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**ПЛАВУЧИЕ ДОМА И ОСТРОВА В ГОСТИНИЧНО-РЕСТОРАННОМ
БИЗНЕСЕ**

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**HOUSEBOAT AND FLOATING ISLANDS IN HOTEL & RESTAURANT
BUSINESS**

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Abstract. In this paper we describe the use of floating islands and houseboat in the tourism and especially in hotel & restaurant business. This article shows the designing of different types of sea floating recreations, which was developed in last year's. All floating and sea innovations can become a new experience for visitors of restaurants and hotels. Attention was focused on two islands and its features that are some of the most luxurious hotels and resorts in the world; and two worlds famous restaurants by its incredible architectural decision.

Key words: houseboat, floating islands, sea recreation, restaurant business, hotel business.

Аннотация. В этой статье мы описываем использование плавучих островов и плавучих домов в туризме и, особенно, в гостинично-ресторанном бизнесе. Данная работа рассматривает проектирование различных видов морских рекреаций в последние несколько лет. Все плавающие и морские инновации могут стать новым опытом для посетителей отелей и ресторанов.

Внимание было сосредоточено на двух островах и их особенностях, одних из самых роскошных отелей и курортов в мире; и на двух всемирно известных ресторанах с невероятными архитектурными решениями.

Ключевые слова: плавучий дом, плавучий остров, морской досуг, ресторанный бизнес, гостиничный бизнес.

Introduction. Water is the most common substance found on earth. And people start to think about water resource development for living and recreation. Therefore, people start to equipped old boats to living houses. It was the first “houses on water”.

At the same time some restaurant and hotel start to use water area for distribution of establishment. Firstly, this idea was realized like floating restaurants. It was a vessel, usually a large steel barge, used as a restaurant on water. Restaurants on the boats were good, with not expensive building costs, but they have limited space. The necessity of expansion the space was emerged. That is for were artificial islands created. This idea becomes more popular by each year and makes new variations.

Houseboat (floating house) – it is barge/house designed and equipped for use as a dwelling. They could be on active floating or just stand by and located on water.

Artificial island (man-made island) is an island, which has been constructed by people rather than formed by natural means. They are created by expanding existing islets, construction on existing reefs or amalgamating several natural islets into a bigger island. There are two main types of “man-made island”. It is floating artificial islands, which could change its location or travel; and artificial islands, which has constant place, without floating function.

As, well artificial islands and houseboats have many similar streaks – they placed on water, could use as a dwelling, could be on floating or not etc.

As know, there are many “water buildings” all over the world – in Italy (Venice), France (Paris), in the USA (Washington) and also all over the continents and countries. Ukraine has its own floating restaurants – Zamok Vydubychi (formerly

Gavan), Veranda on the Dnepr, Grand piano café (in the floating hotel Bakkara), Riverest plus, Dneprovska riviera, Hata Rybaka etc.

There's something unique about floating homes, which makes them incredibly appealing. Therefore, this concept has been developed over the years and now there are all sorts of amazing designs, from simple floating houses to entire islands.

Review of the literature. Houseboating is a very popular recreational activity for groups of people of all ages, aboard houseboats of all varieties, ranging from more modest 30–40 foot boats to 70-foot (21 m)-plus luxury houseboat models. Houseboating is appealing due to the ability to more completely explore the local scenery, remain in close proximity to other outdoor activities (hiking, boating, beaches, etc.), and finally, retain the potential to move the living quarters for a change of view or neighbors, on a whim.

Recreational houseboating in the United States started in the late 1940s when people were looking to stay on the water for longer periods of time. Lake Cumberland in Kentucky is considered the birthplace of houseboating in the USA. Today one can find motorized houseboats with over 2,000 sq. ft. (200 m²) of living space. One notable exception is the College Club of Seattle, a private rowing/social club that occupies two motorized houseboats, the M/V Unity and the M/V Inspiration (a total of 20,000 sq. ft.) on Lake Union in Seattle.

Developments in floating islands building technology lead architects to search for new styles. From this perspective, sea resorts and restaurants have started to design during recent years. The concept of floating islands design has been a race between architects and engineers in order to become “the first in the world”. At present, there are realized projects, which can be stated as architectural approaches in floating islands design. The design and construction process of these structures has differences from the conventional structures on land.

Case studies and methods. There are selected examples, which analyzed and compared. They were designed by both architects and engineers and can be stated as

the first architectural approaches to floating islands design.

Poseidon Undersea Resort is a “permanent sea floor one-atmosphere resort” in island in Fiji. The structure will be situated on 40 feet (12.19 m) below the water level and the interior of the resort remains at surface pressure at all times. The floating islands structure is a part of a complex, which includes 20 bungalow resort and various entertainment functions. The structure was linked to the shore through a service tunnel in addition to the main access via a dock. It was designed by engineers of U. S. Submarines, Inc. which is a company active in design and construction of civil submarine for 13 years.

Otter Inn The other example for hotel was Otter Inn that started to operate in 2000. It was designed and built by an artist Mikael Genberg in Sweden. The “one-room hotel” has two parts, over and below the waterline, was linked by a staircase. Above the waterline there is a raft with a typical Swedish wooden cabin. That cabin houses bathroom and kitchen whereas sleeping facilities are in the water part. The electricity supply is solar powered and air was supplied to all part by pipes.

Ithaa Undersea Restaurant was opened on 15 April 2005 as a part of the Hilton Maldives Resort & Spa, sites in the Indian Ocean on Rangali Island. The structure sits 5 meters beneath the water surface. It is surrounded by coral reefs and offers panoramic views. The restaurant was built by M. J. Murphy Ltd. using technology which is common in public aquariums.

Red Sea Star Underwater Restaurant The structure sits submerged 20 feet (6.10 m) under water off the coast of Eilat in Israel. The design and construction of steel tank was developed by architect Josef Kiriaty. Interior designer, Ayala Serfaty, turned this space into a restaurant, inspired from aquatic world. The use of color balance the bluish aquatic light as explained in detail earlier. The architectural concept of the project consists of two sections, which are above and below the sea. Upper part houses lounge, coffee bar and kitchen while dining area and bar located on water. For these structures the medium, itself totally limits and articulates the

architecture. Since the structure is totally submerged the space should be completely closed. Exterior spaces, such as open and semi-open, cannot be utilized under water.

Results. Discussion and Analysis. Floating islands establishments have fascinated people for some time, with research indicating tremendous interest towards such hotels. Given this strong demand and upside potential, there have been several attempts on a global scale to develop floating islands establishments.

However, the apparent lack of such innovations highlights the challenges in executing these ambitious developments and turning them into a commercial reality. There are few similar facts in all these establishments:

- High demand for servicing, which supply;
- High prices for services and products;
- Many visitors;
- Original idea;
- Strong marketing position etc.

Along with technical solutions, interior design is important to provide spaces with high quality to occupants. That's why we can see, that technologies, methods and experience of these hotels and restaurant are work. So, we can use this all for make new establishment in Ukraine.

Conclusion. As a conclusion, a new experience in sea building can help in creating new establishment. It is could be interesting for new visitors.

Moreover, there is no artificial island in Ukraine and existing floating restaurants and hotels do not correspond to world standards of service. So, these establishments could make good experience of successful hotel or restaurant in our country. It is also a clear example of how gastronomic, rest and recreation interests could be just factor of visitors income.

This architectural idea presented maintained the identity of the tourism product, but at the same time allowed a new expression or alter ego of sea terrace restaurants. The adaptation of existing buildings techniques enhanced sensory attributes of dishes

or accommodation comfort by extracting most of their essence. Therefore, creating of new establishment with float island or houseboat – it is a good idea to make something new not only from the empirical point of view but also from reflecting on experience. The method opens a new approach in national restaurants or hotels to make rest more nameable.

Therefore, this method breaks with the traditional idea of tourism establishment and presents it as touristic product that do not necessarily have to break with the harmony of the each person by bringing suddenly many numbers of additional services. Instead it as another features aligned with the story told all along the hotel experience.

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