

## New directions of the accommodation development in the world tourism market

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**Abstract.** The world hoteliers point out that the modern hotel market in many developed countries is undergoing the major changes under the influence of changing tourists' tastes. Many of tourists are looking for new impressions and they are no longer interested in the standard conditions of a modern hotel. We consider various non-standard hotel facilities used in the world for the tourist accommodation. The concepts of non-standard hotels are obliged by their spread not only with the tourists' desire to new impressions, but may be dictated by the specificity of certain types of tourism and the conditions of specific tourist destination

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### Introduction

The modern hospitality industry is in the continuous development. Currently there are about 350 thousand of comfortable hotels with a hotel room capacity of more than 14 million (26 million rooms). In these statistics we do not fully take into account the small private hotels and apartments. Growth rates of hotel rooms' numbers around the world for a long time remain at the level of 3-4% per year, due to the continuous growth of tourist flows throughout the world [1].

On the first place for the development of hotel industry is the European continent, hotel room stock of which is about 45% of the global hotel room stock. The American continent accounts for about 35% of global hotel room stock. Asia takes the third place - 14% of the global hotel room stock. However, growth rates of the hotel room stock here is 2-3 times higher than the worldwide average rates and reach 15-20% per year [2]. Countries with the largest hotel room capacity in the world are: the USA (about 3.5 million rooms), Japan (1.65 million), Germany, Italy (about 1 million), France, Spain, England, China, Australia (about 0.5 million), Austria, Mexico, Canada, Greece (about 0.3 million), Thailand, Russia, Indonesia, Turkey (0.15-0.23 million), Switzerland, Brazil, Argentina (less than 0.15 million). In terms of growth rates of the hotel room stock such countries as Turkey, China, Malaysia, Singapore, Morocco, Spain, Germany, Argentina are the leaders [3].

The contemporary travelers the hotel market dictate their own terms, which the representatives of the hotel industry cannot ignore. The world hoteliers point out that the modern hotel market in many developed countries is undergoing the major changes under the influence of changing tourists' tastes. Many of tourists are looking for new impressions and they are no longer interested in the standard conditions of

a modern hotel. That's why the non-standard accommodation facilities for tourists began to appear.

Exotic is not the only one reason for the appearance of non-standard hotels. Often this can be connected with the development of specific kinds of tourism, for which it is impossible to use the services of large modern hotels. In some cases, an unusual approach allows to reduce the accommodation costs. But it's not far in all cases. The exotic conditions may cost much more expensive than the generally accepted. In many cases, the accommodation in the non-standard hotels may be the basis for the tour package at all [4, 5].

### Main body

The historical occupy hotels the greatest niche among the exotic hotels. These hotels are placed in the ancient castles, villas and monasteries. These hotels became widespread in the countries of Western Europe: France, Spain, Italy and Portugal.

Today it is really fashionable to spend a holiday in an ancient monastery. The special term "Temple stay" even appeared which may be translated as "living in the temple." There are two types of hotels in the monasteries. The first one uses only the structure of monasteries, which are no longer used for their intended purpose. These hotels belong to the historical hotels type. But there are hotels and inns in the operating monasteries. The pilgrims of various faiths usually stay in them. A pilgrimage can be considered as the predecessor of modern tourism. In today's world the pilgrimage relates to tourism rather arbitrary. Just now the pilgrimage is based on the same infrastructure as the usual tourism.

The South Korea's experience by usage the monastery to stay is interesting. This experience was born during the FIFA World Cup in 2002, when the monasteries of South Korea have hosted thousands of tourists. Today it is a separate direction of tourism in

this country. The "Temple stay" Program is very democratic in South Korea - all interested persons may stay in the monastery. When people participate in such programs, during their stay in the temples the visitors get more spiritual than religious experience. To live in a Buddhist temple, you don't need to abandon your religious beliefs. The temples invite people of all religions and faiths (Fig. 1).

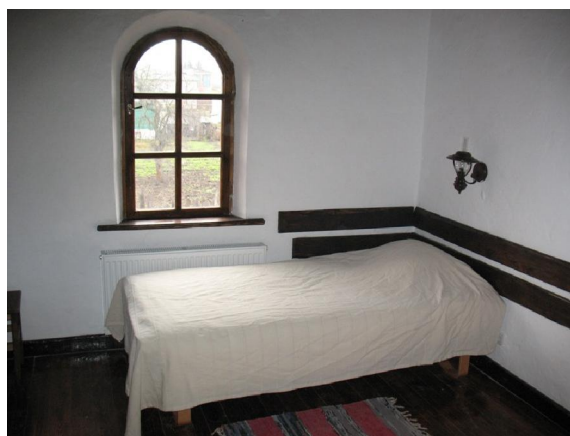


**Fig. 1. Participants of the "Temple stay" Program in South Korea**

The number of Buddhist temples, which offer services under the "Temple Stay" Program approached 100. To provide guidance to the tourists a special information center of the "Temple Stay" Program was even established, which was opened in one of the main centers of Buddhism in Seoul – Jogyesa Temple [6].

In Russia there are many monasteries that host pilgrims too. Living conditions in the hotels for pilgrims are more than modest. The buildings have no great splendor as well. The rules in the hotels for pilgrims are very strict in Russia. Both the travel

agencies and special pilgrim offices are engaged in the organization of pilgrim tours in Russia (Fig. 2).



**Fig. 2. Hotel rooms for pilgrims in the monasteries in Russia**

Let us consider the non-standard types of hotels associated with the most widespread type of tourism in the world – holidays at the seaside, rivers and other water bodies. This holiday is expected in more than 70% of the world offers of tour operators in the world.

For example, in the countries of South East Asia the hotels in the format of water bungalows are quite famous (Thailand, Bali, Philippines). In Maldives, it is generally the most popular type of hotels. In hot climates, the living conditions in such hotels are not only distinguished by any originality, but also truly comfortable.

For today the world's largest hotels of this type is a resort complex on water "Golden Palm Tree Sea" (Malaysia). Kuala Lumpur includes 392 private villas that are built in the sea, quite far from the coast. Inside the bungalows are equipped with the most modern equipment, and the price is still very low - only \$ 165 per night for two persons. This price includes a roof over your head and three meals a day

in any of the five restaurants, and all drinks in the bars.

If accommodation in the bungalow on the water is available for a wide range of tourists, the accommodation in the underwater hotels (another form of non-standard accommodation) is available only for wealthy people. The world's first underwater hotel was opened to guests in 1986. Its name "Jules' Undersea Lodge" the first underwater hotel got in honor of Jules Verne, author of the novel "20,000 Leagues under the Sea".

Among the existing underwater hotels we can also mark the hotel "Poseidon Undersea Resort", which is located on the Poseidon Mystery Island (Maldives). This hotel was built on the basis of the underwater station built in 1962. The hotel was opened to visitors in 2010.

The hotel is situated at the depth of 12 meters. The guests descend into the hotel premises with a special lift. The hotel has 24 spacious rooms designed for two persons. The rooms represent the individual capsules connected with the general system of hotels with the sealed gateways. Capsules are 70% made of ultra-strong glass, which stops light outside. Living conditions correspond to the modern standards of accommodation in the luxury hotels. Rooms are equipped with exclusive furniture, jacuzzi, large screen plasma TV, which can be used as a normal TV or as a monitor to communicate with the service staff of the hotel. The most important thing is an opportunity to observe the underwater world all day and night. Voucher for one person costs \$ 15 000 per week.

Recently, the largest underwater hotel in the world has started its work. A new hotel "Hydropolis Undersea Resort" is located in Dubai, on the Persian Gulf [7]. Its owners spent \$ 490 million on the hotel construction. New hotel area is 260 hectares. Today it is the most luxurious underwater hotel in the world. It is situated at the depth of 18 meters. Hotel building has the shape of a submarine. 220 bubbles of high-strength plexiglas built in it - they are the guests' rooms. The construction has both an underwater and above-water parts. The tourists get in the hotel lobby with an automatic train from the ground through the 515-meter tunnel. The whole hotel decor provides the maximum level of comfort, because in addition to the elite hotel rooms there are 2 gorgeous restaurants, a beauty salon, spa-centers, cinema, bars, dance floor, entertainment complex for children, boutiques, jewelry stores, and conference rooms for negotiations in the hotel.

In Europe the non-standard hotel types are presented by the hotels on the rivers. To this type such hotels as boatel and flotel belong. Even the hotel chains were created on their base. Recently, such

accommodation facilities are often used to organize the business tours, conference tours, congress cruises, and educational tours.

The botel GolfYacht in Prague (Czech Republic) takes the first place in the boatel ranks. It is the most comfortable and the most expensive respectively boatel in Europe. Until 1980 it was the usual vessel that passed the rivers in Europe. In second place in the ranking the boatel "The LogInn Hotel" is, it's located in Stockholm (Sweden). The hotel was created as a result of the old ship reconstruction. The rooms there were stylized under the antique furnishings. "Botel Fortuna" is the third on the list; it's located in Budapest (Hungary). Before it was a ship built in 1967, on which the tourists were traveling along the Danube.

There are several floteles in Russia, too. The hotel "Volga Pearl" (Volzhskaya Zhemchuzhina) is among the most famous, which is located on the banks of the Volga in Yaroslavl, just a few minutes' walk from the Kremlin. There is a sauna and rooms with free Wi-Fi and a mini-bar in it. The rooms are equipped with air conditioning, mini-bar and a safe box.

Nowadays, one of the fastest growing types of tourism is an eco-tourism. According to expert estimates, in recent years it was developing three times faster than the tourism industry as a whole. The number of travelers who prefer the eco-tourism grows annually by 20%. According to various estimates, eco-tourism makes 10-20% of the world tourism market. A significant growth of eco-tourism was also observed in Russia [8].

An increased attention to the eco-tourism is quite explainable. The increase of environmental problems is inevitable associated with the growth economic activities. People can improve the ecological environment only within very restricted areas. High rates of urbanization cause the people's interest to the sequestered places in the untouched natural surroundings. Numerous tourists' interviews show that among the leading motives of tourist travel now the people's desire for communion with living nature comes to the fore more.

Eco-tourism spawned several concepts of non-standard hotels. The most widespread concept is the Treehouse hotels. In the Treehouse hotels live trees are the building elements of their construction. The Treehouse Hotel is usually a wooden house placed at a height of 5 to 50 meters. If the height is low, tourists use a simple staircase. The tourist can go up the great heights by using the special elevator and from there enjoy the picturesque views of jungle and wildlife.

The first Treehouse hotel was built in Belgium. After that France, Germany and Sweden

adopted the experience of such hotels construction. Today, you can find such hotels in the small houses and tree holes in many countries worldwide: the USA, Jamaica, Germany, Belgium, Sweden, Turkey, Costa Rica, Kenya, Brazil, China, India and other countries.

With a growing number of treehouse hotels in Europe this type of vacation becomes available for many travelers. Today in Europe, you can find a simple treehouse hotel, where the cost of accommodation for one night per a whole family will be one hundred dollars. On the propagation of this kind of hotels we can judge from the following fact that in France only one company «Arnaud de La Chesnais runs La Cabane en l'Air» has built around 250 small Treehouse hotels.

Treehouse Hotels usually attract families with children. Here the adults can recollect their childhood, and kids can get a new life experience. Such hotels are established in compliance with all safety rules and do not harm the environment.

Some Treehouse hotels have the fantastic design. But the living conditions therein meet the urban dweller's requirements. In the Treehouse hotels they often provide a range of thematic program, for example, participation in a safari, river rafting, fishing, etc.

The concept of Ice Hotel also relates to the ecological type of accommodation. The first Ice hotel was built in Canada ("The Hôtel de Glace"). Now in addition to Canada such hotels found their spread in Finland, Norway, Sweden and Switzerland. For the oldest ice hotel «IceHotel» in Sweden the season 2012/2013 has already become the twenty-third. This hotel has gone through a long path of development from a small house with an area of 60 sq. meters to the record - total area of the ice palace is 5500 sq. m.

The snow hotel "Kakslauttanen" in Lapland belongs to this concept, too. This is a couple dozens of small separately standing rooms-igloos hidden in the snow, but their convex ceilings are made of special glass that doesn't become coated with frost even during the most extreme cold and that allows guests to admire the northern lights without ever leaving a warm room and without even getting out a soft bed. The hotel opens during the winter season only (herein it lasts from December to April).

To eco-tourism (and even recreation) we may include the concepts of hotels in caves and mines. This idea became widespread worldwide long ago. Such hotels there are in Turkey, Spain, and even in Russia.

The unique microclimate, a temperature which is close to the ideal is maintained in the hotels-mines in a natural way. The imitative mazes of abandoned mines give such hotels a unique look.

As an example of that kind of hotel we can bring the Vazhiny Hotel. It is created in one of the largest European salt caves, situated at a depth of 250 m below ground level. There is a sports court, a disco hall, a restaurant and a sleeping area with 230 beds in it. Many tourists come to this hotel for a cure. The hotel has a medical staff.

The cave "Koldras" is known among tourists as well. It's located at a depth of 212 meters underground. There is 42 places to sleep with 2 - and 4-man sleeping areas in it.

The nature has created the real natural healing sanatoriums in many areas of the globe. The large salt caves can be found in the area of Carpathian Mountains and Altai mountains or near the Dead Sea, and the salt mines and small rock shelters can be found in many European countries.

The largest underground hotel in the world will be opened in Shanghai in the near future. It's the hotel complex "Songjiang Beauty Spot Hotel". The unique Songjiang Beauty Spot Hotel was erected on the site of a former stone quarry. There will be 400 guest rooms in the hotel. The guests of the underground hotel will have access to the various cafés and restaurants, a sports center, as well as the banquet and conference-halls. On two underwater levels of 21-floor building a restaurant will be located, which will be separated from the water with a ten-meter deep aquarium. In the extreme recreation center, located on the hotel roof, the ropejumping, as well the rock climbing lessons on the steep walls of the quarry will be offered the guests. Another unique feature of hotel will be the sports and leisure complex, situated at the very bottom of the quarry, under water. A 3.5 thousand sq. m garden will be located on a building roof. A large artificial waterfall flowing on the hotel facade will decorate the hotel.

At first glance next hotel concept looks very strange. It is a prison hotel. These hotels also have their own consumer segment. We can find to this a simple explanation. Many employees of companies in big cities get tired of the daily life routine. They need a small dosed shake. Often they are afraid of to go even beyond the civilized Europe, fearing the unknown diseases, natural disasters, etc. Such people satisfy their need for extreme spending a few days at the prison hotel.

Prison hotel – is a hotel that occupies a building of a former prison, which retains the spirit and style of the gloomy place, including bars on the windows, iron doors and other attributes.

Today, the prison-hotels can be found in different parts of the world. Most of them are in Europe, which has a rich history of such institutions. You can find such hotels in the UK, Germany, Sweden, Finland, and Slovenia. All of them are

somewhat similar (because the hotel owners tried not to change the interior much), but at the same time have the unique features, giving each of them an individuality (Fig. 3). The most famous hotels of this type are: “Alcatraz”, “Kaiserslautern” (Germany), “Melmeysen” (Oxford, the UK), “Langholmen Hotel” (Stockholm, Sweden), and “Hostel Celica” (Ljubljana, Slovenia).



**Fig. 3 Inside the prison hotel**

In 2013, a luxury four star prison-hotel “Marriott” (Avignon, France) will be opened. Cost of the reconstruction project of the old prison is estimated at 36 million Euros. The hotel will have 100 rooms, a conference hall for 700 people, an outdoor swimming pool and an underground parking. Style of the building will combine the architectural features of the prison building with modern luxuries. The Project's authors intend to retain a part of the prison roof and walls.

The lodgers of the bunkers hotels have the similar incentive motives, too. Bunkers Hotels - are the specific hotels for the fans of industrial aesthetics and the inexpensive holiday.

The idea to use the unneeded or abandoned bunkers left over from the Cold War, as the hotels has appeared not so long ago, but began rapidly gaining the popularity in Europe (Albania, Switzerland, Germany). Such hotels do not possess a high level of comfort, but attract with their originality and cheapness.

One of the newer concepts of non-standard means of accommodation is the idea of mobile hotels. Now, in many European countries there is a practice of developing so-called "temporary" hotels. In the modern dynamic world, almost any area is suitable for the hotel establishment. For example, the SnoozeBox Company has established a series of mobile hotels. The Company may deliver to its destination the hotels with a hotel room capacity of 80, 160 or 240 rooms. These hotels arrive on the trucks and represent the maritime containers.

Next concept of non-standard accommodation for tourists is also associated with a mobile tourism, namely the caravanning. Caravanning is very popular in the United States and spreading in European countries.

Caravanning – is an automobile tourism, travel with accommodation in the motorcaravans or trailers. On their way the caravaners stop in the specially equipped areas (campsites for caravaners).

For example, along the highways in the United States there is a huge number of campsites (RV parks), which provide all necessary conditions for the travelers: drinking water supply, electricity, sewerage, shower, bathroom, kitchen, landfills, places for animals walking, etc.

Now the caravaners from Europe reached Russia. Basically, they are still focused on the metropolitan cities as Moscow and St. Petersburg. Today, more than 2 thousand motorcaravans come to Moscow every year. Currently, the tourists have to leave their motorcaravans on casual and unequipped parking areas. In the nearest future we are planning to build the campsites for the caravaners in the metropolitan cities of Russia. Then it is expected that the flow of motorcaravans will reach 10 thousand a year.

Caravanning has very good prospects in Russia in general. A lot of accompanying services relate to the service providing for this group of tourists: from household to the motorcaravans rent, repair and maintenance of equipment on the route.

## Conclusions

The general policy of the tourist industry development is formed at the state level. However, the specific choice of perspective of the tourism types and the development of competitive tourist offers that attract tourists into a certain area is made at the regional level.

Nowadays, the range of offers proposed by the Russian tour operators isn't differing with a big variety. The infrastructure in most regions only seeks to the modern international level. The analysis of international experience of using the non-standard accommodation facilities can be very useful for the development of unique tourist offers, which is able to attract a certain consumers' segment. The approved world technology can be transferred to the Russian soil by adapting to the region features and existing tourist resources.

The competitive tourism destinations (types) shall be identified in the regions. For each direction you shall establish a working group that will focus all its attention on the specific destinations development. From the perspective of focusing efforts on the certain tourism destinations development the experience of South Korea is very useful, because now it has the highest rates of the tourist industry development in the world [9].

The majority of new conceptual forms of accommodation can be implemented within the small and medium business. To realize the potential of small business we need to support the entrepreneurs' initiatives [10, 11]. At the regional level we need to provide the assistance to entrepreneurs in the business plans developing for the investment projects.

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