



## MODERN INTERNATIONAL INTERIORS IN HOSPITALITY MANAGEMENT WITH REFERENCE TO BACCARAT HOTEL.

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### Abstract

History of interior design continues to rapidly evolve in a world that is at once becoming ever more global and at the same time demanding the fine-focus of specialized areas of critical knowledge. Interior design specialties are now widely accepted as part of the norm in built environments where the health, safety and welfare of the public are of foremost importance, including, but not limited to, Design for Aging in Place, Universal Design, Healthcare Design, Educational & Institutional Design, Specialty Workplace Design, Hotel Design and more. Hotel designers bring to their work their own cultural mores and need to understand the culture in which the hotel will operate if working outside their native environment. Hospitality is important in a business, especially in hotel industry. It directly affects customer satisfaction. A customer usually does not frequent a hotel which gives poor and slow services. Tourism industry and hospitality management goes hand in hand. In order for tourism industry to flourish it is important that the country or region provides good service. Baccarat Hotel is an example of luxury hotel preferred by the high income group. In 2015, in French. Considering all this point future this paper continuing with Research Methodology types of hotels cultural and value preferences of customers also the effect of hospitality management in tourism industry, baccarat hotels interior features and conclusion.

**Key Words: Interior Design, Tourism Industry, Hospitality Management, Cultural, Baccarat Hotels.**

### Introduction

The profession of interior design began as the art of decorating, embracing form and function, it has now evolved by leaps and bounds into today's world of highly specialized areas of interior design that require years of study and experience. The history of interior design continues to rapidly evolve in a world that is at once becoming ever more global and at the same time demanding the fine-focus of specialized areas of critical knowledge. Interior design specialties are now widely accepted as part of the norm in built environments where the health, safety and welfare of the public are of foremost importance, including, but not limited to, Design for Aging in Place, Universal Design, Healthcare Design, Educational & Institutional Design, Specialty Workplace Design, Hotel Design and more.

### AIM

To find out the usage of modern technologies in hospitality management sector particularly in interiors.

### Objectives

1. To find out modern interior Technology and the cultural influence in hotel interiors.
2. To find out how interior designs help in hotel business.

### Need of Study

To know hospitality management, customers mindset, taste and preference helps in the business of a hotel (service industry)also how the interior aspects of a hotel helps to retain customers in tourism management(service sector)

### Limitations

1. It is based on time concern.
2. Only Baccarat Hotel is taken as an example.

### Research methodology

**Framework:**Conceptual Method - Bird eye View

**Data Collection Method:**Secondary data collection. Information published on the electronic media is taken as the reference for the study.

### Introduction

A **Hotel** is an establishment that provides lodging paid on a short-term basis. Facilities provided may range from a modest-quality mattress in a small room to large suites with bigger, higher-quality beds, a dresser, a fridge and other kitchen facilities, upholstered chairs, a flat screen television and en-suite-bathrooms<sup>1</sup>"Hotels: A Brief History". Retrieved 2012-12-17<sup>1</sup>



**Hotel design** involves the planning, drafting, design and development of hotels. The concept of hotel design is rooted in traditions of hospitality to travelers dating back to ancient times, and the development of many diverse types of hotels has occurred in many cultures. For example, the advent of rail travel in the early 1900s led to the planning, design and development of hotels near railroad stations that catered to rail travelers.<sup>1</sup>Rutes, Walter A.; et al. (2001). *Hotel Design, Planning, and Development*. Page 14.<sup>1</sup>. Hotels around Grand Central Terminal in New York City are an example of this phenomenon. Hotel interior design are very diverse.

#### Types of Hotel

1. "no-frills" hotels
2. Capsule hotels
3. Suite Hotels
4. Boutique Hotels
5. Luxury Hotels
6. Resorts and Spa Resorts
7. Extended-Stay

#### TOP 10 HOTELS IN THE WORLD<sup>1</sup>[readersdigest.ca/travel/world/top-10-most-luxurious-hotels-world/10](http://readersdigest.ca/travel/world/top-10-most-luxurious-hotels-world/10)<sup>1</sup>

Bringing the far corners of the world together is part and parcel of what the hotel sector does. Blending amenities to cater for the needs of the worlds different cultures is central to success for large international hotel chains.

1. EMIRATES PALACE, Abu Dhabi
2. MARDAN PALACE HOTEL, Turkey
3. THE WESTERN EXCELSIOR, Rome
4. BURJ AL ARAB HOTEL, Dubai
5. THE PLAZA, New York City
6. ATLANTIS PARADISE ISLAND, Bahamas
7. PALMS, Las Vegas
8. THE BOULDERS, Arizona
9. CUISINART GOLF RESORT AND SPA, Anguilla
10. MARQUIS LOS CABOS, Los Cabos

#### Cultural and Value Preferences

Hotel designers bring to their work their own cultural mores and need to understand the culture in which the hotel will operate if working outside their native environment. Some hotels base their operations with a theme of vernacular local traditional styles, while others have modernist stylistic designs.

Hotel design ranges from basic variables, such as the appropriate height for bed head light switches to the more specialized, such as the right layout for a kitchen or the sightlines from reception areas to enable control and protection of entry to rooms. The pace of change in hotel design has, as in most areas of modern life, increased with the development of innovative technology.

#### Importance of Hospitality Management

Despite cultural variations, hotels commonly function to provide a welcome environment that supports the comfort of its guests for work, rest and relaxation. Hospitality is important in a business, especially in hotel industry. It directly affects customer satisfaction. A customer usually do not frequent a hotel which gives poor and slow services. A good hotel management also affect a country's image as it tells the quality of a service of a country. The purpose of a competitive **hotel management system** is to assess the situation and then plan out strategic reforms to better the quality of the hotel business. A good management system is backbone of any successful business. This is no hidden secret, for the fact even the small hotel requires and need to control their spending and expenditure while expecting better revenue and profit from the business. Managing a hotel business requires skills and expertise, hence it demands professional hands to look after the activities and streamline it for best results.

#### Affect of Hospitality Management in Tourism Industry

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the *Manila Declaration on World Tourism of 1980* as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates



opportunities for employment in the service sector of the economy associated with tourism. [[https://en.wikipedia.org/wiki/Tourism#Significance\\_of\\_tourism](https://en.wikipedia.org/wiki/Tourism#Significance_of_tourism)].

Due to travel becoming international in scope, links with local traditions in many hotel designs have been weakened, and 'International' has become a style in its own right. Tourism industry and hospitality management goes hand in hand. In order for tourism industry to flourish it is important that the country or region provides good service.

### Customers Mindset

Customer service has never been as exciting as it is today because customers are more connected and knowledgeable than ever before, the social media, online customer reviews, messages forums and the power of internet search are tipping and shifting the balance of power in their favor. As competition in the hotel industry intensifies, hoteliers have learnt to shift their strategies from customer acquisition to customer retention and loyalty, which is only possible with effective customer satisfaction.

### Customers Taste and Preference

Travelers choose hotel rooms based upon location, price, level of service, and several other factors. Hotels cater to all market segments from budget to ultra-luxury. People across all age groups favor staying in a chain affiliated hotel or resort by a margin of 3:1 over an independent hotel. National chains come with a reputation, have bigger marketing budgets, and instill a level of comfort for the traveler. Economy Hotels is the least popular category, A reasonable explanation might be that most travelers see better value in paying a little more for the additional amenities of a mid-range hotel. Luxury Hotels Age is a determining factor in the luxury market. Younger travelers exhibit a greater preference than older travelers. High income groups prefer luxury hotels for stay. People are influenced more by value for their money. Older travelers cite past experiences with a hotel as being an important consideration when deciding whether or not to book a room. The younger travelers think that the location and room rate are the more influential factors in determining where to stay.

### Baccarat Hotels

#### Introduction

Baccarat Hotel is an example of luxury hotel preferred by the high income group. In 2015, French crystal maker Baccarat launched a hotel chain with the opening of its Manhattan flagship, Baccarat Hotel & Residences New York—in an impressive 50-storey tower designed by Skidmore, Owings & Merrill. The 114-suite property redefines opulence, with coyote-skin armchairs and silk-lined walls, 17 custom-made chandeliers, and 15,000 pieces of Baccarat crystal stemware scattered throughout. Rooms start at \$899 per night and a 60 million for the residential penthouse Baccarat Hotel and Residences will be home to the first Stateside La Mer spa and Chevalier—the signature restaurant that will be helmed by executive chef Shea Gallante and restaurant director Charles Masson (of La Grenouille fame). The creation of Baccarat generated revenue for the community while creating a product that was in high demand.

All 114 rooms feature floor-to-ceiling windows, marble bathrooms, hardwood flooring and are elegantly decorated in neutral colours with custom-made furnishings. They also come with Fauchon-stocked minibars and state-of-the art technology such as tablets with apps for mood lighting, temperature and room service, and, of course, panic buttons on the phone for ordering champagne. . For guests with an affinity for luxe and a couple thousand dollars to spare, the Baccarat Hotel & Residences New York shines among the city's most opulent hotels. Baccarat plans to expand its resort line to Rabat, Morocco, in 2016, followed by openings in Dubai and Doha in the next several years.

#### Guestrooms and Suites

SUITE	PRICE/NIGHT	FEATURE
Grand Classic King	\$1,050/night	A plush King Size bed, Baccarat crystal fixtures, floor-to-ceiling windows and sitting area.
Grand Classic Two Doubles	\$1,275/night	A bedroom with floor-to-ceiling windows, dressing area, two plush double beds, and two-person bath.
Classic Suite -	\$1,825/night	A bedroom with floor-to-ceiling windows, living room, and bath.
Prestige Suite	\$2,100/night	A bedroom with floor-to-ceiling windows, dressing area, living room, alternate workspace and dining area, and two-person bath.
The Baccarat Suite	\$16,000/night	A bedroom with floor-to-ceiling windows, walk in closet, living room, dining area, butler's pantry and powder room.



### Specialties of Hotel

1. Iconic drinking glass
2. Chandeliers adorned with crystal
3. jacquard linens
4. Smoked mirrors
5. 3-D printed busts
6. wall sconce

### Significant Interior Features of Baccarat

#### Lobby Interiors

1. Guests enter past a set of electric fireplaces, veiled by a 125-ft-wide wall of corrugated crystal



2. Baccarat's products can be found everywhere. In the lobby, more than 2,000 of the brand's most iconic drinking glass, the



Harcourt, stacked horizontally to form the visual centerpiece

3. Down the hall, its signature restaurant, Chevalier, serves breakfast, lunch, and dinner in the classic Parisian brasserie style. Michelin-starred executive chef Shea Gallante helms the kitchen.



4. The second-floor bar, aptly named The Bar, draws inspiration from the American saloons of decades past and the royal stables at Versailles, from the natural-wood walls to the black-and-white checkerboard floors.





5. The Grand Salon rounds out the common area, complete with coyote-skin armchairs, pleated silk-covered walls, and a variety of French pastries laid out across a central marble table in the mornings.



6. The parlor's centerpiece is a 64-arm chandelier, one of 17 custom chandeliers that hang throughout the property. Each is adorned with at least one crystal in the brand's signature color: Baccarat red.



### Bedroom Interiors

1. Images of chandeliers cover the crisp white jacquard linens (pre-determined computer program driven designs), custom-made by Italian designer Mascioni.



2. By the bed, a large plain book hides a Nexus smartphone that acts as the room's command center. Guests can control the lighting, temperature, and television from the one-touch device, as well as contact concierge and order room service.



3. Smoked mirrors (The source of the name is based on magicians' illusions, where magicians make objects appear or disappear by extending or retracting mirrors) conceal and magically display an oversized flat-screen television.





4. The wall sconce (a bracket for candles or other lights, placed on a wall, mirror, picture frame, etc.) features a singular red crystal to match the chandeliers.



5. 3-D printed busts (A bust is a sculpted or cast representation of the upper part of the human figure, depicting a person's head and neck, as well as a variable portion of the chest and shoulders. 3D printing, also known as additive manufacturing (AM), refers to processes used to synthesize a three-dimensional object in which successive layers of material are formed under computer control to create an object. Objects can be of almost any shape or geometry and are produced from digital model data 3D model or another electronic data source such as an Additive Manufacturing File (AMF) file.)



6. Baccarat's reputation for attention to detail carries over into its state-of-the-art, white marble bathrooms. A wallpapered sliding door in the shower opens into the sleeping area, allowing the guest to bathe in the natural light or maintain privacy.



## Conclusion

Hospitality Management plays an important role in increasing the business of hotels. If hotels provide good service to guests, they can retain customers and they can also gain recognition. It is not only how good the service is, the success of a hotel also depends on the value for money they provide. When customers travel to a different country they expect to experience the culture of that country when they stay. The culture of a country can be easily replicated on the interiors of a hotel. Baccarat hotels created the interiors on the basis of their glassworks and the whole interiors were made with the glasswares as the center of attraction. The first thing that guests notice when they enter the building is the chandelier and glassworks for which the company is famous for. Hence Baccarat hotel has successfully blended their culture into the design of their hotel. They have also used latest technology in their designs, be it the smoked mirrors, control through mobile phones, 3-D Printing of busts. With their traditional designs they have also introduced technological advances while designing the interiors of their hotel to make it a modern day hotel.

## Reference

1. Rutes, Walter A.; et al. (2001). *Hotel Design, Planning, and Development*.
2. [readersdigest.ca/travel/world/top-10-most-luxurious-hotels-world/10](http://readersdigest.ca/travel/world/top-10-most-luxurious-hotels-world/10)
3. [https://en.wikipedia.org/wiki/Tourism#Significance\\_of\\_tourism](https://en.wikipedia.org/wiki/Tourism#Significance_of_tourism)
4. <http://www.businessinsider.in/French-luxury-brand-Baccarat-just-opened-a-hotel-in-New-York-and-there-are-crystals-everywhere/articleshow/47006570.cms?format=slideshow>.