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Experience in Design Engineering of Hotel Facilities of Tourist Infrastructure of the Black Sea Coast

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Abstract

Introduction. One of the strategic tasks of the modern Russian economy is the widespread creation of tourist clusters. Solving this problem is impossible without a developed infrastructure which includes a system for ensuring effective functioning of the tourist and recreational sector. The purpose of this study is to determine the place and significance of design in creating accommodation and temporary accommodation attractive to tourists in areas rich in natural, cultural and historical resources.

Materials and Methods. The study is based on the experience of a hotel complex design located in the village of Abrau-Durso, Krasnodar Territory, near the Black Sea. The methodological basis is based on the method of pre-design analysis specific to architectural and design activities. The scientific and design concept was the result of the use of the artistic-figurative method and the method of ergonomic calculation. The research materials include art history works, as well as regulatory literature regulating design approaches to construction work.

Results. The most important aspect of the project idea formation was the problem of preserving the environment and respect for the cultural and historical identity of the region. The analysis of the territory development as one of the tourist points of attraction of the Black Sea coast was carried out, the existing situation of the functioning of the hotel business in Abrau-Durso was studied. The project concept has been formulated, the essence of which is to harmonize the historically established objective conditions of the area and modern requirements for the level of convenience of tourists.

Discussion and Conclusion. The design mission is to create a comfortable environment for modern society. The person is looking for convenience and comfort not only in permanent places of residence, but also being on a tourist trip, which increases the demand for high-quality hotels. The project concept of this hotel facility determined the unity of aesthetic and utilitarian-functional characteristics of the hotel. Such approach ensures the attractiveness of the tourist region meeting the needs of guests in high-quality temporary accommodation.

Keywords: recreational tourism, Black Sea coast, tourism infrastructure, hotel business, hotel design

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Оригинальное теоретическое исследование

Опыт дизайнерского проектирования гостиничных объектов туристической инфраструктуры черноморского побережья

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Аннотация

Введение. Одной из стратегических задач современной российской экономики является повсеместное создание туристических кластеров. Решение этой задачи невозможно без развитой инфраструктуры, включающей в себя

систему обеспечения эффективного функционирования туристско-рекреационной сферы. Цель данного исследования – определение места и значения дизайна в создании привлекательных для туристов объектов размещения и временного проживания на территориях, богатых природными и культурно-историческими ресурсами.

Материалы и методы. Исследование опирается на опыт реального проектирования гостиничного комплекса, расположенного в селе Абрау-Дюрсо Краснодарского края вблизи Черного моря. Металогическая основа базируется на специфическом для архитектурно-дизайнерской деятельности методе предпроектного анализа. Научная и проектная концепция стала результатом использования художественно-образного метода и метода эргономического расчета. К материалам исследования относятся искусствоведческие труды, а также нормативно-правовая литература, регламентирующая проектные подходы при выполнении строительных работ.

Результаты исследования. В качестве важнейшего аспекта формирования проектной идеи выступила проблема сохранения окружающей среды и бережного отношения к культурно-исторической идентичности региона. В процессе исследования проведен анализ развития территории как одной из туристических точек притяжения черноморского побережья, изучена существующая ситуация функционирования гостиничного бизнеса в Абрау-Дюрсо. Сформулирована проектная концепция, суть которой состоит в гармонизации исторически сложившихся объективных условий местности и современных требований к уровню удобства туристов.

Обсуждение и заключение. Миссия дизайна состоит в формировании комфортной среды обитания современного общества. Человек ищет удобство и комфорт не только в постоянных местах проживания, но и находясь в туристической поездке, что повышает востребованность в качественных гостиницах. Концепция проекта данного гостиничного объекта определила единство эстетических и утилитарно-функциональных характеристик отеля. Такой подход обеспечивает привлекательность туристического региона, удовлетворяя потребности гостей в качественных условиях временного проживания.

Ключевые слова: рекреационный туризм, черноморское побережье, туристическая инфраструктура, гостиничный бизнес, дизайн отеля

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Introduction. Recreational tourism is one of the most dynamically developing sectors of economy in the modern world. Every year the number of people seeking to get new sensations is growing, which opens up new horizons for the tourism industry. Modern tourism offers a wide range of travel opportunities [1].

The most important element of the tourism industry efficiency is the hotel business, which provides travelers with comfortable accommodation during their trips. In the Russian Federation, thanks to the state support, this sector is successfully developing despite objective economic difficulties and foreign policy factors that limit the flow of foreign tourists, which has shifted attention to meeting the needs of Russian vacationers. The development strategy of the hotel sector is determined by the changed preferences and increased demands of Russian tourists [2].

Hotel construction is especially active in places that are points of attraction for the interest of tourist services consumers. Areas attractive to travelers are traditionally places with picturesque nature, environmentally friendly and with potential for health improvement and outdoor activities [3]. Such a region in the Russian Federation is the Krasnodar Territory, the tourist development and improvement of which is being carried out at a rapid pace. The region is rich in natural resources, the main of which is rightly considered the Black Sea coast with beautiful beaches [4].

An alternative or excellent addition to a beach holiday in the Krasnodar Territory can be a trip to mountainous areas, where tourists can enjoy the magnificent nature, engage in active recreation and get acquainted with the rich history of winemaking, dating back thousands of years in this region [5, 6]. Such resources are possessed, in particular, by the village of Abrau-Durso, located in the Magelatova gap on the shore of the lake. Abrau-Durso is famous for its unique climate, which has no analogues in this region.

The village is located in the northern Black Sea subtropical zone. It is characterized by warmth and softness reminiscent of the Mediterranean climate. This is why, Abrau-Durso is often compared to the French Riviera. The air here is filled with the scent of juniper which grows on the mountain slopes. In summer, the air temperature rises to a pleasant + 25–26 °C. In winter, the average temperature is about + 5 °C. Due to such a favorable climate, the flora of the territory is very diverse. In the forests you can find oak, hornbeam, maple, linden, as well as rare plants listed in the Red Book. Various species of birds, mammals and reptiles live here [7, 8]. Favorable territorial and climatic conditions and historically established traditions of hospitality in this region have become the basis for the development of tourism and hotel business.

The purpose of this study is to identify specific architectural and design tools to increase the attractiveness of the tourist region through the formation of a modern, well-developed infrastructure. The implementation of this purpose was carried out through the solution of the following tasks: the analysis of the resorts' recreational resources of the Krasnodar

Territory, the study of the domestic experience of creating housing complexes for accommodating tourists, the study of a specific example of designing a hotel complex in Abrau-Durso in the context of the unity of its aesthetic and utilitarian-practical functioning.

Materials and Methods. The creation of hotel facilities and the arrangement of their spaces is a professional area of architectural and design engineering. Design, being an interdisciplinary field of activity, combines artistic-aesthetic and engineering-technological tasks. The dichotomous nature of artistic design determines the use of both specific design methods to achieve a positive effect and general scientific ones, especially those related to the latest technologies and materials.

Any project concept is formed as a result of pre-project analysis, which includes the thorough and comprehensive study of a set of objective factors. In this case, the pre-project analysis is aimed primarily at comparing natural conditions, the needs of the tourism business and the possibilities of implementing architectural and design tasks [9].

The methods of experimental design were also artistic, responsible for solving aesthetic problems, and ergonomic, the purpose of which is to ensure physical comfort and convenience of tourists living in the hotel.

The bibliographic basis for the study and formation of the author's design concept was scientific works devoted to the problems of recreational tourism and architectural and design resources in their solution.

Results. Hotels play a special role in attracting tourists, as it is an ideal place for recreation and travelling. One of the main criteria when choosing a hotel is its convenient location. The optimal location of the place of temporary accommodation allows the tourist to save time on moving and completely immerse themselves in the atmosphere of the territory of visit. The modern design of the hotel rooms plays a key role. Additional services such as a restaurant, fitness center, swimming pool and spa help to relax and take care of your health [10, 11]. The factor in attracting the interest of visitors to Abrau-Durso is, among other things, the possibility of a comfortable hotel service. Visitors to Abrau-Durso can count on high-quality accommodation, comfortable conditions and a high level of service. Hotel complexes here are very popular. They are an important part of the local infrastructure.

The hotel potential of the Abrau-Durso resort is diverse both in terms of pricing policy and the level of services offered. Its spectrum is from world-class luxury hotels to small B&Bs with democratic room rates. At the same time, the history of the development of the hotel infrastructure of the resort started only about seventy years ago. The following hotels can be attributed to the most ambitious projects carried out in Abrau-Durso during this period. In 1958, according to the project of the chief architect of Novorossiysk Konstantin Mikhailov, the first boutique hotel was built. The architectural style of Soviet classicism determined the appearance of the four-star boutique hotel Imperial & Champagne SPA. In August 2023, the four-star Abrau Light Resort & SPA opened in Abrau-Durso. It includes 111 rooms on the shore of Lake Abrau near the historic center of the resort and major attractions.

The demand for the hotel business in the development of Abrau-Durso and the increasing popularity of the resort determined the relevance of the design of new hotels and the modernization of existing ones. This became a factor in the renovation of the hotel complex to accommodate the players of the FC "Chernomorets" team, located in Abrau-Durso.

The historic building has a complex structure due to the terrain, which required its complete redevelopment taking into account the increase in functionality and modern requirements for the comfort of guests. The main task of the redevelopment was to optimize functional zoning which would maximize the usable area without compromising the comfort of guests. During the analysis and modification of the building concept, all developed areas were dismantled and installed (Fig. 1).

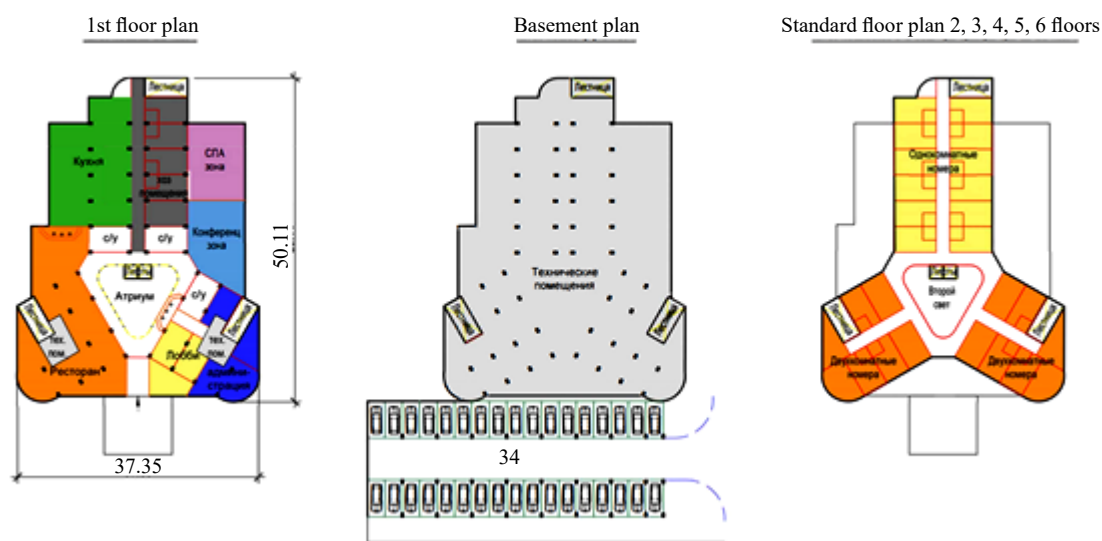


Fig. 1. The scheme of functional zoning of hotel interior spaces

In the basements, in accordance with the project, the zone of parking and technical premises was arranged. On the ground floor there are public areas including a restaurant, a spacious lobby and a reception area for residents' registration. The guestroom stock area begins from the second floor. Thanks to rational functional zoning, the hotel received 110 temporary accommodation rooms, there are 20 two-room high-class and 90 one-room standard among them. The total area of the guestroom stock is 3283 m². According to the local standards, the hotel is quite large, and successfully solves the problem of providing resort accommodation for a large number of vacationers.

The most important aesthetic criterion for design work on the designed object is its style solution. The region is represented by hotels in a wide variety of styles, some of them are not always organically combined with objective factors of the area. The architectural and design task was to find a style direction that would allow the hotel building and its territory to fit most harmoniously into both the natural environment and the complex development of the area.

In this case, the choice was made in favor of the neoclassical style. This style draws inspiration from the classical traditions of antiquity, renaissance and classicism. It does not accept excesses, is characterized by nobility, rigor and clarity of form. Neoclassicism is minimalistic in the use of decorative techniques and at the same time has expressive imagery and creates a feeling of respectability and luxury quality [12].

These properties of the neoclassical style are in full accordance with the general concept of the project. First of all, its style signs are reflected in the hotel's interior spaces. In this study, attention is focused on the structural and style analysis of the interiors of the lobby area and rooms of various levels of class.

The style unity of space, which is an obligatory criterion for the harmony of a spatial object, provides for the logical unification of certain formal characteristics and a holistic artistic concept that reflects the main idea of the design project. The designer's work is characterized by a passion for detail [13]. When designing spaces in the neoclassical style, this task is highlighted. Everything should be perfect to the smallest nuances.

Characteristic features of neoclassicism include the use of calm rectangular forms, restrained but diverse decorative decoration, as well as adherence to ideal proportions.

The most important style feature is a coloristic solution. Neoclassicism is characterized by a combination of low-saturated noble colors, usually golden beige. Therefore, each room of the hotel is decorated in classic colors: white, beige, blue and gold. This combination will create an effect of sophistication and refinement. There is a particular attention to materials used in the design of rooms (Fig. 2).



Fig. 2. Computer visualization of a hotel room

Furniture and accessories are made of natural materials such as wood, marble, silk and velour, which is associated with luxury and at the same time comfort. The textures and patterns used in wallpaper, textiles and carpets are also chosen according to the neoclassical style. Laconic design, light tones and rigorous shapes have been factors in creating an interior that is relevant and will last for years, as well as contribute to the reputation of material manufacturers.

Much attention is paid to various lighting scenarios. Crystal chandeliers, antique lights and table lamps add an element of historicism to the interiors, while providing sufficient and necessary lighting for the convenience of guests.

If the style of rooms is aimed at aesthetic perfection of the interior, then the level of utilitarian characteristics that determine the physical comfort of guests is achieved through the ergonomic calculation of functional zones. In this

context, the main task of creating and implementing project work is to clearly distinguish between zones for the effective functioning of given spaces [13].

Modern construction technologies make it possible to create safe and environmentally friendly projects. In this case, when arranging residential premises, all sanitary norms and rules for ensuring the safety of guest accommodation, regulated by regulatory documents in the field of the construction of residential buildings, are taken into account. Thus, the project of the hotel complex in Abrau-Durso is made taking into account the whole range of requirements for ensuring physical and psychological comfort of residents, as well as for respect for natural resources.

Discussion and Conclusion. The foreign policy factors faced by the Russian tourism business since 2022 have opened up new prospects for the development of domestic tourism. The departure of foreign players from the tourism market and a sharp decline in the share of foreign tourists have become effective motivators for organizing local recreational centers designed for the needs of domestic travelers.

The development of recreational tourism requires the formation of a hotel infrastructure with a wide range of services and all the necessary conditions for recreation. Modern technologies of communication with customers involve not only ensuring the convenience and physical comfort of temporary residents, but also satisfying their aesthetic needs. Of great importance is the design solution of the hotel environment, which meets current trends in the context of artistic tasks.

It was this approach that determined the author's design concept of the hotel in the village of Abrau-Durso, based on the comprehensive market research. The project is aimed at harmonious interaction of modern hotel design with a unique natural environment. At the same time, due to the independent engineering support of the building, the hotel will be economical and technological in operation, which will lead to a significant reduction in the payback period of its construction.

The special case of the design solution described by us clearly illustrates the fact that the increasing demands of Russian tourists actualize the importance of design in the hotel services market. The analysis of the real situation in the field of hospitality allows us to assert that design is becoming the most important factor in quantitative and qualitative changes in the tourism business attracting investment in its development.

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