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TRENDS OF HOTEL BUSINESS DEVELOPMENT IN UKRAINE

Today, architects see a new trend in construction, namely adaptive reuse, when old industrial buildings are converted into hotels. In addition to the benefits of preserving part of the city's culture and history, the revival of existing buildings is becoming increasingly important amid concerns about the use of energy in the production of new building materials and the impact of waste on the environment. Instead of abandoned and practically non-functioning industrial zones, new points of development appear, a comfortable urban environment is created, modern infrastructure and new jobs appear [5].

Adaptive hotels attract tourists due to the local color, architectural details that are relevant for use in innovative projects. It will also allow hotels to effectively differentiate themselves in an increasingly competitive environment. But the transformation of an old building into a luxury hotel requires designers to overcome a number of problems, namely the understanding of the peculiarities of centuries-old construction [3].

The analysis of structural systems of the building plays a crucial role in the project implementation, requiring large investments at the first stage of reconstruction [7]. Re-equip more efficiently than build a new one. Because this method is more environmentally friendly and eliminates months of approvals and building permits. In established, densely built-up cities, re-equipment may be the only possible way to make a new facility.

As a result of our study, it was found that the main disadvantage is the cost, because re-equipment is a very complex and expensive process. Typically, the implementation of re-equipment is about one and a half times more expensive than construction on vacant sites. Significantly limit the construction of cultural heritage sites, memorial or religious buildings, protected areas. During the project implementation the problem is the need to take into account structural requirements, namely additional elevators, load on the air conditioning system and water supply [7].

Consider in more detail how the hotel business is developing on the example of foreign hotels, in particular:

Charmant is a luxury boutique hotel with 67 rooms in Wisconsin, USA. This hotel is a restored chocolate factory from 1898, which has been operating for 35 years. While working on the restoration of the boutique hotel, the architects preserved the details of the historic building, namely the maple floor and wooden beams. The development and uniqueness of the hotel is closely linked to local history, which allows visitors to experience the aroma of chocolate. Charmant now attracts with its

convenient location close to local seasonal festivals, galleries, souvenir shops and a brewery. Additional facilities include Mississippi boating, bicycle rental, wine tasting and golfing [2].

One of the most developed hotels in Detroit is the Detroit Foundation Hotel, which has been a favorite attraction of the city since its construction in 1929. It is the former headquarters of the Detroit Fire Department at the corner of Washington Boulevard and Larned Streetfire, still featuring famous arched doors and bright red accents. The original brickwork of the fire department and recycled firewood in the restaurant, which was once a garage, which housed fire engines. An impressive blend of local history and modern luxury has been designed to immerse guests in the atmosphere of Detroit, and is evident down to the art-decorated corridors and carefully selected local amenities (including free bike rental).

One of the most developed and informative European hotels is “Bel Ami”, which is located on the left bank of Paris, just two steps from everyone's favorite Café de Flore, one of the oldest cafes in the city.

It is a historic and unique 18th-century building that originally housed the state-owned Imprimerie Nationale printing house, which was responsible for printing official parliamentary documents. Growing from a former printing house, the 5-star boutique hotel pays homage to its past with a large library in the lobby, calligraphy-style design in the rooms and even owes its name to one of the most famous works. French literature, «Bel Ami» by Guy de Maupassant [1].

Considering the development of hotels in Ukraine, you can stop at the «Fest Hotel», which recently appeared in Lviv. This hotel is lined with corten steel. The project was created by the architectural bureau TRDZ, and the building itself is located in a former garment factory. Thanks to the steel coating, the hotel will eventually acquire a different color from gray to red, which gives a special antique look. The uniqueness of the hotel hides a democratic and modern style that transforms the visitor into antiquity, which was once in Lviv and remained only in the images in old photos. The hotel is 700 meters from the Church and Monastery of St. Onuphrius and the Armenian Cathedral, which is very popular with tourists.

References:

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