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# **ACTUAL TRENDS OF MODERN SCIENTIFIC RESEARCH**



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ПІДПРИЄМСТВА.

# ECONOMIC SCIENCES

UDC 640.412 (477.83)

## MAIN APPROACHES OF DESIGN OF A MODERN SMALL RESIDENCE RESORT HOTEL

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**Abstract.** The basic principles of designing of enterprises of hotel and restaurant economy are resulted. The design of the hotel and restaurant facility (tourist base) in the resort village of the coastal zone of the sea is presented, taking into account the current sanitary and hygienic requirements, standards for material and technical equipment of the institution according to modern technologies in customer service. The designed 3-star tourist base offers guests 50 rooms. The construction estimate of the project is UAH 379513500. The organizational structure of management of this hotel is defined and the staff list on which 60 people work at the enterprise is made. Based on the calculations, the capital budget for the first 5 years of its activity was calculated. The project of a three-star hotel will pay off in 10.2 years.

**Keywords:** hotel, mini-motel, tourist base, design, design, interior.

The modern hotel is designed to create comfortable living conditions for guests and provide him with a number of additional services. Resorts and cities of Ukraine are becoming a promising tourist destination for both domestic tourists and foreign travelers, who are attracted by inexpensive holidays. In this situation in Ukraine there is a growing need for modern construction and design of hotels of different sizes. The

attractiveness of the resort is growing and the direct flow of tourists is increasing, which provokes the need to open an increasing number of hotels and restaurants with a high level of service quality and interesting concepts. Therefore, the design of hotel and restaurant facilities should be dynamic, developed taking into account the world practice and scientific achievements in the field of technology and organization of service processes. Analysis of research and publications. The basic rules of hotel design are reflected in the works of the authors Hnatyuka L.R. [6], Nechaiuk, L.I. [5], Linda S.M. [3], Mazaraki A.A. [7], Oliynyk O.P. [6], Pisarevsky I.M. [4], Ryabev A.A. [4], Telesh, N.O. [5], Valyushko M.V. [8]. However, modern scientific research does not sufficiently cover the design of low-capacity hotels and their successful operation alongside large hotel and restaurant complexes.

Presentation of the main research material. In modern conditions, due to the development of tourism in Ukraine, there is a tendency to increase the capacity of new hotels. Design is the development of comprehensive technical documentation, on the basis of which construction or reconstruction is carried out on the allotted land plot. The design of hotel and restaurant enterprises should be based on the following principles: efficiency (the hotel should best fulfill its functional purpose); reliability (structural elements and the structure in general must withstand the load and conditions in which they are without damage); durability (trouble-free operation of a design during the established rational term of its operation has to be provided); manufacturability (ease of operation of the premises); aesthetics (compliance with a certain architectural design and conditions of technical aesthetics); efficiency (construction and operation costs should be minimal); safety (guaranteeing safety and environmental friendliness of provided services); ergonomics (ensuring compliance of service conditions with hygienic, anthropometric and physiological norms).

By size hotels are divided into: small (up to 100-150 numbers); medium (from 100 to 300-400 numbers); large (from 300 to 600-1000 numbers); giant (over 1000 numbers) [3,5]. First of all, the site selected for the hotel must meet the requirements of sanitary and epidemiological rules and hygiene standards for levels of natural and artificial radionuclides, the content of potentially dangerous to humans chemical and

biological substances in the air, soil, adverse physical factors (noise, vibration, infrasound, electromagnetic fields, etc.). Accommodation and spatial solution of hotel buildings must meet the requirements [1].

Usually, different hotel rooms are grouped by functional features, which allows to organize clear technological relationships between them, which meet the sanitary and fire safety requirements and contribute to the ease of operation of the hotel, as well as increase the comfort of living in it. The composition of modern hotels in accordance with DBN B.2.2-20: 2008 may include the following groups of premises and services: reception, lobby, residential, cultural leisure, fitness, medical, consumer services and trade, catering, business, administration and maintenance services, service premises, built-in enterprises and institutions [2].

A significant limitation of the development of resorts, recreation and tourism in general and within the territories of the Azov coast, in particular, is the imperfection of the legal framework in this area. At the present stage, the development and use of recreational resources are partially ensured by the current laws of Ukraine "On Tourism", "On Resorts", "On the Nature Reserve Fund of Ukraine", Land and Water Codes. Legislation regulates the creation of water protection zones along the seas, within which land plots should be allocated for coastal protection strips. In the territory of the coastal strip, which must be at least 2 km from the water, activities that lead to pollution of this area (use of pesticides, landfills of various wastes, etc.) are prohibited, it is recommended to take measures to prevent erosion and landslides, protection beaches, prevention of pollution of natural complexes.

We have developed a project of a hotel facility, which will be a 3-star hotel of tourist type, aimed at tourists engaged in active recreation, who participate in excursions, sports and health tourism. The typification of the hotel is due to its location on the coast of the Sea of Azov. Therefore, potential consumers will come for a period of 7-14 days, individually, in groups or families for recreation at the resort, as well as recovery with the help of therapeutic mud. The exterior of the hotel was designed in the style of minimalism – functionality, conciseness, clarity of form, balance and simplicity, all this is inherent in this restrained direction. This is a fairly



new style in the art of design, it is he who is unique in reincarnations and all sorts of combinations. The designed tourist base offers guests 50 high-class rooms, made in a single style, namely 2 deluxe rooms, 18 single rooms of standard type and 30 double rooms of standard type. Each room is equipped with a wardrobe, coffee table, full-length mirror, shoe cabinet, TV, minibar, air conditioning, floor lamp, chest of drawers for TV, dressing table, telephone, bathroom and the necessary sanitary facilities. In addition to accommodation services, the tourist base offers guests catering services, which provides a restaurant for 74 seats with European cuisine and a wine bar at the restaurant for 7 seats. The tourist base also offers guests the services of a tennis hall, gym, billiards room and laundry services, of course for a fee. Next to the hotel building there is a parking lot, flower garden, playground, farmyard and recreation area, equipped with benches. Consider the selected features of the concept of the tourist base in more detail, using their selection in the table (Table 1).

The main operating income of the designed three-star hotel is the income from the sale of hotel services and products in the restaurant facilities at the hotel. The services to be provided by the four-star hotel are divided into basic services and ancillary services. The main services include only accommodation services, other services provided in the hotel are additional services, such as: catering in the hotel, laundry, ticket booking, transfer to the airport or train station, luggage storage, room service, billiards, use of conference room, use of gym and others.

We plan to build a three-star hotel on an undeveloped area of 833 m<sup>2</sup>. The area allocated for the construction of this facility meets the requirements for hygienic standards and sanitary and epidemiological rules. The area of the three-star hotel includes landscaped areas, which are decorated with flower beds and a flashlight, at the entrance to the hotel there is a terrace decorated with flowers. In order to calculate the capacity of the three-star hotel, the operational program of the institution for the year, the amount of which is 13452724.4 UAH, and the production program of restaurants with 1712 servings per day, the necessary equipment was selected that meets modern development requirements. innovative technologies, determined the number of employees in the hotel and restaurant industry, were designed service and

production processes in the hotel.

**Table 1**

**Conceptual solution of the tourist hotel**

Signs of the concept	Characteristics of signs		
<i>Location characteristics</i>			
Country (location)	Ukraine		
Accommodation and food system	Accommodation, meals, use of additional services		
Type of enterprise	Tourist		
Personnel	Director of the enterprise Deputy Director Head of unit Specialists Service personnel Technical staff		
Management system	Linear-functional		
<i>Placing</i>			
Kind	Hotel and restaurant business		
Comfort	level 3 * hotel		
Capacity	50 rooms (82 seats)		
Design style	Minimalism		
Room category	Suite	Category I single room	Category I double room
Number of rooms	2	18	30
<i>Food</i>			
Type of institutions	Restaurant	Wine bar	
Catering	Free choice	Free choice	
Number of seats	74	7	
Form service	Partial service for with the participation of waiters	Partial service for with the participation of waiters	
<i>Business services</i>			
Type	Tennis hall	Billiard room	
<i>Recreational services</i>			
Type	Massage room	Gym	
<i>Trade</i>			
Type	Appointment Souvenir shop Sale of souvenirs Tourist center Implementation of excursion service Kiosk for the sale of printed publications Implementation of printed publications Car rental Using a car for your own purposes		

Prepared by: formed on the basis of data [2, 7, 8].

It was planned to connect the building to the city engineering systems (water supply, energy supply, sewerage and heat supply). The cost of construction of the project is 379513500 UAH, the organizational and legal form of the institution, which is the most optimal for the projected enterprise, the form of ownership is private, as well as the organizational structure of the hotel and the staff list according to which 60 people work at the enterprise is made.

In the economic part of the project, current costs, turnover of the institution, taxes and net profit are calculated. Based on the calculations, the capital budget for the first 5 years of its activity was calculated, in which the amount of capital expenditures is UAH 379513500. So, the project of a three-star hotel will pay off in 10.2 years.

**Conclusions.** Our research shows that during the design of hotels, the choice of land for their placement is the key to further successful operation of these institutions. In the context of urbanization, it is important to rationally plan the surrounding area, compliance with the building area and its functional organization, compliance with the norms on the area of housing and other premises, as well as compliance with the purpose of the premises and its interior. Successful design decisions, as well as compliance with norms and standards in the construction of the hotel are an integral part of the future effective development of the business.

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