



Modern Trends in Interior Design of Hotel Premises

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ABSTRACT

The article is devoted to the role of interior design in the activities of hotels, its competitive value. The main trends in hotel design were identified and its impact on consumers of the hotel product was considered. The main directions of introduction of new technologies in the architectural and spatial environment of hotels are noted. The specifics of hotel design development and the principles of combining design ideas with the achievements of information technology are shown. Attention is drawn to the importance of introducing modern technologies for hospitality enterprises.

Keywords:

Hotel, Comfort, Interior Design, Innovative Technologies, Aesthetic Expressiveness.

Introduction

A hotel is not only a temporary residence for guests, but also an important financial unit in terms of services to visitors and clients. Choosing a hotel, the traveler sets himself the goal - to relax and adapt to unusual living conditions. And not the last role in this is played by the interior of the hotel. The main task for hotel owners is to create the most comfortable and cozy atmosphere in a hotel room along with excellent service at an affordable price.

The interior is the internal space of the room, its arrangement and decoration. At the same time, harmony is important - a natural combination of all elements of the interior, as well as a taste and understanding of the

general style of the enterprise. The high culture of design in the interior design of modern hospitality enterprises is associated with the achievements of foreign and domestic designers and is due not only to people's desire for beauty, but also to the fact that positive emotions arise at the same time. It is well known that both the mood of visitors and the working conditions of the staff depend on the interior [1].

The design of a hotel enterprise is the development of a project that is responsible for the aesthetic and functional characteristics of the enterprise. It involves planning, developing, designing and directly designing a hotel enterprise. The concept of hotel design has its

roots in the tradition of hospitality dating back to ancient times [2].

Analysis of the Relevant Literature

Today, the interior is the second business card of the company, the "face" of the company or enterprise. The overall impression of the organization depends on how carefully the designers and designers thought through every little thing [3].

Designing a hotel design begins with the exterior of the building, continues with the development of a hall, a place for the reception, and ends with the interior of the hotel rooms. As a result, the interior design of the hotel gives a single integrity to all the premises of the building, uniting them with a common style solution [4; 5].

Already the first visual perception of the hotel creates an impression of it. A memorable interior helps to create a favorable first impression of the hotel. Given the "halo" effect, hoteliers seek to express their attitude towards them through the interior that will surround guests in the first minutes of their stay in the hotel. The desire of the guest to return to this hotel will depend on the first impression [6].

There are generally accepted rules and strict standards for the design of public spaces of this type. But the main requirement is the consistency of all the premises and the external architecture of the building in one direction.

The last factor is perhaps the most important. After all, if everything in the hotel is aimed at giving the guest a feeling of comfort, he will definitely return there, to his favorite interiors, no matter whether they are made like a medieval castle or a village hut.

The main elements of design and means of its implementation are space, form, line, texture, color and light. And such design categories as proportions, scale, balance, rhythm, accentuation, harmony serve as a kind of "framework" for interior design.

Ergonomics play an important role in creating the interior of a hotel room. Based on the principles of safety and comfort, the science of ergonomics helps to harmoniously, safely and comfortably equip each room of the hotel. The use of transforming or multifunctional

furniture allows you to save space, while providing guests with all the necessary household items and furniture.

When designing hotel premises, the following factors should be taken into account: convenient and rational placement of functional elements of premises (windows, doors, partitions, fireplaces, stairs, etc.), successful use of a number of decorative elements (arches, niches, columns, decorative beams, moldings, tension and suspended ceilings, decorative wall panels, etc.), individual selection of finishing materials, decorative interior items, furniture, as well as the color scheme in which a particular hotel room will be decorated, and artificial lighting for each of them.

When choosing finishing materials for walls, ceilings and furniture, the designer must evaluate them from the point of view of user convenience, therefore, the following requirements are imposed on the materials: strength, environmental friendliness, heat-shielding and acoustic properties, economy and aesthetic expressiveness.

It is also worth considering the design features of the building when designing. It is important to turn the flaws of the building into interesting highlights of the interior. Beams and ceilings can be useful for decorating a room, and from the nooks and crannies in the corridors and niches you can arrange areas for relaxing, reading or putting a phone. Hiding weaknesses in the design of a hotel building with the help of interior tricks, you will get a truly excellent interior design.

Be sure to provide a sufficient level of illumination in the hotel room. Properly planned lighting in the room plays an important role in shaping the positive emotional mood of the guest.

The life of modern people is largely determined by technological progress: interior design in our time is also unthinkable without new technologies and modern materials.

New technologies in interior design make it possible to make housing more functional, comfortable, and meet the ever-changing needs of travelers. Consumer research shows that tourists are no longer attracted to hotel designs

that replicate homely, inviting ambiance. According to a Booking.com study, 70% of guests choose to stay in objects whose interior is significantly different from home, 32% of respondents would like to update the design of their home so that it reminds them of an unforgettable vacation [23]. This trend, in our opinion, may intensify with the end of self-isolation, when staying in a hotel with a homely feel may seem like a continuation of quarantine.

Today, the assessment of the individuality and comfort of the hotel is no longer limited to the laconic description of "five stars". The main thing that millennials want is an unprecedented experience, whether it be original ideas in the architecture and design of the hotel or unexpected color schemes. Among the trends in the creation of hotel interiors, it is important to note the increased emphasis on the feelings, emotions of guests, personal perception. The fashionable Scandinavian design concept of "hygge" has been replaced by the Korean philosophy of "nunchi", which is based on emotionality multiplied by pragmatism. Hotel design must be profitable [6].

Modern trends in design are the answer to the issues discussed in society, including: digitalization of our lives; ecology and health preservation; return to nature; reduction in the cost of space design techniques while enhancing attractiveness due to modern imitation materials and other improvements; desire for individualization. It is not for nothing that opinions about the educational essence of hotel interiors, for example, ethno- and eco-styles, are increasingly appearing today [7; eight].

The design should change the guests, awaken in them positive new emotions, curiosity or a desire to enjoy life.

Hotel interior design is an art. At the same time, it is necessary to identify the specifics of design projects for hotels. In addition to the desire to reflect the latest technologies and fashion trends in the design, it is required to take into account the type of enterprise, the concept and purpose of the hotel; maintaining harmony between all

elements of the exterior and interior of the enterprise; alignment with the price level; consideration of material requirements. When developing a design, it is necessary to pay attention to the color of the country in which the hotel is located, the peculiarities of the traditions of the countries of the guests, the tolerant attitude towards the idea of comfort and luxury among different peoples [9].

Modern innovative technologies allow fulfilling all these requirements. The 3D modeling method allows you to create a visual, realistic model of the future interior of the hotel, both in general and in detail [10]. The hotel in the modern world is becoming not only a source of comfort, delicious food, pleasant communication, but also a source of aesthetic pleasure. In order to surprise an experienced guest, hotel buildings are being created today that amaze with their designs, the interiors of which resemble art objects that reflect the most fantastic dreams of travelers.

The modern design idea in architecture provides for the introduction of expanded space technology into the design. One of the emerging trends in hotel interior design is the blurring of boundaries between the interior of a building and its exterior. New technologies have made it possible to combine modern architectural achievements with the surrounding nature, creating stunning hotel complexes.

Conclusion

From the foregoing, it follows that the interior of hotels is assigned a lot of tasks. First of all, the design of the hotel should surprise visitors with its originality. At the same time, it must remain versatile in order to cater to customers with different tastes. But the most important task is that the design of the hotel creates a relaxed atmosphere in which the guests would feel comfortable, almost like at home.

Of course, it is worth recognizing that only large premium-class hotels and small but luxurious boutique hotels can afford a tough fight for recognition and uniqueness, using the latest technical and technological innovations, given the cost of innovations.

The abundance of new technologies in construction, architecture and design today allows you to create any hotel design project that meets the needs of the most demanding guests and meets fashion trends.

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