

## **DOLPHINARIUM HOTEL AS INNOVATIVE TYPE OF HEALTH CENTRE**

**Annotation.** The paper argued the actuality and importance of healthful trend of hotel industry that is based on communication with dolphins in the world and in Ukraine. The current state of dolphinarium hotels in Ukraine has been analysed. The basic features, challenges and development opportunities have been found.

**Key words:** health improvement, dolphinarium hotel, dolphin therapy, hotel industry.

### **I. INTRODUCTION**

Health improvement is a complex of specific measures of social, educational, health, hygiene, sport nature that aimed at improving and strengthening the physical and mental state of health. In the age of the rapid growth of world population the actuality of improving the psycho-emotional state and withdrawal the psychological tension by the method of dolphin therapy that is based on communication with dolphins has been increasing. The problems of psychological rehabilitation are directly related to the interests of hotel industry.

Hospitality industry experts point out that the number of hotels being built near the dolphinarium has increased in recent years. The scientific researches show the positive influence of the communication with dolphins on dolphin therapy promotion. So, the latest scientific research in Honduras shows that daily swimming in a pool with dolphins deprives people from the oppressed and depression. 15 people with depressive syndrome were invited to participate in the experiment. The volunteers were divided into two groups by scientists. One group was proposed to swim in the pool with the dolphins every day for two weeks for an hour, and the other had the hydrotherapeutic procedure without their participation. As a result, it became clear that those who interacted with the dolphins feel much better than people who just

swam in the pool. In addition, marine animal impact on the mental state of research participants was so effective that they stopped consuming antidepressants and attending therapist. Scientists believe that the detailed investigation in this area may lead to the reversal of many diseases based on mental disorders. The research of wildlife and natural processes will help people to become more empathetic and calm.

## **II. STATEMENT OF THE PROBLEM.**

Recently, it has been growing the interest of tourists to the health-related hotels in the world. Such factors as fast pace of life, stress situations, increased information flow, unfavorable ecological situation in many countries turn people attention to this type of hotel, because the psycho-emotional state of a person has been worsening. Last decades the mental illnesses have spread, and the number of people with psychoneurological disorders is growing in Ukraine. In present-day world the number of children with disruptions in normal development has increased. In the middle of the XX century 60-70 % of infants were practically healthy. Today 40-50 % of children have a tendency to change in development. And dolphin therapy is one of the most effective alternative, non-traditional method of psychotherapy. But unfortunately in our country there is only one health-related hotel with dolphins in Kharkiv. Therefore, the main task is to identify the background for dolphinarium hotel.

## **III. RESULTS.**

At present healthful hotels provide about 15% of world GDP, investments, employment, workspaces and consumer spending. According to World Tourism Organization the number of tourist trips will be more than 980 million in 2015. Today tourists want to not only relax, but also to restore health, which is a completely new form of business. Dolphinarium hotels are innovative centres that base its activities on the dolphin therapy.

Dolphin therapy is a new direction of rehabilitation that works in Ukraine not more than 5 years. This activity is an alternative, non-traditional method of psychotherapy, where in the focus of psychotherapeutic process is communication between man and dolphin. It is specially organized process that is supervised by a lot

of professionals: doctors, veterinaries, trainers, psychologists (therapists, speech pathologists and pedagogs). Only specially trained animals with “good character” are involved in psychotherapy.

Researchers believe that communication with dolphins brings not only aesthetically pleasing, but also health benefits such as positive emotions, healing the emotional wounds and normalisation of mental state. According to some assumptions, the ultrasonic waves that are coming from dolphins influence in such manner.

Communication with a dolphin optimizes the following factors:

- ✓ fundamental change of attitude yourself, to the people around, to nature, to the world at all;
- ✓ pull the man from the isolation bondage, encourage the development of interest to the outside world, which is a prerequisite for the establishment, restoration, correction and optimization of social relations;
- ✓ activate the work of brain structures and the whole body, acting as a sensory stimulant;
- ✓ encourage the verbal expression, promoting language and sensorimotor development of autistic children and children with low IQ;
- ✓ stimulate the development of personality;
- ✓ fill the deficit of positive emotions and provide the necessary support to children and adults who are experiencing loneliness or disadaptation;
- ✓ create the conditions for an emotional response through the tactile stimulation.

There are not lots of such institutions in the world, because dolphinarium hotel is an innovative form of hospitality. Most hotels are built near the dolphinariums in order to provide their clients with such services. The number of hotels with dolphinariums that are built with recreational purposes is small.

Dolphinarium hotel is a modern hotel that offers comfortable check-in and accommodation as well as beautiful and extraordinary vacation. It is a modern building – an aquarium that includes dolphinarium, oceanarium, dolphin centre, sauna and health centre and more.

Also the hotel visitors have the opportunity to take the diving service. After all, this service will give visitors the opportunity to relax from the bustle of modern life. The partners are dolphins that will help to have fun and gain unforgettable experience.

Guests will have the opportunity to visit the oceanarium at the institution. The unique aquarium in the hotel complex wonderfully reflects the marine world. This is interesting and informative experience for children and adults. Amazing variety of marine species will not leave anyone indifferent.

Although the development of dolphinarium hotels has some difficulties in Ukraine, but there is a market leader. Since 2012 “Nemo” hotel in Kharkov is the only hotel in Europe with dolphins. The complex includes a hotel, dolphinarium, dolphin therapy centre, oceanarium, terrace restaurant, sauna and health centre. Hotel rooms are equipped according to International hotel standards. All guests are given the free opportunity for attending shows with dolphins, sea bears and a white whale. The hotel is interesting for dolphin therapy clients, honeymooners who prefer romance, families and couples, businessmen and top managers as well as for everyone who likes to communicate with dolphins. Therefore, this hotel complex directs its attention mainly on romance and family vacation.

In the world the development of dolphinarium hotel has a great importance, because its activity is connected with the treatment, based on communication with dolphins.

One of the most famous dolphin therapy centre is in the hotel “Melka Resort”, which is located on the Bali island in Lovina town. The specificity of the hotel is the ultrasound, which is the main component of dolphin therapy. This method is used in medicine for more than 40 years. Dolphin sounds (about 800) remind child crying, female scream, bird singing, bell ringing and human speech.

The main indications for the course are cerebral palsy, early infantile autism, Down syndrome and other genetic pathology, minimal brain dysfunction, attention deficit hyperactivity disorder, organic lesions of the central nervous system, mental retardation (except deep level), disorders of speech and hearing, neurosis, post-

traumatic stress disorders, arrest of psychoverbal development, stuttering. Hotel offers accommodation with breakfast, consultation, dolphin therapy twice a day, instructor help, daily massage, tour to the dolphin residences in the ocean. “Melka Resort” hotel is one of the world's best health complex.

Next hotel is “Mares Hotel Dolphine Park & SPA” that located on the beach in resort Icmeler village in Turkey. It offers a new and expanded program of dolphin therapy, which is a catalyst for other classic therapies such as hippotherapy, physiotherapy, cranio-sacral therapy and psychotherapy. In addition, the complex offers to spend time in the sauna or beauty salon, visit the dolphin show or participate in various activities and sports in the hotel and outside it (diving, sailing, water skiing and fishing). This hotel offers and pays attention to an extended treatment program of dolphin therapy and gives a wonderful memorable rest for its guests.

Dolphinarium hotel is a modern establishment that offers comfortable check-in and accommodation as well as beautiful and extraordinary vacation. The hotel is recommended for youth, families, businessmen and top managers as well as for everyone who likes to communicate with dolphins. The main specificity of this hotel is the dolphin therapy. In Ukraine there is only one institution that can provide accommodation and recovery by the sonar model when dolphin is the natural ultrasonic sonar. The developments of these institutions will not only stabilize the psycho-emotional state of a person, but also solve the problems of children with developmental disorders.

#### **IV. CONCLUSIONS.**

After analyzing the data that relates to the functioning of dolphinarium hotels, it can be concluded that the largest number is operated abroad, and only one in our country. The difference between foreign and domestic hotels of this type is that the “Melka Resort” hotel and “Mares Hotel Dolphine Park & SPA” are aimed at health improving their clients, the “Nemo” hotel complex is aimed only on organization of family entertainment.

The development of this type of hotel in Ukraine has a great potential and significant advantage for attracting visitors. In fact, today in Ukraine there is a lot of

children that are the most vulnerable and disadvantaged segment of our society with defects of mental and physical development. It is surprised a lack of government interest in this matter, because it is needed to find the ways to solve this problem and to facilitate the development of dolphinarium hotels. After all, hotel experts will develop the effective health programs, using innovative resort technologies and proven medical techniques that allow guests to relax not only qualitatively but also restore their health. Health impact of swimming with dolphins is based on the psychological effects of human cooperation with exotic animals. This improvement is carried out in a completely unfamiliar environment for humans. The result is complemented by the physiotherapy effect of sonar that is made by these extraordinary animals. Guest of the hotel can get from dolphins love, attention, care that will stay in its memory the unforgettable impressions about the institution.

## **V. LITERATURE**

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