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New Impression of Hotel in Sustainable Building Conversion and Adaptation through University Campus

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ABSTRACT

The feel and quality of the community within new features is strongly influenced by the character of the spaces between the buildings. The purpose of this paper is to highlight the feasibility studies of the new impression of hotel in Sustainable Building Conversion and Adaptation through University campus. The studies are done based on the results obtained from the community. The added of new facilities to the campus community will introduce the importance of hotel and it benefits to the campus. The Universiti Malaysia Pahang (UMP) hotel building need to be developed in order to solve the future problem such as the added value to the internal community by providing the internal training centre, other continuing development courses related to the UMP's staffs. The new facilities will help to highlight new features due to the benefits of the community.

1. Introduction

Hotel is a large building where people can stay and have meals in return for payment. There are many functions that can be held in hotel depends on the purposes of its construction. In fact, hotel is build to serve people who need an accommodation. Besides, hotel is a place for important matters such as to celebrate ceremonies or organizing matters. The development of the hotel in the same time can promote tourism sector due to its contribution to the Malaysia's economy growth. Therefore, this is the opportunities for the hotel developer to have more future planning to success in their business.

The education in Malaysia also has provided the hotel and tourism management courses such as University Technology Mara (UiTM), Shah Alam, in order to have a good hotel management. UiTM has its own university hotel which is UiTM Hotel to support the courses learning education. As we look further, there are more benefits to have a hotel in the university. This will give good impression to the university and can open the eyes of many parties to come to the university. The hotel can be described as the new facilities that will be introduced within university.

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The objective of this paper is to examine the feasibility study in order to show the need to propose hotel at Universiti Malaysia Pahang (UMP) within development of new facilities thus help to create new environment features.

1.2 The Proposed Hotel as Sustainable Development to the Community

The inconvenient and lack of new facilities in UMP are result to the introducing of UMP hotel by highlighting the importance of new facilities and benefits to the campus. The UMP hotel building need to be developed in order to solve the current problems such as the inconvenience to find suitable and economic place to conduct internal training, other continuing development courses related to the staff at UMP. Besides that, the increasing use of the rooms in the Guest House is one of the reasons as shown in Figure 1 and Figure 2.

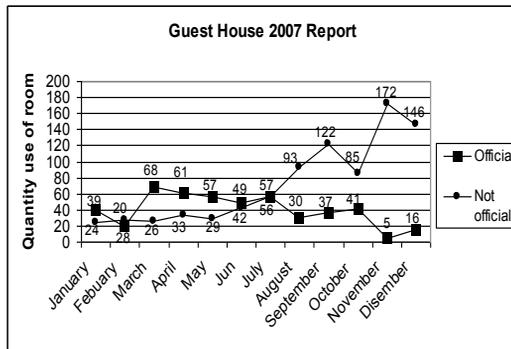


Figure 1: The guest house 2007 report

Line chart in Figure 1 shows the use of guest house for official matter is increase at the starting of the year while decreased at the end of the year. This is because the UMP always organizes matters at the starting of the year while proposed the new matters at the end of the year.

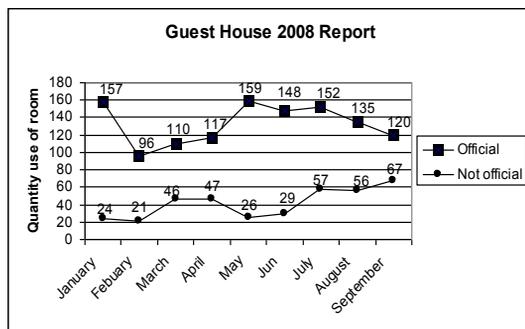


Figure 2: The guest house 2008 report

Line chart in Figure 2 shows the record of the use of the guest house until September 2008. As shown in chart, the use of rooms for an official matter is higher than non official matters.

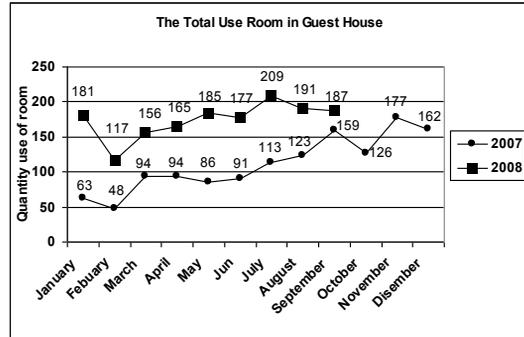


Figure 3: The total use of room of the guest house

From the results obtained as shown in Figure 3, the use of room in the guest house is increased from year to year. This shows that the number of activities that were organized by UMP is increasing. On the other hand, the use of the room for official matter is obviously shown. Thus, these contribute to the limited number of room that needs to be used in order to serve the guest especially for the very important person (VIP).

Staffs and students who also known as the UMP campus community have to conduct events, occasions or any other matters at outside the UMP such as training, annual dinner and courses which is very time and cost consuming. Thus by having own hotel (UMP's hotel) which is comfort and fully-equipped, it can provide a better place for the community to carry out any events and in the same time this can save cost and time.

The upgrading and improving the facilities in UMP such as UMP Hotel will able to provide a new environment to the university community. The recent facilities in UMP without cheerful environment lead the community to boring daily routines. Thus the existence of UMP hotels hopefully can change the environment of the university which in the same time it can improve the working performance of the staffs and improve the spirit among the students to study smart in the new environment as their motivator.

Regarding in developing the UMP hotel, the funds can be applied from the government. For the future benefits, we can get the returns in term of 5 years after the UMP hotel openings. Furthermore, nowadays much tourism chooses to visit Malaysia. This will result more demand on hotel reservations thus help to increase the development of Malaysia's tourism sector.

As we know, the educational place consists of students and staffs only. If there is a hotel within it, then there must be much kind of people that we can meet. The news about the existence of hotel in UMP will spread up quickly and in the same time, the name of UMP will be well known. The new facilities of the UMP hotel also will open much job opportunities to those who are searching for the job related to the hotel management. Some of the students from any other institution may have their industrial practical at the UMP Hotel. For new future extensive, this may lead to the new courses that will be offered which are in tourism and hotel management.

2. The criterion of proposed hotel

By having UMP own hotel, it will bring and put the UMP's name at par as other Malaysian universities that have made their mark as centre of international universities, such as the International Islamic University and the Multimedia University.

Powers and Tom, (1988) stated that hotel and restaurant is a part of facility industry. The function of hotel means that the acceptance and serving the visitors or customers with generosity. The word hospitality is from the word hospice that can define as the rest house.

The further advance to Okada, R. and Watanabe, (2003) "The means to provide not only useful functions, but also the feeling of comfortability or pleasantness in the virtual space". In the same way, we can visit more frequently and stay longer in physical places, where we feel "comfortable", comfortable in physical sites planes and spaces.

The existence of the UMP hotel will give many benefits for the education purpose and also to the UMP community. Besides servicing a place and food, hotel also provides other facilities to fulfill the visitor's need. The

additional landscaping area to change the environment and new facilities for disable people will be introduced.

Regarding to the proposed of the UMP's hotel, the facility such as hotel is very needed in a university in order to provide new facilities thus helped the university and the area itself to develop. L.Wilson Jr. (2008) features, hotel in campus will act as tourism businesses and as segmentation of promotion within entrepreneur development.

For example, with the existence of the hotel, the engineering courses which are the major courses in UMP can apply their skill at the hotel building such as the electrical students, they can study the electrical appliance system that are applied in the hotel building or the civil student can study their material construction, finishes and mechanical such as Heating Ventilation Air Conditioner (HVAC) building services in the hotel.

In addition for the future plan and development, the UMP might open a new course such as hotel management course. This may contribute to the enlargement and development of UMP and it will drastically open the eyes of public and outsiders to come to UMP either for education business, visiting or also for holiday.

According to M Alice Thring (2002) in University Of Toronto News, the residence experience is an important element of student life. This statement can support that the existence of a hotel in a university will make things around differently and can promote creative and aggressive idea either from students or staffs in UMP. He confidently stated that there will be a variety of employment opportunities in the new residence. This shows that the hotel opening will contribute to job opportunities.

2.1 Participation Respondents of Added Value through New Facilities in University Campus

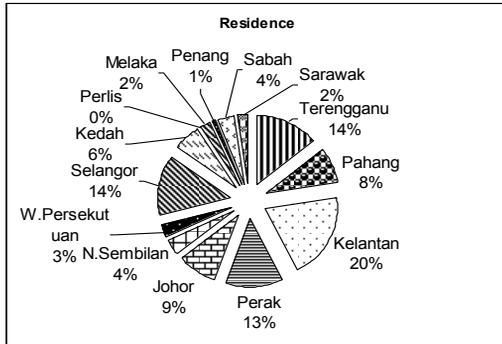


Figure 4: Respondent's Residential

Figure 4 shows the respondent's feedbacks from all over the state in Malaysia. The result shows that the highest percentage of the respondents is from Kelantan with 20%. Percentage of the respondents from Terengganu and Selangor is 14%, Perak is 13%, Johor is 9%, Pahang is 8%, Kedah is 6%, Negeri Sembilan and Sabah 4%, Wilayah Persekutuan 3%, Melaka 2%, Penang 1% and no respondent from Perlis has been found.

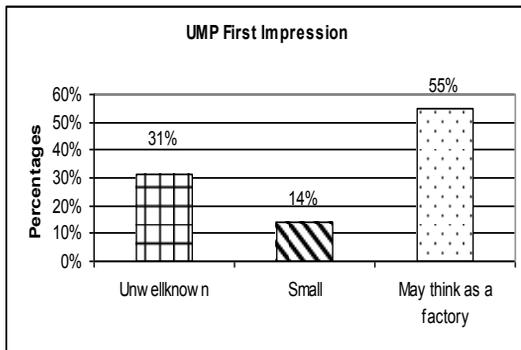


Figure 5: Respondent opinion based on UMP's environment

The bar chart in Figure 5 shows the respondent's opinions on the UMP's first impression based on the UMP's environment. Majority of the respondents with highest percentage, 55 % may think the UMP as the factory for the first impression. About 31 % of the respondent says it is unwell known and the others say that it is very small area, 14 %. The existing building that UMP used nowadays is factory. Then after the factory has been closed, UMP took the area and still using and maintaining the existing building.

For example, the apartment that used to be the employee accommodation now become the office of the lecturers meanwhile the hostel for the employee becomes hostel for students. This is one of the reasons why many of the people said the current UMP is a factory.

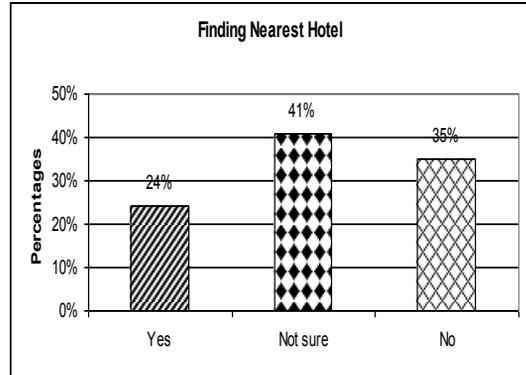


Figure 6: Respondent response in finding nearest hotel

Figure 6 shows the highest percentage, 41% of the respondents say not sure to the existence of nearest hotel, 35 % of them said no and 24 % said yes. This is because the respondents are not familiar with Negeri Pahang. In addition, the UMP is located in Gambang, rural area and in the process of development.

There are respondents that come from other place also searching for hotel to stay but there is no nearest hotel. For those who are familiar with Negeri Pahang, we can conclude that the nearest hotel in Kuantan is about 30 km from Gambang.

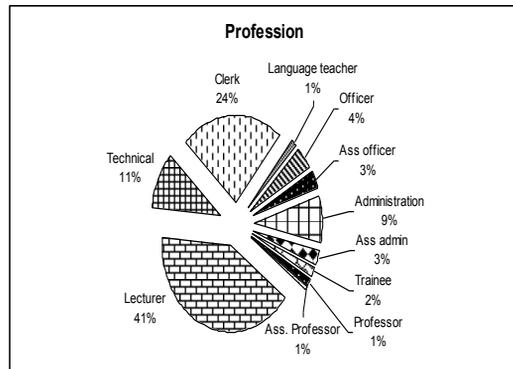


Figure 7: The respondent's profession

Figure 7 shows that most of the respondents are lecturers, 41%, 24% is clerk, 11 % involve with technical work, 9% involve in administration work, 4 % is officer, 3% is

assistant in administration and assistant officer, 2% of industrial training student and 1% is language teacher, professor and associate professor.

Majorities of respondents are female. Thus, the result of gender in the workplace has affected the job tenure. As 25% of the questionnaire has been distributed to engineering faculties thus shows there are men that major in top levels of professions such as in engineering field while female majors in lecturers and clerk's position.

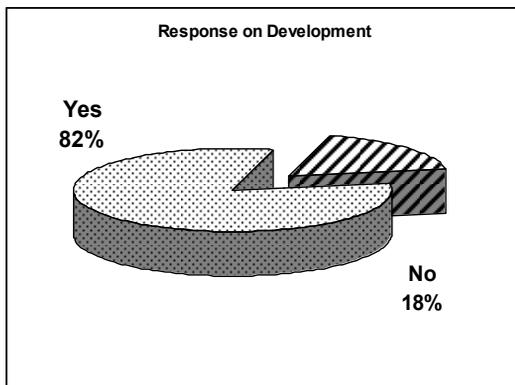


Figure 8: The response on the hotel development

Figure 8 shows the response on the developing of UMP hotel. 82 % of the respondents say yes and 18 % says no. Having hotel in UMP may give many benefits to the UMP itself. Many of the respondents agreed upon the development of UMP Hotel. This is because they can organize the courses, seminar and conference at UMP Hotel. Apart of this, it also may serves rooms for the guest accommodation.

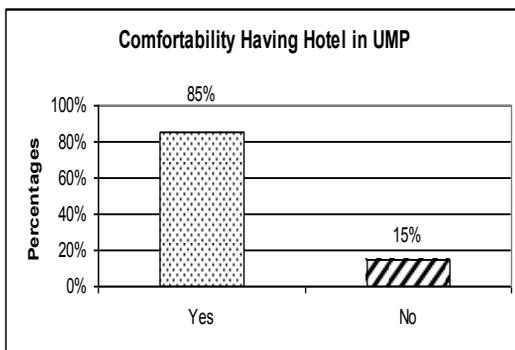


Figure 9: Respondent result on comfortability having hotel in UMP

Figure 9 shows the respondent says about having hotel within UMP give comfortability. The highest answer is yes with 85% and 15 % says no. This is because having the courses within UMP will decrease their transportation cost and can save much time without need to travel outside.

2.2 Future Sustainable of the Hotel Facilities in University Campus

The proposed hotel is according to the design of the conversion and adaptation of existing building that is Block A1. Recently, the existing building accommodates the academic staff administration office. The hotel able to accommodate based on the space utilization and 56 rooms for the accommodation purpose. Out of 56 rooms, 40 of them is standard room size while another 16 rooms is deluxe. Besides, there are (3) discussion rooms that can accommodate about 30 people and a conference room for 250 persons. There will be one banquet hall capable to organize matters such as dinner and refreshment.

3. Conclusion

The decision to propose the hotel development is a brilliant choice and able to give benefits to the community. Besides provide good services to the campus community, the hotel itself will impress the campus image and make the university status in corporatization.

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