and similar accommodations are heavily populated near urban areas. Short-term rentals will spread tourists throughout the community, helping the weight of over-tourism.

- Create a regulation on the amount of tourists at a time or in a certain area.
- Utilize locally sourced resources to reduce emissions.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Beach clean-ups, native tree planting, and protection of coral reefs are all strategies that were developed to promote local biodiversity and conservation.

Tourism is typically promotes the wealth within the city. This resort stimulates the eco-tourism movement by bringing the tourist industry out of the city and into the rural countryside.

The tourism industry typically promotes the wealth within the city. This resort stimulates the eco-tourism movement by bringing the tourist industry out of the city and into the rural countryside.

- Increase in short-term rentals reduces opportunity for affordable housing.
- Implementing a strategy for creating a balance will promote resident-driven and income-producing opportunities.

Increasing the游览 throughout the other communities allows for stronger appreciation and understanding of the culture of the destination.

The perimeter of the site is open and allowing the existing buildings.

The design was carefully considered to create seamlessly continuous of the culture of the local village and their heritage. By opening the site and expanding the periphery away from each other, the resort guests are able to have better knowledge about the destination they are visiting.

The Lahaina Restoration Foundation is one of the programs that offer educational tours for guests to gain knowledge about the cultural and historical value of the destination.

One of the Four Seasons Resort’s goals is to promote local biodiversity and conservation. Beach clean-ups, native tree planting, and protection of coral reefs are all strategies that have been put into place.

The Discovery Marine Center is a hub for education and inspiration for each group of people.

- Put the interests of the local residents to a top priority.
- Understand the needs of tourists and ensure those are being properly promoted.
- Provide a platform to a better understanding and respect for the culture.
- Residents to educate tourists.
- Not only are the residents encouraged to participate, the local residents and staff are also involved in the property, ensuring the resort implemented. The Discovery Marine Center is a great opportunity for the local community and the resort guests to come together and collaborate.

- The design was carefully considered to be seamlessly continuous of the culture of the local village and their heritage. By opening the site and expanding the periphery away from each other, the resort guests are able to have better knowledge about the destination they are visiting.
- Put the interests of the local residents at a top priority.
- Understand the needs of tourists and ensure those are being properly promoted.
- Determining the needs of tourists and ensure those are being properly promoted.
- Providing an opportunity to organize programs led by the local residents to educate tourists.

- Providing a platform to a better understanding and respect for the culture.
- Residents to educate tourists.
- Not only are the residents encouraged to participate, the local residents and staff are also involved in the property, ensuring the resort implemented. The Discovery Marine Center is a great opportunity for the local community and the resort guests to come together and collaborate.

- The design was carefully considered to be seamlessly continuous of the culture of the local village and their heritage. By opening the site and expanding the periphery away from each other, the resort guests are able to have better knowledge about the destination they are visiting.
- Put the interests of the local residents at a top priority.
- Understand the needs of tourists and ensure those are being properly promoted.
- Determining the needs of tourists and ensure those are being properly promoted.
- Providing an opportunity to organize programs led by the local residents to educate tourists.

- Providing a platform to a better understanding and respect for the culture.
- Residents to educate tourists.
- Not only are the residents encouraged to participate, the local residents and staff are also involved in the property, ensuring the resort implemented. The Discovery Marine Center is a great opportunity for the local community and the resort guests to come together and collaborate.
CULTURAL REGION MAKEUP

CUL T U R A L R E G I O N
MAKEUP

Los Angeles county is made up of eight different regions and each of them is unique in its own way. Central Los Angeles is where downtown LA is located. This is where the wealth of the tourism economy comes from.40

Empowering and growing each region by celebrating neighborhood experiences delivers significant value for residents and visitors, focusing on helping communities and neighborhoods develop and promote their assets. The geographic spread of these communities throughout the county of Los Angeles also helps to disperse visitor traffic and spending, and share the wealth.41

Los Angeles is one of the most culturally expansive destinations with citizens from 140 countries and speak 224 different languages. This thesis celebrates the cultural diversity by emphasizing the importance of incorporating it into the tourism industry. Tourists are able to immerse themselves into the unique perspectives and diverse experiences when visiting.

Tourism is an essential source of job creation and business activity across our region—and it helps make Los Angeles a global city and a center of economic growth and prosperity.

- ERIC GARCETTI, MAYOR OF THE CITY OF LOS ANGELES

Tourism is an essential source of job creation and business activity across our region—and it helps make Los Angeles a global city and a center of economic growth and prosperity.

- ERIC GARCETTI, MAYOR OF THE CITY OF LOS ANGELES

The city of Los Angeles greets upwards of 50 million visitors a year, who are spending more than $18 billion on the economy each year. A vast majority of these tourists visit the heart of Central Los Angeles leading to overtourism issues. The goal is to allow these visitors to still gain the enriching experiences that they are seeking, but in a way to take into consideration the needs of the city and its local communities as well. A few problems that need to be addressed from overtourism are alienated local residents, overloaded infrastructure, damage to nature, and threats to culture and heritage.42

The city of Los Angeles greets upwards of 50 million visitors a year, who are spending more than $18 billion on the economy each year. A vast majority of these tourists visit the heart of Central Los Angeles leading to overtourism issues. The goal is to allow these visitors to still gain the enriching experiences that they are seeking, but in a way to take into consideration the needs of the city and its local communities as well. A few problems that need to be addressed from overtourism are alienated local residents, overloaded infrastructure, damage to nature, and threats to culture and heritage.42

Tourists and the local community have very different agendas day-to-day, however, the activities they are participating in have potential to overlap with one another. This diagram shows that there is an opportunity for an interaction between these two communities in this location.

**Day in the Life**

**Local**
- Wake Up
- Visit the Grammy Museum
- Participate in Cultural Immersion Activity
- Attend Fitness Class
- Prepare for Dinner Service
- Enjoy Entertainment and Dinner
- Go to Sleep

**Tourist**
- Wake Up
- Walk to LA Convention Center
- Enjoy Entertainment and Dinner
- Visit the Grammy Museum
- Lead Cultural Immersion Activity
- Prepare for Dinner Service
- Go Home

The main objective for this thesis is to promote the connectivity between the local community and the tourist; this diagram demonstrates the important spaces that will allow for this healthy engagement.

Downtown Los Angeles holds the wealth of the county’s economic activity because of the popularity of the tourist attractions, including museums, music venues, cultural attractions, trendy bars and shops. Downtown LA is divided into seven districts, all of which have their own identity, as well. South Park is an ideal district for the site location because it has been transformed into an entertainment hub with a large focus on tourists.
PROJECT CONTEXT
In 2013, Mayor Eric Garcetti and the Department of Convention and Tourism Development set the goal of reaching 8,000 hotel rooms within walking distance of the Los Angeles Convention Center (LACC) by 2020. The additional hotel inventory is integral to keeping the City competitive with convention destinations such as Anaheim, San Diego and San Francisco.

Currently, there are 4,637 rooms open within walking distance and 714 additional hotel rooms under construction. While the City is potentially within reach of its goal, it is crucial that the new inventory be as close as possible to the LACC, with significant new meeting room space to attract additional business.

**EXISTING AS OF JULY 1, 2013**
- 2,597 open rooms
- 2,040 opened after July 1, 2013
- 714 under construction
- 4,847 upcoming
- 2,287 opportunity sites

**Grand total 12,485**

The Los Angeles Department of Convention and Tourism Development set a goal to reach 8,000 hotel rooms within walking distance of the Los Angeles Convention Center. At the time of the study, there were 4,637 open rooms and 714 under construction. The map to the left outlines the current hotels, upcoming projects, and proposed opportunity sites within the walking radius of the convention center. The site that was chosen for this thesis is located in one of the proposed locations determined by this LA department.

There are numerous apartment buildings located within the surrounding blocks of the determined site. While living in a downtown location, it can be inferred that these local residents will be walking to various locations occasionally. As for tourists, the site location is ideal for people coming to visit the LA Convention Center, Crypto Stadium, or the Grammy Museum, all of which are within walking distance. This diagram analyzes potential walking paths of both user groups. It can be seen that there are many opportunities for the two groups to interact in this location and around the determined site.
SITE ZONING CONSIDERATIONS

The Downtown Los Angeles Community Zoning Plan was created to provide a sustainable, equitable, and inclusive future for Downtown LA that will promote a dynamic and healthy city core to connect well and support the larger City of Los Angeles and the region.

This Plan seeks to accommodate anticipated growth through zoning while creating a livable and healthy community for workers, residents, and visitors. The goals and policies described in this Plan focus on continuing Downtown’s remarkable renaissance and promoting it as a center of innovation in the public and private realms. This Plan also seeks to address many of the challenges facing Downtown and the larger region, such as climate change, housing demand and affordability, and a shifting economy, through strategies that guide thoughtful growth. These strategies provide the physical development of Downtown, improve access to jobs, open space, services, and cultural resources, and provide housing for all income levels.

[Map and diagrams of Downtown LA land use and zoning plans]
The climate of Southern California is a great host for travellers. The average temperature of every month of the year typically falls somewhere within the comfort zone. During the summer months, the sun and heat can become harsh. Important design considerations include proper shading in exterior locations and energy efficiency with cooling systems.

Figure 43 Los Angeles Average Temperature

Figure 44 Los Angeles Dry Bulb X Relative Humidity

Figure 45 Los Angeles Sun Shading
### Lobby Administration

<table>
<thead>
<tr>
<th>Space</th>
<th>Occupancy Classification</th>
<th>Estimated Square Footage</th>
<th>Quantity</th>
<th>Occupant Load Factor</th>
<th>Allowable Separation of Occupancies</th>
<th>Building Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby</td>
<td>Business (B)</td>
<td>800</td>
<td>1</td>
<td></td>
<td>150 gross</td>
<td>180 ft</td>
</tr>
<tr>
<td>Guest Rooms</td>
<td>Residential (R-6)</td>
<td>59</td>
<td>6</td>
<td></td>
<td>190 gross</td>
<td>180 ft</td>
</tr>
<tr>
<td>Administration</td>
<td>Business (B)</td>
<td>1200</td>
<td>1</td>
<td></td>
<td>750 gross</td>
<td>180 ft</td>
</tr>
<tr>
<td>Restaurant (100 seats)</td>
<td>Assembly (A-3)</td>
<td>300</td>
<td>1</td>
<td></td>
<td>300 gross</td>
<td>180 ft</td>
</tr>
<tr>
<td>Kitchen</td>
<td>Merchanile (M)</td>
<td>200</td>
<td>1</td>
<td></td>
<td>5 net</td>
<td>180 ft</td>
</tr>
<tr>
<td>Merchandise</td>
<td>Storage Area</td>
<td>1200</td>
<td>1</td>
<td></td>
<td>50 net</td>
<td>180 ft</td>
</tr>
<tr>
<td>Multi-use Event Space</td>
<td>Pool Deck</td>
<td>800</td>
<td>1</td>
<td></td>
<td>50 net</td>
<td>180 ft</td>
</tr>
<tr>
<td>Spa</td>
<td>Business (B)</td>
<td>300</td>
<td>1</td>
<td></td>
<td>50 net</td>
<td>180 ft</td>
</tr>
<tr>
<td>Restrooms</td>
<td></td>
<td>500</td>
<td>4</td>
<td></td>
<td>50 net</td>
<td>180 ft</td>
</tr>
<tr>
<td>Total Estimated Sq. Ft.</td>
<td></td>
<td>49,850</td>
<td>4</td>
<td></td>
<td>59,820 sq. ft.</td>
<td></td>
</tr>
</tbody>
</table>

### Restrooms

- Total: 500 sq. ft. (per floor)
- Plus Circulation @20%: 95,820 sq. ft.
- Total Occupancy Classification: Business (B)
- Estimated Square Footage: 50 sq. ft.
- Quantity: 1
- Occupant Load Factor: 150 gross
- Maximum Occupant Load of Space: 49
- Maximum Common Path of Egress Travel Distance: 100 ft
- Plumbing Fixture Ratio:
  - Water Closets: 1 per 25 for the first 50 and 1 per 50 for remainder
  - Lavatories: 1 per 40 for the first 80 and 1 per 80 for remainder

### Lighting

- Task Lighting
- Sound Control
- Privacy Needs
- Desk
- Task Chair
- Overhead Storage

### Acoustic

- Noise Reduction
- Sound Control
- Privacy Needs
- Desk
- Task Chair
- Overhead Storage
RESTAURANT
Occupancy Classification: Assembly (A-2)
Estimated Square Footage: 1200 sq. ft.
Quantity: 1
Occupant Load Factor: 15 net
Maximum Occupant Load of Space: 49
Maximum Common Path of Egress Travel Distance: 75 ft
Plumbing Fixture Ratio:
Water Closets: 1 per 75
Lavatories: 1 per 200

MARKETPLACE
Occupancy Classification: Mercantile (M)
Estimated Square Footage: 500 sq. ft.
Quantity: 1
Occupant Load Factor: 60 gross
Maximum Occupant Load of Space: 49
Maximum Common Path of Egress Travel Distance: 75 ft
Plumbing Fixture Ratio:
Water Closets: 1 per 500
Lavatories: 1 per 750

EVENT SPACE
Occupancy Classification: Assembly (A-3)
Estimated Square Footage: 1200 sq. ft.
Quantity: 1
Occupant Load Factor: 5 net
Maximum Occupant Load of Space: 49
Maximum Common Path of Egress Travel Distance: 75 ft

POOL DECK
Occupancy Classification: -
Estimated Square Footage: 800 sq. ft.
Quantity: 1
Occupant Load Factor: 15 gross
Occupant Load:
Plumbing Fixture Ratio:
Water Closets:
Lavatories:
GUEST ROOMS

Occupancy Classification: Residential (R-1)
Estimated Square Footage: 325-500 sq. ft.
Quantity: 125
Occupant Load Factor: 200 gross
Maximum Occupant Load of Space: 10
Maximum Common Path of Egress Travel Distance: 75 ft
Plumbing Fixture Ratio:
Water Closets: 1 per sleeping unit
Laundries: 1 per sleeping unit

SPA

Occupancy Classification: Business (B)
Estimated Square Footage: 300 sq. ft.
Quantity: 1
Occupant Load Factor: 150 gross
Maximum Occupant Load of Space: 150
Maximum Common Path of Egress Travel Distance: 100 ft
Plumbing Fixture Ratios:
Water Closets: 1 per the first 25 and 1 per 50 for remainder
Laundries: 1 per the first 50 and 1 per 100 for remainder

SPACE TYPOLOGIES AND CLASSIFICATIONS

WHITE GUEST ROOMS CONSIDERATIONS

The lower end of the range of rooms per hotel near The Los Angeles Convention Center is around 67 to 151 rooms. This is the general target for this proposed project. The target number of rooms will be 125.

HOTELS WITHIN WALKING DISTANCE OF THE LACC

<table>
<thead>
<tr>
<th>HOTEL NAME</th>
<th>DISTANCE</th>
<th>ROOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renaissance</td>
<td>500</td>
<td>200</td>
</tr>
<tr>
<td>Westin Los Angeles</td>
<td>250</td>
<td>150</td>
</tr>
<tr>
<td>LACC</td>
<td>100</td>
<td>125</td>
</tr>
</tbody>
</table>

Figure 46

Hotels Within Walking Distance of LACC
The tourism industry is a major contributor to the success of a destination. However, the current tourism trends force negative burdens onto local communities and environments. There is an opportunity for tourism to positively impact the destination, if done correctly. The current priority is focused on the experience of the travelers, creating an uneven social and cultural divide. Thus, resulting in oppressive consequences. One way to address this issue is by manipulating the urban design of the destination.

WHY:
The tourism industry is a major contributor to the success of a destination. However, the current tourism trends force negative burdens onto local communities and environments. There is an opportunity for tourism to positively impact the destination, if done correctly. The current priority is focused on the experience of the travelers, creating an uneven social and cultural divide. Thus, resulting in oppressive consequences. One way to address this issue is by manipulating the urban design of the destination.

WHAT: A sustainably conscious hotel experience enhancing the tourist destination by fostering a strong connection between the two user groups: the local residents and the tourists.

HOW: With emphasis on three community-driven spaces: the lobby, marketplace, and restaurant; the design of each poses specific goals to add to the overall success of the hotel:

LOBBY: Acting as a front porch as it is the first impression for visiting tourists, the lobby will present a welcoming atmosphere. This space provides an opportunity to serve as a celebration hub for cultural representation.

MARKETPLACE: A unique shopping experience unlike a typical bland supermarket; offering locally sourced products and culturally representative items. Extending ultimate convenience being located less than three blocks from numerous apartment building with one other competitor within a mile radius.

RESTAURANT: A place for both local residents and tourists to meet, relax, observe, interact.

By implementing all of these attributes, this hotel will become a complex of several community facilities to create an opportunity for both user groups to interact with one another. The physical space will create a personal, yet social experience allowing for a feeling of comfort in the interaction between groups.

FRAMEWORK

WHY:
The tourism industry is a major contributor to the success of a destination. However, the current tourism trends force negative burdens onto local communities and environments. There is an opportunity for tourism to positively impact the destination, if done correctly. The current priority is focused on the experience of the travelers, creating an uneven social and cultural divide. Thus, resulting in oppressive consequences. One way to address this issue is by manipulating the urban design of the destination.

WHAT: A sustainably conscious hotel experience enhancing the tourist destination by fostering a strong connection between the two user groups: the local residents and the tourists.

HOW: With emphasis on three community-driven spaces: the lobby, marketplace, and restaurant; the design of each poses specific goals to add to the overall success of the hotel:

LOBBY: Acting as a front porch as it is the first impression for visiting tourists, the lobby will present a welcoming atmosphere. This space provides an opportunity to serve as a celebration hub for cultural representation.

MARKETPLACE: A unique shopping experience unlike a typical bland supermarket; offering locally sourced products and culturally representative items. Extending ultimate convenience being located less than three blocks from numerous apartment building with one other competitor within a mile radius.

RESTAURANT: A place for both local residents and tourists to meet, relax, observe, interact.

By implementing all of these attributes, this hotel will become a complex of several community facilities to create an opportunity for both user groups to interact with one another. The physical space will create a personal, yet social experience allowing for a feeling of comfort in the interaction between groups.

FRAMEWORK

WHY:
The tourism industry is a major contributor to the success of a destination. However, the current tourism trends force negative burdens onto local communities and environments. There is an opportunity for tourism to positively impact the destination, if done correctly. The current priority is focused on the experience of the travelers, creating an uneven social and cultural divide. Thus, resulting in oppressive consequences. One way to address this issue is by manipulating the urban design of the destination.

WHAT: A sustainably conscious hotel experience enhancing the tourist destination by fostering a strong connection between the two user groups: the local residents and the tourists.

HOW: With emphasis on three community-driven spaces: the lobby, marketplace, and restaurant; the design of each poses specific goals to add to the overall success of the hotel:

LOBBY: Acting as a front porch as it is the first impression for visiting tourists, the lobby will present a welcoming atmosphere. This space provides an opportunity to serve as a celebration hub for cultural representation.

MARKETPLACE: A unique shopping experience unlike a typical bland supermarket; offering locally sourced products and culturally representative items. Extending ultimate convenience being located less than three blocks from numerous apartment building with one other competitor within a mile radius.

RESTAURANT: A place for both local residents and tourists to meet, relax, observe, interact.

By implementing all of these attributes, this hotel will become a complex of several community facilities to create an opportunity for both user groups to interact with one another. The physical space will create a personal, yet social experience allowing for a feeling of comfort in the interaction between groups.

FRAMEWORK

WHY:
The tourism industry is a major contributor to the success of a destination. However, the current tourism trends force negative burdens onto local communities and environments. There is an opportunity for tourism to positively impact the destination, if done correctly. The current priority is focused on the experience of the travelers, creating an uneven social and cultural divide. Thus, resulting in oppressive consequences. One way to address this issue is by manipulating the urban design of the destination.

WHAT: A sustainably conscious hotel experience enhancing the tourist destination by fostering a strong connection between the two user groups: the local residents and the tourists.

HOW: With emphasis on three community-driven spaces: the lobby, marketplace, and restaurant; the design of each poses specific goals to add to the overall success of the hotel:

LOBBY: Acting as a front porch as it is the first impression for visiting tourists, the lobby will present a welcoming atmosphere. This space provides an opportunity to serve as a celebration hub for cultural representation.

MARKETPLACE: A unique shopping experience unlike a typical bland supermarket; offering locally sourced products and culturally representative items. Extending ultimate convenience being located less than three blocks from numerous apartment building with one other competitor within a mile radius.

RESTAURANT: A place for both local residents and tourists to meet, relax, observe, interact.

By implementing all of these attributes, this hotel will become a complex of several community facilities to create an opportunity for both user groups to interact with one another. The physical space will create a personal, yet social experience allowing for a feeling of comfort in the interaction between groups.

FRAMEWORK

WHY:
The tourism industry is a major contributor to the success of a destination. However, the current tourism trends force negative burdens onto local communities and environments. There is an opportunity for tourism to positively impact the destination, if done correctly. The current priority is focused on the experience of the travelers, creating an uneven social and cultural divide. Thus, resulting in oppressive consequences. One way to address this issue is by manipulating the urban design of the destination.

WHAT: A sustainably conscious hotel experience enhancing the tourist destination by fostering a strong connection between the two user groups: the local residents and the tourists.

HOW: With emphasis on three community-driven spaces: the lobby, marketplace, and restaurant; the design of each poses specific goals to add to the overall success of the hotel:

LOBBY: Acting as a front porch as it is the first impression for visiting tourists, the lobby will present a welcoming atmosphere. This space provides an opportunity to serve as a celebration hub for cultural representation.

MARKETPLACE: A unique shopping experience unlike a typical bland supermarket; offering locally sourced products and culturally representative items. Extending ultimate convenience being located less than three blocks from numerous apartment building with one other competitor within a mile radius.

RESTAURANT: A place for both local residents and tourists to meet, relax, observe, interact.

By implementing all of these attributes, this hotel will become a complex of several community facilities to create an opportunity for both user groups to interact with one another. The physical space will create a personal, yet social experience allowing for a feeling of comfort in the interaction between groups.
ARCHITECTURAL EXPLORATION

Use of large storefront creates a transparency between the interior and exterior.

Large garage doors allow for an inviting entrance for pedestrians.

Use of landscaping adds an element of the natural environment.

A contrast in facade architecture creates a welcoming visual identity for each space.

Bringing elements of the market into the sidewalk to interact with walking pedestrians.

DESIGN RESPONSE
With its warm and sunny climate, Los Angeles can experience high temperatures throughout the year, which can cause discomfort to users. Incorporating shade is an essential consideration to block direct sunlight, avoiding this potential discomfort.

To better represent the cultural and artistic identity of Los Angeles, the use of graffiti murals and sculptures throughout the site give local artists a platform to showcase their work. Not only will this celebrate these artists, but it will also preserve the cultural heritage of the community.

The landscaping on the site is made up of plants that are native to Los Angeles. These plants are adapted to the local climate and soil conditions and are more resilient to drought. This allows for less water usage, thus leading to a potential economic benefit.

By offering a range of seating arrangements, the site provides a welcoming and comfortable environment for all users. This creates a positive impact on social sustainability by promoting inclusivity and facilitates social interactions.
FLEXIBLE COURTYARD ITERATIONS

STANDARD PARK
The standard park setting will be the set up for the flexible area when there are no events happening. It provides various seating arrangements for all users with the use of dining seating, lounge areas, and shaded picnic tables.

FARMER’S MARKET
The farmer’s market is an important event that allows local residents to bring their produce and share it with the community. Not only will this improve the local economy, but will also increase human sustainability among the vendors.

CONCERT
The concert setting is a potential idea for a unique use of the space. Local musicians will have the opportunity to perform. All residents and tourists can attend, which will facilitate social interactions and promote social sustainability.

PERSPECTIVES
WEST COURTYARD ENTRANCE
The West entrance incorporates murals into a large archway to help attract attention and welcome pedestrians into the courtyard. The curve of the arch is mimicked in the flooring change to reiterate the inviting sense. Lighting is also used in a unique way through linear lights as well as integrated into the archway.
PERSPECTIVES
NORTH COURTYARD ENTRANCE

As pedestrians are walking down the street, they will be welcomed by this area. The hotel above provides a unique opportunity to create an interesting entrance. The use of graffiti murals on the walls combined with a wood slat ceiling creates an intriguing entrance, inviting individuals into the courtyard.

![North Courtyard Entrance Day](image)

![North Courtyard Entrance Night](image)

PERSPECTIVES
OUTDOOR RESTAURANT SEATING

The restaurant provides a large outdoor seating area to help connect its customers to the courtyard. The pergola adds the ideal amount of shade to help combat the harsh California sun. The materials chosen align with some of the design choices seen throughout, while also giving the restaurant its own identity.

![Outdoor Restaurant Seating Day](image)

![Outdoor Restaurant Seating Night](image)
PERSPECTIVES
SCULPTURE GARDEN

The sculpture garden is a great opportunity for local artists to display their work. The garden has stone tile pathways to help guide users through the space. There are also various platforms with lounge seating to help foster connections. These areas are also covered with sun shades for added comfort.

PERSPECTIVES
COURTYARD WALKING PATH

The courtyard has various walking paths to guide the local residents and tourists throughout the space. There are lamp posts and linear floor lights to provide added wayfinding. There is also integrated bench seating and flower beds to create visual interest.
The hotel is only four stories high to ensure that guests do not lose their relationship to the community surrounding them. As pedestrians are walking by, they are exposed to a flooring change and overhang that mirror each other. Design elements from this entrance are similar to the West entrance to create a strong balance.

Each hotel guest has access to their own private balcony. They are able to see the liveliness of the courtyard below to help avoid any disconnect to the community. The balconies provide a great view of the courtyard as a whole.
The issues in the tourism industry are not as well-known as they should be. Awareness of these issues is one of the main goals this thesis is trying to accomplish. The cultural representation of the local communities is a crucial part of tourism that is lacking attention. Through the design of the built environment, there are ways for this culture to be showcased.

Throughout the process of working through this thesis, the direction changed quite a bit. Understanding the structure and constraints of the project from the beginning would have provided a better direction to have the opportunity to further develop the end product. In the beginning, the scope was very large. There is so much that is involved in sustainable tourism that it was difficult to understand what area was going to be the most impactful. As work progressed, the direction became more clear, but finding this sooner would have allowed for stronger development of the final design.

The thesis focused on Los Angeles for the final design response. However, this is just one tourist destination out of thousands. Further developing this project would allow for more research into other locations. This would allow for a deeper understanding of the specific needs each culture needs to have the best chance of representing their communities adequately.

Finally, I would like to acknowledge Kim Buchholz and Dustin Nitschel for their guidance as my studio professors. I would also like to acknowledge Philip Repp for providing his expertise as my honors college thesis chair to help advance this thesis. I would also like to thank all of the interior design 2023 senior class for being there to support me.
EXPLORATION PROCESS

APPENDIX

ABANDONED HOTELS
- Why have hotels/resorts been abandoned?
- Are the structures still viable for renovation?
- Is there a need to restore the culture that once thrived in the hotel/resort? If so, how would that be done?
- How can a community of this sort give residents a sense of security and safety?

CULTURE AND TOURISM RELATIONSHIP
- What is culture?
- How does culture affect a community?
- What is the importance of restoring culture in a community?
- How does hospitality and tourism affect the culture of a community?
- Would restoring hotels help restore culture?
- Understanding the relationship between culture and tourism.

SUSTAINABLE TOURISM
- How is tourism affecting the environment?
- Why is there a need to restore the natural environment?
- How is the culture of a city related to sustainability?
- Understanding the positives and negatives of tourism.
- How hotels play an important role in sustainable tourism.
• Located in Santa Clarita Valley region
• 25259 The Old Rd, Santa Clarita, CA 91381
• Resort style lodging experience
• Near Six Flags Amusement Park, Vista Valencia Golf Course, and Towsley Canyon Park
• Right off of I-5, the Golden State Freeway, that runs directly into Downtown Los Angeles

TRANSPORTATION OPPORTUNITY

This map highlights all of the major freeways that lead to the heart of downtown from every region. I-5 is one of the most convenient and efficient means of transportation for visitors in this destination.

PROPOSED SITE

COMMUNAL HIERARCHY

Each space in relation to its important adjacencies.

Organization based on a site.

Height is distributed based on hierarchy of communal use.

ADJACENCY DIAGRAM

RESTAURANT

GUEST ROOM

GUEST ROOM

GUEST ROOM

GUEST ROOM

GUEST ROOM

OUTDOOR POOL/POOL DECK

MULTI-FUNCTIONAL ROOM

MULTI-FUNCTIONAL ROOM

RECEPTION AREA

ADMINISTRATION
RENDERING STYLES

ITERATION A

ITERATION B

RENDERING STYLES

REVIT- HIDDEN LINE

REVIT- SHADED

SKETCHUP

ENSCAPE
DESIGN PROTOTYPING

ITERATION A

ITERATION B

FLOOR PLANS

ITERATION A

ITERATION B
WORKING ELEVATION VIEWS

FRONT FACADE ELEVATION

COURTYARD ELEVATION