

Four Star Pet Friendly Hotels

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Abstract

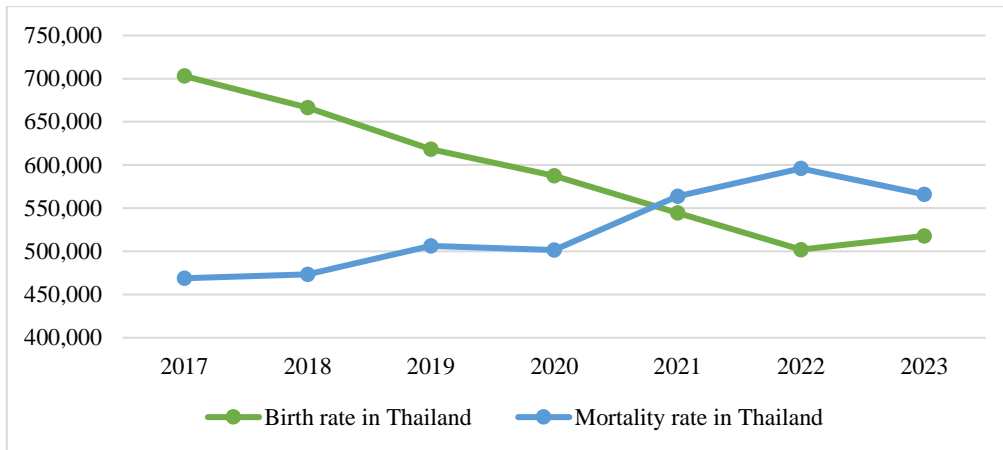
This project aligns with national tourism policies by targeting the market segment of pet owners and travelers who bring their pets with them on trips. In response to the growing trend of traveling with pets, it proposes architecture that caters to both human and pet needs. The focus is on how they think, what makes them comfortable and the needs, the necessity of each space to be functional in a short brief manner as well for all end users. Spaces will be clearly delineated for humans and pets with the use of integral natural, non-toxic, durable pet-friendly materials while still promoting sustainable and eco-friendly practices. These materials also prevent harming pets and keep the environment from degradation due to the project. Aside from the functional layout, it incorporates green spaces and include pet-friendly amenities like pet secure outdoor play areas and tranquil zones for owners to unwind in. The landscaping will reinforce a verdant connection to nature and architecture, and nurture a sense of tranquillity among people, plants, and animals; The buildings will be thoughtfully arranged to capitalize on the views, which will calm the mind and promote relaxation. The design will also feature natural ventilation systems to promote healthy shared environments for all – both people and pets alike while contributing to energy efficiency and sustainability. It is a project for the opportunity of inclusive, sustainable tourism experience —partly reflecting the national agenda while improving the quality of life of pet owners and their pets.

Keywords : Pet-friendly materials, Green spaces, Natural ventilation systems

1. Introduction

When considering the Thai demographic shift, a change emerges involving lower birth and death rates creating a gradually aging society in which we have to face these changes for decades. Moreover, the distractions with so many issues has led people to choose pets over children to get their share of good love and happiness since pets promote relaxation and enhance well-being. There, pet humanization a phenomenon where pets are treated as family members has gained momentum owing to the post COVID-19 lifestyle changes. Pet ownership is actually on the rise, particularly among 18-34 year olds. This behavior creates opportunities among pet businesses, and the government plans to boost business tourism as Thailand will be a world-class Pet-Friendly Destination. This initiative has the potential to create value and growth in the future.

Figure 1: Birth and death rates of the Thai population



Source: National Statistical Office

People who treat their pets like children often do so for various reasons: 49% of them keep pets as "Pet Parents" (to treat them as children), 34% keep pets for social status ("Pet Prestige"), and 18% keep pets for healing or therapeutic purposes ("Pet Healing"). The most popular types of pets that are treated like children include : Dogs (40.4%)Dogs are favored for their loyalty, playful nature, intelligence, and ability to alleviate loneliness. They are also known to reduce stress and anxiety, particularly in elderly people. Cats (37.1%) Cats are popular for their health benefits, including reducing the risk of heart disease. The sound of a cat's purring, with frequencies ranging from 25Hz to 100Hz, is shown to relax human muscles and tendons, contributing to stress relief. Exotic pets (22.6%) This category includes pets like ornamental fish, birds, and rabbits. These animals are known to help lower heart rates, reduce blood pressure, and alleviate symptoms of depression.

1.2 Research Objective

1.2.1 To study the factors influencing the trend of treating pets as family members in Thailand, such as social, economic, and cultural factors, especially among people aged 18 - 34 and those likely to adopt pets in the future.

1.2.2 To analyze the growth potential of the pet market in Thailand and examine the demand for related services such as pet food, pet healthcare, pet boarding, pet training, and other services associated with Pet Humanization.

1.2.3 To assess the potential for Thailand to develop into a Pet-Friendly Destination, by evaluating the suitability and limitations of tourist attractions and services that cater to pet owners, particularly in popular tourist destinations like Chonburi and Pattaya.

1.2.4 To examine the impact of pet ownership on the local economy, particularly in the tourism sector and the development of businesses related to pets, as well as the role of government support in economic and tourism strategies.

2. Body of paper

This research used a qualitative approach, consisting of a review of relevant literature, in-depth personnel interviews, and data collection in the eastern region of Thailand, Pattaya area. The research process consisted of the following steps:

2.1 Methodology

In order to effectively develop a design concept for a pet-friendly 4-star hotel, a comprehensive methodology was employed. The research methodology integrates both qualitative and quantitative approaches to ensure that the final design not only meets the needs of pet owners and their pets but also supports the sustainable tourism initiatives of Thailand.

2.1.1 Research Design

This study follows a qualitative design, utilizing a case-study approach. The research focuses on the eastern region of Thailand, specifically Pattaya, due to its status as a popular tourist destination.

Literature Review A thorough review of relevant literature was conducted to explore existing theories on pet-human relationships, pet-friendly design principles, the increasing trend of pet humanization, and the demand for pet-related services. Key topics covered include the role of pets in the wellness and tourism industries, sustainable architecture, and pet care innovations. The review helped identify key factors influencing the development of pet-friendly spaces.

2.2 Review of relevant theories and literature

Including concepts related to human and pet behavior and care services

2.3 Collecting data locations

Surveying the project site, surrounding environment and context are important factors that may affect users and pets

2.4 Data Analysis and Design Concepts

Content analysis will provide guidelines for designing business and leisure spaces that are considerate of people and pets. As a pet-friendly hotel and an eco-friendly hotel, we use natural materials, which leads to the concept of LOVE, which can be broken down into the following words:

2.4.1 Link Design of spaces that can connect both interior and exterior spaces, including green and natural spaces, building zoning and suitability.

2.4.2 Orientation Considering the direction of light, wind and air circulation, it helps reduce the energy consumption from air conditioning for maximum efficiency in energy use and cooling, and also promotes the creation of a comfortable and environmentally friendly environment.

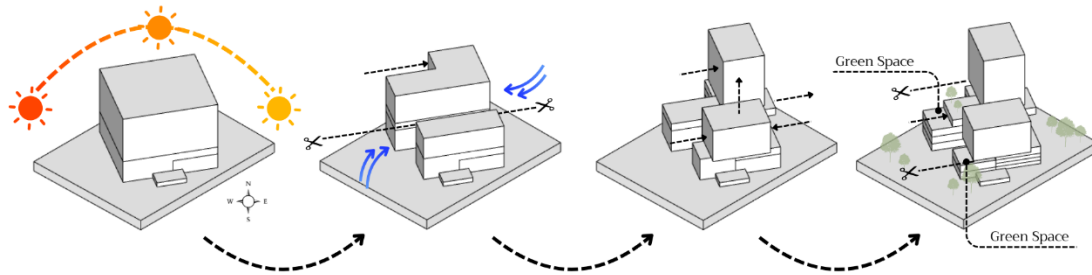
2.4.3 Ventilation Focus on air circulation in the building and proper sunlight exposure to create a comfortable and airy atmosphere, reducing heat, humidity and pollution inside the building.

2.4.4 Environment Sustainable design and use of environmentally friendly materials including pets. Use of renewable energy reduces dependence on limited natural energy sources and reduces greenhouse gas emissions.

2.5 Draft Development

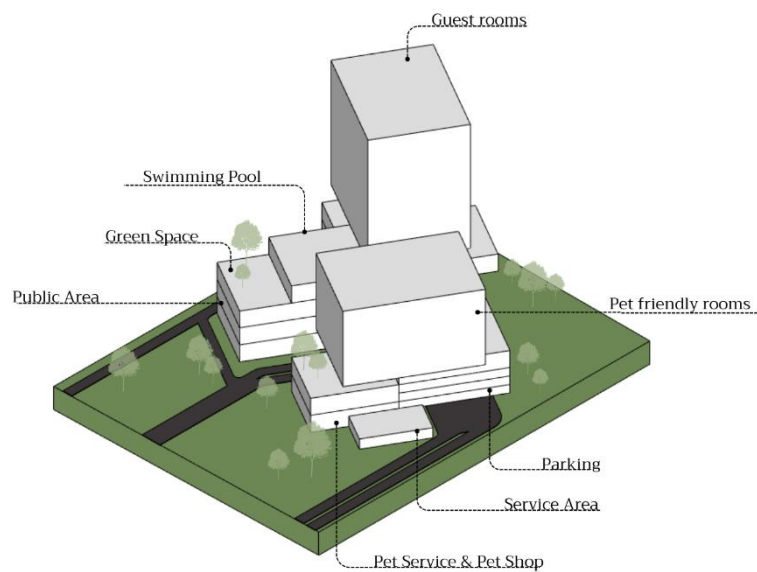
Inspired by the concept of fun and friendliness for both people and pets for effective relaxation and the building is arranged to be airy, learning the direction of the building to allow the rooms to see the most views as shown below.

Figure 2: Data analysis and design concepts



The development of this draft led to a design that supports the various activities within the project by separating zones for pets and people but still connecting them. This approach allows the building to still look like one unit but still maintains a sense of fun, while also increasing the green space within the building.

Figure 3: Architectural design, space utilization, and project 3D modeling



2.6 Results

The research focused on developing a pet-friendly 4-star hotel design tailored to the growing trend of pet humanization in Thailand. The data gathered from surveys, site visits, and interviews provided valuable insights into the needs of both pet owners and their pets. The following results summarize the key findings that led to the proposed design concept. Data from surveys and interviews indicated a strong demand for hotels that offer specialized amenities for pets. Pet owners, especially those in the 18-34 age group, expressed interest in services such as pet grooming, walking areas, pet food services, and medical care. The trend of pet humanization has created a niche market for services that treat pets as family members, and hotels that cater to these needs are likely to attract more visitors.

3. Conclusion

This study investigates the phenomenon of Pet Humanization in Thailand, which is increasing with higher demand on tourism based on pet M. With the idea of offering both humans and pets an opportunity to relax, the project seeks to design sustainable spaces that foster interaction while providing a friendly environment — focusing on safety, social distancing, and comfort. The proposed design features environmentally friendly materials, green areas, and natural ventilation that fulfill the national tourism policies of Thailand as well as underpin Thailand nationwide to be a Pet-Friendly Destination. This method not only improves the tourism experience but also helps in providing a higher quality of life to individuals and their pets, thereby benefiting both the economy as well as nature conservation.

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