

## 12. ANALYSIS OF HOTELS WITH CINEMA

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The film industry in Ukraine and all over the world develops more and more, so amount of movie theaters increase. Hospitality industry also does not stand still. The hotels start to open cinemas where visitors can not only watch the movie, but if necessary to hold a conference or any other event. Paper presents some hotels with cinemas.

Only one cinema in the city with technology IMAX (Image Maximum) is located in the hotel "Galleon" in Koktebel (Crimea). The main advantage of this cinema is a huge screen and special 3D technology with stereoscopic displays. Hall of the cinema contents 30 seats for reviewing 3D moving-picture shows. For maximum comfort hall is equipped with armchairs. Screen in the cinema occupies almost all the space in front of the audience; so, it provides a "presence effect". Therefore moviegoers literally drawn into the film, becoming a full member even the most fantastic events.

One more hotel with cinema is located in Crimea – Oreanda Cinema is located on the ground floor of the hotel "Oreanda" in Yalta. Cinema with easy velvet armchairs and wide aisles, VIP settees for couples and air-conditioning system provides an ideal atmosphere of home comfort. Projection system XpanD along with Dolby Digital Surround EX sound system has created a unique effect of a movie inside.



*Fig.1. Oreanda Cinema (Yalta, Crimea)*

A cozy bar is located in the foyer of the cinema, where viewers will find the traditional set "For movie" - popcorn, chips, coca-cola and beer, as well as excellent

coffee. Viewers can spend a free time here while wandering in the lobby through the numerous chic fashion boutiques representing European brands. Capacity of the cinema is 160 seats, the total area of 242 square meters, projection screen 8 x 3.4 meters.

Kyivska Russ Hotel located in Skhodnytsia, Lviv region (Ukraine). The hotel serves a cozy cinema room, which can also host a wide range of activities, including product launches, corporate presentations and conferences. Cinema hall contents 40 seats. The hall is equipped with comfortable chairs and air conditioning. Excellent image quality and sound provide projector SANYO, Blu-Ray player and a Philips home theater Harman (5.1 sound). Screen Size - 2.30h 1.30 m. Every day 4 sessions of movies takes place for children and adults. The collection of movies is regularly updated.

The Courthouse Hotel has one of the biggest private cinemas in London (Great Britain). Cinema hall contains 94 seats in comfort and style, this impressive space has rich aubergine carpet, suede walls and apple green leather seating. It can play host to a wide range of events, including screenings, product launches, corporate presentations and even weddings, as well as playing host to a regular cinema club, showing cult films from around the world.



*Fig.3. Cinema in a Courthouse Hotel (London, Great Britain)*

The screening room is equipped to the highest standard with professional 35 mm and video/digital projection systems. It is able to accommodate recorded formats ranging from almost all video.

It has been known for a long time that the cinema is a very attractive and profitable business. Opening a small cinema on the territory of the hotel is not only self-supporting, but also a profitable idea. This proves the large number of hotels in Ukraine and around the world which provide their customers the opportunity to use cinema. The relatively low cost of equipment allows quick recoup means for the cinema.

#### **REFERENCES:**

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