

# Exploration of Innovative Course Teaching of the Theme Hotel Design—Take the College Students' Entrepreneurship Program of Environmental Design Major as an Example

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## Abstract

Hotel special subject design is one of the important professional practice courses in the interior design direction of environmental design major. Through the study of this course, students can master the basic concepts, design contents, design principles and design methods of hotel space design, through the explanation of hotel design course, students can have a systematic understanding of hotel space planning and layout, hotel furnishings art and hotel furniture application, so that students can master the specific application of operation process, decoration materials, construction technology of hotel space design and other professional knowledge, finally, they can meet the needs of commercial space design major and lay a good foundation for social practice.

## Keywords

Theme hotel; design; college students' entrepreneurship program; innovative course.

## 1. Introduction

Hotel special subject design is one of the important professional practice courses in the interior design direction of environmental design major. Under the background of college students' innovation and entrepreneurship in the new era and the widespread rise of folk hotel, the design of theme hotel should more conform to times and combine with the times to create a favorite hotel environment.

From daily teaching to innovation and entrepreneurship practice teaching of "college students' entrepreneurship" program

In recent years, the Ministry of Education attaches great importance to the innovation and entrepreneurship program of college students, whose purpose is to promote the integration of science and education, improve the students' scientific research practice ability and innovation and entrepreneurship ability. Through the integration of conventional classroom teaching and college students' entrepreneurship program, students use their professional knowledge in the actual design programs, combine theory and practice closely, and better promote the enthusiasm of students' independent learning and improvement professional ability.

## 2. Determine the Planning and Design of Program

The theme hotel design course is one of the core courses of the environmental design major, there are 8 weeks and 96 class hours in total, as far as the students of the interior design direction of the environmental design major are concerned, they have completed the study of the professional basic course before studying the hotel design theme course, and have relatively solid professional basic skills, so that they can enter into the course of the theme hotel design smoothly.

As the research of the special program integrated with college students' entrepreneurship program, we have proposed the following contents and objectives:

2.1 Carry out special training based on this course. The proposed program is the design of the theme homestay hotel in the rural landscape design under the parent-child mode. Based on the theories of landscape ecology, landscape aesthetics and environmental psychology, this paper explores the ideas

and methods of "experience" rural landscape design ecology, and improves the theoretical system of theme hotel design.

2.2 Through the study and research of the theme hotel program in the rural landscape under the parent-child mode, guide the construction of the rural tourism landscape, maintain and beautify the rural natural landscape, improve the ecological environment, and design the theme hotel design in the ecological rural landscape of sustainable development from the perspective of regional culture and natural environment, so as to promote the construction of the new countryside and benefit the people of one side.

2.3 Understand the characteristics of parent-child leisure agricultural park, the design methods of related theme hotels and surrounding landscape, and promote the diversification and sustainable development of parent-child leisure agriculture.

2.4 Start from the perspective of natural experience, understand children's behavior habits and cognitive characteristics, connect the design of residential hotels, landscape design and natural experience through behavioral activities, from the perspective of landscape, open up the outdoor space as an important educational environment system through the design of places and the arrangement of behavioral activities, and plan related activities in the parent-child leisure agricultural park Let children and their parents know about plants, make children experience nature and recognize nature, produce positive behavior activities, carry out the interior design and landscape design of the theme hotel, apply the research theory to practice, and realize the purpose of children's experience of nature and cognition of nature in the parent-child leisure agricultural park.

2.5 Under the mode of "garden city", the paper discusses the design of the theme hotel of homestay on the premise of combining with the landscape technique of building garden scenery, so as to achieve the new direction of combining landscape, ecology, agricultural products industry and tourism. And injected fresh blood: "experience", attract people to visit tourism, its "experience" is also reflected in the interaction between people and landscape, learning and education, experience mode of rural urban landscape, etc.

### **3. After the Research Content and Purpose of Program was Determined, We Began to Plan and Design the Program**

3.1 Deepen understanding of the program, summarize the content of the program by hand sketching, and think about it at any time.

3.2 Base research, according to the specific geographical location of the program site and the surrounding folk customs, cultural atmosphere, planning and design are conducted on this basis.

3.3 According to the purpose and research content, start to plan the program:

3.3.1 Sketch the concept by hand and make the content of the program clear. According to the location of the program: Xianshi ancient town, Zigong City, this special geographical environment is analyzed. Xianshi ancient town is a well-known salt wharf in Zigong area in ancient times, and it is also a prosperous commercial area. There are many salt cultural relics in this area. In allusion to this historical and cultural characteristic, we conducted a second investigation on the program site, drew up a preliminary plan and drew a sketch based on the village scene of the flourishing age of the ancient Zigong Salt wharf.

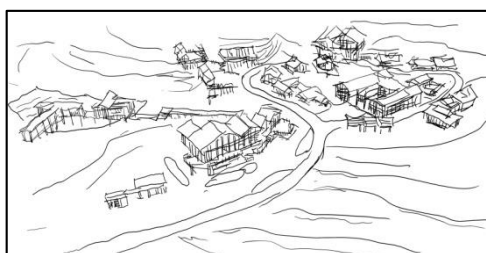


Fig.1: hand-drawing concept sketch

3.3.2 Draw CAD, after a large number of preliminary researches, further detailed planning of the program site is conducted; functional areas are divided, the program traffic road is planned.

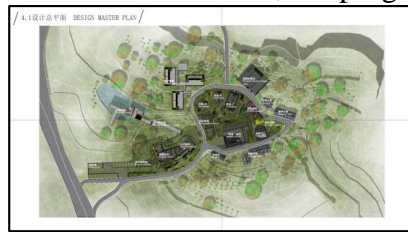


Fig.2 bird's-eye view of program planning

3.3.3 The SketchUp model is constructed through the CAD, and the program is more fully recognized in space. In the construction of the model, we need to consider many factors, not only the content of the planning needs to be expressed through the model, but also the shape of the overall appearance of the theme hotel, the reality of the internal environment and the collocation of the surrounding landscape, which should not only follow the historical style of the ancient salt transport code head, but also conform to the landscape program, it must also conform to the landscape projects, landscape sketches, and ecological buildings of parent-child homestays. In order to conform to regional cultural characteristics and close to nature, we also consider stone and wood as the main materials in buildings, sketches and structures. While meeting the functional requirements of the program, we hope that the program will be more interesting and aesthetic, so as to create an atmosphere of childhood memory and increase the temperature of the whole design.

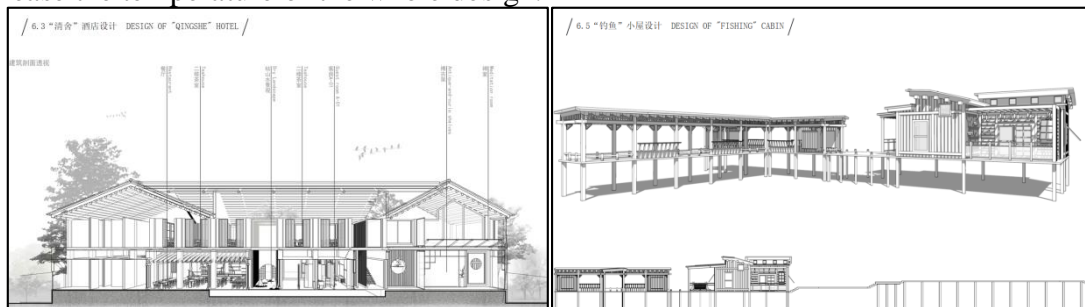


Fig.3 facade design of hotel part

Moreover, we use much software to express the ideas of the students and the content that the original intention of the program wants to present, so that the program from the monotonous text at the beginning to be presented in the form of three-dimensional images.

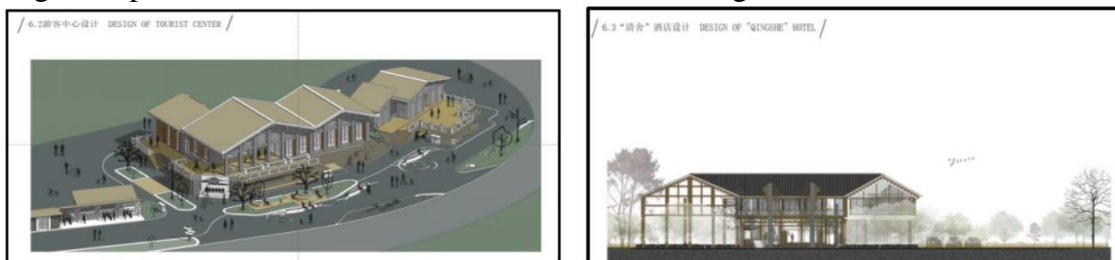


Fig.4 program modeling and partial renderings

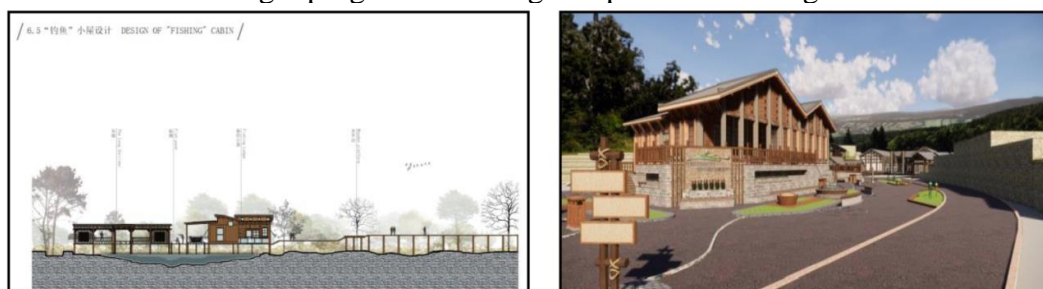


Fig.5 partial renderings

Through the combination of theme hotel design and college students' entrepreneurship program, the mode which links classroom teaching and program example presents a series of teaching mode reform, which greatly improves students' learning enthusiasm, enhances their learning interaction, and improves the quality of classroom teaching. Through the reform of the existing teaching methods, students can learn more vividly and effectively on the theme hotel space design course.

From the project practice, through in-depth analysis of the regional cultural characteristics of the theme hotel object to be designed, students infer other things from one fact in the classroom theme teaching, which cultivate students' image thinking conversion ability, and promote the teaching of hotel special subject design. In the long run, this teaching model is worthy of long-term promotion.

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