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THE EVALUATION OF BOUTIQUE HOTELS IN SPATIAL TERMS: ALACATI EXAMPLE

ABSTRACT

The hotels have been separated into groups in themselves with regard to their features. Boutique hotels are one of those accommodation facility kinds. One of the places that number of boutique hotels is considerable and that is important in terms of tourism, is Alacati town from Cesme district. Within the scope of this study, history of Alacati, to which cultures it has been hosting and the reflection of these cultures to the present day have been researched. Boutique hotels in Alacati have been collected within two groups as the ones designed to be boutique hotels and the ones serving with new functions in Alacati and as a result of observation and determination efforts upon selected hotels, differences of the hotels in terms of architectural and indoor architectural have been explained by using comparison method. All that information has been gathered via inductive method and the study has been performed within this scope. As a result of the study, differences of the hotels in both groups have been revealed in terms of architecture and indoor architecture, which is the aim of the study.

Keywords: Boutique Hotels, Indoor Design Principles,
Urban and Architectural Feature of Alacati,
Boutique Hotels in Alacati, Alacati

BUTİK OTELLERİN MEKANSAL AÇIDAN DEĞERLENDİRİLMESİ: ALAÇATI ÖRNEĞİ

ÖZET

Oteller kendi içerisinde özelliklerine göre bölümlere ayrılmıştır. Butik oteller de bu konaklama tesis türlerinden bir tanesidir. Butik otellerin ülkemizde son dönemlerde turizm açısından önemli bir yere sahip olan ve butik otel sayısının fazla olduğu yerlerden birisi de Çeşme ilçesine bağlı Alaçatı Beldesi dir. Bildiri kapsamında Alaçatı'nın tarihini, hangi kültürlerle ev sahipliği yaptığını ve o kültürlerin günümüze olan yansımaları incelenmiştir. Alaçatı'daki butik oteller; Alaçatı'da butik otel olarak tasarlananlar ve Alaçatı'da yeni işlevlendirme ile hizmet veren butik oteller olmak üzere iki grup altında toplanmış ve seçilen otel örnekleri üzerinden gözlem ve tespit çalışmaları sonucunda, otellerin mimari ve iç mimari açıdan farklılıkları karşılaştırma yöntemi kullanılarak açıklanmıştır. Tüm bu bilgiler, tüme varım yöntemi ile bir araya getirilerek çalışma gerçekleştirilmiştir. Seçilen örneklerin sonucunda çalışmanın amacı olan, iki gruptaki otellerin mimari ve iç mimari açıdan farklılıkları ortaya konmuştur.

Anahtar Kelimeler: Butik Oteller, İç Mekan Tasarlama İlkeleri,
Alaçatı'nın Kentsel ve Mimari Özelliği,
Alaçatı'daki Butik Oteller, Alaçatı

1. INTRODUCTION (GİRİŞ)

Accommodation facilities, which were built as a result of journeys people had throughout the history, constitute the basis of hotel buildings that have a significant role today. By means of opportunities of technology, these buildings have developed in time and transmuted to serve for different needs while they were the structures people stopped by just for sleeping. Each of the hotels was separated to different identities with their service of concept and design criteria they offer. Boutique hotels, with their idiosyncratic identities, take part in the specially qualified hotel group. Alacati town is a settlement where boutique hotels are in abundance. That is why it has been chosen as the study area and examined.

Within that scope, boutique hotel concept and indoor features have been discussed, spatial organization and structure qualification of boutique hotels in Alacati have been evaluated, comparisons and analyses have been made.

2. RESEARCH SIGNIFICANCE (ÇALIŞMANIN ÖNEMİ)

The significance of the study is, to determine the place of boutique hotels in hotel groups, which do not serve for accommodation purposes merely, and to confirm similarities and differences of the boutique hotels separated into two classes designed to be boutique hotel and that serve with new functions in Alacati. Moreover, to establish a criteria presence that must be in boutique hotel units in both groups. Accordingly, gathering information to be helpful for design studies of boutique hotels, much more qualified boutique hotel units to be built in future will be provided.

3. THE BOUTIQUE HOTEL CONCEPT AND INDOOR DESIGN PRINCIPLES (BUTİK OTEL KAVRAMI VE İÇ MEKAN TASARLAMA İLKELERİ)

Boutique hotels are the places that are not merely composed of one room installed with idiosyncratically, every room of which were covered with different original equipment, but that remind of a house designed to have been considered as a whole. Natural speculation, ambience, quality services are traditional characters of boutique hotels.

When boutique concept is ascribed to hotels, it may sound a term telling the smallness of the hotel. Although this term generally seems to involve the hotels with less than 100 rooms, that is not entirely true. There exist many boutique hotels having capacity for a number of rooms. A boutique hotel, if a very emphatic designer group supports the original designation, can be 2000 bed capacity. Since boutique hotels, however, serve personalized service; too much bed capacity may obstruct boutique hotels to perform certain criteria. If a hotel does not have an innovative design and high-quality style insight, it cannot be called boutique just because having small area [1]. The first thing that spring to mind when boutique hotel term is considered, rather than its size, is being a design hotel leading to art movement. One of the most significant feature that separate boutique hotels from the others is their customer-oriented working principles. Serving personalized service in line with customer requirements. And the indispensable elements of these hotels are their original equipment used in coverings with inimitable characters architecturally. Quality design and architectural features are the values that boutique hotels have to provide. This is the most important element that makes boutique hotels the "boutique". There is no single organization planning in designation principles of boutique hotels as in others. Because there are elements that affect working structure and arrangement of each hotel. The place, internal

settlement of hotel, customs of traditions of the site, qualifications of staff are some of those [2]. For that very reason, to create a function schema under a single planning of hotels is not possible. However, we can determine the factors having impact on formation of hotel units' creation. So then, firstly, it is required to determine users' requirements and action areas of in these areas. Since boutique, hotels are in the small-scaled hotel groups, their function groups are fewer compared to other hotel groups. Generally, we can separate boutique hotels into three main place groups as common usage areas, individual usage areas and service places (Figure 1).

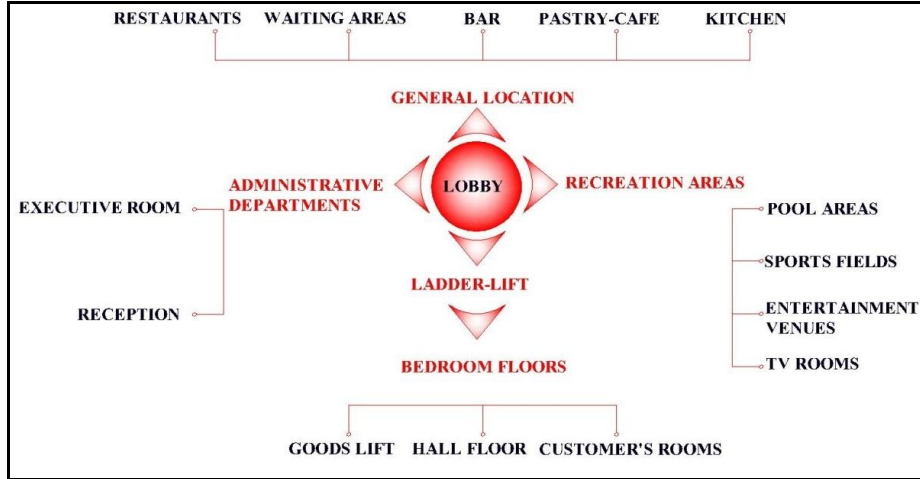


Figure 1. Organization schema of indoor of boutique hotels [3]
(Şekil 1. Butik otellerin iç mekan örgütlenme şeması [3])

A boutique hotel must be designed appropriate for its identity, structure and the settlement considering usage areas.

4. BOUTIQUE HOTEL EXPERIENCE ON THE EXAMPLES IN ALACATI (ALAÇATI'DAKİ ÖRNEKLER ÜZERİNDE BUTİK OTEL DENEYİMİ)

One of the areas where there are many boutique hotels, which have been indicating development on tourism in recent years in our country, is Alacati town. Alacati town has an important place in our country for both being able to protect its historical texture to the present day and being able to be in accordance with the texture of its new buildings. Boutique hotels in Alacati, to this respect, are preferred intensely by people with their qualifications.

4.1. Alacati Town (Alaçatı Beldesi)

Alacati is 70 kilometres far from İzmir, and 7 kilometres from Cesme district. There are 7 villages around the town. The population of Alacati is 10 thousand. However, this population reaches 60 thousands in summer months [4]. The name Alacati appears in boundaries of Erythrai, northeast of Ilica in B.C. 3000 years. Erythrai is one of twelve Ionian cities. Erythrai and Cesme area of Byzantium Empire in Middle Ages, were taken by Turks in second half of the 14th century and joined to Aydınogullari Principality [5].

In "Cesme Codex" prepared in 1530, the name Alacati was named as "Alacaat". In the codex, the fact that there are 211 houses in Cesme, 60 in Ildırı and 127 in Alacaat is written [6]. Marshy ground in the south of Alacati started to produce malaria microbes in 1800s. In order to drain the marsch, workers from Greek islands were brought. The workers reconstructed Alacati after they settled in. They improved viticulture in the area. Alacati port used for wine exportation to

France and Chios became very important. Rum population that was predominant in Alacati in this period centred on the port area. They, then, spread to the neighbourhood, which is 1 kilometre away from the port environment and called Hacı Memis" today, and to the north afterwards [7].

Turkish population in Alacati started to migrate to Anatolia while Rum population living in Cesme peninsula went to Aegean Islands in consequence of Ottoman Empire's defeat in Balkan war in 1908-1912 [7].

After the World War First and Liberty War, large part of Rums left Alacati. Instead of viticulture Rums made, Turks started to tobacco manufacture. They started to use the places as storage for tobacco in which grapes had been stored then wine was produced [8]. Since 1950s, economy based on tobacco has weakened and the area has lost population. With tourism promotion projects prepared in 1980s, Alacati was re-animated and has become one of touristic centres in a short time span.

4.2. Urban and Architectural Feature of Alacati (Alaçatı'nın Kentsel ve Mimari Özelliği)

Altitude above sea level of Alacati is 16 meters and its surface area is 55 km². On the geological ground of the town, under the topsoil, there is white and yellow ground with marn and siet as 0,50-1,00 thick [9].

Physical structure of the town consists of three parts. The first is the area including traditional texture in Alacati centre. The second covers new residential area. And the third part is the tourism area started to be formed newly in the south of the town. The first part of the area where traditional texture is present in the centre includes Hacı Memis, Tokoglu and Yeni Mecidiye neighbourhoods. Traditional characteristic architectural features of the area are seen in the structures in that area. It includes old stone structures and historical streets reflecting Rum architectural features. It is seen that old stone structures have been restored and have often been used as boutique, café-restaurant, boutique hotel etc. The symbols of the area, windmills, are also in that area (Figure 2.)

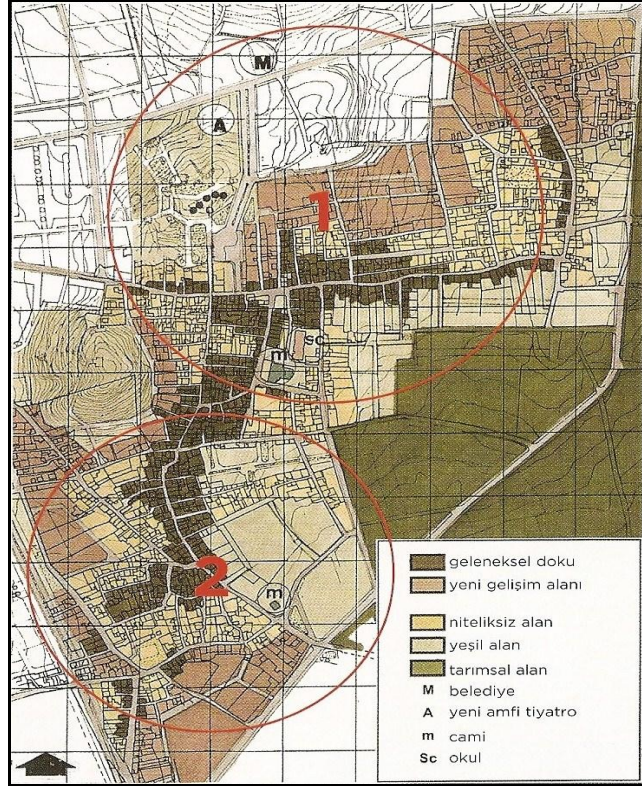


Figure 2. Traditional texture in alacati alacati [6]
(Şekil 2. Alaçatı'daki geleneksel doku dağılım haritası [6])

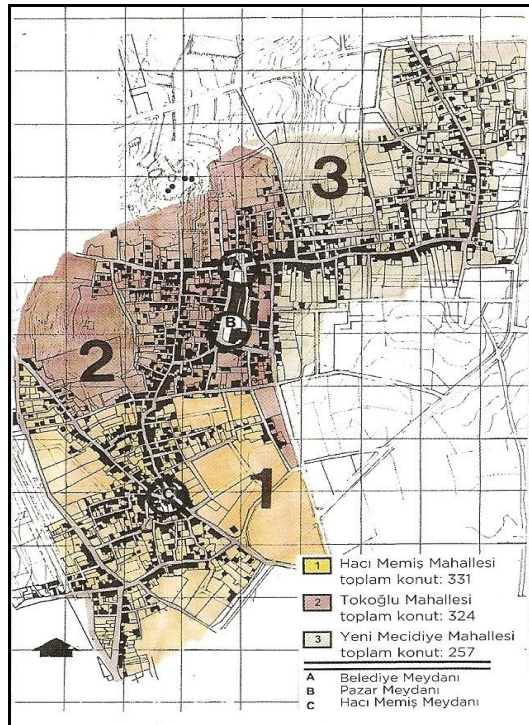


Figure 3. Custom pin map of neighbours in alacati new residential area
[6]

(Şekil 3. Alaçatı'daki mahallelerin yeni yerleşim alanı [6])

When housing and street structures are examined in that area, we see two types of textures. One is a geometric texture including

Tokoglu and Mecidiye Neighbourhoods in the north of Mektep Street with the texture around Kemal Pasa Street. The other is an organic texture in Hacı Memis Neighbourhood including the area of rather southeast region of the town [6].

This area, which is included in the centre of the settlement as well, has been declared as Civic Protected Area by İzmir 1 Cultural and Natural Heritage Preservation Board and taken under protection [10]. Dalkıran A. et al., in their studies, retained physical status of the structures in traditional texture as well as in 2nd Region (Table 1).

Table 1. Physical status of the structures in traditional texture and 2nd Region [10]

(Tablo 1. Geleneksel dokudaki ve ikinci bölgedeki yapıların fiziksel durumları [10])

Districts	Requires no Restoration	Requires Restoration			Ruin	Total
		Structural	Material	Superficial		
Hacı Memis*	424	10	34	28	14	510
Tokoğlu*	275	7	62	109	13	466
YeniMecidiye*	700	11	57	11	8	787
Total *	1399	28	153	148	35	1763
Fevzi Cakmak ^o	368	2	5	44	1	420
Menderes ^o	1051	2	5	45	0	1103
İsmet Paşa ^o	1228	2	91	222	1	1544
Total ^o	2647	6	101	311	2	3067
Total * ^o	4046	34	254	459	37	4830

* Districts that take place in traditional pattern ^oDistricts that take place in new settlement

The second area is the place where second housings take place in the north of Alacati. This area has an arrangement composed with an understanding of a modernist plan used as summerhouses that are very far away from traditional texture. There are improper structures composed by not abiding architectural features of available structures in urban protected area in Alacati centre (Table 2).

Table 2. Accordance of traditional texture and second region structures with the texture [10]

(Tablo 2. Geleneksel dokudaki ve ikinci bölgedeki yapıların dokuya uyumları [10])

Districts	Prime Element of Pattern	Pattern Complementary		Against Pattern		Total
		Old architecture	New architecture	Old architecture	New architecture	
Hacı Memis*	58	124	120	74	120	496
Tokoğlu*	30	181	155	31	56	453
YeniMecidiye*	30	160	239	69	281	779
Total *	118	465	514	174	457	1728
Fevzi Cakmak ^o	0	1	68	1	349	419
Menderes ^o	13	1	603	1	485	1103
İsmet Paşa ^o	292	2	267	3	979	1543
Total ^o	305	4	938	5	1813	3065
Total * ^o	423	469	1452	179	2270	4793

* Districts that take place in traditional pattern ^oDistricts that take place in new settlement

As the third, we see the tourism area that has started to compose recently in the south of the town. This area differentiates both with the traditional area in terms of function type and feature, and with the second part which is a new development area. The area includes the place that enables windsurfing having a great importance for winning a name for the town.

4.3. Boutique Hotels in Alacati (Alaçatı'daki Butik Oteller)

The hotels in Alacati are generally 5-10-rooms and have the capacity of total 600 beds [11].

Boutique hotels in Alacati town are two types in architectural sense.

The first are the ones composed with re-functioning of old Rum houses, and the others are the ones composed afterwards abiding by old architectural texture.

Boutique hotels composed as a consequence of re-functioning, because of being the transformations of Rum and Turk houses, reflect the effects of Turk and Rum architecture. Referring to those structures as synthesis of Turk and Rum houses is more appropriate. The main reason of the fact that structures reflect two different architectural elements is the effects of Turkish culture, which were because a forced migration since 1920s and Rum culture, effective on spatial composition since 1800s [12]. We can separate the hotels into two groups as the ones serving with re-functioning and the ones designed as boutique hotels.

We can examine these hotel structures in three main groups in terms of construction, plan and façade features.

- **Construction Features:** Stone houses, converted to boutique hotels, were built using hardening white stones, extracted from the region. Yellowing of those stones in time reflects the ages of the buildings (Figure 4). Since the main material of the structures is the stone, indoors of the buildings are cool in summers and hot in winters. The walls of ground floors were operated thicker compared to first floor walls. Soil mixture and lime including soil, lime, albumen etc. were used in wall construction instead of cement. And that afforded buildings remain hotter in winters and cooler in summers. Some of the houses were completely made of stone materials whereas timber and brick materials were used in upstairs while ground floors were stone materials.



Figure 4. Facade view of a stone hotel [13]

(Şekil 4. Taş otel cephe görünüşü [13])

Facades are painted with white and oxide yellow tones lime kalsomine. Door and window sides are mostly bordered with indigo-blue [11].

The stone houses are made as two-floors. On the ground floors, kitchen and living space are present mainly. As to upper levels, there are penthouses also defined as life. There is a sofa upstairs and the rooms opening to this sofa. This floor can also be reached with a stairway by the street. This stairway is also made of timber or stone material.

Ground flooring of the hotels are covered with timber, natural colour and classic diamond figured plates and slates. To the floorings in the stopes of the structures made of completely timber, under-floor scarves were attached after thick bearers in circle or rectangle forms were placed as girders and then floor woods were nailed. If there is, around of inner gardens were hedged with garden wall 50 cm thickness and 2-4 meters height [11].

Most of the hotels built as boutique hotels were composed of stone materials. Facades were painted with white lime kalsomine so as to harmonize with other structures.



Figure 5. Facade view of Padma Hotel [14]
(Şekil 5. Padma Otel cephe görünüşü [14])

- **Features of the Plan:** All the boutique hotels that came into existence by transforming the houses remaining from the past in the region are constituted with the units segmented according to the living standards of that time. Most of the boutique hotels are made as two-floors. The ground floors of structures contain storerooms and kitchen units. Living units have been designed on the upper floors. The units have generally been constructed in a plan type with outer and middle sofa. Another important feature of the houses is having terraces viewing the backyard in almost all the houses.

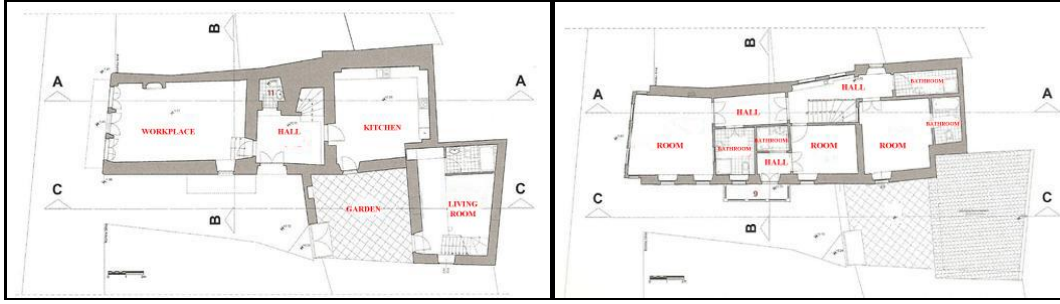


Figure 6. Tashmahal Hotel ground and up floor restoration plan schema [15]

(Şekil 6. Tashmahal Otel zemin ve üst kat restorasyon plan şeması [15])

There are some differences convenient to the requirements of that time in the ones designed as boutique hotels. The structures designed as boutique hotels have enough rooms for serving people on plan basis and different recreation areas. As distinct from the boutique hotels formed by refunctioning, they have an administration unit, a breakfast room, a laundry, garden and swimming pool.

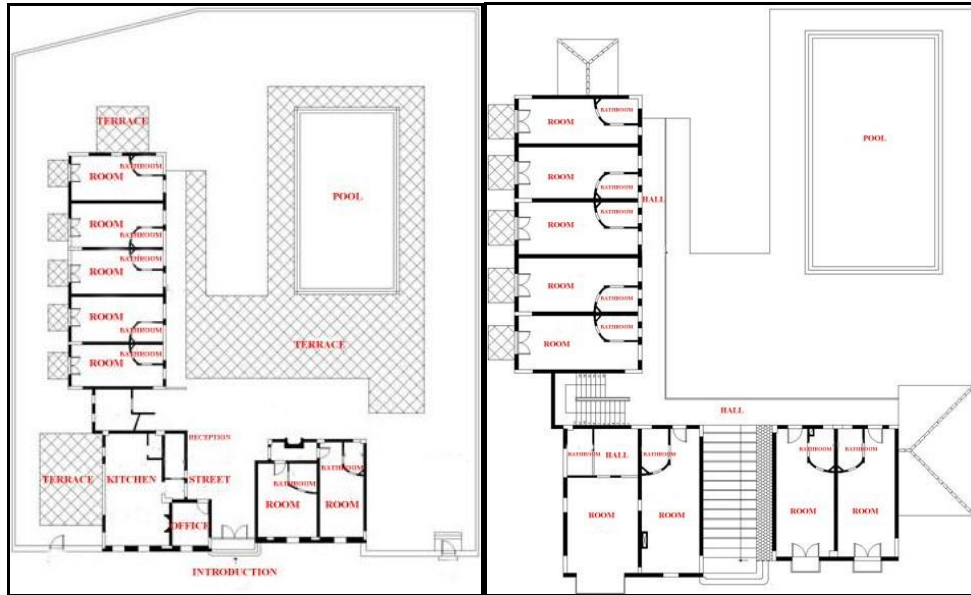


Figure 7. Street 75 Hotel ground and up floor restoration plan schema [15]

(Şekil 7. Cadde 75 Otel zemin ve üst kat plan şeması [15])

- **Façade Features:** Many structures resemble to each other in terms of their façade features. There are cantlevers and spurs in the structures. Some of them have more effects on the environment. The doors and windows of the structures made of façade elements are important factors that make the building unique. Raw materials of the traditional Alacati doors are timbers. There are iron doors made later in that region. As in all historical structures of Anatolia, particular importance has been given to windows as well as doors of Alacati structures. It has been observed that window frames have been placed near the inner sides of the thick walls so as to let the inner sides have more light than the window openings. Thusly, the openings of window sashes have been ensured.

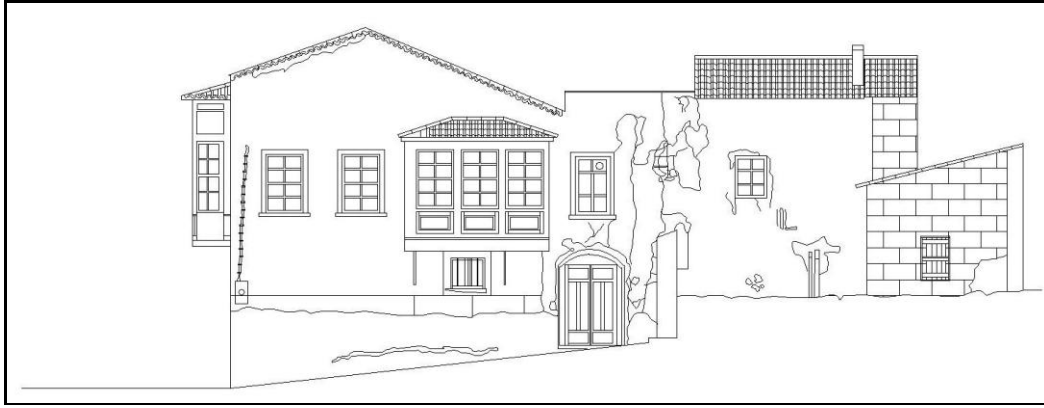


Figure 8. Tashmahal Hotel north view (Relievo) schema [15]
(Şekil 8. Tashmahal Oteli kuzey görünüş (Röleve) şeması [15])

As in the newly constructed boutique hotels and in the structures constructed by refunctioning as hotels, plaster and plaster ornaments have been used to protect the façade from external effects. Stones have been used as not being so much processed and naturel for the walls that are intended to be shown as stones without using plaster. Stones are the constructing materials of all the hotels examined. Jambs have been used in the door and window frames of all hotels.

Doors and windows of all the hotels are rectangular-shaped. There exist cantlevers and spurs in the upper floors. They have been built convenient to the traditional texture of Alacati in terms of their façade typologies.

Stones are composed of different size as disordered and horizontally by placing small stones between them. Alaturca tiles are used as roof coating. Ornaments of roof corners are made by using two-riffle bricks called as eagle wings [16].

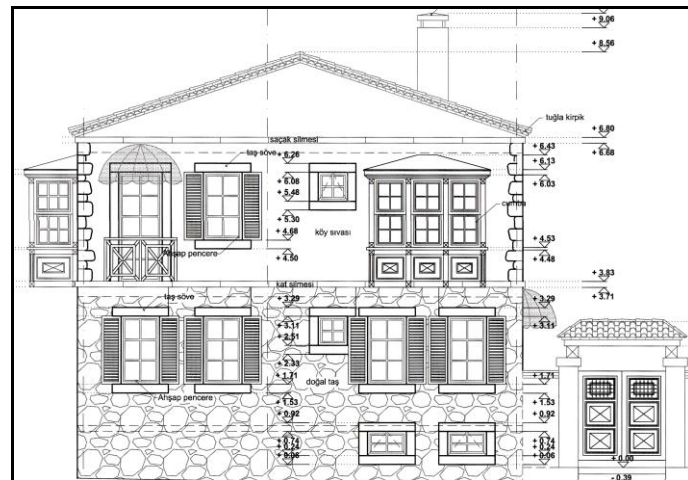


Figure 9. Kayezta Hotel south façade view schema [15]
(Şekil 9. Kayezta Oteli güney cephesi görünüş şeması [15])

5. CONCLUSION (SONUÇ)

Accommodation needs of people during their voyages for particular purposes throughout the history have disappeared with the construction of lodgings and caravanserais.

These accommodation structures have replaced by the facilities having more services for people under the name of hotels with the requirements of this time and technological capabilities.

Hotels have been classified according to their features in time, and have begun to serve in accordance with their identities.

Boutique hotels are in the special quality hotels category according to the hotel classification of Tourism Promotion Law to which accommodation structures are connected.

The reason that boutique hotels are in the special quality hotel group is, having reflected lifestyle of the cities to architecture, indoor concept and to the service that they give. They serve occupants to feel like at their homes with personalized service. Boutique hotels are one of the facilities, the number of which increase day by day, and Alacati town of İzmir is one of the places where these facilities are present commonly. The reason that this town has been chosen as the research field is;

- That old and new texture are in accordance with each other in many parts of the city.
- That they include both the hotels transformed to boutique hotels with re-functioning as a result of restoration of stone houses in the town and the ones built afterwards.
- Providing sportive activities thanks to the location of the town is a significant factor for users' holiday place choices. For that reason, intensive demands for boutique hotels in summer seasons are effective in research selection.

In the hotels selected in the scope of the study, two significant factors were considered. In the first, it has been aimed that hotels contain each two sides architecturally. And in the other, the hotels that users prefer mostly have been focused on. Findings gained from the hotels examined in the scope of the study are;

- Boutique hotels constructed by refunctioning have generally been determined to be constructed in a way that has least damage on their historical texture architecturally. The ones constructed later have been seen to be constructed in a way that is convenient to their historical texture and similar to each other.
- Stone materials that are special to Alacati town were used as construction materials of the hotels chosen. Considering the façade typologies of the hotels, it is observed that all the hotels except for two have spurs on their façades. Spur has been used on sides of door and window openings of all the hotels. Whereas the door and window profiles of the ones constructed by refunctioning are wooden; plastic materials have been observed to be used in the profiles of many hotels constructed later. These materials cause some damage on texture compatibility. That is why the old structures come into prominence rather than the others in terms of façade integrity.
- Examining the hotels dealt with, it has been observed that many hotels have some deficiencies in their residential organizations. Some necessary units for boutique hotels do not exist in the hotels. Lobby areas and breakfast rooms are not included as separate units especially in the boutique hotels transformed later by refunctioning owing to residential limitations. They also do not include storerooms and laundry units. However, indoor organization problems are at lower levels in the boutique hotels newly constructed by considering the units.

- The most significant feature of the boutique hotels is being covered with special and antique worth equipment. The hotels re-functioned have been determined to be more successful at this point. Since modern equipment has been preferred in many of the hotels constructed later. On the other hand, out-dated equipment being used in the other hotels give the costumers a feeling of life experiences.
- One of the most important factors, except for all these, is that all the hotels serve people under the name of boutique hotels. However, none of them has boutique hotel operating licence belonging to Tourism Facilities Regulations.

In conclusion; considering all these factors, many of these hotels examined are able to offer the costumers a boutique hotel comfort. However, working with experts having every kind of knowledge and understanding in the matter of boutique hotel design might provide a healthier design-management relation.

NOT (NOTICE)

Bu makale, 28-30 Eylül 2011 tarihleri arasında Elazığ Fırat Üniversitesinde "International Participated Construction Congress" IPCC11'de sözlü sunum olarak sunulmuştur.

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