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## **THE ROLE OF HOTEL INTERIOR DESIGN IN TOURISM BUSINESS**

Tourism is one of the most important and dynamic activities in the world. Tourism business is one of the fastest growing industries in the world economy. It is a special activity and purposeful influence on employees in order to manage and coordinate the operations of tourism firms in the market conditions for profit [5].

Studies of tourism business development have been investigated by such scientists as: Marta Malskaya, Vladimir Hudo and Puzenteilo Petro Romanovich and many others.

Today, tourism is closely linked to interior design because it is an area where design provides a comfortable and aesthetically pleasing interaction with people. It is the art of designing apartments, houses, rooms and other living and non-living premises, as well as architectural and artistic decoration of the interior of the house, which provides human comfort and determines the functional purpose of the room [4, c. 153].

The combination of these two concepts – tourism business and interior design – can be seen in the example of the famous hotel Hanging Gardens Of Bali, Indonesia. This hotel is suitable for tourists who love the incredible scenery and want to be alone with nature during their vacation [6].

The luxurious villa complex with its own infinity pool is located overlooking the Ayung River. The Hanging Gardens, a hotel created by renowned landscape designers, is a unique sight with exotic plants and trees. Here tourists will find an unforgettable vacation and complete satisfaction [2].

According to the plan of the architects, swimming in the pool, a person should feel as if plunge into the surrounding nature, be surrounded by it and becomes part of it. All tourists can feel free from all life's disagreements.

Located on the banks of the Ayung River and covered with tropical foliage, Ayung Spa offers ancient wellness treatments known only to Balinese people, using natural ingredients, aromatic oils, tropical fruits, spices and flowers grown on Bali.

The spacious Hanging Gardens of Bali villas are decorated in traditional Balinese style: transparent walls overlooking Bali's nature, wood furniture and luxurious rooms in bright colors [3].

Let's analyse the impact of design of the hotel on its profitability.

We can consider rating of tourists reviews for 2019. There are categories: location, service, cleanliness, and price / quality. The average score on a scale of 5 points is 4.86. Tourists put the highest score on location, then service, followed by cleanliness, and the worst of these indicators is value for money. But in 2018, the grade point average was 4.42. Reading the reviews of customers who often vacation in this hotel, one can distinguish such : We have been on this hotel for a wedding trip. It has been almost three years, but the memories are very bright. So we decided to relax again at this hotel. We stayed there for 10 days. The service was excellent. The villas seemed to hang on a mountain slope, each villa with an individual pool and panoramic views of the river and jungle valley. They became more modern. But at the same time there are many elements of Balinese culture. The hotel itself has become bigger, opened new restaurants, rooms for various treatments and pools. Staff are very friendly and helpful [1].

It follows that the change in interior design had a positive impact on the hotel rating and of course on his profit.

Therefore, it can be concluded that tourism business is closely related to interior design. Visiting a hotel with sophisticated, contemporary design and unmatched scenery, the tourist will definitely want to come back. So hotels should take a very

responsible approach to the choice of interior design, because it depends on the quality of leisure for their tourists. A tourism manager can help customers to choose a suitable place for vacation considering their tastes and needs.

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