

Biophilic Approach In The Hospitality Industry

Musailova Nazira Begalievna¹, Tansel Tercan², Zhunusova Aliya A³

Abstract

Biophilia can be defined as individuals' inherited need for nature for physical and mental health, life satisfaction, and therefore an effort to return to nature and integrate with nature. There are basic principles that reflect this design approach to the space, such as natural materials, appropriate building layout, shelter ventilation, and the use of living materials. This research was organized to reveal the positive effects of biophilic designs on the physical and mental health of living things, based on the investigation of the effects of living space designs on people. Based on the research that prove that living things, especially human beings instinctively want to connect with the natural environment, the need for biophilic design principles has been revealed and the effects of these designs on spaces and people are pointed out. The article, which gives tips on how to use the principles of biophilia to transform living, sleeping, working, and resting spaces into spaces that inspire, revitalize, and enrich human life, also focuses on the application and evaluation criteria of biophilic design.

Keywords: *Biophilic Design, Hospitality, Tourism, Biophilia, Culture*

Introduction

Research has shown that giving people a view where they can see grass and trees helps them recover faster in hospital, perform better at school or at work, and exhibit less aggressive behavior. Observations on the natural needs of people to nature are an important basis for the development of physical, emotional, and cognitive development, aesthetic and spiritual experiences, a source of identity is a descriptive part of the human soul of the natural world. They also argue that when designed and built without understanding this fundamental truth, it not only harms the space but also degrades the quality of the human experience and negatively impacts human health and well-being. (Pollack, 2006. p, 432-435.).

As a mechanism of perception, cognition and behavior, human acquires information from the environment through the senses. Cognition is the attunement and understanding of what is perceived. The psychology of space perception is basically related to the person's short or long-term experience in the place or its environment and, accordingly, to remember the place. This experience changes and develops depending on the concept of motion and time. At the same time, it has been observed that the position of the person in the space is also related to the analysis of spatial relations.

Population growth, chemical wastes and depletion of natural resources have irreversibly shaken the natural balance of the world. With the deterioration of the natural balance, the quality of life of human beings has decreased and people have begun to question their relations with nature. As a result, the concept of "biophilia" has become the focus of research since the last century. This article aims to evaluate the effects of the concept of "biophilia" on design and architecture. In studies prepared for this purpose, emphasizing the human-nature relationship and the effects of biophilic design on space and people adds sociological and psychological value to the research.

¹Faculty Economic and service Department of Tourism and service "Kazakh University of Technology and Business" Kazakhstan, Astana. musailova.nazira@gmail.com, Orcid: 0000-00028989-5749

²Doctor of Philosophy, Faculty of Tourism The Department of Tourism Management Antalya Bilim University, Türkiye. E-mail: tansel.tercan@antalya.edu.tr, Orcid: 0000-0001-5039-2725

³Head of the Department, PhD Tourism and service "Kazakh University of Technology and Business" Kazakhstan, Astana. Orcid: 0000-0002-4490-7777, aliya.zhunusova1983@mail.ru

A Paradigm for Sustainable Human-Nature Relationship

Biophilia is not an instinctive approach, but a set of learning rules that can be studied and analyzed separately. Emotions shaped by learning rules; It takes place on many emotional spectrums, from attraction to disgust, from admiration to indifference, from peaceful to fear-induced anxiety. In other words, it is not an instinctive approach like swallowing, sucking or breathing, which are innate to us living beings. (Wilson & Kellert, 1993, p. 2). It is a whole formed by biological tendencies such as fear, anger, excitement, curiosity, hatred, love that are still present in us, which emerge as a result of learning and experience. If these are not learned and experienced, biophilia will not occur, so the functioning of biophilia depends on adequate learning, experience and sociocultural support.

At the same time, the biophilia hypothesis suggests that these emotional responses to nature reveal symbols that make up a large part of the culture. In other words, in the development process of humanity, it is seen that the reactions of each culture to natural events and living beings have changed, or different meanings have been attributed. (Wilson & Kellert, 1993, p. 2-3).

Hotels and brands are constantly having to diversify ways to differentiate guest experiences in the fast-growing hospitality industry. Early research on industry trends reveals that many biophilic design models, such as Visual Connection with Nature, Anticipation in the Lobby, and Material Connection with Nature, emerge as the most frequent and well-represented biophilic design models in hotel and resort lobbies around the world. How these patterns are expressed tends to differ depending on the ecosystem and climate, culture, spatial parameters, hotel brand identity, and other factors. However, the general trend is that direct and indirect references to nature incorporated into lobby design affect guest experience, user trends such as length of stay, and potentially even Food & Beverage spend. (Terrapin Bright Green, 2012, p. 38).

Biophilic design separates one lobby or any space from another and basically adds health and wellness benefits to the overall guest experience. As the future traveler is more educated and more global, personal health awareness is crucial to their travel experience. Hospitality venues can partially respond to this increasing demand by offering relaxation and socializing among their guests and visitors. (Figure 1) (Human Spaces 2.0: Biophilic Design in Hospitality p, 15-36-38)

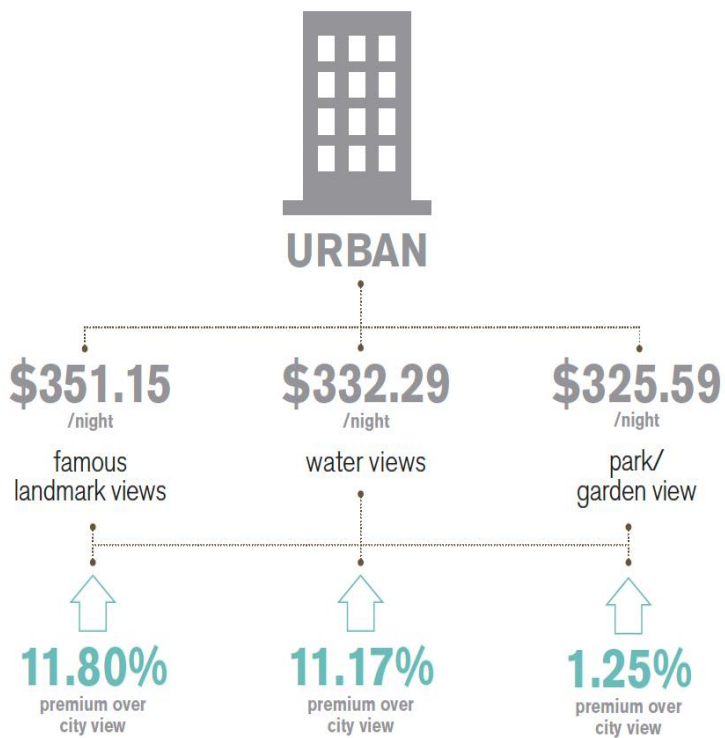
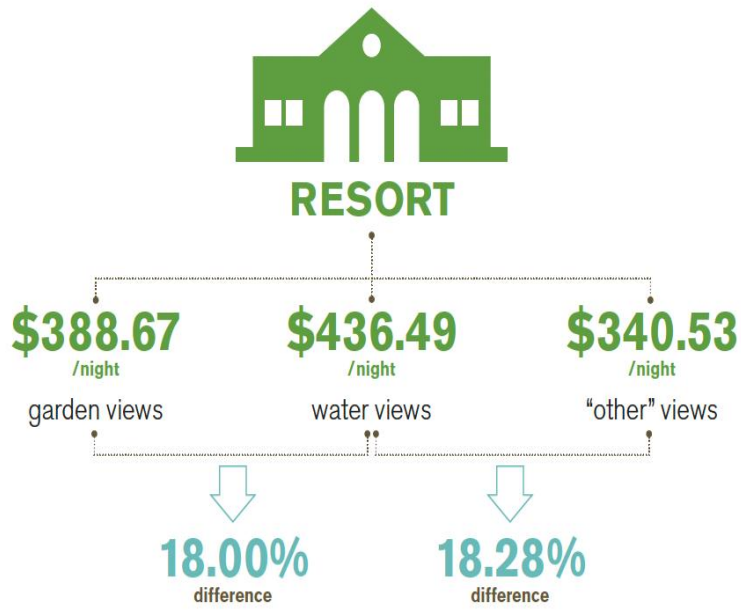
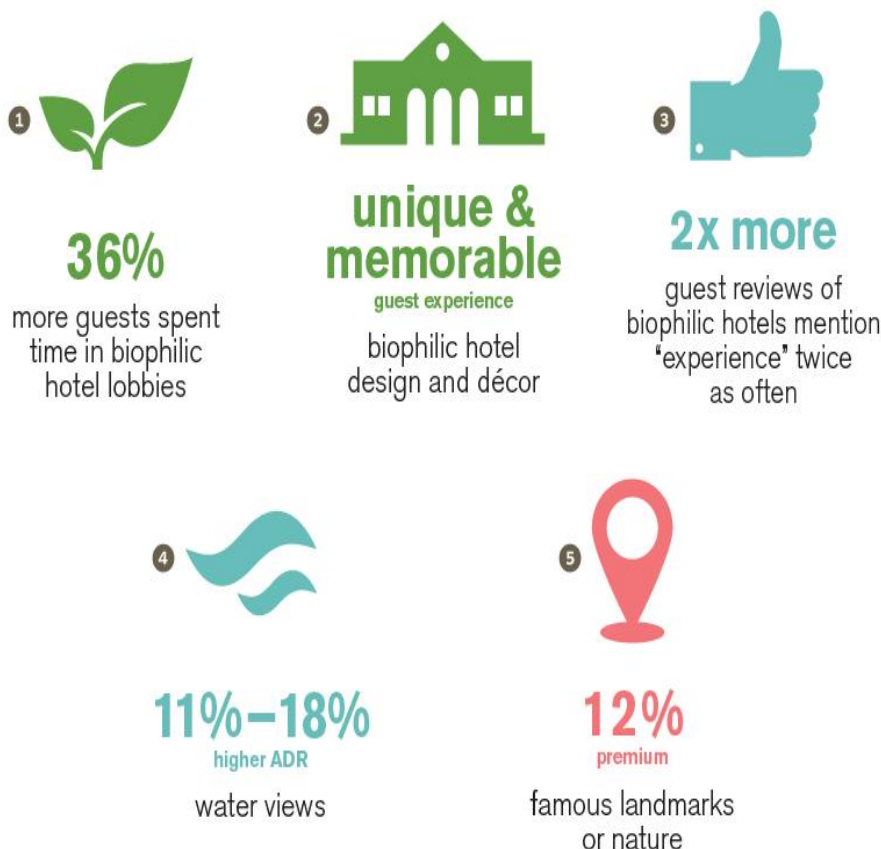


Figure 1: "Connection with Nature is a particularly frequent and well-represented biophilic design pattern in hotel and resort guest rooms around the world. "

(Human Spaces 2.0: Biophilic Design in Hospitality p, 15)

The fact that water is a natural visual stimulant, triggers the brain to provide concentration and restores memory is proof of why the water factor is important in biophilic design. In the 14 Patterns of Biophilic Design article, the results of the research on the preference for environments containing the element of water and the formation of positive emotional reactions in these environments are discussed as follows; "When we are exposed to the properties of water, we see that the stress decreases, the feeling of peace increases, the heart rate and blood pressure decrease." (Browning, et al., 2014, p.34). Studies on responses to activities in green areas have shown that activities in green environments with water improve both self-esteem and mood compared to activities performed in environments without water. (Barton & Pretty, 2010; Browning: 2014, p.34, Human Spaces 2.0: Biophilic Design in Hospitality p, 30).

Figure 3



30 | Human Spaces 2.0: Biophilic Design in Hospitality

(Human Spaces 2.0: Biophilic Design in Hospitality p, 30)

Browning indicates that biophilic design, organic forms, and forms remind us of nature, and this tendency is innate in humans. He points to the following description of Vessel; (Browning, 2014: p.40) "We have a visual preference for organic and biomorphic forms but the science behind why this is the case is not yet formulated. While our brain knows that biomorphic forms and patterns are not living things, we may describe them as symbolic representations of life. (Vessel, 2012)"

Conclusion

Biophilic design is a restorative environmental approach that benefits people and the environment in its most general definition. The researchers in different disciplines working on biophilia have emphasized that man's innate attachment to nature is not new, this behavior has developed instinctively, and therefore people have done this behavior intuitively in ancient times. The reason why the concept of biophilia has become the subject of scientific studies and has become an important element that shapes architecture, especially today, is its rapid separation from nature with the modern period. In this research, necessary investigations were made to reintroduce the natural life, which is gradually moving away, to human life. As a result, it is seen that a design that is caused by insufficient contact with natural light, ventilation, natural materials, natural shapes and forms, and the disconnection between man and nature in the built environment is increasingly dominant.

As the above explanations point out, human being is physically, mentally, and even genetically dependent on nature. The roots of human beings are connected to nature as of creation, and one branch of all studies on peace, happiness, health, and well-being extends to natural life, and humans always find these concepts in nature. Connecting with nature, which embellishes dreams, purposes and future, plans, encounters obstacles in modern life, but places where a large part of life passes can be brought together with nature with biophilic design. Biophilic design, which is a concept that can be applied in many indoor and outdoor spaces, will increase the functionality of all these spaces, while also contributing to the physical and mental health of the people who share these spaces.

The knowledge gained from the past and nature can help transfer the magnificent designs of nature to the space with today's construction and design techniques or tools (such as parametric design). In this context, the nature experience to be obtained by the successful application of biophilic design parameters will enable people to establish a more harmonious relationship with the natural environment and to be more productive and healthier.

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