



TOURISM, HOSPITALITY AND HOTELS

INSTRUCTOR
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ISSUE

As Architects we find ourselves in an environment of cultural and technical requirements that will shape the understanding of our professional undertakings. Being situated in Hong Kong as one of the busiest tourist destinations within the South East Asian region exposes us towards the human phenomenon of travel and tourism in an extreme way. Therefore it is logical that Hong Kong is home to a number of key players in this industry that we will inevitably be in touch with. Understanding this phenomenon through global and regional history and being able to see its impact on our environment is key to appreciate how it has been a key design driver for practicing architects.

DESCRIPTION

Architects play an essential role in the process of responding to larger societal needs that can be originated in lifestyle and sociological trends by shaping environments that resound and serve them.

This course shall examine the importance and impact that recreational movement of people commonly known as tourism has on architectural design and the urban realm.

Historically driven by curiosity to explore unknown lands or searching climate respite an entire evolution of tourism as a global mass phenomenon has evolved creating a deep cultural impact on urban form and architectural design as well as a mass impact on entire societies by forming a key source of income, notably local as on of Hong Kong's key industries.

Tourism and its building typologies have Evolved through time and already appeared during early civilisations, such as the roman empire, with recreational travel by the 19th century having become a mass phenomenon that grew into the extend we experience nowadays, evolving further.

If there were early guest houses providing safe places of rest in the past, these evolved through time to hotels with demarcated and finely defined spaces often under a global corporate umbrellas which became a commonly used infrastructure for a global society.

Students will be introduced to a historical and cultural understanding that places the build environment of tourism into a broader contextual understanding. We shall examine specific buildings that have been designed to resound not only user and technical needs but are strongly driven by commercial requirements in a multisectoral context. Throughout history hospitality related build structures have always resounded the societal context they serve which highlights the importance to undertsnad this wider context.

The series of lectures will share specific knowledge with an understanding to help contextualize it as architectural design drivers. Architectural history of buildings will transport inspirational knowledge that shall inform student projects.

IMPACT AND SUSTAINABILITY

This course will

1. Regional understanding of economic needs
2. Functioning Buildings of commercial sustainability
3. Societal impact of tourism on regional development and value creation
4. Environmental impact on eco systems
5. Buildings as respondents to societal development and empowerment

Empower students to become technically proficient, design-driven designers capable of addressing the multifaceted challenges of the built environment. By gaining a deep understanding of structural systems, materials, and construction techniques, students will be able to explore a wide variety of creative and efficient design options. This integrated approach will allow them to bring their design ideas to life while ensuring that the technical and functional aspects of the design work in harmony with the intended spatial qualities and experiential characteristics. As the industry evolves with new materials and construction methods, students' ability to analyse technical implications, explore innovative solutions, and integrate diverse considerations will be highly valued.

To introduce and discuss the concept of “sustainability” focusing on Responsible Consumption and Production (SDG 12). It involves analysing material properties, selecting sustainable construction materials, and incorporating principles of responsible resource consumption and production into designs. By studying the environmental impacts of building materials and construction methods, students will learn to develop architectural solutions that promote more circular economic models within the construction industry. This knowledge will enable them to design buildings and urban environments that minimise waste, maximize the use of renewable and recyclable resources, and contribute to the overall sustainability of the built environment.

COURSE SYLLABUS

TOPIC 1: HISTORY OF RECREATIONAL TRAVEL

1. The Emperors court in the summer freshness
2. A station in the Himalayan Foothills and the Malay Highlands
3. Priests on the Sunset Peak
4. Travels in the phantasy of Ghubai Khan

TOPIC 2: RECREATIONAL DELINEATION AS AN URBAN DESIGN DRIVER

1. Vancouver Stanley Park as development boundary
2. Boston necklace of pearls
3. Hong Kong country-parks and the cost of land

TOPIC 3: THE BEGINNING OF TOURISM

1. Visiting ancient ruins on a grand tour
2. The natural wonders of the Alps
3. National Parks as protected heritage
4. Winter tourism and skiing lifts

TOPIC 4: THE GOLDEN AGE OF THE GBRAND HOTEL

1. From Tremont house to Mr Ritz and the Sarkis brothers
2. A magic mountain
3. Corporate American Chain
4. Hospitality from Asia to the West, A Brand, amenities and cultural inclusion

TOPIC 5: A LOBBY IN THE CITY

1. John Portman, Trump and the death of the inner city
2. Notion of a Nation along a skyline (KT and LKY)
3. Reform and Representation (White Swan, ChWorld and BJiangho)
4. A club for daily use - the co-working space

TOPIC 6: HOTEL, RESORTS, TOURIST CITIES AND THEME PARKS

1. Las Vegas and the world

2. Winterbreak in the Caribbean.
3. From a villa to a paradise Amanpuri
4. A city in the sky, Avoriaz
5. A City in the city - Integrated resort
6. Experience a world afar, the Zoo
7. A sad escape to Miramar
8. snow-white and the seven dwarfs turn Disneyland
9. Education, Conservation and Fun, the Ocean Park
10. Clamping in Dubbo Zoo NSW

TOPIC 7: ATTRACTION LOCATION AND HOSPITALITY IN MOVEMENT

1. Extend the stopover on a “kangaroo route” - SIN
2. A world on detour DXB
3. From Venice to the Venetian
4. Around the world on a route PanAm001, Alliances and Loyalties
5. William Teague
6. Human centric factors in a Dreamliner
7. All inclusive on the cruise ship

TOPIC 8: BRAND HONG KONG

1. 1860 Gateway to Canton
2. Stopover at the Fleet Arcade
3. The new wing for the Asian Tiger
4. The Buddha
5. Handbags and Country Parks
6. A pandemic and the quarantine
7. A pillar industry

METHODS

This course follows a lecture-based format, covering the key topics and issues outlined in the course syllabus. The weekly lectures will provide students with the foundational knowledge related to the subject matter. In addition to the lectures, students will engage in desktop study projects, which bring together the training of observation, research and presentation.

These projects, both individual and group-based, will allow students to share knowledge gained from the lectures, consolidate their understanding, and develop their own insights and perspectives.

To support students during the design development process, the course also includes site visits and guest lectures by professionals from the industry representing the view of those first hand involved. Site visits to precedent buildings and their study is envisaged for first-hand experience as well as visit to resort scaped environments to broaden contextual understanding of impact.

DELIVERABLES

For support of (other) studio design tasks, students will be required to submit a precedent study ideally related to studio project or thesis topic to connect course back to studio works.

Supporting the process of making a second assignment will require students to conceptualize and produce a small object that should be the result of a articulated design driven making approach that responds to a strong theme that is informed by the topic of the course.

LEARNING OUTCOMES

ABILITY

1. Analyze the tectonic and design choices representing societal requirements
2. Identify a larger context driving a design of a building
3. Appreciate an understanding of regional impact on society and urban form
4. Understand requirements of users and service providers
5. Contextualize sustainability parameters within a topic
6. Appreciate importance of socioeconomic human factors

UNDERSTANDING / KNOWLEDGE

1. Develop a comprehensive knowledge of build structures and environments that serve tourism and hospitality in the region
2. Familiarize yourself with the characteristics and design considerations of user requirement driven design in a pragmatic target oriented environment.
3. Understand the impact of build environment in consideration of sustainable development goals,
4. Appreciate the role of architects and possibilities of design in professional context

ASSESSMENT SCHEME

SPECIFIC ASSESSMENT

1. Attendance and In-class Participation (10%)
2. Individual Precedent Report (20%)
3. Design and Shape an Object related to Topic of Tourism (3D print 150 x 150 x 200mm) (70%)

Total: 100%

COURSE FORMAT

Teaching Days

1. Students must attend for F2F teaching during these teaching hours.
Teaching Day: Monday 9:30 am – 12:15pm
Teaching Venue: ARC G04
2. Field trips, lectures, and other learning activities may be scheduled outside of teaching days.

Student Study Effort_3 credit course (Total: 140 hrs)

1. Class Contact: 39 hrs (Lecture, Tutorial, Critique, Field Trip)
2. Other Student Study Effort:100 hrs (Self Study, Object Creation)

REQUIRED READINGS

To be announced

OTHER REFERENCES

To be confirmed

IMPORTANT NOTE TO STUDENTS

Expectations for Professional Conduct

The motto of The Chinese University of Hong Kong (CUHK) is “Through learning and temperance to virtue”. This motto places equal emphasis on the intellectual and moral education of students. In addition to pursuing academic excellence, students of CUHK are expected to maintain and uphold the highest standard of integrity and honesty in their academic and personal lives, respect the rights of others and abide by the law. More information on Postgraduate studies can be found in the PG Student Handbook. <https://www.gs.cuhk.edu.hk/>

Attendance

Class attendance is required in all courses. For an excused absence, the instructor must be notified and presented with documentation of illness or personal matter. Please note: **Three (3)** or more unexcused absences may result in a failing grade for the course.

Academic Honesty

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students and adopts a policy of zero tolerance on academic dishonesty

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at: <http://www.cuhk.edu.hk/policy/academichonesty/>.

With each assignment, students may be required to submit a statement that they are aware of these policies, regulations, guidelines and procedures.

Third-Party Assistance

All intellectual work essential to the design project must be completed by the student and cannot, under any circumstance, be outsourced to a third party (including, but not limited to a company, consultant, alumni, and/or friend).

In the design studio context, students may utilize external resources, such as printing services for presentation materials, and/or laser cutting and 3D printing services for prototyping purposes. Use of such third-party services constitutes non-intellectual work done by others. It is only permitted with prior written consent from the studio tutor and acknowledgment of such work done by the third party.

Assistance from other students or friends for aspects of project production also constitutes non-intellectual work done by others; this is allowed only if declared and acknowledged in a written statement attached to any such work that has received assistance.

Under all circumstances, students must declare all work done by others by completing the school's designated form before assessment. This form must include a detailed explanation of the third party's

identity (name and relationship to the student), when and how they were utilized, and the specific tasks they performed in the project. The completed form, signed by the student, must be endorsed by the tutor and presented during the final review. The school will collect and retain this form for record-keeping purposes.

Failure to follow this code of conduct may be considered a case of academic dishonesty, to be reviewed by a disciplinary board, and possible failure of the course.

Artificial Intelligence

Unless approved by the Programme or School Director, any use of AI tools such as ChatGPT or image generation tools (Midjourney) etc. is strictly prohibited and may result in disciplinary action in accordance with university policy on academic honesty.

Students may refer to Approach 2 of the CUHK 'Use of Artificial Intelligence tools in Teaching, Learning and Assessments' – A Guide for Students.

Student Work

Submission of studio documentation must be complete and correctly formatted. Missing or incomplete submission of the documentation folder will result in the grade for the course being withheld. This will prevent registration for the following term or delay graduation. In addition, a grade deduction of *one letter grade* will be made.

Term 1: 1 September 2025 (Monday) – 29 November 2025 (Saturday)

WEEK 01		
01.09	INTRODUCTION TO COURSE	Course Introduction and Lecture
WEEK 02		
08.09	HISTORY	Lecture
WEEK 03		
15.09	URBAN DESIGN	Lecture
WEEK 04		
22.09	TOURISM	Lecture
WEEK 05		
29.09	TPOLOGY	Lecture
WEEK 06		
06.10	CONTEXT INTEGRATION	Lecture
WEEK 07		
13.10	STUDIO REVIEW	No Lecture
WEEK 08		
20.10	GUEST LECTURE	Lecture and Discussion
WEEK 09		
27.10	PRECEDENT BUILDING LOCAL	Field Trip Hong Kong
WEEK 10		
03.11	RESORTS AND PARKS	Lecture
WEEK 11		
10.11	DESTINATIONS	Lecture
WEEK 12		
17.11	INTEGRATED TOURIST DESTINATION	Field Trip Macau
WEEK 13		
24.11	HONG KONG	Lecture

Grade	Descriptor	Criteria	Points
A	Excellent	Comprehensively excellent performance on all aspects of the design intention, development, technical resolution and presentation. Achieving all learning outcomes with distinction.	4
A-	Very Good	Generally outstanding performance on the design intention, development, technical resolution and presentation. Achieving all learning outcomes with merit.	3.7
B+	Good	Substantial performance on the design intention, development, technical resolution and presentation. Achieving all learning outcomes satisfactorily.	3.3
B			3
B-			2.7
C+	Fair	Fair performance on the design intention, development, technical resolution and presentation. Achieving all learning outcomes at a passing standard.	2.3
C			2
C-			1.7
D+	Pass	Barely satisfactory performance on the design intention, development, technical resolution and presentation. Achieving all learning outcomes at a barely satisfactory standard.	1.3
D			1
F	Failure	Unsatisfactory performance on the design intention, development, technical resolution and presentation. Not achieving all learning outcomes.	0

Written Feedback to Students

Term: _____

Grade: _____

Course Code: _____

Review: _____

Tutor: _____

Student Name: _____

Student ID: _____

Feedback from Course Instructor:

Achievements:

Challenges: