

# Factors Influencing the Design of Modern Hotels

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## **Abstract:**

The landscape of modern hotels is a dynamic tapestry woven from diverse threads. This abstract delves into the key factors influencing the design of these contemporary hospitality spaces, moving beyond the realm of mere bricks and mortar. Firstly, we explore the evolving guest profile. Modern travelers are a discerning bunch, prioritizing factors like sustainability, technology integration, and experiential value. Hotels must cater to their desire for personalized, tech-savvy, and authentic experiences, from seamless check-in to co-working spaces and local partnerships. Secondly, technological advancements play a pivotal role. Automation and smart room technology enhance convenience and cater to personalized preferences. Sustainable practices, driven by environmental concerns, are finding expression in energy-efficient designs and resource-conscious operations. Wellness-focused amenities, fueled by the growing emphasis on holistic well-being, shape spaces dedicated to fitness, mindfulness, and relaxation. Thirdly, the influence of sociocultural trends cannot be ignored. The blurring lines between work and leisure necessitate flexible spaces that adapt to diverse needs. The rise of remote working fosters co-working havens and extended-stay options. Social spaces are reimagined as vibrant hubs for interaction and community building, reflecting our desire for connection and shared experiences. Finally, local context and cultural nuances add a unique layer. Hotels are increasingly embracing their destinations, incorporating local materials, design elements, and artistic expressions. This creates a sense of place and fosters meaningful connections with the surrounding community. In conclusion, the design of modern hotels is not merely about aesthetics, but a complex interplay of evolving guest preferences, technological innovations, sociocultural trends, and local context. Understanding these factors is crucial for hoteliers to create spaces that resonate with the modern traveler, offering not just a place to stay, but a transformative and memorable experience.

**Keywords:** modern hotels, design, technical solutions, factors, luxury hotels.

## Introduction

The modern look of modern hotels is very diverse in architectural solutions: from one-story motels to 88-story skyscrapers, from huts built in the style of Polynesian dwellings to glass-concrete complexes of modern architecture. Meanwhile, several basic technical solutions based on economic considerations can be noted. A rectangular building with an elevator in the middle is the simplest solution. From the elevator platforms on each floor, there is a long corridor on both sides of the building, with numbers on both sides of the corridor. As land is expensive in the city center, the hotel building rises upwards in the form of a tower, while the length of the corridor is reduced. Sometimes it is in the form of a ring, inside which an elevator shaft is located. The buildings of the old hotels were often in the form of a "well" with an inner courtyard. Crews of guests were standing in the yard. In this form of the building, the windows of some rooms face the inner courtyard. During the later reconstruction of such hotels, the inner courtyard was often covered with a transparent roof and an atrium was formed. Every year, the media informs a large number of customers about new forms of activity in this type of service. 100 years ago there were only two types of placement companies:

- luxury hotels for members of the upper class of society;
- caravansary for the rest of the population.

People forced to spend their time on the road had no choice. Today, users of the hotel product are offered various forms and types of accommodation establishments, such as luxury hotels and hotels belonging to the economy class, motels, camping sites, etc.

The building of resort hotels has its own characteristics. In this case, we try to have as many rooms with windows facing the sea as possible. For this purpose, if the topography allows, the hotel building will be built in the form of large "pillapoyas" that descend along the mountainside to the sea. Then all the windows of the rooms face the sea. Three-pointed star-shaped (in plan) buildings are especially often built on flat coasts. A corridor runs along each edge, numbers are placed on both sides of the corridor. In this solution, two-thirds of the numbers face the sea. Examples of palace architecture can also be noted, such as some luxury hotels in Europe. They were originally palaces of the nobility and were later converted into hotels.

Motels also have their own characteristics. Most of them will be two-story. It is very convenient because it does not require the construction of expensive elevators. But the building itself takes up a lot of space, which is irrelevant in this case, because motels are usually located outside the city, where land is relatively cheap. Several useful recommendations have been developed in the long-term practice of hotel construction. We will list some of them.

1. In order for the hotel to justify its expenses in reasonable terms, when dividing the cost of construction by the number of rooms, the number should be more than a thousand times the rate of

this number. In this case, the payment ratio of the hotel is at least 75%, and the interest rate paid for the bank loan - up to 12%.

2. The value of the land under the hotel should not exceed 20% of the construction cost.
3. At least 50% of the entire area of the hotel should correspond to the number fund.
4. The minimum area of a one-bed room is 10 m<sup>2</sup>, and that of a two-bed room is 15 m<sup>2</sup>. Currently, the area of a standard hotel room (three-four stars) is 20-30 m<sup>2</sup>, five-star hotels - 40 m<sup>2</sup> and more. The preferred geometry of the number is a rectangle with a minimum width of 3 m and a ratio of sides of 2 x 1.
5. Currently, it is better to have beds that are placed in the numberers moderately hard and without legs, as this will reduce the time of cleaning the numberer and save the floor covering.
6. The area of the restaurant is determined at the rate of 1.5-1.8 m<sup>2</sup> per seat, the area of the bar - at the rate of 1.3 m<sup>2</sup> per seat, the area of the banquet hall - up to 1 m<sup>2</sup> per seat, the area of the restaurant kitchen - at the rate of 0.9-1 m<sup>2</sup> per seat in the restaurant. Approximately half of the kitchen space is occupied by storage rooms.
7. The area occupied by the administration is determined at the rate of 0.3-0.5 m<sup>2</sup> per number, the area of warehouses of the number fund service - at the rate of 1 m<sup>2</sup> per number, the area of rooms for employees (kitchen, shower room, wardrobe) - at the rate of 4 m<sup>2</sup> per number.
8. A three-star hotel should have approximately 80 staff per 100 rooms (in four- and five-star hotels, the number of staff may be twice the number of rooms).
9. The ratio of catering service revenue to number fund revenue ranges from 70/20 (additional services provide another 10% revenue) to 40/60.
10. If one number is more expensive than the other, the first number should be at least 2-3 m<sup>2</sup> larger than the second, otherwise the customer may not notice the difference.

It should be noted that economy class hotels have recently become more widespread. They keep costs (and, by extension, cost of living) as low as possible. Naturally, in these hotels, all the figures given above are much reduced. When designing a hotel, as a rule, several specific problems arise.

1. Reasonable size of hotel. This issue is still controversial. Some researchers say that a hotel with 100-150 numbers is reasonable, and some - a hotel with 200-230 numbers. According to most authors, a reasonable amount of numbers does not exceed 400.

2. The structure of the number fund, that is, the issue of how many single, double and suite rooms there should be. It is self-evident that the structure of the number pool depends on the type of hotel, its level and the market segment in which it operates. Currently, single rooms are not worth it - it is better to put a double bed in a room with a smaller area, not a single one. This situation is explained by the fact that the main part of the value of the number equipment is the toilet and bath. A double bed does not significantly increase the cost of equipment compared to a single bed, but allows these rooms to accommodate not only single customers, but also couples. In this case, the

cost of living is usually increased by 25%. Even low-class small hotels are recommended to have several rooms ("luxury", "president") that are very cozy and comfortable. Although the demand for these rooms is not very high, they allow to increase the reputation of the hotel due to the celebrities who can stay in these rooms.

3. Flooring and capacity of elevators. High-rise buildings save land space (and, accordingly, its value), but increase the cost of construction, mainly due to elevators. Elevators are very expensive devices. But saving money in them leads to queues and customer dissatisfaction. In addition, there are customers who are reluctant to stay above the sixth floor for fear of not being able to get down in case of a fire.

4. Security issue. If the customer does not feel safe in the hotel, he will not come here again. In order for the customer to feel safe in the number, the door of the number should be strong and reliable (at least it should look like this), lockable with a chain, equipped with a "eye" and a reliable lock.

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