

A Case Study of Jaypee Green Golf and Spa Resort, Greater Noida: A place of luxury, relaxation and rejuvenation

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Abstract

This research paper is based on a case study of the Jaypee Green Golf and Spa Resort, which is located in Greater Noida. Greater Noida has emerged as a world-class city, and this resort provides great recreational space in this city. In today's era, tourism and hospitality have become more demanding, more varied, and more qualitative. Spa resorts have grown to dominate the accommodation sector of the world's tourism industry and are known as the critical building blocks of tourism due to the impact which the latter has on local and international economies. The resort, as a component of the destination, offer a unique combination of resources, attractions, and facilities; they also have unique physical environments, ecological conditions, and socio-cultural specifics. The present case study has been done to study and understand the design-conscious of Jaypee Green Golf and Spa Resort with the different amenities offered by it, which makes it attractive to the tourists.

Keywords: *Spa resort, tourism, hospitality, golf course.*

Introduction

A Resort is a place which provides an array of amenities which include relaxation and recreational activities so that dynamism of the leisure time can be provided to the visitors. Oxford's dictionary defines resort as place that is frequented for holidays or recreation or for a particular purpose. As discussed in literature, the resort concept changes depending upon their character and size [1-3]. Huffadine has defined Resort as an accommodation facility which can provide recreational activities to the visitors [4]. This can be implied to fact that it can be considered as a place to make social contacts and improve health and fitness. The design, architecture, environment and amenities provided by the resort make it attractive to the visitors. According to Baud-Bovy, *et al.*, a resort is a place where the people go commonly for recreation [5]. A person visiting a resort can go for lunch, or for a pass time, can plan an overnight stay with campfire. A resort can provide an environment to the visitor such that an artist can complete a portrait, a novelist can write a novel, a poet can compose a beautiful poem; so basically it can provide a relaxing and rejuvenating experience to the visitors. A resort can also be looked upon as place for conference, a social gathering, a meeting place, a banquet, a fitness club or simply a all in one-rejuvenation centre.

According to a definition given by Brey [6], "a resort can be defined as a full service lodging facility which provides access to or offers wide range of amenities and recreational facilities to emphasize the leisure experience". A resort can be classified into many types such as: Health Resort (Fitness Resort), Sports Resort, Adventure Resort, Nature Resort, Eco Resort, Agro Resort. However, the purpose served by all these types of resorts is the same i.e. recreation, relaxation and rejuvenation.

These days sustainable architecture is into being which being defined by Bromberek [7] is "responsible management of a healthy built environment based on ecological and resource-efficient principles: environmental, technological, financial, organizational, and social sustainability". A resort can have best practices with the addition of sustainability in architecture and design.

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Basically, if resort architecture needs to be defined, it can be said as set of buildings which is being designed in such a way that it can provide both recreational and relaxation activities together. A resort combined with both Spa and Golf area makes it more attractive and demanding to the visitors.

This exotically vivacious, **Jaypee Greens Golf & Spa Resort** is one such super deluxe creation of Jaypee Group that not only offers great space for ardent golfers but provides luxury accommodation and takes complete care of the recreational aspects as well. This place has been scrupulously designed by the veteran golfer Greg Norman, and this golf & spa resort is a visual treat for all the travelers as well as sportspersons. Strategically settled at the rich green premises of Greater Noida, this mystical creation is encased by the copious range of greenery consequently wins any guest's heart in one go.

Methodology:

Climate

The Jaypee Greens Golf & Spa Resort is situated in Greater Noida. Greater Noida lies within the National Capital Region of India's capital - New Delhi and is adjacent to Noida, one of the largest industrial townships in Asia. This place has a hot and humid climate for most of the year. The city climate becomes very hot during June which is followed by monsoon, the direction of which is unpredictable, happening after September. The Greater Noida monsoon has never been as bad as that experienced in other parts of India, such as Mumbai. Foggy and chilly winter weather lasts from November to February [8].

According to the Bureau of Indian Standards, the town falls under seismic zone-III, on a scale of I to V (in order of increasing proneness to earthquakes) while the wind and cyclone zoning is a "very high damage risk", according to the UNDP report. Greater Noida has Tropical Savanna Climate with three main seasons: summer, monsoon and winter. Aside from monsoon weather, it mainly remains dry [8].

During summer, i.e., from March to June, the weather is hot, and temperature ranges from 45 °C to 23 °C.

The monsoon season falls from the month of mid-June to mid-September during which the average rainfall is about 93.2 cm.

The winters of Greater Noida are very chilly due to the cold waves coming from the Himalayan region. At the peak of winters, the fall in temperature goes to around 3 to 4 °C. In January, the visibility on the streets is reduced to a great extent due to the dense fog envelope which surrounds the whole city [8].

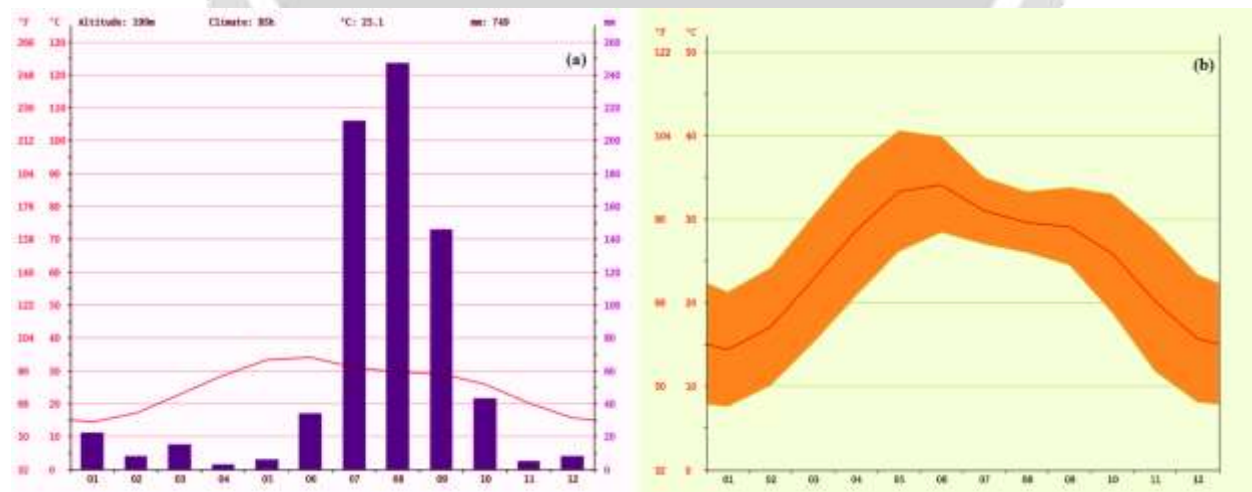


Figure 1: The climate and temperature of Greater Noida month wise [8].

Table 1: Climate data for Greater Noida . Greater Noida Weather [9].

Month	Climate data		
	Average high °C (°F)	Average low °C (°F)	Average precipitation mm (inches)
January	21 (70)	7 (45)	17 (0.7)
February	24 (75)	10 (50)	20 (0.8)
March	30 (86)	15 (59)	24 (0.9)
April	38 (100)	21 (70)	27 (1.1)
May	41 (106)	27 (81)	31 (1.2)
June	45 (113)	29 (84)	68 (2.7)
July	48 (118)	27 (81)	238 (9.4)
August	44 (111)	26 (79)	245 (9.6)
September	39 (102)	25 (77)	102 (4.0)
October	35 (95)	19 (66)	24 (0.9)
November	29 (84)	12 (54)	6 (0.2)
December	23 (73)	08 (46)	16 (0.6)
Yearly	35 (94)	19 (66)	818 (32.1)

About Jaypee Greens

Jaypee Greens is a part of Jai Prakash Associates Limited, the flagship company of Jaypee Group – a well-diversified industrial group. Jaypee Greens, Greater Noida is a premium 450-acre golf-centric real estate development project situated in Greater Noida integrating residences with a world class fully integrated sports complex and a 18 – hole Greg Norman designed golf course, landscaped emerald spaces, resort living and commercial developments. The resort is built in way that is endowed with the nature’s scenic beauty which makes the visitors visit the place again and again. In addition to the incredible beauty and irresistible charm, the place is known for its grand accomodation, deluxe amenities, exotic spa and deisgner golf course which lures thousands of visitors each year .



Figure 1: The Location of Jaypee Greens [10].

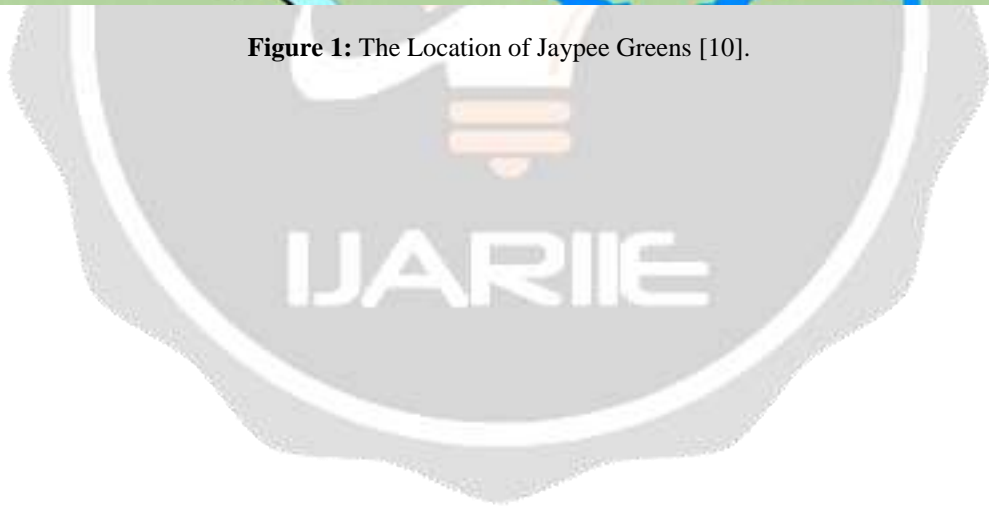




Figure 2: The landscaping and scenic beauty of the resort. *Picture courtesy: Jaypee Hotels and Resorts* [10].

Spa Resort

The super luxury designer spa resort is built on 9 acres in Greater Noida which offers 170 amicably designed rooms (152 deluxe rooms and suites), four restaurants, a world renowned six senses spa, an exotic kid's zone and a golf course. In addition to this it also has banquet and conference facilities for 30-400 persons at one time, an outdoor pool, 3 bars/lounges, and a fitness center are onsite.

Resort accomodation

- Deluxe room-152
- Deluxe suits-7
- Executive suits-3

Six Senses Spa

At Jaypee, the visitors can have a magnanimousness and reviving experiences at the Six Senses Spa, which is a unit of the globally known Six Senses Spa (Thailand) in India. The spa is spread over 90,000 sq. ft, it offers a mesmeric array of holistic therapies administered by professionals, with each visit promising complete harmony for the mind, body, and soul.

The Six Senses Spas' philosophy of leveling all the senses is creatively painted within the spa menu, which have elements of nurturing and soothing treatment as well as result-orientened remedies and customized programs administered under the coaching of professional therapists. The space is dotted with stunning internal courtyards, water faucets, and a variety of recreation and relaxation areas.

The visitors can indulge themselves in the pampering treatment which includes massages, facials, and body treatments. The spa is well equipped with Turkish bath/hammam, a suana and a spa tub.

As mentioned before a number of treatment therapies are being provided whcih inlcudes Ayurvedic and hydrotherapy.

The various services provided at the spa are:

- Sauna in spa
- Spa tub in spa
- Massages
- Hydrotherapy treatments
- Ayurvedic treatments
- Facial treatments
- Body treatments



Figure 3: The spa services provided. *Picture courtesy: Jaypee Hotels and Resorts [10].*

The Golf Course

The legendary Grey Norman has designed the Jaypee Greens Golf Course, which is India's first 18-hole Golf Course, which is spread over 452.36 acres of land. In addition to this, its 72 par course, which makes it India's longest Golf course standing at 7347 yards. This beautifully designed place has 14 shimmering lakes and water bodies along with 88 snow-white bunkers.

The place has been carpeted with Bermuda Evergreen on the fairways and Tifdwarf on the greens, with which this Golf course's playing surfaces are a treat for the Golf connoisseurs. The visually striking bunkers, reminiscent of the Classic Melbourne Sandbelt course will surely hold your attention. The overall beauty of the place is more highlighted by the course landscaping which is there in the open and closed woodlands understory shrublands, wetlands and wild grassed areas. The Golf course map has been shown in the Figure 4.



Figure 4: The Golf course map. *Picture courtesy: Jaypee Hotels and Resorts [10].*

Room Amenities

All 170 individually decorated rooms feature WiFi and iPod docks. Conveniences include sitting areas and refrigerators, and guests will appreciate thoughtful touches like pillow menus and bathrobes.

Dining area

The unique 24 hour Resto-Café, Eggspectation offers an eclectic International fare, including a vast selection of egg specials. With windows overlooking the golfing greens and an interactive kitchen, the place is characterized by vibrancy and flamboyance both in décor and the cuisine on offer.

MICE

This beautiful place has, royal halls and stunning open spaces along with exclusive settings amidst nature, spell absolute magic for all celebrations.

The Royal Ballroom: An epic setting allows to celebrate every occasion in grand style. Encompassing elegant décor, fashionable dining options and legendary entertainment, this place means celebrations par excellence.

Maple, Oak, and Cedar: Sure to earn the deepest appreciation with their eclectic and abundant amenities, they offer a picturesque ambience would truly want for our choice of gatherings.

Royal Garden: A lush green setting overlooking an equally impressive skyline, this beautiful looking garden area is to impress one and all with its modern and chic settings for all formal occasions.

Site Photographs:

Figure 5: (a) Resort view (b) Outside sitting area



Figure 6: Resort view and outside dwellings



Figure 7: (a) Pool area (b) Golf area (c) Outdoor gathering space (d) Outdoor sitting area



Figure 8: (a) AC plant (b) Cooking area (c) Catering unit (d) corridors

Conclusion

This case study of the Jaypee Green Golf and Spa Resort, Greater Noida, provides a deeper understanding of the designing and construction of a golf and spa resort in architectural design. The present study led to analyze and understand the importance of each element that goes into the design of a golf and spa resort along with their

workability and area requirements. This provided with knowledge of how each and every element in a design should be in sync with one another in order to fulfill both functional and aesthetic purposes. Furthermore, it can be presumed to provide a kind of content analysis of the place. This would help the researchers to develop a better understanding of the design concepts and features of a golf and spa resort. The various design features and amenities provided make Jaypee Green Golf and Spa Resort as the potentiality to be a Spa attraction of India which have both recreation and rejuvenation available together.

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Conflicts of Interest

The authors do not have any conflicts of interest to disclose.

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