

EXTRAORDINARY HOTELS IN TOURISM BUSINESS

НЕОБЫЧНЫЕ ОТЕЛИ В МИРЕ ТУРИСТИЧЕСКОГО БИЗНЕСА

На сегодняшний день сущность отеля заключается не только в предоставлении ночлега, но и в оказании широкого спектра услуг. Однако турист XXI в. не желает этим ограничиваться. Так, появился особый сектор гостиничного бизнеса — необычные отели. Насколько прибыльно иметь необычный отель и как сделать его необычным?

XXI century is an era of conscious choice. Travelers are voting with their feet and wallets to choose hotels that promise a more rewarding experience. So for the modern hotels traditional services (like serving food and providing guests with somewhere to sleep) are far not the limit. In chase of individuality and eccentricity the new sphere of hotel business appeared — it's unusual hotels.

Mud huts in Indonesia, Ice hotel in Sweden, an Art museum hotel in Japan, native American hogans in Arizona, private islands in the pacific, water tower accommodations — everything from light- and tree- houses to igloos and cave hotels, from private desert islands to magnificent palace hotels — these are only some of the unusual hotels at tourists' disposal.

Is it better to invest in an unusual hotel or to have a standard one? On the one hand, the economics of unusual hotels is much the same as for standard ones: the identical problems such as being full at weekends and empty during the week, seasonal traffic. But unusual hotels have their peculiarities: An extraordinary hotel can certainly lower the cost of promotion by being unusual. Specialty of unusual hotels is represented by so called twins or analogs, which are far not pluses in their reputation. Nevertheless, unusual hotels attract innovations and audacious ideas, consequently new technologies flock as well as financial help. It's a broad field for creative activity, a flight of outstanding talent and skill.

How will the hotel market change in the future? Looking ahead and analyzing we can forecast that the orientation will display into the direction of unusual hotels.