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Modern Trends in the Design and Construction of Hotels in Morocco

Abstract. The study examines the state of the hotels in Morocco and covers the problem of preserving the national traditional style in the interior and exterior decoration of hotel buildings. The relevance of developing the basic principles of architectural and planning organisation and the three-dimensional composition of hotel and tourist complexes in the hot climate of Morocco was substantiated. The purpose of the study is to determine the main trends in the development of national traditions in the construction of hotels in Morocco over the next 20-30 years. During the research, general scientific and special methods were used: analysis, comparison, comparison, and generalisation. It was determined that in the current conditions of rapid development of tourism in Morocco, new hotel complexes are designed and built mainly spontaneously. In order for such buildings to be created as systems of spatially connected architectural ensembles, it is necessary to develop and comply with the basic principles of functionality, sustainability, and aesthetics – this will preserve the originality of Moroccan architecture in the new complexes and establish the national flair as the main architectural feature of hotels in the Arab world. The use of traditional materials such as natural stone and clay for the exterior structures of buildings will not only protect against the hot climate of Africa but also preserve the authentic architectural form. The study complements the general state of hotel development and clarifies the current state of modern multifunctional hotels in Morocco. The practical value of this study lies in the fact that recommendations for preserving the materials, national traditions, and architectural techniques typical for this area will allow new buildings to fit harmoniously into the environment and optimally adapt them to natural and climatic conditions

Keywords: hotel complex, development trends, National flair, authenticity of Morocco

INTRODUCTION

The Kingdom of Morocco is a country in North-West Africa, washed by the Atlantic Ocean and the Mediterranean Sea.

L.N. Kalinichenko [1] characterises North Africa as the most suitable and developed region of the continent, attracting tourists with a favourable climate, beautiful beaches, and ancient architectural monuments. When travelling to Africa, tourists mostly choose Egypt, Tunisia, and Morocco. This region offers all types of tourist services: from swimming in the Mediterranean Sea and the Atlantic Ocean to skiing or extreme trips to the Sahara.

All types of tourism are developed in the region: recreational, health-improving, educational, ski, business, sports,

and educational. V. Sokolovsky & H. Eddin El-Ouali [2] in their paper “features of the recreational potential and zoning of Morocco” note that despite the rapid, spontaneous development of hotel complexes, the country’s recreational potential is not entirely used (there is still a substantial undeveloped territory of the coast).

The purpose of the study is to analyse the state of hotel complexes in Morocco, determine the recreational potential of the region and its features, and identify the main trends in the development of national traditions in the construction of hotels in Morocco over the next 20-30 years. Research objectives: to analyse studies on this subject; to characterise the existing state of the hotel fund

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and determine the main trends in the development of hotel complexes in Morocco.

The study covers the current state of modern multifunctional hotels in Morocco – versatile complexes with developed infrastructure and functional zoning. Multifunctionality means that each hotel complex combines different types of functional zones, namely: residential, economic, recreational, pedestrian and transport network zones, landscaping zones, etc. [3]. All these functional units are represented by various types of buildings and structures filled with the most modern services of the hotel and restaurant sector (from personal trainers, massage therapists to yachting, diving, and golf).

Architectural and planning solutions of hotels are determined by various factors, namely: natural and climatic, cultural, historical, and architectural [4]. Therefore, the architecture of hotels in Morocco should use historically based planning techniques. These include: hotel complexes with a centralised layout – common in urban areas when the territory is limited and there is no possibility of spatial expansion; complexes with a block layout (such hotels consist of several structures that are spatially distant from each other); complexes with an atrium type layout (it is characterised by an internal glassed gallery).

In addition to historically established planning techniques, natural materials (natural stone, clay, and wood) inherent in this area are also preserved as traditional. Historically determined planning techniques and building materials combined with innovative solutions will ensure that hotels retain their national flair.

The study by P. Gutsol [5] describes the features of the functioning of resort hotels in the world, it is determined that the main problems of the resort hotels are considered to be the following: seasonality of demand, which largely affects their load; hiring and maintaining a permanent staff of qualified personnel; ensuring the safety and maintenance of buildings and equipment in proper condition in the off-season period.

In the paper of A. Kagermeier [6], tourism in Africa is considered as an important branch of modern African economies, which strongly reacts to the development of individual countries. State of the hotel fund in Morocco and its capital, Rabat was analysed in the paper by K. Barkam, & O.E. Rogozhnikova [7]. The study covers the problem of spontaneous construction of hotel complexes in Morocco. It is determined that in order for hotels to be created as systems of spatially connected architectural ensembles, it is necessary to develop the basic principles of forming hotel complexes in the hot climate of Morocco. These principles should consider and be based on the values of the historically established environment, preserving the originality of Moroccan architecture in new complexes.

MATERIALS AND METHODS

General scientific techniques were chosen to conduct this research:

- analytical (for analysing and comparing previous studies on this subject, and generating data on the existing hotel fund in Morocco);
- tabular (to summarise the collected material about the surveyed hotels);
- synthesis and comparison method (for concluding the current state and architectural features of hotels).

The study also uses special methods of scientific analysis:

- graphic (when drawing typological schemes of the layout structure, spatial planning, and interior design of hotels in Morocco);
- abstract-logical (assuming about the further development of hotel complexes in Morocco).

A research methodology, necessary to formulate the main trends in the development of hotels in Morocco was developed. Five stages of the study were identified:

Stage 1 – review and research of the latest studies, namely the papers of L. Kalinichenko [1], P. Gutsol [5], A. Kagermeier [6], K. Barkam, & O. Rogozhnikova [7]. Upon using the methods of analysis, synthesis, systematisation, and generalisation of bibliographic materials, it was determined that the main attention of existing studies was the state of the hotel fund in Morocco and the development of the tourist destination of this region, but the architectural, planning, and design features of hotels were not investigated.

Stage 2 – determination of the forming hotel complexes methods. Based on the general analysis, synthesis, systematisation, generalisation, and special architectural methods (visual survey and system analysis), the following principles were established: reconstruction and expansion of existing hotels, spontaneous creation of new hotels, and effective design of new complexes considering climate, traditional materials, and approaches.

Stage 3 – analysis of architecture, planning, and composition to establish the features of hotels in Morocco. Based on the systematic architectural analysis, the main groups of premises were identified: residential, administrative, public, engineering and utility rooms, which, when combined in different ways, form different types of planning structures.

Stage 4 – identification of the features of hotels in Morocco based on the third stage. Based on the analysis, synthesis, systematisation, generalisation, comparison, and visual survey of hotels, it was established that hotel complexes are divided into the following types:

- hotel complexes with a centralised layout (Figs. 1, 4);
- hotel complexes with a block layout (Figs. 2, 3);
- hotel complexes with a podium layout;
- hotel complexes with atrium layout (Figs. 3);
- hotel complexes with a simplified layout;
- hotel complexes with a compact layout;
- hotel complexes with complicated layouts (Figs. 5, 6).

Stage 5 – investigation of the influence of the European School of architecture on the design of new hotels. Based on the generalisation, comparison, and graphical



comparison of various examples of hotel complexes, it was determined that many new properties lose national flair.

RESULTS AND DISCUSSION

According to the ancient Roman architect Vitruvius, there is a so-called formula of architectural beauty, namely: a combination of three components – utility, durability, and beauty [8]. It remains relevant. It is necessary to combine the architectural and planning structure, functional content, and aesthetic and decorative finishing to create outstanding architectural work. The architect is a kind of synthesis of art and technology. The emergence of various architectural styles and structures was always dictated by society, its traditions, religions, natural and climatic conditions.

The architecture of a hotel or hotel complex is formed by combining the planning structure, functional content, facade decoration, interior and landscape decoration. Each element that forms the architecture is an integral part, combining into one harmonious whole, they become a complete artistic image that corresponds to the overall architectural and spatial idea of the hotel. The general appearance of a hotel or hotel complex is extremely important in shaping the architectural style of this institution. These areas include:

– scandinavian style – concise and restrained, but functional. Natural finishing materials and light colours

predominate, especially white. Due to the Scandinavian style cosy interiors are formed;

– marine style – common for hotels on the beach (Figs. 3, 4) its main features include the “water” palette, which is dominated by white and blue tones, simple shapes, themed decorations (steering wheel, starfish, etc.);

– country style – design of hotel complexes that reflect the interiors of country houses. It is characterised by natural colours, matte surfaces, parquet or laminate, imitation of animal skins on the floor;

– oriental style – formed by the national traditions of Eastern countries (India, Egypt, China, Morocco). Stone or wooden floors, low furniture, and a variety of different textiles are typical. (Figs. 5-8)

– Baroque – a style of pomp and luxury, the main task is to emphasise the status of guests. It is characterised by the use of precious materials, works of art, gilding, hand carving, etc.;

– classic style – creating a hotel complex based on the classicism palace style. Typical materials for this style are silk and velvet, furniture made of noble wood, marble, columns, and stucco.

After analysing the architectural styles, hotels in Morocco can be characterised by Scandinavian, Marine, and Oriental styles, however, all architectural trends are reflected (Figs. 1-8).



Figure 1. Royal Mirage Boulevard Mohammed V, Agadir, Morocco

Source: [9]



Figure 2. Ibis budget Tanger Free Zone, N1, Tangier, Morocco

Source: [10]





Figure 3. Four Seasons Hotel Casablanca Bd de la Corniche, Casablanca, Morocco

Source: [11]

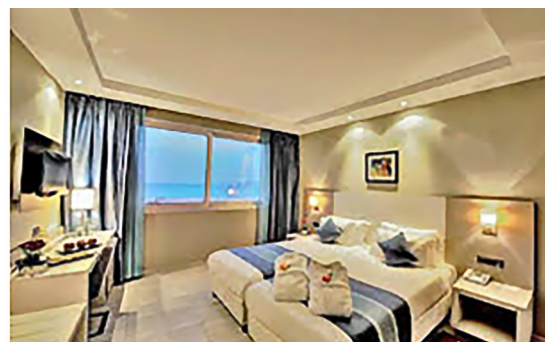


Figure 4. Ibis budget Tanger Free Zone, N1, Tangier, Morocco

Source: [12]

In general, a hotel complex is a very challenging object and solving or subordinating a function to an architectural style is a problematic and interesting task for an architect. The organisation of completely different functional processes is difficult (for visitors – comfortable housing, timely cleaning and meals, etc., and for employees – the need to perform their work in full, while not interfering with visitors). Architectural planning directly affects all these processes.

The architectural and planning design of hotel buildings is often dictated by the location, natural and climatic features of the site. However, in addition to climatic features, cultural, religious and other social factors have a substantial impact. The use of authentic architectural approaches in design (for example, the construction of wide walls, the design of courtyards, etc.), traditional materials (natural stone, clay, wood), ancient energy-saving technologies (lime whitewash both outside and inside buildings, wooden carved shutters on windows, etc.) creates a unique architecture, which will not only be a place of attraction for tourists, but also a national expression of society.

Today, there is a diverse classification of hotels, namely: according to the planning scheme (detached, attached, etc.), capacity (for 50, 100 people or more), purpose, comfort level, type of structures, etc. [13]. All these criteria affect the overall image of the hotel complex and its price category. However, performing the function of temporary housing alone is not enough for modern hotels. Today, such a complex should also be a comfortable place for recreation, food, and high-quality leisure activities, and also have

its own features. Therefore, the architectural structures that form the hotel complex must meet all these requirements. The hotel should use the preservation of traditional materials and the latest innovative architectural techniques (dynamism of the structural system) and use innovative technologies to enhance the national flair.

For the successful functioning of the hotel, it is necessary to provide comfortable living conditions and high-quality services to visitors. In general, the following principles of hotel design can be distinguished [14]:

1. *Organicity* A hotel or hotel complex should fit seamlessly into the existing environment; such a complex should not overpower the historically formed special terrain, but rather emphasise and complement it.

2. *Planning efficiency*. The planning structure must be rational, meet functional requirements, and provide an appropriate ambience;

3. *Identity*. The hotel should be planned in accordance with aesthetic, national, and technical standards and recommendations, providing for the possibility of its reconstruction is also important.

4. *Cost-effectiveness*. The layout of hotels should be appropriate for a particular site, and the decoration should correspond to the price category of the hotel.

5. *Energy efficiency*. During the design, it is necessary to consider natural and climatic factors, air temperature and humidity, precipitation, wind speed and direction, and the possibility of using these natural conditions for heating, ventilation, paving the territory, etc.



Modern multifunctional hotel and entertainment complexes are objects with a very high level of comfort (Figs. 5-8). These facilities offer a wide range of services and have a well-developed infrastructure. Often such hotels are included in the world-famous international chains – “Sheraton”, “Hilton”, etc.



Figure 5. Jardin Majorelle-Yves Saint Laurent Mansion, Marrakech, Marokko

Source: [15]



Figure 7. Odyssee Park Hotel, Agadir, Marokko

Source: [17]

Being an autonomous “city within a city”, such complexes enable the client to realise their needs for entertainment and recreation, without going beyond its borders. In addition, all conditions are created there for the successful holding of various business events – meetings, conferences, etc. However, when designing such architectural giants, it is necessary to ensure national identity. Despite the typical frame construction system with hinged facades and a huge amount of glass and lighting, it is necessary to use traditional characteristic elements of the layout, exterior decoration, decor, etc.

Since the 50s, the development of tourism in the world has acquired the character of an “explosion” and has become one of the phenomena of the twentieth century [19]. Every year, hundreds of millions of people around the world travel for recreation. Tourism is increasingly affecting the social life and culture of many countries, including Morocco. The experience of global economic development shows that the construction and operation of hotels occupy a substantial place in the economy of developed countries.

The tourist destination of Morocco is now developing rapidly. Tourists choose Morocco due to its traditional national flair, incredible hospitality, and beautiful five-star hotels.

A variety of restaurants and bars, conference rooms, shops, underground parking, outdoor and indoor swimming pools, and fitness and business centres equipped with all modern means of communication make them attractive for both tourists and people travelling purely for business purposes.



Figure 6. Taj Atlas Wellness Boutique Hotel & Spa, Marrakesh, Marokko

Source: [16]



Figure 8. Kasbah Lamrani, Tinghir, Marokko

Source: [18]

The main trends in the design and construction of modern hotel complexes in Morocco are:

1. Preservation of history and national traditions. In countries with a deep history and established cultural and historical traditions, a special architecture is always formed. In the architecture of hotels in Morocco, there is also a tendency to use traditional historical planning design. In addition, abandoned buildings are being reconstructed into new hotel complexes. This trend is present in historical cities, where hotel complexes are located directly near architectural monuments of local or national importance. Top-class hotels are located directly in architectural monuments, which gives the highest level of identity to these buildings. Such hotels have existed for a long time, established their history and traditions, and have famous visitors and residents.

The use of a characteristic planning structure and historically established building materials provides for the development of the architectural tradition. However, this architectural design is also determined by natural features – the hot climate of Morocco (the average temperature in summer is about +29-35°C). The use of traditional architectural techniques for this area, for example,

the design of an atrium or pavilion-type hotel with massive exterior walls; the use of natural materials such as: clay for stucco exterior walls (absorbs the temperature of the outside air), the use of natural stone as a finishing material for walls and floors (a characteristic building material for African countries), etc.



National flair is a characteristic feature of the interior design of hotels in Morocco (Fig. 9). It is traditional to use bright colours and luxurious fabrics with unusually shaped furniture made of natural materials. Nevertheless, despite the exoticism, such interiors successfully fit into the modern European traditions of hotel complexes.



Figure 9. Interior in Moroccan style

Source: [20]

2. Increasing the level of comfort. During the reconstruction, repair or construction of new hotel complexes, hotels are equipped with all means of modern engineering equipment. However, the exterior of the building and the interiors of the hotel must remain corresponding to the authentic appearance and style of the historical era. Modern interiors in the Moroccan style are not much different from their historical counterparts, hotels are decorated in the style and traditions of a certain period. The Moroccan style is characterised by: the use of expensive materials in decoration, namely oak panels for wall and ceiling cladding, wallpapers and tapestries, parquet, marble, bronze and gilding are widely used; furniture of unusual shapes (low but wide sofas); charming decor (mosaics, Moroccan tiles, forged elements, handmade carpets with various ornaments, etc.).

The interiors are decorated with restored details and antique furniture to fully emulate the historical era. Vintage fireplaces, rough ethnic details, mosaics, paintings, candlesticks, and chandeliers add authenticity. The architectural solution of the bathrooms also corresponds to the overall style – modern plumbing is stylised in accordance with the flair of the past. The functional purpose of hotels is highly important in relation to the location of the complex in the overall planning structure of the city. After analysing the location of hotels in the structure of large cities and megalopolises, several characteristic methods of their location were distinguished:

- location of public and residential functions in separate but mutually connected buildings that stand on the contrast of forms: housing is smaller in terms of built-up area, but higher in number of floors, and public spaces are smaller in number of floors and are more stretched along a horizontal compositional line;

- housing and public parts of the hotel are located in independent (separate) structures that are not connected to each other. Sometimes this technique is called

a “pavilion” [13] type of hotel complex. It helps to provide a free architectural and planning solution for groups of premises and make a clear structural and planning, and functional division of the hotel, but it requires a larger building area compared to other methods of planning the territory and therefore is used less often. Usually, this type of planning of the complex is typical for the construction of hotels located in poorly developed areas.

CONCLUSIONS

The study analysed the state of the Moroccan hotel fund, identified the main problems of building modern hotel complexes, and substantiated the relevance of developing the basic principles of architectural and planning organisation and spatial composition of hotel and tourist complexes in the hot climate of Morocco. The study also emphasised the importance of developing national standards for the design of hotel complexes for the climate and traditions of Morocco.

Thus, after analysing the development of the recreational and tourist destination of Morocco, tourism occupies a leading branch of international business with many areas of further development: improving the level of the economy, increasing employment, etc. However, as a result of the study, it was determined that the rapid development of the hotel business in Morocco leads to the spontaneous construction of typical hotel complexes with modern architecture, but without national flair.

It was investigated that in the 20th century, the construction of hotel complexes in Morocco took place in three main areas of search for architectural expressiveness:

- following the “international style”, which led to a loss of national expressiveness;
- the stylisation of European-type objects based on the motifs of traditional Arabic architecture to highlight the nationality of a building or complex;



– identification and creative use of traditional types of hotels in Morocco in new construction, considering the achievements of modern culture and technology.

The importance of this study is confirmed by the fact that Morocco is close to Europe and the sharp spread of the international European style will lead to the loss of traditional Moroccan forms, ornaments, colouristics, etc.

Considering the above factors, it can be concluded that the main trends in the design and construction of new hotel complexes in Morocco should be the use of traditional planning techniques and building materials inherent in the area, which, combined with unexpected modern architectural ideas, will ensure that hotels preserve their national authenticity.

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Сучасні тенденції проєктування і будівництва готелів Марокко

Анотація. У статті розглядається стан готельного фонду у Марокко, розкривається суть проблеми щодо збереження національно-традиційного стилю в оздобленні інтер'єру та зовнішнього оздоблення будівель готельного комплексу. Обґрунтовано актуальність розробки основних принципів архітектурно-планувальної організації та об'ємно-просторової композиції готельно-туристичних комплексів в умовах жаркого клімату Марокко. Метою статті є: визначити основні тенденції розвитку національних традицій у будівництві готелів Марокко упродовж наступних 20-30 років. Під час дослідження було використано загальнонаукові та спеціальні методи наукового дослідження: аналіз, порівняння, зіставлення, узагальнення. Було визначено, що в сучасних умовах стрімкого розвитку туризму в Марокко нові готельні комплекси проєктуються і будуються переважно стихійно. Для того, щоб такі будівлі створювалися як системи просторово пов'язаних архітектурних ансамблів, потрібна розробка і дотримання основних принципів функціональності, екологічності та естетичності – це дозволить зберегти в нових комплексах своєрідність марокканської архітектури та затвердити національний колорит, як головну архітектурну особливість готелів Арабського світу. Використання таких традиційних матеріалів, як природній камінь та глина для зовнішніх конструкцій будівель, не лише захистить від жаркого клімату Африки, але й збереже автентичну архітектурну форму. У дослідженні доповнено загальний стан розвитку готелів, уточнено актуальний стан сучасних багатофункціональних готелів Марокко. Практична цінність даного дослідження полягає в тому, що рекомендації щодо збереження узвичаєних для цієї місцевості матеріалів, національних традицій та архітектурних прийомів дозволить гармонійно вписати нові будівлі в навколишнє середовище і оптимально пристосувати їх до природно-кліматичних умов

Ключові слова: готельний комплекс, тенденції розвитку, національний колорит, автентичність Марокко