

Theme: Indoor & Outdoor Design: An Ecotel in Auroville

¹Bushrajan Sayyad; ²Ar. Chhaya Chavan- Tirvir

¹ Dr. D Y Patil College of Architecture, Akurdi, Pune-411044

²Assistant Professor, Dr. D Y Patil College of Architecture, Akurdi, Pune-411044

Email Id:bushrasaiyyad@gmail.com, sanskrutichaya@yahoo.co.in

Abstract: *The hospitality industry is growing enormously due to the increase in tourism worldwide, as there has been a lot of development in the last decades of the 21st century. The most important aspect of the hospitality industry is the Hotel industry. Hence, designing a hotel considering all the factors that the structure will affect and also the factors that the structure would be affected with is very essential. A Hotel can be defined as an establishment that provides paid lodging, usually on a short-term basis. Hotels are independently assessed in traditional systems and these rely heavily on the facilities provided. As these facilities provided do have an impact on the environment a new concept of Ecotels i.e. green hotels, that claims to work for environmental protection and preservation is trending. This paper includes the study of difference between a hotel and an Ecotel. This paper also includes all the vital information about Ecotel hotel right from its functioning to its contribution towards the environment. It gives information about the hotels and the 5 globes the Ecotel hotel acquires. Ecotels that are trending are just regular hotels that are converted to an Ecotel by minimizing the waste and replacing materials, also by making changes in the interior. Although it reduces its impact on the environment, other damages caused to the nature during the constructional process of the hotel should not be ignored. Hence a paper will discuss the idea of redefining an Ecotel. Rather than converting a hotel in to an Ecotel it will discuss about the factors that are important when you envision the structure to be an Ecotel. Dealing with ecological factors like climate responsive design, sustainably managing the water resources and managing the storm water, reducing hardscapes, using eco-friendly construction materials, solid waste water management, managing ground and surface water, natural regeneration of vegetation are very important to design an Ecotel*

Keywords: **Hospitality, Eco-Friendly, Environment, climate responsive design, ecologically sensitive.**

I INTRODUCTION

I.I. What is an Ecotel?

Ecotel hotels are defined as “a hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the environment”. Traditionally these hotels were mostly presented as Eco Lodges because of their location, often in jungles, and their design inspired by the traditional building methods applied by skilled local craftsmen in areas such as Costa Rica and Indonesia. Today the term has developed to include properties in less “natural” locations that have invested in improving their “green” credentials. Definition of an Eco Hotel is a property that fills a majority of the following Criteria:

- i. Dependence on the natural environment
- ii. Ecological sustainability
- iii. Proven contribution to conservation
- iv. Provision of environmental training programs
- v. Incorporation of cultural considerations
- vi. Provision of an economic return to the local community



I.II. Ecotel rating and certifying

Today, various types of environmental initiatives exist. However, there are no common standards for hotels, so these initiatives are being carried out by the hotels themselves, NGOs, International Organizations and government agencies. Such initiatives have been in the form of publications, certification, awards, eco-labels and codes of conduct.

I.III. Ecotel

The hallmark of environmentally sensitive hotels



The ECOTEL Collection is an exclusive group of International inns, hotels and resorts that define the concept of environmental responsibility in the hospitality industry. All Ecotel certified hotels must pass a detailed inspection and satisfy stringent criteria set by environmental experts. The Collection began in 1994 when the New York Vista Hotel reopened as the world's first Ecotel certified hotel after the bombing of the World Trade Center. Since then over 1100 hotels, resorts and inns have applied (but not qualified) for the

certification. Currently, there are only 34 Ecotel hotels in the world, out of which only 3 are 5-star hotels with the 5-globe certification.

I.IV. Five globes (criteria and inspection) of Ecotel:

The Ecotel Certification is based on five areas of environmentalism, each of which is designated by a Globe award. These five areas are referred to as the ‘cornerstones of environmental responsibility’ or simply as ‘Globes’. These Globes are:

1. Energy conservation:

This requires the existence of a formalized framework to actually reduce the energy consumption of the hotel. For instance, whether the hotel has been designed and constructed keeping in mind maximum energy conservation. Factors like whether minimum lighting is being used, the

extent of involvement of the guests as well as the employees etc. also make a difference to the final score.

2. Water conservation:

Evaluates how effective are the conservation of water in all departments of the hotel, across all levels. The extent to which water is recycled and utilized is also considered an important factor. Again, all employees are expected to be well versed with the water conservation operations of the hotel.

3. Solid waste management:

The hotel must effectively recycle and manage waste wherever generated. Proper systems for collection, recycling and disposal of these wastes in all departments of the hotel are a must for the Ecotel certification. Moreover, all employees of the hotel must undergo training in the basic solid waste management techniques.

4. Employee environmental education:

Evaluates how involved the employees are in the efforts of the hotel to contribute towards the environment. The hotel should have training modules in place for employees at all levels to familiarize them with the eco-friendly initiatives of the hotel.

5. Environmental commitment:

The hotel/ resort/ inn must demonstrate the existence of a formalized commitment towards the preservation and enhancement of the natural environment. It must, through all operations, activities and written statements, communicate its commitment to the environment. For e.g. the mission statement of the hotel/ resort must mention its environmental dedication. Additionally, every hotel should have a green team headed by a member of the top management ensuring that all departments are working in consonance with the hotel’s mission of environmental responsibility.

I.V. Characteristics of an Ecotel:

Green hotels follow strict green guidelines to ensure that their guests are staying in a safe, non-toxic and energy-efficient accommodation. Here are some basic characteristics of a green hotel:

- i. Housekeeping uses non-toxic cleaning agents and laundry detergent

- ii. 100% organic cotton sheets, towels and mattresses
- iii. Non-smoking environment
- iv. Renewable energy sources like solar or wind energy
- v. Bulk organic soap and amenities instead of individual packages to reduce waste
- vi. Guest room and hotel lobby recycling bins
- vii. Towel and sheet re-use
- viii. Energy-efficient lighting
- ix. On-site transportation with green vehicles
- x. Serve organic and local-grown food
- xi. Non-disposable dishes
- xii. Offers a fresh-air exchange system
- xiii. Graywater recycling, which is the reuse of kitchen, bath and laundry water for garden and landscaping
- xiv. Newspaper recycling program

I.VI. Difference in a hotel and an ecotel:

	HOTELS	ECOTEL
1. MEANING:	A hotel is an establishment that provides paid lodging, usually on a short-term basis	Ecotel hotels are defined as “a hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the environment”. In other words Ecotel hotels are also said as hallmark of environment sensitive hotels
2. MAIN AIM:	The main aim of hotels is profit maximization with customer satisfaction.	The main aim of ecotel hotels is to build a healthier environment along with profit maximization and customer satisfaction. They give more emphasis on environment friendly aspects.
3. PRODUCTS USED	Hotels mostly prefer branded products in order to build their image.	Ecotel hotels use products that are environment friendly and cause minimal harm to the environment
4. WASTE MATERIALS:	The waste, which is generated in hotels, is thrown away as garbage	In ecotel hotels the waste, which is generated, is segregated as dry and wet garbage and is recycled and used properly.
5. CONSTRUCTION OF HOTEL:	The construction of a hotel is on the basis of the aesthetics	Ecotel hotels are constructed keeping in mind their eco norms.
6. EFFECT TO THE ENVIRONMENT:	Normal hotels indirectly cause harm to the environment	Ecotel hotels are also called as ecofriendly hotels as they help in ecological balance

II. AIM:

To study how Ecotels can be redefined with respect to architecture in hospitality industry.

III. OBJECTIVES:

- i. To study the growing concept of Eco-Friendly Hotels in India and to enlist the requirements for a Hotel to be certified as an Ecotel.
- ii. To study and analyze the marketing strategies adopted by Ecotels in India.
- iii. To study the advantages of designing an Ecotel in hospitality industry.
- iv. To study ecological methods and techniques.
- v. To find alternatives for the conventional methods that, affect the environment.

IV. MERITS:

- i. Hotels are at the hub of the tourism industry and it is one sector of the tourism industry in which activities such as construction of buildings and landscaping, cooking and disposal of waste, use of water and energy tend to affect the environment adversely if not properly managed.
- ii. Increasing environmental awareness on the part of consumers has served as pressure on hotels to adopt sound environmental practices.
- iii. Tourists are becoming more discerning, seeking activities, arrangements and experiences which depend crucially on a high quality physical and cultural environment.
- iv. Studies conducted by the International Hotels Environment Initiative (IHEI) and Accor revealed that 90% of hotel guests preferred to stay in a hotel that cared for the environment.
- v. Corporate bodies are also using environmental considerations in their choice of venues for meetings, the number of companies seeking a green hotel for their meetings increased by 10% in last few years.
- vi. Furthermore, regulation of the tourism industry by governments in the form of planning restrictions, mandatory Environmental Impact Assessment (EIA) and laws relating to business practice has exerted pressure on hotels to adopt sustainable environmental practices.

V. Purpose

V.I. Why an Ecotel?



Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors

and the visited to different ways of life. Worldwide the industry employs around 200 million persons. Tourism as an instrument of economic development will take greater importance in the future. Hospitality industry is also known to be the world's largest resource {energy, water, materials & food) consuming industry and generating disproportionate amounts of waste. The industry is also realizing the importance of conservation of these valuable resources by adopting best management techniques and green practices. Hence designing an Ecotel is becoming a necessity in hospitality industry, considering the harmful impact on the environment. Keeping in mind all the aspects, it will be really challenging to design a hotel that is environment friendly considering all the factors like low carbon footprint, ecologically sensitive and climate responsive

V.II. Why in Auroville?



Decentralization of water in auroville

Auroville is an experimental township in Viluppuram district mostly in the state of Tamil Nadu, India with some parts in the Union Territory of Puducherry in South India. It was founded in 1968 by Mirra Alfassa and designed by architect Roger Anger. Auroville wants to be a universal town where men and women of all countries are able to live in peace and progressive harmony, above all creeds, all politics and all nationalities.

Auroville is known for its architecture. The climate responsive design, using local material and techniques, various green practices like using eco-friendly and bio-degradable, solid waste management, waste water management, urban farming are concepts practiced in Auroville.

Hence designing an Ecotel in a space where nature is given more importance over human construction would be really interesting, which also means that this new structure would blend seamlessly with the surroundings.

VI. Conclusion

In recent years people everywhere have realized the need to protect the environment. Issues like global warming, depletion of the ozone layer, air pollution and destruction of the rain forests now attract international attention. Hence it is important to protect the environment by all the means possible. Therefore, there is a need to design an Ecotel.

Since, the concept of an Ecotel has come from the ecolodges in jungles of Costa Rica and Indonesia but eventually changed according to the urbanization in the cities, it would be really interesting to design an Ecotel in a place like Auroville, where you see urbanization that is still preserving the jungle.

VII. ACKNOWLEDGEMENT:

I would really like to thank MIT School of Architecture for giving us the opportunity for writing this paper. This will help us to put our ideas across and gain more perspective about our topic.

REFERENCES:

- i. <file:///C:/Users/admin/Downloads/ecotelsinhotelindustry130418054640-phapp01.pdf>
- ii. http://www.concepthospitality.com/consultant/ecotel_certification.htm
- iii. <http://research.ijcaonline.org/ncpsia2015/number1/ncpsia17221.pdf>
- iv. <file:///C:/Users/admin/Downloads/ecotelhotelsinindia-thenewagetrend-140408141332-phapp02.pdf>
- v. *Book: Auroville architecture by Prisma*