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UNUSUAL HOTELS CONCEPTION

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Topicality. Nowadays when people hear the word "hotel" they all imagine building with a lot of facilities, big amount of similar comfortable rooms and some amenities. For this reason being at the hotel became boring and people try to find something special and unique. The majority of hotels take into consideration only satisfaction of biological human's needs. They forget about spiritual needs, food for thought. But some people need more that is why at this time hoteliers try to create something exceptional to attract clients [5].

The purpose of the study: to consider the most unusual hotels in the world; to analyze where and how to open an unusual hotel in Russia; to develop unusual hotels conception.

Research methods: scientific-methodical literature analysis, observation, Internet resources analysis.

Results of the study and their discussion.

Problem of being distinguishing appears as a result of world globalization. Urgency of this problem consists of need for unusual hotel conception to be memorable and succeed in business. There are several unusual hotels in the world: "Icehotel", "Tubohotel", "Treehotel", "Montana Magica Lodge", "Crazy House Hotel", "Movenpick Hotel Hamburg" [5].

Tubehotel. In Mexico there is a "Tubohotel" located at the territory of organic garden. This hotel is made of sewage tubes in pyramid form. Each room has electricity, window with curtains and place for baggage under the bed. From the window you can see a beautiful view of the pool and blooming garden. But for some people there is a significant disadvantage – a shared bathroom [2].



Picture1 - Tubehotel in Mexico

Icehotel in Sweden. It is a world famous hotel and art exhibition made of ice and snow taken from the Torn River, one of the last untouched rivers in Europe. Every year rooms are different due to the fact that suits are building again and again because of ice melting. When guests arrive they are given thermal underwear and sleeping bag not to feel cold. Temperature in room is usually higher than -7°C . Also in 2016 was launched "Icehotel 365" which does not

depend on weather conditions because it is cooled by solar panels during summer. It has luxurious suites with private relax and bathroom, and art suites, sculptured by artists.

There's no hotel quite like "Icehotel", whose suites - featuring ice sculptures of animals, staircases and more - remain open all year. By day, guests can unwind in a hot sauna or take a dogsled ride; by night, they can sip on arctic-inspired cocktails at the hotel bar, which is also made of ice [1].

Treehotel. It is a landscape hotel where nature and imagination run wild. It is situated in pine forest of Northern Sweden. In this hotel you will be inspired by surroundings because of Northern Lights illuminate the sky above you, moreover you can go the fishing trip or learn all about berries and mushrooms. There are apartments in form of mirror cube, bird's nest, dragonfly and the UFO. All rooms have private beds and bathrooms [3].



Picture2 - Treehotel in Sweden

Montana Magica Lodge. It is located in the city of Puerto. The magic mountain hut was built in the Wilo-Wilo biological reserve. Externally, the hotel looks like a volcano, overgrown with lush vegetation and constantly spewing water instead of lava. If it were not for the window openings in several tiers, the conical design would look like part of the forest landscape. The "monkey" suspended bridge at the level of the middle part of the structure is the only way to get inside. Some of the windows overlook the real volcano Mocho-Choschu-Enko.

There are only 13 rooms and each one is named for a different local bird species. The rooms are equipped with bathtubs, carved into a solid piece of wood. The hotel has a restaurant, a bar, a sauna, conference facilities, a games room and a ticket service. On or around the site, you can enjoy a variety of outdoor activities, including skiing, cycling and horse riding. Free parking is available. The spectacular sight of the hotel gives the feeling like been in Harry Potter's age. There are also various outdoor activities such as horseback riding, rafting and hiking.

Crazy House Hotel. In Vietnam Dant Vient Nga graduate from Moscow architectural institute has constructed "Crazy House Hotel". It looks like huge tree and does not have corners, round stairs thrown on one to another housing. It is mix of fantasies in style of "Alice in Wonderland" and Russian folk tales. Hotel guests live there in the night and in the daytime people make pay excursions in this hotel. Also in suites there is fireplace, bathroom and bedroom [4].



Picture 3 - Crazy House Hotel in Vietnam

Movenpick Hotel Hamburg. This unique hotel is located in the 19th century water tower in the center of Hamburg, opposite the Sternschanze underground station. To justify the functional purpose of the building, the hotel has a sauna complex and hydromassage shower. On the 16 floors of the tower there are 226 rooms with a view of the city or the park. From the suite of the upper floor there is a circular panorama of Hamburg. It features a stylishly decorated bar, a gym and free Wi-Fi. Accommodation is provided in rooms with air conditioning and flat-screen TV. Swiss, local and international cuisine is served in the Movenpick's restaurant and on the terrace overlooking the park. At the CAVE Bar, guests can enjoy exclusive cocktails.

Conclusion. According to listed hotels in conclusion we can say that unusual hotel conception helps to attract more new clients. It is important not only to have high quality of service and also outward appearance because it makes a profit.

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