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THE DESIGN AND FUNCTIONAL ORGANIZATION OF MULTI-PURPOSE SPACES IN LUXURY RESORT HOTELS

The article explores multi-purpose spaces in luxury hotels, emphasizing guest experience and efficiency. Key design principles include flexible layouts, smart technology, and biophilic elements. Real-world examples classify strategies by spatial typology, highlighting adaptability in response to evolving hospitality trends.

Keywords: multi-purpose spaces, luxury resort hotels, adaptive design, conference areas

Statement of the problem

Today's guests demand more than traditional, single-use spaces they seek dynamic areas that adapt to their personal and professional needs throughout the day. Whether it's a business traveler needing a temporary office or a leisure guest looking for a wellness experience, hotels must rise to the challenge by providing flexible, multi-purpose spaces that blend functionality with luxury [1].

Unlike earlier hospitality designs that focused on rigid, predefined spaces for specific uses, modern luxury and resort hotels embrace fluidity. These spaces now serve multiple roles, creating an immersive experience where guests can work, relax, socialize, and even engage in wellness activities all without leaving the property. For instance, a hotel lobby no longer serves as just a reception area, it transforms into a social hub during the day, a co-working space for remote professionals in the afternoon, and a vibrant cocktail lounge by evening [2].

The rise of multi-purpose spaces represents more than just a design trend it is a response to the evolving demands of the global travel industry. Luxury hotels must maintain their unique charm and sophistication while adopting practical, multifunctional layouts. Each element from the choice of furniture to the integration of smart technologies plays a crucial role in ensuring these spaces meet a variety of guest needs without compromising on elegance. The result is a highly adaptable, user-centric environment that enhances both guest satisfaction and operational efficiency.

Analysis of recent research and publications

The hospitality industry is witnessing a paradigm shift in the design and the use of spaces within luxury and resort hotels. Modern travelers seek environments that offer flexibility, cultural authenticity, and technological integration. Recent studies and industry reports have highlighted several key trends and considerations in the development of multi-purpose spaces.

Flexibility and adaptability are driving forces in modern hotel design, leading to the creation of spaces that serve multiple functions, allowing hotels to maximize utility and cater to diverse guest needs. For instance, lobbies are no longer merely transitional areas but have evolved into dynamic hubs where guests can work, socialize, dine, or relax. This shift reflects a broader move towards experiential design, where spaces are crafted to offer varied experiences throughout the day [3]. In the article "*Why Multifunctional Spaces Are Here to Stay*", the author Carrie Tolman discusses how hotels are designing areas that can seamlessly transition between various functions. For example, a dining area can be transformed into a co-working space or an event venue, meeting the dynamic needs of guests [4].

Cultural integration and authenticity have become essential elements in hotel design, enhancing the guest experience by providing a sense of place and uniqueness. A study titled "*Research on the Spatial Design of Resort Hotels from the Perspective of Regional Culture*," authored by Ziwei Zhou, emphasizes the importance of integrating local materials and cultural motifs to create unique and immersive environments. This approach not only enriches the aesthetic appeal but also fosters a deeper connection between guests and the locale [5].

Another exemplary case is the boutique properties featured in "*The Design Hotels Book: New Perspectives*". This 25th-anniversary edition, edited by Design Hotels, presents an in-depth look at 25 boutique properties worldwide that are redefining hospitality. These hotels integrate multi-functional spaces to enhance guest experiences, reflecting a trend towards versatile and dynamic environments. The book showcases how these properties have embraced innovative design solutions to meet the evolving needs of modern travelers [6].

In "*Hotel Design, Planning, and Development*," authors Richard H. Penner, Lawrence Adams, and Walter Rutes provide a comprehensive guide that delves into the principles of hotel design, emphasizing the importance of flexible spaces that can adapt to various functions. The

authors offer insights into planning and developing hotels that meet the evolving needs of modern travelers, highlighting design strategies that promote multi-functionality and guest satisfaction [7].

The Deloitte report titled "*The Hotel of the Future: New Experiences, New Opportunities*", authored by Deloitte's Consumer Business Group, explores how hotels are reimagining spaces beyond traditional purposes. It discusses the integration of multi-purpose areas within and outside hotel premises, offering guests a new level of flexibility and creating opportunities for innovative services. The report highlights how technological advancements and changing guest expectations are driving the evolution of hotel spaces [8].

In the article "*Emerging Trends That Will Inform Hotel Design in 2024*", authored by Sergio Saavedra of HKS Architects, upcoming trends in hotel design are examined, highlighting the growing importance of biophilic design and multi-functional public spaces. The study reveals that guests spend more time in nature-inspired lobbies, indicating a preference for environments that offer both aesthetic appeal and functional versatility. This trend underscores the need for hotels to create spaces that are adaptable and resonate with guests' desire for connection with nature [9].

The article "*Going Public: 5 Trends Shaping the Design of Hotel Public Areas*", authored by Kilburn, H, discusses how public areas in hotels are being transformed into multi-use spaces. It highlights trends such as integrating technology, creating communal workspaces, and designing adaptable environments that can host various events, reflecting the shift towards more interactive and flexible hotel experiences. These design strategies aim to enhance guest engagement and optimize the use of public spaces within hotels [10].

In summary, the design and functional organization of multi-purpose spaces in luxury and resort hotels are evolving to meet the changing needs of modern travelers. By embracing flexibility, cultural authenticity, technological integration, and wellness considerations, hotels can create environments that offer enriched and memorable guest experiences.

Formulation of the goal of the article

The main objective of this study is to explore and define the system of spatial and functional qualities that contribute to the attractiveness of multi-purpose spaces in luxury and resort hotels. This topic is particularly relevant given the evolving demands in hospitality design, which increasingly focus on creating flexible, multi-functional spaces that offer a seamless blend of comfort, aesthetics, and functionality. Identifying these qualities is essential for understanding how different spatial solutions can enhance the overall guest experience and set luxury hotels apart.

To achieve this, the research focuses on the following key tasks:

- Identify and define the core qualities that make multi-purpose spaces in luxury and resort hotels attractive to guests, emphasizing how these spaces contribute to the sense of place and experience.

- Evaluate whether these qualities serve as useful criteria for differentiating various design and functional solutions in multi-purpose spaces, based on spatial analysis and design strategies discussed in the article.

Presentation of the main material

The evolution of multi-purpose spaces in luxury and resort hotels. In the past, hotel design focused on creating clearly defined, compartmentalized spaces for specific functions. Dining areas were solely for eating, lounges were for relaxation, and meeting rooms were reserved exclusively for corporate events. While this approach ensured order and predictability, it often led to significant underutilization of space. A grand ballroom, for example, might remain empty for days between events, while business centers became ghost towns during non-conference periods.

The need for more efficient use of space became increasingly evident in the late 20th century, fueled by a growing trend toward urbanization and the rising cost of real estate. Hotel operators began to explore how spaces could serve multiple functions without compromising guest comfort. This evolution coincided with the rapid advancement of technology, which enabled guests to stay connected and productive from virtually anywhere. Business travelers no longer needed dedicated meeting rooms for every interaction; instead, they sought casual, tech-enabled spaces where they could work while enjoying the ambiance of the hotel's public areas [11].

Luxury hotels were quick to embrace this change, driven by their desire to offer personalized experiences that cater to a wide range of guest preferences. Open-concept designs replaced traditional layouts, allowing spaces to flow seamlessly into one another. Restaurants doubled as co-working spaces during the day, and outdoor terraces were reimagined as multifunctional venues for everything from morning yoga sessions to evening cocktail parties. This shift not only improved space utilization but also enhanced the overall guest experience by fostering a sense of community and interaction.

A notable example of this evolution can be seen in the design of the *Baccarat Hotel* in New York (Fig. 1). The hotel incorporates multi-purpose spaces that blend work, leisure, and dining. Its public spaces are intentionally designed to be versatile, offering areas for relaxation, informal meetings, and social events, with technological amenities integrated into the environment to support business needs. Research by *The Design Hotels Group* indicates that such adaptive use of spaces

has become a key differentiator in luxury hospitality, with many guests now expecting spaces that can be tailored to their personal or professional requirements (Design Hotels, 2021) [12].



Fig. 1 – Baccarat Hotels & Residences, Baccarat [13].

A prime example of this flexible design is The Hoxton, Charlottenburg – Berlin, Germany (Fig. 2), where the lobby seamlessly functions as a coworking area with high-speed Wi-Fi, communal seating, and an inviting atmosphere tailored for productivity. This seamless blending of activities requires not only clever design solutions but also a deep understanding of guest behavior and expectations.



Fig. 2 – Co-working area in The Hoxton, Charlottenburg – Berlin, Germany [14].

Technological integration is another critical aspect in the development of multi-purpose spaces. The inclusion of smart room controls, high-speed internet, and adaptable lighting systems enhances both functionality and guest satisfaction. For example, the VRetreats Cervino, a new five-star hotel in Italy's Aosta Valley, offers luxury accommodations with modern amenities, including convenient shuttles to the slopes and on-site equipment rentals, catering to the needs of tech-savvy guests [15].

In resort settings, the concept of multi-purpose spaces took on an even broader dimension. Beachfront properties began transforming poolside areas into wellness hubs, offering fitness classes in the morning and live music events at night. Indoor spaces were designed to maximize views and natural light, creating a connection between the indoors and the surrounding environment. This approach reflects the growing importance of experiential travel, where guests seek

unique, memorable experiences that go beyond traditional hospitality offerings.

Wellness and sustainability are priorities for modern travelers, influencing how hotels design multi-purpose spaces. Hotels are incorporating natural elements such as indoor plants, natural light, and sustainable materials to promote a serene and eco-friendly environment. The Adara Spa at the VRetreats Cervino provides a wide range of treatments for relaxation, along with wellness facilities such as saunas and steam baths, ensuring a holistic and rejuvenating stay (Fig. 3) [15].



Fig. 3 – Adara SPA, VRetreats Cervino, VRetreats [15].

A notable example of a multi-purpose space can be found in the Shaoxing Hotel in China. Designed by the Architectural Design and Research Institute of Zhejiang University Co., Ltd. (UAD), the multi-purpose hall exemplifies the fusion of traditional and contemporary design elements to create a versatile environment (Fig. 4). The hall reflects a deep understanding of regional culture, incorporating local materials and motifs to create a space that is both functional and culturally resonant [16].



Fig. 4 – Shaoxing Hotel, Zhejiang Provincial Department of Culture and Tourism [16].

Design strategies for maximizing space utilization have become crucial in urban hotel settings, where space may be limited. Effective strategies such as decluttering, using neutral colors, and incorporating natural light can create a sense of openness. Multi-purpose design

elements, such as furniture that serves several functions, also enhance **flexibility**. For instance, movable partitions allow a conference room to be transformed into a banquet hall, providing increased versatility in space usage [17].

Core design principles for multi-purpose spaces. Designing multi-purpose spaces in luxury and resort hotels is a complex task that requires a thoughtful blend of functionality, aesthetics, and user experience. These spaces must effortlessly transition between multiple roles without sacrificing comfort or style. At the heart of this challenge lies the need for flexible spaces that can adapt to a variety of uses through clever design elements such as modular layouts, adaptable furniture, and smart technology. Movable partitions allow spaces to expand or contract based on immediate needs, while multifunctional furniture provides seamless adaptability. For example, a large meeting room can be divided into smaller sections for intimate workshops or opened up into a grand hall for banquets. Similarly, seating arrangements can be adjusted to create cozy lounges during the day and formal event spaces by evening. This need for **flexibility** in the design of multi-purpose spaces ensures these environments remain dynamic, future-proof, and capable of evolving alongside shifting guest expectations and industry trends.

The integration of adaptable lighting systems plays an essential role in transforming these spaces. Bright, task-oriented lighting is ideal for productive environments like co-working areas or business meetings, while warm, ambient lighting creates a more relaxed and inviting atmosphere for evening social events. Smart lighting technology has made this transition even more effortless, allowing hotel staff to adjust lighting presets with the push of a button, optimizing the ambiance for different activities throughout the day. Additionally, color schemes and materials must be versatile enough to support a wide range of functions without losing their visual appeal. Neutral palettes complemented by elegant, customizable accents ensure that the space can be easily adapted to suit various events, while high-quality materials such as marble, wood, and textured fabrics contribute to a timeless and cohesive aesthetic. Innovative technologies like smart automation enhance adaptability while maintaining the space's refined aesthetic.

In luxury hotels, achieving aesthetic consistency is vital to maintaining a brand identity that reflects sophistication and exclusivity. Every design element, from furniture selection to wall finishes, must be carefully chosen to support this unified look. Multi-functional spaces do not mean sacrificing luxury rather, it involves elevating flexibility to an art form. Custom furniture pieces that can serve multiple purposes such as storage ottomans that double as seating or tables with adjustable heights are essential in ensuring these spaces

remain both functional and stylish. The key is to strike a balance between practicality and elegance, ensuring that even when the space is reconfigured for a different purpose, its design still feels intentional and cohesive.

Guest experience is the driving force behind every successful multi-purpose space. Ergonomics, comfort, and accessibility are non-negotiable elements in these spaces. Seating must be comfortable yet durable, and the layout should facilitate both movement and relaxation. Clear signage ensures guests can easily navigate different zones without confusion, while intuitive spatial design eliminates the need for excessive instructions. Accessibility also plays an essential role in designing inclusive spaces that cater to all guests, regardless of physical ability. A well-planned layout should consider the flow of movement, providing easy access to key areas without creating congestion. The seamless integration of technology further enhances this experience, with features like wireless charging stations, interactive touchscreens, and high-speed internet access offering both convenience and functionality.

Incorporating natural elements into these multi-purpose spaces adds another layer of comfort and well-being. **Biophilic design** - an approach that connects guests to nature through design - has become a growing trend in the hospitality industry. The use of natural materials like stone, wood, and woven textiles creates a sense of warmth and tranquility, while indoor plants and large windows that invite natural light enhance the overall ambiance. Water features, such as indoor fountains or cascading wall installations, introduce calming sounds and visual interest, helping guests relax and feel more connected to their surroundings. A prime example of this approach is Six Senses Botanique in Brazil (Fig. 5), which seamlessly integrates natural materials and lush greenery into its design, offering an immersive nature-inspired experience that prioritizes guest well-being. This intentional use of **biophilic design** underscores its role in creating spaces that nurture both relaxation and a profound connection to the natural environment.



Fig. 5- Six Senses Botanique, Campos do Jordão [18].

Durability is another crucial consideration, especially in spaces that see frequent reconfiguration and heavy foot traffic. Materials must be chosen for their

resilience and ease of maintenance without compromising aesthetics. Fabrics should be stain-resistant yet luxurious to the touch, and flooring should be able to withstand the wear and tear of different furniture arrangements while maintaining its visual appeal. Smart material choices can extend the life of these spaces and reduce the need for frequent refurbishments, ensuring a high-quality experience for guests over time. A great example of this is The Ned London (Fig. 6), which incorporates high-quality, durable materials like marble, brass, and rich textiles while maintaining a timeless and elegant aesthetic, ensuring that its multi-functional spaces remain both stylish and long-lasting.



Fig. 6 – The Ned, a luxury hotel and members' club in London [19].

A real-world example of these principles in action can be seen in the Zoku Amsterdam (Fig. 7), a hotel known for its innovative approach to adaptable guest spaces. The hotel features loft-style rooms that easily transition from workspaces to living areas, utilizing modular furniture and integrated technology [20]. Research by Hotel Design (2022) highlights that this flexibility significantly enhances guest satisfaction, as travelers feel empowered to tailor the space to their needs (Hotel Design, 2022) [21].



Fig. 7 – Zoku Amsterdam | Business Hotel with Lofts & Rooftop Workspace [20].

Types of multi-purpose spaces in modern hotels. Luxury and resort hotels offer a diverse range of multi-

purpose spaces, each designed to meet different needs while enhancing the overall guest experience. These spaces serve as flexible environments where form and function seamlessly merge, ensuring that every area can adapt to the evolving expectations of today's travelers. Broadly speaking, these multi-purpose spaces can be categorized into public areas, event spaces, and outdoor venues (Fig. 8). Each category reflects a different facet of the modern hospitality experience, and together they redefine how guests interact with hotel environments.

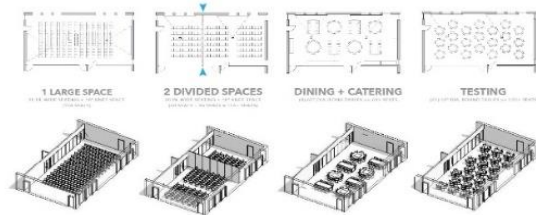


Fig. 8 – Examples of Multi-Purpose Room Configurations in Modern Hotels, by [Mehdi Heravi Global Teaching and Learning Center](#) [22].

One of the key goals in creating these spaces is to maximize functionality while maintaining the luxurious atmosphere expected in upscale hotels. The ability to seamlessly shift between different activities whether it's working, socializing, or unwinding has become a cornerstone of contemporary hotel design. This adaptability not only enhances the guest experience but also allows hoteliers to make better use of available space, improving operational efficiency while reducing downtime in underutilized areas.

Scientific research supports this trend, with studies highlighting the importance of multi-functional spaces in hospitality environments. For instance, a study published in "Building and Environment" (2021) explored the impact of flexible hotel design on guest satisfaction and operational efficiency. Similarly, hotels like Hotel Per La in the Los Angeles area offer flexible spaces that adapt to various functions, enhancing guest satisfaction and operational efficiency while contributing to a more sustainable and personalized guest experience (Fig. 9).



Fig. 9 – Hotel Per La, Los Angeles – A flexible, dynamic space blending luxury with versatility [23].

Moreover, the research also showed that adaptable spaces in hotels foster a sense of community, where

guests can engage in social, professional, and recreational activities, enriching their overall experience and creating a more personalized atmosphere. This flexibility, when integrated thoughtfully, aligns with the growing demand for experiential travel, where travelers seek dynamic environments that serve a multitude of needs.

The lobby as a social hub. The transformation of the hotel lobby into a multi-functional space is perhaps the most visible and influential example of this trend. Gone are the days when the lobby served only as a check-in and waiting area. In modern luxury and resort hotels, the lobby is now a vibrant social hub a microcosm of the hotel's broader multi-purpose philosophy.

These reimaged lobbies are carefully designed to offer a variety of experiences within a single space. For example, Hotel Garni Capital Hotel in [Beograd, Serbia](#) features strategically planned seating arrangements that create distinct zones for relaxation, co-working, and social interaction (Fig. 10).



Fig. 10 – Garni Capital Hotel, [Beograd, Serbia](#) [24]

Guests can move seamlessly from one activity to another without leaving the lobby. Some may choose a quiet corner to work remotely, while others gather at communal tables for casual conversations or group activities. Private seating pods provide additional options for those seeking solitude or privacy, making the space appealing to both business travelers and families alike.

Amenities such as high-speed Wi-Fi, charging stations, and on-site cafés are essential components that elevate the functionality of these spaces. They ensure that guests remain connected and comfortable while engaging in different activities. Beyond functionality, the aesthetic design of the lobby plays a crucial role in enhancing the overall experience. High-end finishes, statement lighting fixtures, and carefully selected furniture contribute to an atmosphere of understated luxury while maintaining a welcoming and approachable feel.

Outdoor Venues and Wellness Spaces. Thanks to advances in modular design and smart technology, they can transform into a wide range of settings from corporate seminars and workshops to weddings, gala dinners, and even pop-up art exhibitions. Movable walls, customizable lighting systems, and adaptable seating arrangements allow these spaces to be tailored to the specific needs of each event.

Luxury hotels have taken this concept to new heights by incorporating cutting-edge technology that enhances the guest experience. High-definition projection systems, virtual meeting capabilities, and interactive displays make it easy for guests to stay connected and engaged, whether they are attending a business presentation or a social gathering. The addition of breakout areas with comfortable seating and refreshment stations further enhances the flexibility and functionality of these spaces.

The integration of high-definition projection systems, virtual meeting capabilities, and interactive displays in hotel event spaces has become essential for enhancing guest engagement. High-definition projectors ensure that presentations and content are displayed with clarity, making them crucial for both business presentations and social events [25]. Virtual meeting capabilities allow for seamless communication between on-site and remote participants, creating a hybrid event experience that is inclusive and efficient [26]. Additionally, interactive displays allow guests to engage directly with content, promoting collaboration and enhancing the overall event experience. These technologies have been proven to improve attendee participation and satisfaction [27].

Event Spaces and Conference Rooms. Terraces, gardens, and poolside areas offer endless possibilities for customization. In the morning, these spaces might host yoga classes and wellness retreats, while in the evening, they transform into elegant settings for cocktail receptions and intimate dinners under the stars. An excellent example of this concept is the Conservatorium The Set Hotels in Amsterdam, designed by Lissoni & Partners and MVSA Architects, which effectively utilizes its outdoor spaces for various events (Fig. 11).

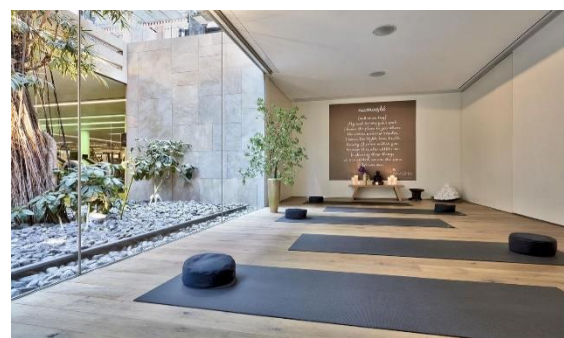


Fig. 11 – Conservatorium The Set Hotels, Amsterdam, designed by Lissoni & Partners and MVSA Architects. Photo by Amit Geron [28].

The growing demand for wellness-oriented travel has also influenced the design of outdoor spaces. Features such as meditation gardens, outdoor fitness areas, and water elements create a calming and rejuvenating environment for guests seeking relaxation

and mindfulness. The connection to nature is emphasized through biophilic design principles, which incorporate natural elements to enhance well-being and reduce stress.

By embracing the flexibility of outdoor venues, hotels can offer guests a unique blend of luxury, wellness, and personalized experiences. These spaces not only provide visual and sensory appeal but also serve as valuable extensions of the hotel's indoor facilities, expanding the range of activities available to guests, as demonstrated in the design strategies found in wellness-focused properties, such as those highlighted in *Wellness Travel Magazine*. The article emphasizes the growing trend of incorporating wellness and outdoor venues in luxury hotels to enhance guest experiences [29].

The Future of Multi-Purpose Spaces. These spaces allow hotels to cater to a wide range of guest needs while maximizing the use of their physical footprint. More than just a response to changing guest expectations, multi-purpose spaces represent a strategic approach to hotel design that combines flexibility, technology, and aesthetics in a way that enhances the overall guest experience (Fig. 12).



Fig. 12 – EHL Insights, "Remote Work Trends: What Hotel Workspaces Can Offer Over Co-working Offices," April 12, 2021, written by EHL Insights.[30]

Looking ahead, advancements in smart technology will play a crucial role in shaping the next generation of multi-purpose spaces. Imagine conference rooms that automatically adjust their lighting, temperature, and seating configurations based on the specific needs of each meeting. Guest rooms will feature personalized settings that adapt to individual preferences, ensuring a seamless and highly customized experience. Research shows that the integration of smart technologies in hotel spaces not only enhances comfort but also significantly improves operational efficiency and guest [31].

At the same time, sustainability will remain a central focus in hospitality design. Eco-friendly materials, energy-efficient systems, and innovative waste management solutions will help hotels reduce their environmental footprint without compromising on luxury. For instance, the development of "green" hotels has been accelerated by the rise of eco-conscious travelers, with brands like Marriott and Hilton pioneering

initiatives such as water-saving technologies and the use of recycled materials in their design [32].

Wellness and biophilic design will also continue to influence the future of multi-purpose spaces. With growing awareness of the importance of physical and mental well-being, hotels will increasingly incorporate wellness-oriented features such as indoor gardens, natural lighting, and dedicated spaces for meditation and fitness. According to a report from the Global Wellness Institute, the wellness tourism market is expected to reach \$1.2 trillion by 2027, driving hotels to prioritize wellness as a key component of their offerings [33]. These elements will not only enhance the aesthetic appeal of multi-purpose spaces but also promote a sense of calm and balance, aligning with the desires of modern travelers seeking holistic experiences.

Ultimately, the key to success lies in creating spaces that are not only functional and adaptable but also beautiful, welcoming, and aligned with the evolving needs of today's guests. By embracing these principles, luxury and resort hotels can stay ahead of industry trends while offering unforgettable experiences that leave a lasting impression. Multi-purpose spaces are not just a passing design trend, they are a reflection of the future of hospitality, where every square meter is optimized to provide maximum value, comfort, and delight for guests.

Conclusions

The hospitality industry's evolution toward multi-purpose spaces reflects a strategic response to modern travelers demands for adaptability, luxury, and sustainability. Driven by the need to optimize space while maintaining elegance, hotels now prioritize designs that seamlessly transition between work, leisure, and social activities. Research underscores the benefits of flexible layouts, linking them to enhanced guest engagement, operational efficiency, and reduced environmental impact. Luxury and resort hotels are redefining spatial functionality by transforming underutilized areas into dynamic environments such as lobbies, event spaces, and outdoor venues that cater to diverse needs. Core design principles emphasize **flexibility** through modular elements, **technology integration**, and **biophilic aesthetics**, ensuring spaces remain functional yet sophisticated. This shift from rigid, single-use areas to versatile settings aligns with travelers expectations for convenience, personalization, and immersive experiences, marking a critical transition in modern hospitality.

Looking ahead, innovation will continue to shape multi-purpose spaces through smart automation, eco-conscious materials, and wellness-centric design. Event spaces leverage movable partitions and interactive tools to host corporate and social functions, while lobbies evolve into vibrant hubs for co-working and relaxation. Outdoor areas blend nature with luxury, supporting

wellness retreats and cultural events through biophilic elements. As sustainability and holistic travel gain prominence, hotels will integrate energy-efficient solutions and mindfulness-focused amenities, ensuring spaces remain both functional and emotionally resonant. By harmonizing adaptability with sophistication, the hospitality industry sets new benchmarks, anticipating traveler needs while enhancing efficiency and guest satisfaction in an ever-evolving landscape.

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ДИЗАЙН ТА ФУНКЦІОНАЛЬНА ОРГАНІЗАЦІЯ БАГАТОФУНКЦІОНАЛЬНИХ ПРОСТОРІВ В КУРОРТНИХ ГОТЕЛЯХ КЛАСУ ЛЮКС

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Стаття досліджує багатофункціональні простори в курортних готелях класу люкс, підкреслюючи їхню еволюційну роль у покращенні вражень гостей поза межами традиційних функцій гостинності. Вона висвітлює зростаюче значення цих просторів, які адаптуються до різноманітних потреб сучасних мандрівників, інтегруючи функціональність, естетику та гнучкість. Ця еволюція є відповіддю на зміну туристичних вподобань, зростання популярності віддаленої роботи та попит на персоналізовані й занурювальні враження.

У дослідженні пропонується класифікація основних принципів дизайну багатофункціональних просторів на основі трьох головних аспектів: гнучкості просторових конфігурацій, інтеграції передових технологій та посилення сенсорного сприйняття за допомогою біофільного і орієнтованого на добробут дизайну. Ця структура допомагає аналізувати сучасні дизайнерські тенденції та їхній внесок у підвищення ефективності роботи та задоволеності гостей у готелях.

Для перевірки запропонованої класифікації було проведено всебічний аналіз різних готелів класу люкс, що демонструють успішну реалізацію концепції багатофункціональності в громадських зонах, конференц-залах та відкритих просторах. Дослідження розглядає, як сучасні дизайнерські рішення, такі як модульні меблі, трансформовані приміщення, інтелектуальні системи освітлення й клімат-контролю, впливають на універсальність та комфортність середовища. Особлива увага приділяється ролі технологій у покращенні операційної ефективності, включаючи автоматизацію процесів бронювання, персоналізоване обслуговування гостей за допомогою штучного інтелекту, а також використання доповненої реальності для покращення взаємодії з простором.

Отримані результати демонструють, що гнучкі просторові конфігурації є життєво важливими для забезпечення адаптивності та функціональності, особливо в місцях з високим трафіком, таких як вестибюлі та простори для проведення масових заходів. Впровадження передових технологій має вирішальне значення для підвищення операційної ефективності та персоналізації вражень гостей, особливо в конференц-залах і коворкінгах. Крім того, пріоритетність дизайну, орієнтованого на добробут і біофільні елементи у відкритих та зонах відпочинку, значно покращує сенсорний досвід, відповідаючи на зростаючий попит на подорожі, спрямовані на оздоровлення. Використання натуральних матеріалів, живих рослин та природного освітлення створює заспокійливу атмосферу, що сприяє розслабленню та відновленню.

Загалом, успішні багатофункціональні простори досягають балансу між цими ключовими аспектами, створюючи середовище, яке є одночасно практичним та емоційно привабливим для сучасних мандрівників. Це дослідження робить внесок у розуміння того, як інтеграція гнучкості, технологічних інновацій та біофільного дизайну може сприяти розвитку готельного бізнесу та підвищенню загальної задоволеності гостей, формуючи унікальні враження, що запам'ятовуються.

Ключові слова: багатофункціональні простори, курортні готелі класу люкс, адаптивний дизайн, конференц-зони.