Prerequisites for the formation and the small hotel’s architectural typology development

A A Badavi, V M Molchanov
Southern Federal University, 105 Bolshaya Sadovaya str., Rostov-on-Don, 344006, Russia

E-mail: nyura017@yandex.ru; aabadavi@sfedu.ru

Abstract. With the tourism industry active development in Russia in recent decades, there has been a steady increase in the small hotels number. The small hotels have always been a successful competition to the large chain hotels abroad. [1, 2] Minimum requirements for investments, the territory and the staff made it possible for small hotels to capture a large segment of the Russian hotel market. [3] The guest services individualization and the maximum concentration on meeting their most diverse needs have become the modern hotels’ hallmark. [4] The small hotels formula is: home-guests best meet these requirements. However, most of the small hotels that are being built today are created on individual projects, but without taking into account the designing past years’ experience. In addition, a lot of new terms and concepts have appeared in the hotel industry recently, reflecting the global trends in this industry, which are not yet fully reflected in architectural research.

Main Part
Most of the outstanding work on the classification and specialization of hotels was written in the Soviet period and do not take into account the changed design conditions (Georgievsky A.M., Olkhova A.P., Krolevets S.V.) [5,6,7]. The small hotels architectural typology specificity in most studies of both architects [8-18] and managers [19] is based on the outdated concepts and definitions use. The small hotels’ current architectural typology, taking into account the modern realities, unfortunately, has not been compiled today.

Modern architectural studies of the hotel design problems reflect various aspects of the architectural and planning organization of both hotels as a whole and their individual types. The climate influence on the hotels’ architecture and the hotel construction specifics in the South-Russian region are reflected in the works of Yu.V. Gorgorova, L.P. Shevchenko [8,9,10,11]. The architectural and spatial organization of recreation and tourism facilities is represented in the works of V.A. Antyufeeva [12,13], A.V. Stepanchuk [14]. The regional tourist formation system principles and the recreational environment are considered in the works of Azizova-Poluektova A.N. [15]. In the works of A. Klochko, special attention is paid to the budgetary small hotels segment and the requirements for their architectural and planning organization [16]. The business travel centers architectural typology has been studied by Perova A.F. [17]. The objects formation principles of water-sailing, recreation and tourism are investigated in the works of M.Ye. Pechenik [18].

Based on these data, we have formulated the research problem - the lack of a comprehensive study of the small hotels’ formation and development history the hotels existing classifications analysis lack (including small hotels) in order to compile a small hotels typology in modern conditions.
The objective is to identify the prerequisites for the small hotels’ architectural typology formation and development.

The objectives of the study are as follows:
1. To analyze the designing small hotels historical experience.
2. To study modern terminology in the global hotel industry.
3. To select the most common small hotels modern types.
4. To compare the small hotels historical forms with their modern counterparts.
5. To identify the main factors determining the small hotels typology.

The small private hotels have retained their individual features as a special kind, developing in parallel with other hotels for centuries. Roman baths can be considered the modern spa hotels prototype and the caravanserais network is the roadside motels forerunner for transit travelers. In pre-revolutionary Russia there were two main varieties of small hotels: a guest house and an inn. In the guest house, the main function was accommodation, and the provision of food was an auxiliary function. The name “Guest House” had the same meaning as the inn in the 19th century. In the Soviet period, the word “inn” was superseded by the name “hotel” [20]. The inn was called a kind of guest house with a restaurant (tavern). From the second half of the 19th century the main function in restaurants was the catering function, and they began to be equated to low-end restaurants.

Gradually, the taverns lost the temporary housing function. [20] Today, in most small hotels, the catering function is additional, occupies a small area and serves only hotel guests. However, along with this, in the last 20 years, modern tavern versions have been actively being built everywhere, and received the name “Entertainment and Hotel Complex” or “Restaurant and Hotel Complex” [21]. These complexes combine the basic function of food and entertainment with the hotel’s additional function (usually a short hourly stay).

Modern conceptual apparatus refers hotels to one of the options for accommodation facilities that are collective and individual. According to the GOST definition [22], a hotel (inn) is a tourism industry object, which is a collective accommodation facility with a certain number of rooms, having a single guide, providing a specific set of services and grouped into categories depending on the rooms equipment and service level.

To compile the collective accommodation facilities architectural typology, it is important to determine the characteristics by which the certain types of hotels and other collective accommodation facilities are grouped. All accommodation facilities according to GOST [22] are divided into types and categories according to the following features: - by purpose; - by location / position; - by the operation time; - by the technical equipment level; - by the material base and number of rooms; - by capacity; - by the level of service and quality of services provided; - by the residents contingent.

In order to simplify the registration and legalization of existing small hotels since 2011, a separate concept of small accommodation facilities, implying the availability of up to 50 rooms [22] has been officially introduced. Small accommodation facilities are divided according to GOST [23] into a small hotel (small inn) with a number of rooms from 16 to 50 rooms and a mini-hotel (mini-hotel) with a number of rooms from 5 to 15 rooms. But neither in the studies on architectural topics [8-18], nor in the studies on the small hotels’ management [19] there is no such separation, it rather reflects the legal hotel business registration and organization aspects.

According to GOST [23] the small accommodation facilities are divided into the following groups:
- small hotels, small inns and similar small accommodation facilities (small motels, small pensions, small country hotels, small spa hotels, small tourist bases, small hostels, small guest houses, small rural guest houses, etc.);
- mini-hotels, mini-inns and similar mini-accommodation facilities (mini-motels; mini-pensions, mini-spa-hotels, etc.);
- furnished rooms;
- guest rooms.

Such a division of accommodation small facilities is made rather on the basis of their organizational differences, and does not quite reflect all the architectural and planning organization features of the
above listed objects. According to GOST [24] today there are the following types of accommodation, corresponding to the generally accepted world classification and being stationery. Some of the definitions listed below duplicate each other, some do not yet exist in Russia. Therefore, the above-mentioned classification needs to be clarified and systematized. Based on the data from electronic hotel booking systems, the most common small accommodation facilities in Russia are highlighted. (Table 1).

Table 1. Types of collective accommodation facilities in Russia.

| The accommodation facility name according to GOST | Concept idea | Current common name in Russia | Name of similar small accommodation (up to 50 rooms) |
|--------------------------------------------------|--------------|-------------------------------|-----------------------------------------------|
| Hotel \ Inn                                      | Enterprise providing accommodation services and, in most cases, catering services, having a reception service, as well as equipment for the additional services provision. | Business hotel | Small business hotel |
|                                                  |              | General hotel                 | Small General Hotel                          |
|                                                  |              | Specialized hotels (for certain groups of the population) | Small specialized hotel (for certain groups of the population) |
|                                                  |              | Recreational hotel            | Small recreational hotel                     |
| Guest House                                     | The company providing food services (including drinks). Guest House can provide accommodation services, often located in rural areas. | Guest House | Guest house (always less than 50 rooms) |
| Guest rooms                                     | Accommodation in a private house. In most cases, guest rooms are provided with breakfast. |                       |                                          |
| Board and lodging                               | The company that provides accommodation with meals. Usually accommodation is provided with meals for several days, while catering services are provided mainly for residents only. |                       |                                          |
| Resort hotel                                    | Accommodation facility located in the spa resort and providing on its own base as an additional health-improving service using natural factors | Spa hotel | Small spa hotel |
| Apart hotel                                     | The hotel, which rooms are of the category “studio” or “apartment”. | Apart hotel | Small apart hotel |
| Apartment complex                               | The company offering accommodation in rooms of the category “studio” or “apartment”. No catering services |                       |                                          |
| Rural hut                                       | Accommodation in a family, in a house located in a rural area, a village or outside, in a separate furnished room. The owners live in | Hostelry | Hostelry (always less than 50 rooms) |
| **Rural guest rooms** | Private house in the countryside, providing accommodation services. |
|----------------------|---------------------------------------------------------------|
| **Farm house**       | Accommodation facilities located on the territory of a peasant farm. |
| **Hostelry**         | Accommodation facilities, located on the territory of a peasant farm, providing accommodation and meals. Food - on the basis of dishes prepared mainly from products produced on the premises. |
| **Mountain shelter** | Isolated house located in a mountainous area |
| **Chalet / bungalow**| Detached houses with kitchen equipment. |
| **Suite Hotel**      | The hotel, the rooms of which are of the highest category. The rooms of the highest category: “suite”, “junior suite”, “apartment”, “studio”. |
| **Boutique hotel**   | Hotel with original or thematic design, designed for a small number of guests and providing exclusive services. |
| **Recreation center**| An institution offering accommodation, as well as facilities and related equipment for sports and entertainment, restaurants and shops. |
| **Camping**          | A limited area with sanitary facilities on which chalets, bungalows, tents, vans, trailers, mobile motorhomes, as well as equipped platforms for tents, caravans, etc. are located. Restaurants, shops, sports and entertainment facilities can be provided for residents. |
| **Motel**            | Hotel with parking, providing accommodation for motorists. |
| **Boarding house**   | Hotel with a long stay, located within the city. |
Children’s Health Camp

The institution provides accommodation for children coming for rest and recreation.

Youth hotel; hostel

An institution providing accommodation and food services, managed by a non-profit organization; accommodation - in multi-bed rooms, meals - with a limited choice of dishes and / or the availability of equipment for self-catering; provision of additional services, including entertainment and educational programs.

Hostel

Hostel (en hostel): An economical accommodation facility designed for temporary residence, mainly for low-budget tourism, having rooms / rooms of different capacity and bathrooms, as a rule, outside the room / zone, as well as rooms (zones, places) for guests to chat.

Thus, it can be concluded that some types of collective accommodation facilities are presented only in the small accommodation facilities form, which indicates a more diverse range of small accommodation facilities. It is also important to note that in all the above-listed scientific works on the architectural typology of hotels, the term “accommodation facility” is replaced by the traditional terms for architects: “hotel” or “inn”, which are synonymous with each other. The term “small accommodation” in architectural studies is replaced by the term “small hotel” or “small inn”. Therefore, we will continue to adhere to generally accepted architectural terminology. Based on the data presented in Table 1 and the GOST requirements, the types of hotels were identified and the classification of new identified types of small hotels was carried out according to the following criteria (taking into account GOST [22]): purpose, location, capacity, operating mode, service level and quality provided services, residents contingent, type of building, historical prototype, type of food. (Table 2)

Table 2. The small hotels classification

| Purpose                        | Historical prototype | Location       | Capacity       | Building type        | Residents contingent                     | Type of food                  | Service level |
|--------------------------------|----------------------|----------------|----------------|----------------------|------------------------------------------|------------------------------|---------------|
| Type                  | Location                      | Capacity       | Building Details                                      | Population Groups                        | Rooms Details                                      | Star Rating |
|----------------------|-------------------------------|----------------|-------------------------------------------------------|------------------------------------------|---------------------------------------------------|------------|
| Guest house          | In the village, in the county | Up to 30 guests | Separate building (part of a residential building)    | Families with children, the elderly      | Dining room, shared kitchen                       | 1-2*       |
| Small apartment hotel| In the city                   | Up to 100 guests| Separate building (part of a building)                | Businessmen, couples, families with children | Cafe, dining room, kitchen unit in the rooms       | 1-4*       |
| Hostelry             | In the county                 | Up to 30 guests | part of a residential building                        | Families with children, the elderly      | Dining room, shared kitchen                       | 1-2*       |
| Small recreational hotel | In the city, in the county | Up to 100 guests | Separate building (network of cottages)               | Families with children, the elderly, the youth | Cafe, dining room, shared kitchen                   | 1-5*       |
| Small spa hotel      | In the city, in the village, in the county | Up to 100 guests | Separate building (network of cottages)               | Families with children, the elderly      | Café, Restaurant                                   | 3-5*       |
| Small boutique hotel | _______                       | Up to 100 guests | Separate building (part of a building)                | Businessmen, couples                      | Cafe, restaurant, kitchen unit in the rooms        | 4-5*       |
| Small recreation center | Tavern in the village, in the county | Up to 100 guests | network of cottages                                   | Families with children, the elderly      | Cafe, dining room                                  | 2-4*       |
| Type of Accommodation | Location | Capacity | Building Type | Target Guests | Food Area |
|------------------------|----------|----------|---------------|---------------|-----------|
| Entertainment and hotel complex | In the city, in the village | Up to 50 guests | Separate building (network of cottages) | Families with children, the elderly, the youth | Café, Restaurant |
| Restaurant and hotel complex | In the city, in the village | Up to 30 guests | Separate building (network of cottages) | Families with children, the elderly, the youth | Café, Restaurant |
| Mountain shelter Caravanserai | In the countryside | Up to 30 guests | Separate building (network of cottages) | The youth | Kitchen in the rooms |
| Motel | In the city, in the village | Separate building | All categories of population | Cafe, dining room |
| Hostel | In the city, in the village | Separate building (part of a building) | The youth | Shared kitchen, dining room |

In the small hotels’ compiled classification, four of their main typological prototypes are distinguished: an inn, Roman baths, a hostelry, a caravanserai. On the location basis, the three most common locations of small hotels are indicated, noted by the most researchers [8-18]: in the city, in the village, in the countryside (in this gradation the building density changes). By the capacity, the following classification of small hotels is proposed: up to 30 people (mini-hotel format according to GOST [23]), up to 50 people and up to 100 people. By spatial characteristics, the main type of building for small hotels is a small hotel - as part of another (residential or public) building, a small hotel as a separate building (or a group of buildings, including blocked building structures), a small hotel as a network of cottages (dispersed structure buildings). On the social and demographic basis, among the small hotels guests we single out the following groups of population: businessmen, travelers, families with children, couples, the elderly, young people. The location and type of food, which is also an important functional and planning characteristic in the classification of small hotels, are distinguished: a kitchen unit in the...
room, a shared kitchen, a dining room, a cafe, a restaurant. According to the service level characteristics of small hotels, we adopt a classification system of 5 stars [27].

Summary

Summarizing, we can say that the historical forms of small hotels, such as a caravanserai, an inn and a hostelry are the prototype of the small hotels’ modern types. The small hotels types definition according to GOST does not reflect all the current modern types of small hotels, however, serves as the basis for the small hotels’ classification. Among the primary main factors determining the architectural typology of small hotels are: destination, location, capacity, residents’ contingent. The number of secondary typological characteristics of small hotels include: historical prototype, building type, food type, service level.

References

[1] Otto Riewold 1998 Hotel design (Coord researcher Jennifer Hudson, King, London).
[2] Otto Riewold 2002 New Hotel Design (Coord researcher Jennifer Hudson, King, London).
[3] Badavi A A, Krainev V A 2016 Architectural and Planning Features of Designing Small Hotels for Ethnographic Tourism in the Republic of North Ossetia-Alania (Modern trends in the development of science and technology) 12 (4) 91-96.
[4] Savchishkina E P 2010 Informational Support of Development Management of Hospitality Organizations (Don Engineering Newsletter) 4. Information on ivdon.ru/ru/magazine/archive/n4y2010/295.
[5] Georgievsky A M 1980 Principles of Formation of Types and Architectural Solutions of Hotels, Depending on their Specialization (dis. on the competition scholarly step. Cand. Arch.: 18.00.02. Moscow) 183 p.
[6] Olhova A P 1983 Hotels (Stroiizdat, Moscow).
[7] Krolevets S 1979 Rational Types of Hotels of Small Capacity (Abstract. dis., Moscow).
[8] Gogorova Yu V 2013 Designing Hotels for the Climatic Conditions of the Mountains and Foothills of Southern Russia (Engineering Bulletin of the Don) 4. Information on ivdon.ru/ru/magazine/archive/n4y2013/2087.
[9] Shevchenko L P, Gorigorova Yu V 2007 Architecture of Hotels in Cities of the South of Russia (recommendations for reconstruction. Rostov-on-Don, Publishing House of SSCC VS) 90 p.
[10] Shevchenko L P 2005 Prospects for the Recreational Development of the Azov and Black Sea Coasts and their Regional Specificity (Bulletin of Civil Engineers) 2 (3) 17-21.
[11] Shevchenko L P 2005 The Influence of Climatic Conditions on the Architecture of Summer Recreation Facilities in the Azov-Black Sea Region (Bulletin of Civil Engineers) 3 (4) 16-19.
[12] Antyufeev A V 2007 Principles Architectural and Spatial Organization of Recreation and Tourism Facilities in Floodplain-Delta Formations: on the Example of the Volga-Akhtuba Floodplain (dissertation author's abstract Candidate of Architecture, MARCHI, Moscow).
[13] Antyufeev A V 2008 Architectural and Urban Planning Prerequisites for the Development of Ecological Tourism in the Volgograd Region (Annual scientific-practical conference of the faculty and students of VolgGASU materials) 3 32-34.
[14] Stepanchuk A V 2017 The Principles of the Architectural Organization of Cultural Tourism Objects with a Craft-Creative Function: on the Example of the Republic of Tatarstan (dissertation dissertation abstract Candidate of Architecture, NNGASU, Nizhny Novgorod).
[15] Azizova-Poluektova A N 2015 System Principles of Formation of a Regional Tourist and Recreational Environment (the dissertation author's abstract Candidate of Architecture, NNGASU, Nizhny Novgorod).
[16] Klochko A R 2013 Architectural Typology of Hotels of Economy Class "0" in the Conditions of the City of Moscow (dissertation author's abstract Candidate of Architecture, TsNIIEP, Moscow).
[17] Perova A F 2015 Architectural Typology of Business Travel Centers: on the Example of St. Petersburg (dissertation author's abstract Candidate of Architecture, SPSUACE, St. Petersburg).

[18] Pechenik M E 2016 Principles of Formation of Objects of Water-Sailing, Recreation and Tourism in the Coastal Zones of the Waters (the dissertation author's abstract Candidate of Architecture, NNGASU, Novgorod).

[19] Ulyanov V A 2011 Small Hotels in the Hospitality Industry (Tourist, Moscow).

[20] Bogdanov I A 2001 The Oldest Hotel in St. Petersburg (Art-SPB, St. Petersburg).

[21] Badavi A A 2018 History of Development of Small Hotels (Engineering Bulletin Don) 1. Information on ivdon.ru/ru/magazine/archive/n1y2018/4806.

[22] Tourist services. Means of accommodation. General requirements. [Electronic resource]: GOST R 51185-2014 Date of introduction 2016-01-01 Access from the electronic fund of legal and regulatory and technical documentation "TechExpert". Information on http://docs.cntd.ru/document/1200114767

[23] Small accommodation services. General requirements. [Electronic resource]: GOST R 54606-2011 Date of introduction 2012-07-01 Access from the electronic fund of legal and regulatory and technical documentation "TechExpert". Information on http://docs.cntd.ru/document/1200093465

[24] Tourist services. Hotels and other accommodation for tourists. Terms and Definitions. [Electronic resource]: GOST R 53423-2009 (ISO 18513: 2003) Date of introduction 2010-07-01 Access from the electronic fund of legal and normative-technical documentation "TechExpert". Information on http://docs.cntd.ru/document/1200075998

[25] Accommodation facilities. General requirements for hostels. [Electronic resource]: GOST R 56184-2014 Date of introduction 2015-01-01 Access from the electronic fund of legal and regulatory and technical documentation "TechExpert". Information on http://docs.cntd.ru/document/1200113783

[26] “What is a boutique hotel?” Tourist guide. Information on http://turvopros.com/chtotakoe-otel-butik/

[27] On approval of the Order of Classification of Objects of the Tourist Industry, including Hotels and Other Accommodation Facilities, Ski Slopes and Beaches, Carried out by Accredited Organizations [Electronic resource]: Order of the Ministry of Culture of the Russian Federation of July 11, 2014 N 1215. Access from the reference system "Garant" under the laws of the Russian Federation.