# Accommodation in Prague

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# ACCOMMODATION IN PRAGUE

## Bachelor thesis

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## ABSTRACT

This paper aim is to review first of all and in a nutshell the global current situation of the hotel industry. Furthermore, it looks at the development of this type of businesses in Europe from the development of the first accommodation facilities to the current days. As this will indeed influence the current situation of the hotel industry in the country which is being researched and particularly, in the city that has been used for this case study. Besides, the final aim of this research project is to expose the perceptions of the users of such facilities and describe the improvement of this type industry in the Czech Republic and particularly in the city of Prague.



## ABSTRAKT

Cílem této bakalářské práce je zmapovat ve zkratce aktuální globální situaci v hotelovém průmyslu. Práce se dále zaměřuje na rozvoj tohoto druhu služeb v Evropě a popisuje vývoj prvních ubytovacích zařízení do současnosti. Skutečná situace v hotelovém průmyslu v zemi je pak zjišťována pomocí dotazníkového průzkumu v hlavním městě Praze, které bylo použito pro tuto případovou studii. Konečný cíl tohoto výzkumného projektu se zaměřuje na vnímání uživatele těchto zařízení a popisuje zlepšení tohoto druhu průmyslu v České republice, a to zejména ve městě Praze.



## KEYWORDS

Tourism, hotel industry, accommodation, hotel, market size, structure, employment, sociological, technological, economic, environmental and political trends, categories of accommodation, classification of accommodation



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I declare that I have been working independently using the literature sources, which are listed at the end of the project and according to my own knowledge. Unless otherwise stated, all charts, tables and pictures are my own work.

In Prague, 20.5.09 ……..

# CONTENTS

1 Introduction....7
2 Hotel Industry....8
2.1 History of accommodation facilities....9
2.1.1 Institution of Hotel....11
2.2 Hotel industry nowadays....13
2.2.1 The hotel industry in Europe....13
2.3 Development of the hotel industry in the Czech Republic....21
3 Categories of Accommodation....24
3.1 Classification of accommodation in the European countries....34
3.2 Classification of accommodation facilities in the Czech Republic....37
3.2.1 Association of hotels and restaurants of the Czech Republic....37
3.2.2 History of classification....38
3.3 Classes of accommodation....39
4 Conclusion....40
5 Research....41
5.1 Aims and Objectives of the research....41
5.2 The Sample and Methodology used....41
5.3 Questionnaire Design....42
5.4 The Results....43
5.5 Statement....50

# 1 INTRODUCTION

In order to accomplish the objective of this research I have used a wide range of literature to address the issue as well as the knowledge acquired during the three years of study of the tourism. A review of the trends is also been carried out by making a STEEP (Sociological, Technological, Economical, Environmental and Political) analysis. In addition, a survey was conducted amongst ten different type of accommodation in the different locations in the City of Prague, were the users of these facilities were asked for their opinion to get a general idea and to be able to analyze their perceptions.

The fact that I am currently living in the city of Prague has been a major motive for choosing the topic to be researched. Also, the fact that I have been working in an accommodation facility in the City of Prague influenced the decision to do a research and compare how the facilities can differ from one another.

# 2 HOTEL INDUSTRY

In the first part of this chapter I would like to focus on the definition of tourism and accommodation, as two major sectors of modern economies that are complementary to each other and in these days are developing in a well-organized industry.

"Tourism can be defined as the science, art and business of attracting visitors, transporting them, accommodating them, and graciously catering to their needs and wants."[1]

"Accommodation creates basic and essential part of the tourist offer. Sufficient supply is suitably adapted to the requirements of the market of tourism and is one of the basic conditions for tourism development. The provision of the accommodation is an important contribution to the economy as a whole, which stimulates economic development, social and business contacts. Accommodation is also very important in the context of tourism infrastructure and housing. Accommodation sector constitutes the most important segment in all components of tourism."[2]

"Many countries have recognized that the hotel industry is an important part of the tourism and their governments provide some relief for operators of the accommodation facilities, such as the availability of accommodation for tourists in the liberal terms of payment, special concessions in the form of loan - the term loans, import licenses, and liberal, fiscal, monetary and similar measures."[3]

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[1] GOELDNER, CH., R., BRENT RITCHIE, J., R.: *Tourism: Principles, Practices, Philosophies.* page num. 15

[2] AHMED, M.,N.: *Hotel organisation*. page num. 2

[3] SEATON, A., V., BENNETT, M., M.: *Tourism products: Concepts, Issues, Capes.* page num.3

## 2.1 History of accommodation facilities

"The early history of accommodation for travellers can be said to have its origin in the Greek Word “Xenia”. By this word ancient Greeks meant not only hospitality but also all forms of protection given to a visiting stranger. In ancient Greece, hospitality was a sort of divine order. The city or town itself was bound to offer hospitality to a visitor and protect him from any discomfort. This was a custom. In the city of Sparta, whose extremely rigorous customs did not attract many visitors, it was the goddess Athena who was considered as protector of strangers, and hence her name “Xenia Athena”.

Travelling during its period was not an easy affair. Travellers were mainly diplomats, philosophers, intellectuals and researchers. There were no lodgings specially designed to receive visitors. Guests were invited to stay in the dwellings of noble men. This was rather a gift comprising a place to stay, food and bath. This explains the presence of baths in most archaeological finds. In ancient Olympia one can find one of the first buildings constructed with the aim of accommodating strangers, called the “Leonido”, built in 4th century B.C.

Once the accommodation became more frequent, appeared the first institution called "Inns". Inns were therefore regarded as the first of these accommodation units that secured the needs of the passenger in the early times. Inns were provided to the passengers the food, drink and entertainment. However, the decline in the Roman Empire around 500 AD, inn-keeping institutions lost its importance and during a number of years there has not been much development, because people rarely travelled.

Later, when the travelling began to use coaches, travellers were lodged in hostelries’ situated at the relay stations, where the passengers and their horses could to rest and find the food. Since then, the hospitality has been not always offered for free of charge and guests had to pay a fixed fee.

Travel increased again due to religious pilgrimages. Pilgrims travelled in thousands to visit religious centres. Monasteries took over the role of providing accommodation and facilities for passengers, who were mainly pilgrims. They welcomed the travellers and made their stay a comfortable experience. Every large monastery had a person responsible for receiving visitors and their well-being.

Accommodation and hospitality were provided free of charge.

By 15 century, ´inns´ were again developed in Europe, especially in England and France. During the seventeenth and eighteenth century the equipment in the inns were much improved. Some of the inns had 30 or more rooms. An English Common Law was declared which affected inns and public houses, the social responsibility of the innkeeper and-welfare of passengers. In the United States there was another type of accommodation, known as the 'tavern', opened in 1634, by a man named Samuel Coles, who came to New World by ship seeking happiness in the year 1630. In 1780, tavern was a popular meeting place where people come for food, drink and entertainment. Many important events have been associated with taverns. For example the famous Boston Tea Party was planned in tavern called Green Dragon. “[4]

[4] AHMED, M., N.: *Hotel organisation.* page num. 3, 4

### 2.1.1 Institution of Hotel

"The first hotel in the classic sense was created in Paris, in the 14th century and the name of hotel comes from there. Other similar hotels were soon established in France, Italy, Germany and many other countries."[5]

"With the growth of taverns in the eighteenth century was in London discovered the prototype of a modern hotel, opened in 1774 by David Low. Over the next fifty years there was a gradually increase in the number of hotels and this trend continued in many other countries in Europe. In the United States of America, hotels originated from institutions known as 'Taverns' using a simple change of name. At the beginning of the nineteenth century, taverns and hotel names have been used to describe the same. Until 1820, 'hotel' has become the accepted term to describe a place where people could stay for the night, and take their meals for the payment. The first hotel for tourists was established in 1820s in Switzerland.

From the age of the stage-coaches trough the railroad era to the age of jumbo jet, the hotel industry has been developing simultaneously with the development of transport systems. In the area of public and private transport, railway is seen as a pioneer. During this period a large number of hotels grew to major destinations. Hotels have been developed along the main highway and rail routes in the large cities. These hotels were focused on the increasing volume of the traffic. In 1860 Thomas Cook introduced a railway and hotel coupons (also known as the Traveller check) and in 1868 organised regular circular tours to Switzerland and northern Italy from England. Until 1890s, 1200 hotels around the world accepted those hotel coupons. This implies that the hotel industry was significantly influenced by the development of the railway in the early twentieth century."[6]

"The end of the nineteenth century brings the industrialisation and urbanisation. The great number of people who moved to various urban towns in search of employment needed some kind of accommodation. This need for accommodation was the motive to build hotels and inns in many urban towns to cater to an increasingly local

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[5] INDROVÁ, J.: *Hotelový management: vybrané kapitoly*. page num. 7

[6] AHMED, M., N.: *Hotel organisation*. page num. 6

market. Inns and similar establishment along the main highways and in the principal towns grew to become the hallmark of the accommodation for travellers. The traveller could reasonably expect, at most inns, a clean and comfortable stay where they could eat and spend the night.

In the period before the World War I, many hotels in Europe appeared, particularly in the most attractive destinations, resorts in France, Italy, Switzerland and Germany. Destinations such as Vichy and Evian in France, Italy Montecetine, Baden-Baden in Germany were fashionable. The same way also appeared the summer resorts along the French and Italian Riviera. In the period after the World War II, the introduction of the motor car and the aircraft sprang up a large number of hotels to various tourist areas and destinations. In the 1950s the hotel industry marked its first boom in the concentration of hotels and development continues to the present. Moreover many hotels are transforming into international hotel companies. "[7]

[7] AHMED, M., N.: *Hotel organisation*. page num. 7

## 2.2 Hotel industry nowadays

### 2.2.1 The hotel industry in Europe

Let me start by using a definition of the hotels and catering sector which sets out the sector, outlining its market size, structure and employment figures. Furthermore, I would like to address the trends having a significant impact on this sector, raising some uncertainties and issues at stake for the industry and governments.

"The hotels and catering sector are defined as the businesses that care for 'the provision to customers of lodging and/or prepared meals, snacks, and beverages for immediate consumption'. The list includes both accommodation and food services because the two activities are often combined at the same unit."[8]

Examples of accommodation and catering facilities which provide such services:

- Hotels, motels and inns
- Camping sites and other provision of short-stay accommodation including caravan sites
- Youth hostels and mountain refuges
- Restaurants, including self-service, cafeterias, fast-food outlets, take-away facilities, dining car activities of transport companies
- Bars, pubs, nightclubs, beer halls and vending machines
- Canteens and catering

"As an example, hotels and catering sector in the EU generated € 338 billion in 2002 and employed about 7.5 million workers. Employment growth in this sector continues to be balanced. This industry is greatly influenced by other sectors, including

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[8] Eurostat. *Defining the hotels and catering sector* [online]. 2005. Available at WWW: <http://www.eurofound.europa.eu/emcc/content/source/eu05025a.htm?p1=ef_publication&p2=null>.

changing lifestyles, low-cost air transport, and information technology. These and other factors have positive and negative impacts on the industry."[9]

**Fig.1:** Number of enterprises, employment and turnover in hotels and restaurants, 2002

| | Enterprises | | Employment | | Turnover | |
|---|---|---|---|---|---|---|
| | Number | % | Number | % | € million | % |
| Austria | 38,679 | 2.7 | 211,67 | 2.8 | 10,512 | 3.1 |
| Belgium | 40,217 | 2.9 | 157,699 | 2.1 | 8,627 | 2.5 |
| Cyprus | 7,103 | 0.5 | 33,27 | 0.4 | 1,592 | 0.5 |
| Czech Republic | 42,58 | 3.0 | 162,653 | 2.1 | 2,684 | 0.8 |
| Denmark | 13,442 | 1.0 | 94,597 | 1.2 | 4,405 | 1.3 |
| Estonia | 1,338 | 0.1 | 13,268 | 0.2 | 215 | 0.1 |
| Finland | 10,514 | 0.7 | 52,939 | 0.7 | 4,275 | 1.3 |
| France | 207,326 | 14.7 | 796,433 | 10.5 | 51,826 | 15.3 |
| Germany | 172,999 | 12.3 | 1,082,339 | 14.3 | 42,001 | 12.4 |
| Hungary | 32,121 | 2.3 | 111,287 | 1.5 | 1,766 | 0.5 |
| Ireland | 13,662 | 1.0 | 125,187 | 1.7 | 6,592 | 1.9 |
| Italy | 255,739 | 18.2 | 904,973 | 11.9 | 47,996 | 14.2 |
| Latvia | 1,876 | 0.1 | 17,018 | 0.2 | 212 | 0.1 |
| Lituania | 2,906 | 0.2 | 24,053 | 0.3 | 199 | 0.1 |
| Luxembourg | 2,57 | 0.2 | 12,643 | 0.2 | 862 | 0.3 |
| Malta | 2,135 | 0.2 | 17,08 | 0.2 | 497 | 0.1 |
| Netherlands | 39,74 | 2.8 | 299,34 | 3.9 | 14,302 | 4.2 |
| Poland | 51,645 | 3.7 | 200,232 | 2.6 | 3,085 | 0.9 |
| Portugal | 62,083 | 4.4 | 239,142 | 3.2 | 7,021 | 2.1 |
| Slovak Republic | 1,161 | 0.1 | 20,482 | 0.3 | 254 | 0.1 |
| Slovenia | 6,056 | 0.4 | 27,842 | 0.4 | 794 | 0.2 |
| Spain | 261,671 | 18.6 | 1,073,666 | 14.2 | 41,393 | 12.2 |
| Sweden | 21,383 | 1.5 | 109,436 | 1.4 | 7,25 | 2.1 |
| United Kingdom | 119,195 | 8.5 | 1,792,138 | 23.6 | 80,244 | 23.7 |

Source: Eurostat, 2004

[9] Eurostat. *Defining the hotels and catering sector* [online]. 2005. Available at WWW: <http://www.eurofound.europa.eu/emcc/content/source/eu05025a.htm?p1=ef_publication&p2=null>.

### 2.2.1.1 Market size, structure and employment

"In 2002 there were more than 1.4 million holdings in hotels and restaurants. Together they created over €338 billion to the EU economy (see fig.1). Spain, Italy and France accounted for more than half businesses in this sector in the EU in 2002. United Kingdom (UK) represented the largest amount of employment, with 24%. Restaurants, bars and catering businesses, as a dominated sector, accounted for almost two thirds of the country's economy. Great success over the fast food chains and food chains, such as Group Compass, Sodexho, Hotel Franċiża as Intecontinental, Hilton Hotels and Accor, small businesses got in this level also great success on the market.

In the European economy, hotels, restaurants and catering services create a major service sector. Over 90% of firms in the hotels and catering sector can be classed as small enterprises (fewer than 10 persons employed). Micro-enterprises created over 40% of the sector's turnover and employed almost half of the sector's workforce in 2002. At the same time, large enterprises (more than 250 persons employed) only generated for 10 % of total enterprises, formed 24.6% of the sector's turnover and employed around 20% of the sector's workforce. "[10]

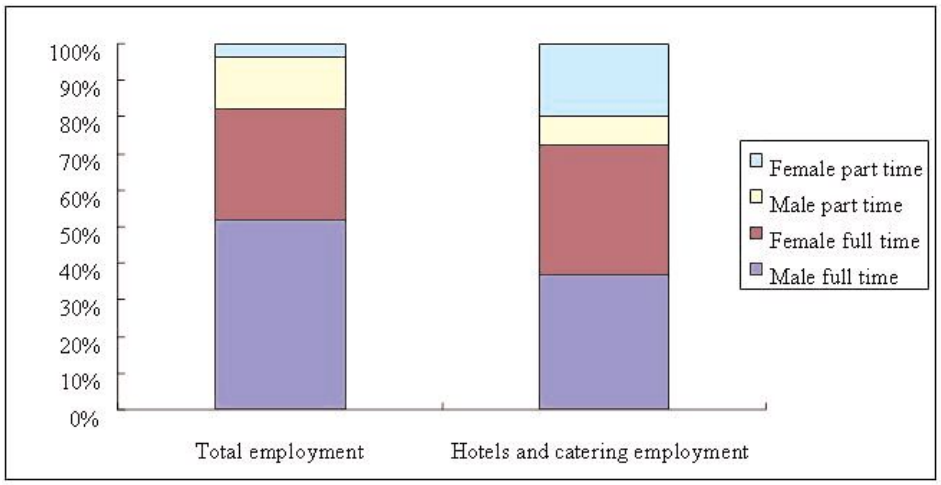
**Fig. 2:** Main enterprises in the hotels sector in the EU, 2002

| Main hotel chains | | |
|---|---|---|
| Company | Country | Number of rooms |
| Intercontinental Hotels | United Kingdom | 514.873 |
| Accor | France | 440.807 |
| Hilton Group plc | United Kingdom | 96.380 |
| Sol Melia | Spain | 81.096 |
| TUI Hotels & Resorts | Germany | 75.000 |

Source: Eurostat, 2004

[10] Eurostat. *Market size, structure and employment* [online]. 2005. Available at WWW: <http://www.eurofound.europa.eu/emcc/content/source/eu05025a.htm?p1=ef_publication&p2=null>.

**Fig.3:** Employment by type of work in the EU, 2004




Source: Eurostat, 2004

"Hotels and catering industry is heavily dependent on tourism, but employment is seasonal. The labour force is on average much younger and less qualified than in other sectors, and also has a higher proportion of women. In 2004, women represented 55% of the total number of jobs in this sector. Women in this sector working as a tour guide, receptionist, in the restaurant, in the cleaning services, etc. Men are often employed as cooks, maintenance stuff and managers (see Figure 3)."[11]

[11] Eurostat. *Employment* [online]. 2005. Available at WWW: <http://www.eurofound.europa.eu/emcc/content/source/eu05025a.htm?p1=ef_publication&p2=null>.

### 2.2.1.2 Trends and drivers

**Sociological**

"A key factor for the sociological trend is the aging of population in many EU countries, combined with changing lifestyles and consumer tastes across the EU. The ageing of the workforce and increasing levels of education among young people has an impact on the structure of the workforce and their working conditions. The changing lifestyles and consumer tastes, depending on the Improvement of Living and Working Conditions, together with the evolution of social conventions, economic development and the development of technology leads to the creation of more informed and demanding consumers.

**Technological**

Information technology in the last 20 years, and in particular over the past 10 years, allow businesses to be more flexible, by allowing them to manage and monitor their resources and supply chains better. For consumers, the importance of information technology is in information about the products. Development in the information and communication technologies and new production technology leads to structural changes in the accommodation and catering facilities which allows the simplification of processes. "[12]

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[12] Eurostat. *Trends and drivers* [online]. 2005. Available at WWW: <http://www.eurofound.europa.eu/emcc/content/source/eu05025a.htm?p1=ef_publication&p2=null>.

**Economic**

"Globalization is one economic driver that affects the hotels and catering sector mainly due to the free movement of labour and capital and opening new geographic and consumer markets. This development has strengths and weaknesses. All companies have a wide selection in the labour market. However, for current employees, there is a potential threat of more efficient or better-skilled workforce and the threat of other new destinations, cultures and societies. More economic treat of the present is rapid expansion of low-cost air travel. All in all, these drivers also support the socio-economic and policy issues in relation to skills levels, migration and working conditions.

**Environmental**

The main environmental driver includes unfavourable weather and climate changes. Change of the weather concerns the tourism industry, which is located in areas with risk from climate changes, the most at risk are coastal and winter sports centres. The government is currently focusing on air emissions and energy efficiency. In this regard, the government seeks to improve the efficiency of resources throughout the economy, particularly with regard to the use of inputs, which could lead to cultural and hardware changes in the industry. It will address the question concerning the sector as a part of tourism, where tourists are due to the impact on the environment using the hotel and restaurant facilities."[13]

**Political**

"The political controllers include legislation, international relations and EU enlargement. Development in the international relations is affecting consumer confidence and their behaviour affects the demand for hotel and catering sector, as part of tourism. EU takes more into account consumer rights, human rights and living standards, key legislation, therefore, relate working conditions, quality and safety of the

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[13] Eurostat. *Trends and drivers* [online]. 2005. Available at WWW: <http://www.eurofound.europa.eu/emcc/content/source/eu05025a.htm?p1=ef_publication&p2=null>.

food and accommodation. This effort to promote better living and working conditions should stimulate social relationship between businesses and employees. As regards the enlargement of the EU within the framework of accession of new Member States, creating new pressures and prospects. In addition, the enlarged of EU offers further opportunities for newly acceding members, which has opened the consumer market, including labour.

**Uncertainties and challenges**

Working conditions in the hospitality and catering sector are mainly characterized by long working hours, low wages and often lack of promotion of equality policy. The result is typically high turnover of staff. Within the EU, hotels and catering industry has been identified as sectors where workers are most at risk of physical violence. Employees may have to work in highly stressful conditions, with frequent contact with the drunken clients and customers. The predominance of small enterprises in this sector means that most employers insufficiently protect its employees against these pressures.

Migrant labour also has a significant impact on the tourism industry. Low qualification migrants fill the vacancies, and those positions are unfilled by domestic workers. This phenomenon leads to the suppression of wage growth in this sector. In addition, it is expected that migrant workers from new Member States will be a significant force affecting the working conditions. If the extent of the migrant labour force will be large enough, it can also lead to improvement of the legislation to protect workers, but there is also the possibility that this may lead to protectionist legislation of the domestic labour force in the countries with significant contribution of tourism to the economy.

The adoption of technology in the accommodation and catering services sector bears some uncertainty and raises some problems. It is not entirely clear if these technologies can improve working conditions and employment opportunities or their impact may be rather negative. New technologies have led and will lead to changes in quantity and structure of labour demand in the sector. New technologies on the one hand, require less skilled staff, which can lead to many job losses in industry. On the other hand, can bring benefits to employees in the sector, thus facilitating the work, reduce stress and pressure put on workers and allow them to work in a supportive

environment. For many companies in this sector, the adoption of technology is very sensitive in terms of costs for implementation and expected benefits over time. Time-saving technology may lead to a reduction in labour demand, or may create new jobs, specialized technique requiring new skills, and thus demand higher wages.

To consider globalization like an impact on the tourism industry, it is not clear yet whether the industry will benefit. It appears that customers are more mobile and flexible. As a result, it may be possible for some companies to successfully adapt to these forces, while others fail to adapt and become unable to compete. In addition, larger firms have more advantage than small ones, as they may better use of these new opportunities, particularly in terms of funding. The current conditions in hotels and catering sector cause that small businesses try to find new ways to compete and survive. The potential benefits of technology for small businesses could be limited because their size limits and the ability to create economies of scale. As a result, can be expecting further consolidation and the increasing incidence of the hotel and catering chains in the framework of the sector."[14]

[14] Eurostat. *Trends and drivers* [online]. 2005. Available at WWW: <http://www.eurofound.europa.eu/emcc/content/source/eu05025a.htm?p1=ef_publication&p2=null>.

## 2.3 Development of the hotel industry in the Czech Republic

"The history of the hotel industry in the Czech Republic is associated with the development of spas around the country since the second half of 19th century until the second decade of 20th century. Construction of a hotel was a representative part of the spa location and quality of accommodation services played there an important role. The most famous period of the spa tourism in the second decade of 20 century was affected by the World War I during which, the capacity of serving was used for the needs of the army.

Once the war ended these facilities were partly damaged and efforts to repair the spa facilities were considerable, but due to the political situation in Europe, those efforts failed.

In the period up to the Second World War tourism was greatly influenced by the Association of hoteliers and the Community of catering business, which represented its members abroad and grants them the permission to operate a hotel and catering services. During the next 30 years, several modern hotels were built, from which hotel Alcorn (now restored hotel SAS) has managed to reach an international reputation on the field of hotel and gastronomic culture.

In 1940 the Minister of Industry, Commerce and Trade of the Czech Republic, created the Central Association of Foreign Tourism in Bohemia and Moravia. This association between Catering establishments, Spa facilities and the travel agencies members existed until 1948. Post-war development of the rapidly progressive changes have resulted not only the nationalization of industrial businesses, but also the abolition of private business at all, after that Czechoslovakia was excluded from the international tourism. Construction of the corporate colossus of heavy engineering required an obligatory displacement from the hospitality industry, mainly to heavy industry, which was the most important mining industry."[15]

[15] INDROVÁ, J.: *Hotelový management: vybrané kapitoly.* Vysoká škola ekonomická. Praha 1996

"The end of the 60th and the beginning of the 70th years was characterized by repairing and expanding the hotel and restaurant business especially in order to meet the requirements of international standards. Foreign clients at the time represented by 2/3 people from an Eastern Bloc. Germany accounted for 25% of the total number of visitors, followed by tourists from Poland, Hungary and the former Soviet Union.

Before 1990 almost all the activities of tourism were controlled by travel agency Čedok. This travel agency was founded in 1920 and it had representatives in more than 20 cities around the world. Travel agency Čedok needed for its extensive activities the accommodation and catering facilities, therefore, Interhotel was founded in 1965 establishing a network, with hotels throughout Czechoslovakia, serving mainly foreign clientele. This network included 10 hotels, 7 of them were in the Czech Republic 3 in Slovakia. In 1989, Slovakia Interhotels became independent; a year later in 1990, the rest of the members of the Interhotels association became independent and separated state-owned enterprises. Beside Interhotel there were a number of hotels operated by consumer associations, travel agencies, social organizations, etc." [16]

"In 90 years the accommodation facilities in the Czech Republic were 50% below the Western European standard. The rooms were poorly equipped, bathroom had been common for two or more bed rooms, catering services were at a low level, etc. In 5 stars hotels, only 5% rooms of the total capacity, had equivalent standard. Four categories represented 17% of rooms. Three-star hotels barely meet 10% of rooms with equivalent standard. A similar situation existed in the lower category hotels, which are found in the old poorly maintained buildings.

Material technical base of tourism in the Czech Republic since 1989 has seen significant quantitative and qualitative changes. The majority of recreational facilities have been gradually transformed into normal commercial facilities such as hotels and boarding houses. Construction of new accommodation facilities have been directed mainly to Prague and major tourist resorts (spa, cities, and mountains). Bed capacity in

[16] INDROVÁ, J.: *Hotelový management: vybrané kapitoly*

hotels, botels, guest houses, hostels, and individual housing in the period 1993-2004 increased almost 3.5 times."[17]

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**Fig.4:** Capacity of collective accommodation

| Year | Czech Republic Total | | | | Capital Prague | | | |
|---|---|---|---|---|---|---|---|---|
| | Number of Establishments | Number of Rooms | Number of Beds | Number of Places for Tents and Caravans | Number of Establishments | Number of Rooms | Number of Beds | Number of Places for Tents and Caravans |
| | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 |
| **2000** | 7 469 | 169 655 | 437 440 | 41 692 | 502 | 30 986 | 68 379 | 808 |
| **2001** | 7 703 | 169 395 | 440 314 | 42 737 | 527 | 31 717 | 68 854 | 848 |
| **2002** | 7 869 | 170 645 | 445 611 | 47 036 | 566 | 32 910 | 71 160 | 1 103 |
| **2003** | 7 926 | 170 717 | 446 096 | 45 294 | 594 | 32 592 | 70 824 | 1 168 |
| **2004** | 7 640 | 164 675 | 433 214 | 48 743 | 598 | 31 387 | 68 913 | 1 221 |
| **2005** | 7 605 | 164 516 | 433 211 | 51 798 | 597 | 30 355 | 66 351 | 1 261 |
| **2006** | 7 616 | 167 582 | 441 968 | 53 338 | 619 | 32 122 | 69 650 | 1 260 |
| **2007** | 7 845 | 172 560 | 451 707 | 53 967 | 654 | 34 371 | 74 602 | 1 275 |
| **2008** | 7 705 | 180 162 | 466 832 | 53 118 | 656 | 38 013 | 82 809 | 1 633 |

Source: Český statistický úřad

A significant decrease of the capacity of collective accommodation in 2008 is due to strong exchange rate of the Czech crown and subsequently the economic recession.

[17] ČSÚ (Czech Statistical Office). *Economy:Tourism***:** [online]. 2005.

Available at WWW**:** <http://www.czso.cz/eng/redakce.nsf/i/tourism_ekon>

# 3 CATEGORIES OF ACCOMMODATION

"Accommodation can be considered in different ways. Location, price, type of visitors and the type of services offered could be used towards this classification. Five stars hotels would be one end of range while budget or economy hotels are at the other end. Some hotels could be located at the outskirts of the city or down town while others may be in the residential areas. Some places may be aimed at the business travellers while others may be aiming to look after families on holiday. The type of service could also be used towards this classification in terms of the basis of the service provided. Therefore it is difficult to establish international lodging accommodation into exclusive categories."[18]

"According to the organisation for Economic Cooperation and Development (OECD) there are eleven different types of accommodation plus two 'other' categories. The other categories refer to other hotels and similar establishments and supplementary means of accommodation. Following are the main categories of accommodation."[19]

Hotels are divided into:

- International Hotels
- Commercial Hotels
- Residential Hotels
- Resort Hotels
- Floating Hotels
- Airport Hotels

[18] HOUŠKA, P.: *Klasifikace ubytovacích zařízení*

[19] AHMED, M.,N.: *Hotel organisation.* page num. 9

**World Class Hotels**

"These types of accommodation will be mainly located in almost all metropolitan and other large cities as well as principal tourist centres. These will apply to the higher class hotels which will meet the basis of an internationally accepted system of classification. The hotels are placed in various star categories. There are five of this categories varying from five stars to one star, depending on the facilities and services provided. These hotels offer, in addition to accommodation, all the other facilities which make the stay a very comfortable and interesting experience. These facilities include a very well prepared reception and information point, conference facilities, etc. There are also a number of shops, travel agency, money changing and safe deposit facilities. Restaurant facilities, bars and banqueting are an important part of the business of hotel. These services provided in these hotels might include international cuisine, food and beverage service and speciality restaurant service. These hotels also provide entertainment for the guests in the terms of various dance and music programmes, sports and games.

There are some international chains which own the majority of these luxury hotels. These hotels chains are mostly owned by public companies. These hotels are split into various departments which are managed by persons qualified in the field of tourism. Normally, the chief of the hotel is called the General Manager and he or she is responsible for overall management and operation of the hotel through his delegates. International hotels are more suitable for metropolitan cities and for other large business and commercial towns and principal tourist centres. The potential of these hotels is therefore restricted to these areas. A number of this type of hotels have conference/convention facilities and are suitable for holding meetings, conventions and conferences."[20]

[20] AHMED, M.,N.: *Hotel organisation.* page num. 10

**Resort Hotels**

"Resort hotels are targeted to the holidaymaker, the tourist and those, who by reasons of health, desire a change of environment. Resort hotels are usually located near the sea, mountain and other areas full of natural beauty. Rest, relaxation and entertainment are the most important assets considered in order to build this type of accommodation. The main reason of a person visiting them is to rest and relaxation, in order to get away from the stress of a busy working life. The resort hotel´s main objective is to give visitors a special welcome and an atmosphere of familiarity. The type of services and amenities provided could include recreation facilities such as swimming pool, golf course, tennis courts, skiing, boating, surf riding and often various indoor sports. Other important facilities include coffee shops, restaurants, conference rooms, lounge shopping arcade and entertainment. The emphasis in these types of hotels, however, is on recreation facilities. The clientele of resort hotels is mostly persons with considerable income looking for relaxation and recreation."[21]

These could be classified on the basis of climate and topography. Broadly they fall in the following categories:

- Summer resorts
- Winter resorts
- Hill resorts
- All season resorts
- Health resorts

"The majority of these resort hotels are only opened during the high season and during this time they work to full capacity. Generally the high tourist season covers the school holidays. However, recently the resort hotels, have aimed to extend the season, providing certain special facilities and various other concessions to the quests. Amongst this concessions provided include reduced tariffs, free entertainment, sightseeing, gifts, etc."[22]

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[21] AHMED, M.,N.: *Hotel organisation.* page num. 10

[22] HOUŠKA, P.: *Klasifikace ubytovacích zařízení*

**Commercial Hotels**

"The commercial hotels are mainly targeted to the individual traveller and receive guests who are on business although some might have permanent guests. As the hotel guests are mainly people who are visiting a place for commerce or business, these are located in mainly commercial and industrial centres of large towns and cities. These hotels are generally managed by the owners and their success is dependent on the comfort and facilities they provide. In some of the large industrial towns, fully licensed commercial hotels exist complete with restaurants, grill room, functional accommodation and a parking for those travelling by automobile.

**Residential Hotels**

These hotels can be more easily defined as apartment houses with full provision of hotel services. One important characteristic of this type of accommodation is that the cost of it is charged on monthly, half-yearly or yearly basis and is charged for either furnished or unfurnished accommodation. These types of accommodation are located mostly in big cities, and normally there is no food provided to the guests. These hotels appeared in the United States of America where people discovered that permanent living in hotels meant many advantages. Services and amenities provided in these hotels are the same as one can found in an organised home. These are very popular in the United States and Western Europe where these are also called Pension.

**Floating Hotels**

As the name indicates, these hotels are located on the water. It may be on the sea or lake or a river. All the usual services of a hotel are provided here and these are very popular in many countries. In some countries old extravagant ships have been converted into floating hotels and these are very popular among tourists. The environment provided is exclusive and exotic. In the western countries in Europe are those Hotels known as the houseboats."[23]

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[23] AHMED, M.,N.: *Hotel organisation.* page num. 11

**Airport Hotels**

"Airport hotels are located near the airports primarily targeting the needs of transit passengers, airport crew as also passengers of delayed or cancelled flights. The various facilities provided in these hotels are designed to offer suitable accommodation to the air travellers. The various services are parking and shuttle service to and from the airport terminal. These hotels are also commonly used to provide services for business travellers for organising meetings, conferences and conventions, etc.

**Space Hotels**

Space tourism is probably just another decade or so away but it is worth mentioning. A new experience in the hotel industry is to become available in space travel. It is at the initial stages, space travel will start off like suborbital flights which would mean taking off in a shuttle and staying put in space for a few days. According to the International Institute of Tourism Studies, space tourism is broadly applied to the concept of playing customers travelling outside the planet earth's atmosphere. It can include parabolic flight, vertical suborbital flights and orbital flights lasting up to three days or week-long stays at floating space hotel, including educational, research and entertainment experiences as well as space sports competitions.

Many experts are working on different designs and ideas regarding the structure of space hotels. Some experts feel that space hotels would not be anything more than prefabricated cylindrical modules. Inside these cylinders there could be lots of fun. Since there would be zero gravity, there is a lot of scope. Studies are, however, going ahead on Space Hotel concepts. Some of these concept hotels including one called space Hotel Europe could accommodate around 50 guests. Most travel specialists would advertise them as elevated or uplifted establishments, since space hotels would be above earth hotels simply because of the physical reality of being airborne or floating in space."[24]

[24] AHMED, M.,N.: *Hotel organisation.* page num. 13

**Supplementary Accommodation**

"Supplementary accommodation may be of different kinds other than the conventional hotel type. Although hotels are the main form of accommodation, there has been a growth and development of some other kinds in various parts at the world. Supplementary accommodation can be classified on the basic of its location, type if construction, type of management, etc. Supplementary accommodation may be described as the premises which offer accommodation, but not the services, of a hotel. Services provided here is minimal and not comprehensive as in the case of hotel establishments.

Supplementary accommodation are designed to offer the possibility of stay overnight and meals in return for cash payment per day and on the basis of services provided. The standard of comforts is compared to that of a hotel. On the other hand, however, there are certain advantages in this type of accommodation. The biggest advantage is the price. It is rather cheaper. In addition, the environment is informal and there is more freedom. There is also more entertainment and sports activities resulting in increased social contact among the quests.

Supplementary accommodation plays a very important role in the total available tourist accommodation in a country and can cater to both international as well as domestic tourist traffic. In fact, in some countries more tourists utilise this type of accommodation than hotels. In some countries in Europe and elsewhere it is normal to find more campers than there are hotel clients. "[25]

The following are some of the principal forms of supplemental accommodation:

- Motel
- Youth Hostel
- Camping Sites
- Pension
- Bed and Breakfast Establishments
- Tourist Holiday Villages

[25] AHMED, M.,N.: *Hotel organisation.* page num. 14

**Motels**

"The concept of hotel and motel-hotel is from the United States of America. Motel initially was aimed at local motorists and foreign tourist travelling by road. Primarily designed to serve the needs of motorists, motels almost exclusively meet the demand for transit accommodation. They serve the function of a hotel except that they are geared to accommodate motor travelling guests. The main services provided by motels include parking, garage facilities, accommodation, restaurant facilities, public catering and recreational facilities. However, normally all motels are equipped with filling stations, repair services, accessories, garages, parking space, elevators service to the automobile, restaurants, etc. There are also equipment and tools available which the guests can use to repair their vehicle in case they need to do so. The price charged for accommodation and meals/refreshments is much cheaper as compared to hotels.

This type of accommodation can be found mostly in the outskirts of the city, in the countryside along the main highway and preferably at an important cross road. These establishments cater mainly for persons travelling by road; therefore their development is linked with the development of new roads. Some motels provide just the minimum services while others are well-furnished, with comfortable accommodation and excellent facilities. The accommodation provided is of a chalet kind, which is furnished, having a dining area and often offering a menu. Shopping facilities for travelling public are also provided." [26]

"In many countries, especially the United States of America, motel accommodation is subject to general standards applicable to the hotel industry. In countries like Norway, France, Ireland, Turkey, etc., specific legislation has been elaborated for motels. This classification takes into account things like easy access of cars, minimum capacity, provision of restaurants where necessary, minimum standards for facilities. For instance, in France, there are three categories designated by stars, the classification being based on location, sanitary fittings and shared amenities."[27]

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[26] AHMED, M.,N.: *Hotel organisation.* page num. 15

[27] HORNER S., SWARBROOKE, J.: *Cestovní ruch, ubytování a stravování*

**Youth Hotels**

"Youth hotels appeared in Germany in the form of a movement around 1990. The movement which spread rapidly all over the world was based on the need of young people who travel throughout the country. In order to provide some sort of accommodation and services. Large rooms were used as dining and living places providing full board at low cost to the guests. There was also provision of additional kitchen where travellers could cook their own meals. This kind of accommodation was aimed to encouraging young people to travel – in order to learn and know more about the country and also to socialise, it had an educational value. As such, no service was provided in this type of places. The common practice at the time was that the travellers staying in these places had to look after the dormitories.

A Youth hostel can be defined as a building which offers clean, moderate and rather cheap shelter to young people exploring their own country or other countries and travelling independently or in groups on holiday or for educational means. It is a place where young people from different backgrounds and nationalities meet and come to know each other. The objective of youth hotels, therefore, is not merely to provide accommodation and board, but also to serve as centres which offer opportunity to young people coming from different parts of the country, as also young travellers from abroad, to know and understand each other and exchange their experiences. It is a place of friendship, recreation and out-of-school and college education.

The youth hostels are equipped to accommodate young men and woman who travelled on foot, by bicycle or others means of locomotion and who, at very little cost, are provided with a place to rest, eat or to make their own meal. The charges for these services are very modest. The accommodation provided in the hostels is for a limited number of days. In most countries, youth hostels are developed and managed by non-commercial organisations whose main aim is the development of youth tourism. Since Word War II, the number of such hostels has increased greatly. Also the number of those using these hostels has grown tremendously. Many hostels receive an increasing number of groups and organise stays for winter sports or sailing.

International requirements for these include provision of separate dormitories for men and women, appropriate and clean toilets, washrooms for both men and woman, a kitchen where hostellers can prepare their own meals, common rooms, living

accommodation for warden and a left-luggage room. There is also a provision of a kitchen where warden and staff can prepare meals to supply to hostellers, separate small room for instructors, a dining room and classroom for school parties and warden's office. Some youth hostels have playground attached for use of hostellers.
The International Youth Hostels Federation has laid down certain minimum requirements for accommodation in the youth hostels.

These include:

- Separate dormitories for men and women with separate entrances
- Separate toilets and washrooms for men and women with separate entrances
- A member's kitchen where hostellers can prepare their own meals
- A common room, separate from members' kitchen, wherever possible
- Living accommodation for warden(s), on the premises wherever possible

**Caravan and Camping Sites**

Caravan and camping sites constitute an important category in many holiday areas. These are very popular in some European countries as in the United States of America. These are also known as open-air hotels, tourist camps or camping grounds. Camping, originally practised by hikers on foot, is increasingly giving the large cities in open spaces. Equipped to receive caravans, the camping sites normally have facilities for parking, tent, pitching water, electricity, toilet, etc. Though the services provided generally include restaurants, recreational rooms, toilets and at certain places a grocers shop, the type of services often vary from place to place. Some countries have put in place a legislation establishing the minimum facilities that must be provided and these include health and sanitation standards, prices to be charged for parking and use of various services and facilities.

**Pensions**

This type of accommodation is amongst the most popular in some European countries. Particularly in Italy, Austria, Germany, Switzerland these establishments are used by the tourists. Pension is also described as a private hotel, a guest house or boarding house. Catering facilities are optional and are usually restricted to the residents. Many of them stay for periods such as a week or fortnight. The reservation of accommodation is normally made in advance. This kind of accommodation is often managed by a family ant the prices are much cheaper than that of the hotels.

**Bed and Breakfast Establishments**

Also known in some countries as apartment hotels and hotel garnish, they describe a developing form of accommodation units which caters for holiday makers as well as business travellers. The main characteristic of these establishments is that they only provide accommodation and breakfast but not the principal meals. These are usually located in large towns and cities."[28]

[28] AHMED, M.,N.: *Hotel organisation.* page num. 16,17

## 3.1 Classification of accommodation in the European countries

"Most of the countries classify hotels in to 5 categories, such as the Czech Republic, Austria, Belgium, Netherlands, Luxembourg, United Kingdom, Ireland, Spain, Portugal and Italy. This category indicates the type of accommodation facilities, quality of service determines the class. There are countries which classify hotels into 6 categories, like France and Greece and there are some countries in the European Union with no standard of classification of accommodation facilities - such as in Germany and in Denmark."[29]

**GERMANY**

"In Germany there is no an official classification in terms of stars or any other markings that would appear on the holiday guides. Tour operators issue a publication with the classification accepted by the majority of the accommodation businesses, which aims to assist the tourist when choosing the standard of services expected.

**DENMARK**

As in Germany there is a guide to assist the public with the selection of accommodation facilities, as well as publications issued by automobile clubs.

**BENELUX**

In Benelux, there are 5 categories of accommodation. Some accommodation facilities are not subject to this categorization, for instance accommodation facilities in the countryside. In Belgium there is an official guide, published by the Office of Tourism, to facilitate an overview of the selection available. This is normally reviewed every two years allowing businesses to review their standards.

[29] HOUŠKA, P.: *Klasifikace ubytovacích zařízení*

**ITALY**

Hotels are classified in 5 categories. The main problem is that there are large differences between the qualities of the services in the same category.

**SPAIN**

Accommodation facilities are classified in 5 categories. The issue remains the comparability of different categories with the European standards. (For example, three stars hotels in Spain can be compared to two stars hotels in France.

**PORTUGAL**

Hotels are sorted within 5 categories. One star hotel, however, practically do not exist.

**FRANCE**

In France, legislation recognizes hotels for the needs of tourism, which are subject to categorization, and is divided into 6 categories. However those hotels described as "DE Prefecture" are not subject to this categorization. Furthermore, there are other types of accommodations in France, so called private accommodation, such as hostels, which are classified into 3 different categories. Camping sites are spread widely across France and the French legislation distinguishes between open, closed, municipal or private. Camps are assigned from one to four stars.

**GREECE**

Greece hotel legislation distinguishes between 6 categories of hotels and bungalows. Accommodation in private, however, is not subject to categorization.

**UNITED KINGDOM**

In the UK there are hotels, motels and inns that are categorized under 5 groups from 1 to 5 crowns. Places which are less equipped are marked from 1 to 5 keys.

**IRELAND**

The Irish legislation makes a clear distinction between hotels with restaurants and hotels without a restaurant. These businesses are then classified into 5 groups. Hotel rooms, which are identified by the green trademark four-match certain criteria - cold and hot water, toilet, TV room and dining room. These are placed in the published tourist guides issued by the Irish authorities. There is a classification in Ireland also which distinguishes between camps, hostels, farms, rural hostels and lodges."[30]

From the above, it could be argued that the classification of accommodation facilities in selected European countries is very varied and it shows the commitment of the authorities to the Tourism Industry.

[30] INDROVÁ, J.: *Hotelový management: vybrané kapitoly*

## 3.2 Classification of accommodation facilities in the Czech Republic

"The classification into different categories and classes shall be conducted according to official uniform classification of accommodation facilities of the Czech Republic, which formed the Association of hotels and restaurants in cooperation with the Ministry for Regional Development and the Czech Tourist Authority (CzechTourism)."[31]

### 3.2.1 Association of hotels and restaurants of the Czech Republic

"The Association was established by merging the two entities: HO.RE.KA Czech Association of entrepreneurs in the hospitality and tourism, and the National Federation of Hotels and Restaurants of the Czech Republic, by the two dominant professional representatives in the field of hotel and gastronomy.

The establishment of single organization is an important milestone for the further development and entertainment industry, both in the Czech Republic and the international level and at the same time, a clear declaration of the ability of entrepreneurs in the field of hotels and gastronomy, to get to and promote their interests together. Currently, the association represents accommodation and gastronomic facilities of approximately 20 billion turnover, 39 thousand rooms and over 50 thousand seats. "[32]

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[31] INDROVÁ, J.: *Hotelový management: vybrané kapitoly*

[32] The Czech Association of hotels and restaurants [online]. 2009.
Available at WWW:< http://www.ahrcr.cz/>

### 3.2.2 History of classification

"The categories (types) of accommodation facilities and features for each class of accommodation facilities were defined in the Czech Republic firstly in 1939 by the Institution of holding companies for foreigners. Regulation divided accommodation up to 4 classes (A, B, C, D). Accommodation categories A, B, C described hotels, category D the accommodation of inn.

The Ministry of Internal Trade issued a declaration on 14.5. 1953, which established the price of rooms in the facilities for temporary accommodation, and in fact replaced the regulation from 1939.

The classification of accommodation facilities was established later in the years 1972 and 1976 addressed through the industry standards. Following by the Commission for Tourism in 1979, which introduced the new hotel classification into classes called stars. In 1991 the Tourism Authorities releases a declaration which also sets out the conditions for the insertion of private accommodation.

Classification is generally binding legal regulation and control of any category of hotel, hotel garni, pension and motel performs professional associations on the basis of the Regulations for its members and non-members. The validity of the certificate is for 4 years." [33]

[33] INDROVÁ, J.: *Hotelový management: vybrané kapitoly*

## 3.3 Classes of accommodation

Each certified accommodation is marked with a defining category (hotel, hotel garni, pension, motel) and the designation of an asterisk (* - *****). The highest award of class may be identified by a maximum of five stars (only for hotels), motels and guest houses can be identified up to a maximum of four stars.

Currently, there are 5 basic classes of accommodation.

* Tourist

** Economy

*** Standard

**** First class

***** Luxury

**Fig.4:** Distribution of public accommodations within the categories and classes

| Type (category) accommodation | Class | | | | |
|---|---|---|---|---|---|
| Hotel | * | ** | *** | **** | ***** |
| Hotel Garni | * | ** | *** | **** | |
| Motel | * | ** | *** | **** | |
| Botel | * | ** | *** | **** | |
| Pension | * | ** | *** | | |
| Tourist Hostel | * | ** | | | |
| Bungalow Camp | * | ** | *** | | |
| Camp | * | ** | *** | **** | |

Source: Houška, P, Klasifikace ubytovacích zařízení

In these classes there are mandatory requirements and compulsory elective requirements for equipment rooms, sanitary facilities in the room and service to clients.

# 4 CONCLUSION

It was found that after the Czech Authorities have recognized the importance that tourism has towards the country´s economic growth and the employment opportunities that this industry brings to the local economies, there has been more and more involvement in the sector since the early 1990s. A clear step forward was taken with the establishment of the Czech Tourism Authority in 1993 which help to regulate the sector and set up the standards for the tourism products. The accommodation sector plays a major role in the Tourism Industry; therefore the need for such a regulation is clear.

Also, the enlargement of the European Union has brought new dimensions to inbound as well as outbound travel in the Czech Republic. The increase in the European Population as a result of the 2004 enlargement has created new opportunities and an increasing demand which needs to be supported by an corresponding legislation which lines up the quality standards and norms for securing that the services provided meet the needs of the guests and make the visitors want to come back and spread the word around amongst their relatives and friends, opening a whole lot of possibilities for the Czech product. Therefore investments in infrastructure and enhanced methods of transport and distribution are also an important part to play securely, as it complements the product to be offered to the public.

It is expected that the growth and environmental consciousness among EU citizens, supported by low-cost carrier routes operated from Prague and other Czech cities, will further increase the demand for Czech tourism products, with important economic, cultural and environmental for the country´s future development.

The City of Prague is the most visited and well know around the world out of all the cities in the Czech Republic, therefore is important that the authorities keep focus on developing a regulation that will ensure that the product offered by the local businesses as well as the major international investors is one that the visitors will always remember.

# 5 RESEARCH

## 5.1 Aims and Objectives of the research

This research addresses the perceptions of the clients staying at the different types of accommodation in terms of the standards of the services provided and the facilities offered to the customers. The objective of this study is to identify if there is a relation between the standard of the accommodation and the services provided as per what the end user perceives.

## 5.2 The Sample and Methodology used

The study was carried out in ten different types of accommodation in the city of Prague. In order to carry out this study a questionnaire was developed which will provide information regarding the respondent´s perceptions of the different places surveyed. It has been selected ten different types of accommodation which represent the types described in this paper. The type of questions used in the questionnaire that have been used applies a rating scale which helps the people asked to reply in terms of a scale from one to five, one meaning a very poor concept and five meaning a very high or advantageous concept. As with all these types of questions it was necessary to have an even number of boxes (e.g. 5) to avoid the middle of the road response commonly taken by those trying to avoid making their mind up and also to avoid taking much of their time, as this is usually an excuse to not to help with the research.

I have found this method very convenient as it was a very quick process and the majority of the respondents were very happy to answer this type of questionnaire.

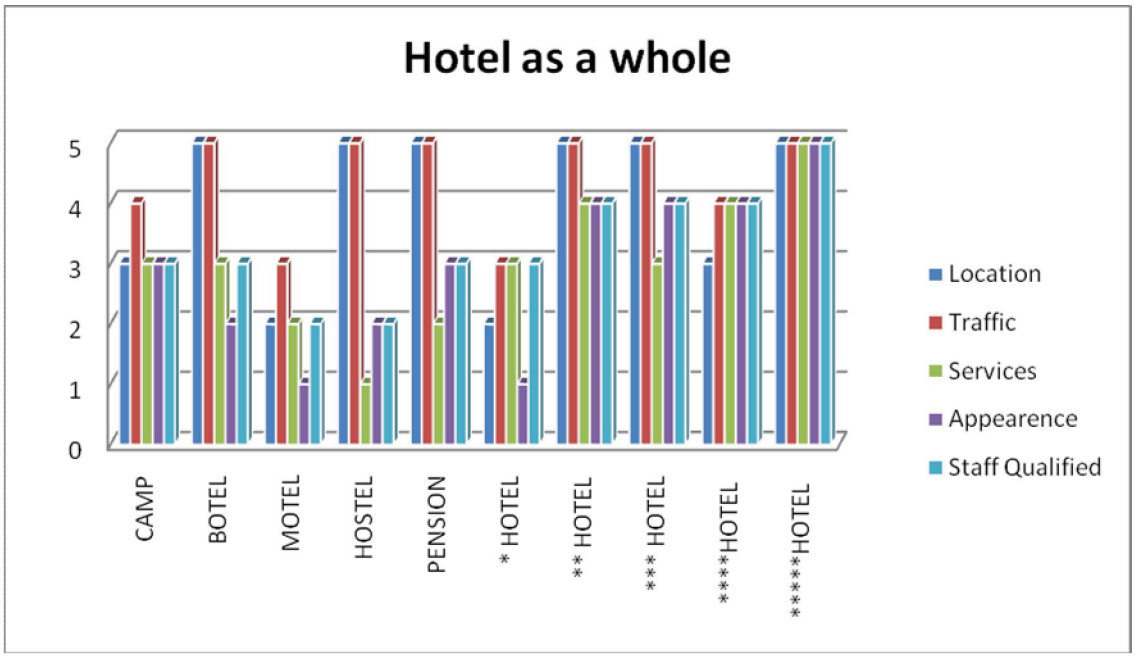
The questionnaire is carried out using a quantitative type of questions. Therefore the respondents can not express what they think. They can only answer the question by marking the pre-designated boxes. This is use as it helps to draw a more concise picture of what the client's perception is once they have spent their time at the accommodation surveyed.

## 5.3 Questionnaire Design

| **Hotel as a whole** | **negative** | **1** | **2** | **3** | **4** | **5** | **positive** |
|---|---|---|---|---|---|---|---|
| Location of the hotel | inappropriate | | | | | | ideal |
| Traffic situation (availability) | disadvantageous | | | | | | advantageous |
| Infrastructure | poor | | | | | | excellent |
| The structure of the services provided | poor | | | | | | excellent |
| The appearance of the public areas | repellent | | | | | | attractive |
| Qualification of the stuff | low | | | | | | high |
| **Accommodation** | **negative** | **1** | **2** | **3** | **4** | **5** | **positive** |
| Facilities / condition of the rooms | bad | | | | | | excellent |
| Equipment / condition of other space | bad | | | | | | excellent |
| Quality of the services (general) | low | | | | | | high |
| - reception | low | | | | | | high |
| - housekeeping | low | | | | | | high |
| - laundry | low | | | | | | high |
| Cooperation of the front desk / housekeeping | poor | | | | | | good |
| Staff | bad | | | | | | good |
| Respect of the needs of the guests | weak | | | | | | excellent |
| **Dining services** | **negative** | **1** | **2** | **3** | **4** | **5** | **positive** |
| Facilities / condition of the restaurants | bad | | | | | | excellent |
| Appearance of the restaurants | repellent | | | | | | attractive |
| Quality of F & B menu | poor | | | | | | excellent |
| Staff | bad | | | | | | good |
| Respect the needs of the guests | weak | | | | | | excellent |
| **Additional services** | **negative** | **1** | **2** | **3** | **4** | **5** | **positive** |
| Entertainment during the day (general) | insufficient | | | | | | excellent |
| - for good weather | insufficient | | | | | | varied |
| - in case of inclement weather | insufficient | | | | | | varied |
| - sports facilities | poor | | | | | | good |
| - entertainment facilities | poor | | | | | | good |
| Entertainment during the evening (generally) | insufficient | | | | | | excellent |
| - dance | poor | | | | | | good |
| - other entertainment | poor | | | | | | good |
| Shopping options | poor | | | | | | good |
| Offers of other services | insufficient | | | | | | varied |

## 5.4 The Results

**Figure 1: Processing of the question No. 1**



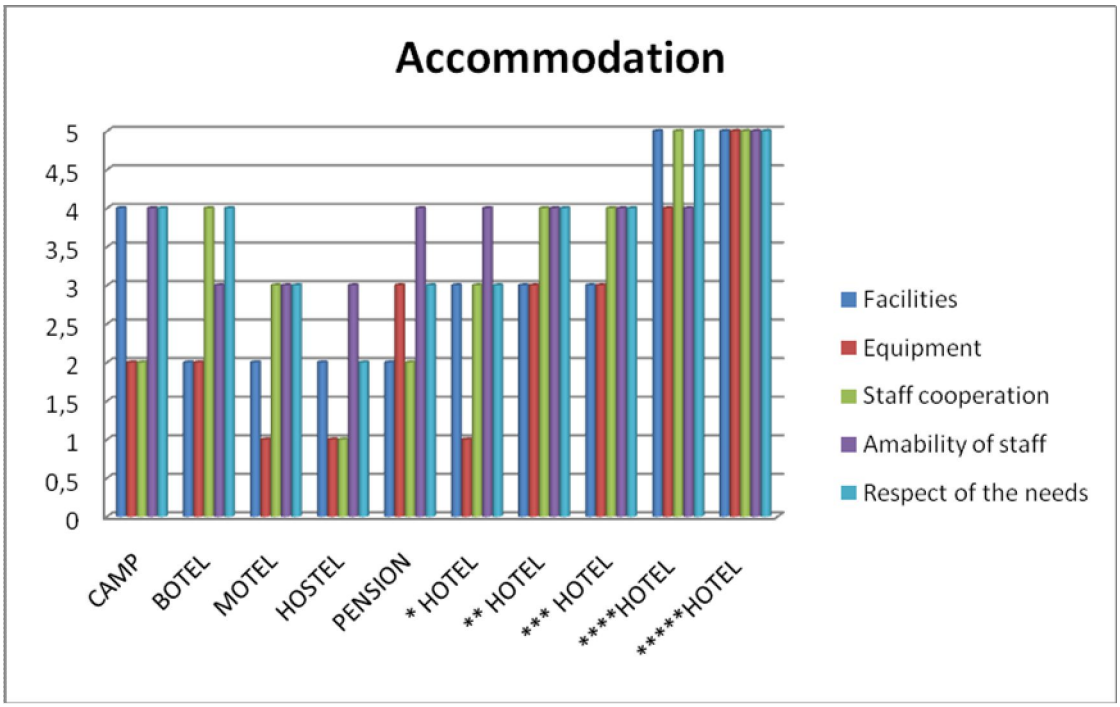

The first part of the questionnaire aimed to review the perception of the respondents about the hotel as a whole. A group of questions were asked addressing some of the most relevant factors which a guest of a hotel might take into account in order to choose a hotel or a place to stay.

In terms of location, the results show that almost all the different types of hotel have met the above average expectations, as 3 could be seen as above average, and as it can be seen in Fig.1 almost in every case, all of respondent awarded a minimum of 3. In those cases, there has been a good choosing of the location or at least the clients have found the location of the place to stay convenient.

In terms of traffic, it seems like there is a common denominator which could be used to argue that the traffic is seen as an issue in almost every case. It is interesting to see how the users of Motels do not give much importance to this issue as well as the users of one star hotel. It can be argued that as Motels are mainly located nearby motorways or road the users of this type of accommodation assumes that traffic is going to be present and do not see as an issue.

Regarding the infrastructure of services, it is worth mentioning that there is also an above average perception of this being of a good standard. There is a direct dependency on the quality of the hotel and the quality of the infrastructure, which could have been expected. Also in terms of the appearance of the hotel, there is a direct relation to the type of accommodation, which should also be expected. And finally in terms of the qualification of the staff working in the different types of accommodation it has been identified a direct relation to the standards of the accommodation. Meaning that more high standards of accommodation would be willing to search for more qualified people than those other types of accommodation where the qualification of the staff might not be so important.

**Figure 2: Processing of the question No.2**

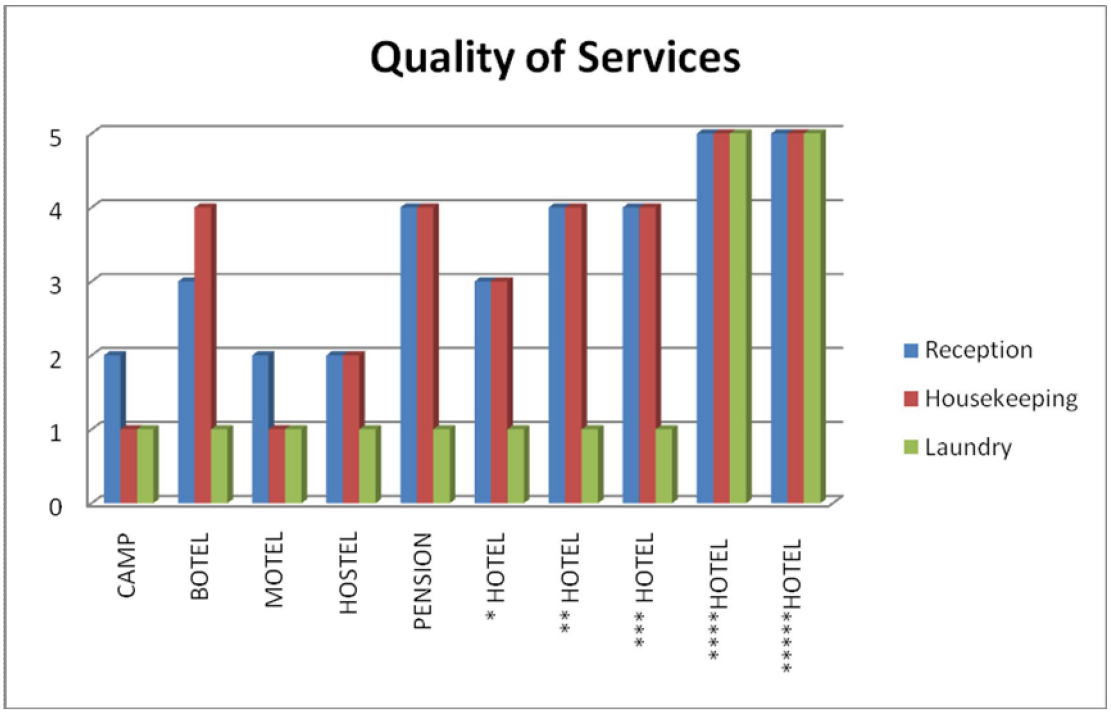



As you can see on chart number 2, the difference amongst the answers regarding the facilities found in 4 and 5 stars hotels and campsite, is not so evident, while the campsite were the survey was carried out, was very well equipped in terms of sports facilities (pool, playground, sports equipment, children facilities), as well as in the one star hotel surveyed which is located near a sports complex, where an athletics track and playgrounds for football and basketball can be found.

Compared to other types of accommodation where sporting and recreational facilities are on a scale below. Regarding the equipment, there is a noticeable difference between the hotels, motel and hostel. As such places do not show a high standard in terms of comfort. Especially in terms of the existence of a common bath and toilet for two or more rooms, TV in common rooms only, no internet connection, etc.

As far as the staff cooperation, depending on the quantity of employees in the accommodation facility. Hostel was again awarded the lowest rating while the guests have met only one or two receptionists and no other staff. Regarding kindness of the staff, it was found that in all places except at the motel, this was of a high level. In respect of the how well are the needs of the guests looked upon by the different types of accommodation, almost in all cases the answers were all very positive, with the exception of the hostel type, where guests complained about the noise after 10 pm in the evening, but the receptionist did not try to solve the situation.

**Figure 3: Processing of the question No.3**



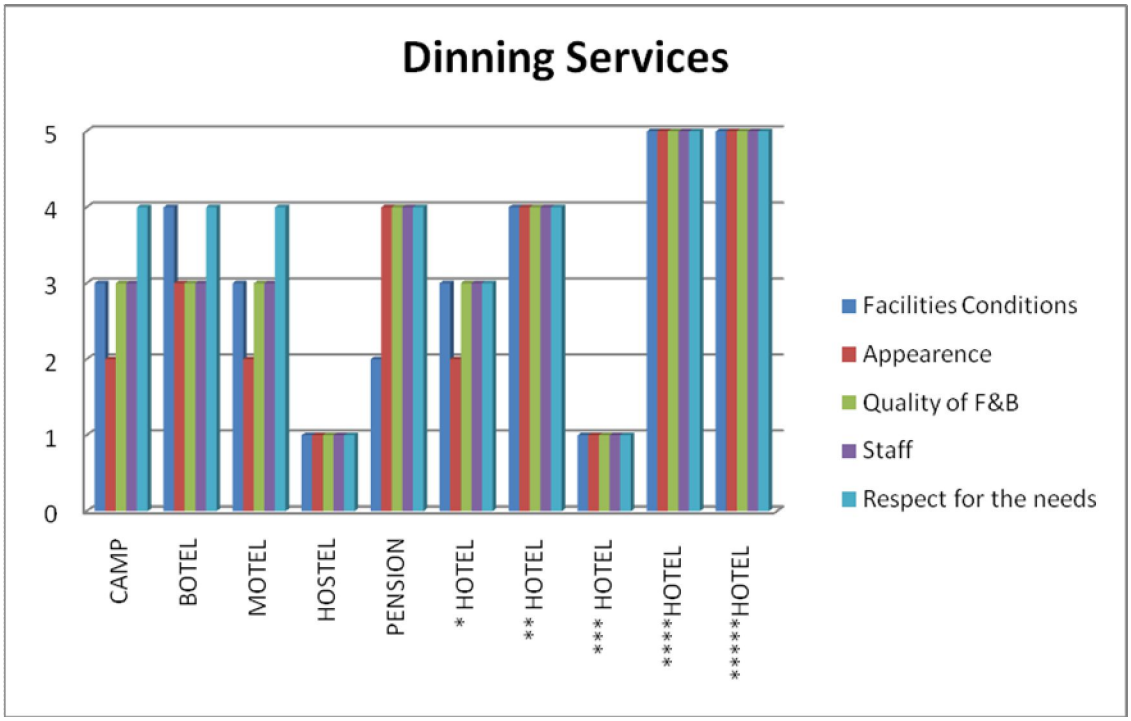

As it can be seen on the chart above, when it comes to evaluating the quality of the service provided by the reception desk the guests were mostly satisfied in all cases, however, there was a little concern in the campsites, motel and hostel, mainly because

in these types of accommodation receptionist is sometimes not available and the guests have to wait several minutes for the receptionist. Also, it was mentioned the fact that most of the times there is no staff to assist with things like carrying the luggage to the room in the hostel and motel. In addition, there are no promotional materials, maps or an internet connection.

When it comes to the housekeeping, a very low quality of services was reported in the campsites and the motels, as the guests rooms are clean up after their departure, but not during their stay.

Finally, when it comes to laundry services there is a clear difference mainly due to the fact that this service is not always provided, therefore where the service does not exist there is not a possibility to evaluate, on the other hand, where the service is provided, and this is mainly in four and five stars hotels the guests are very satisfied with the service.

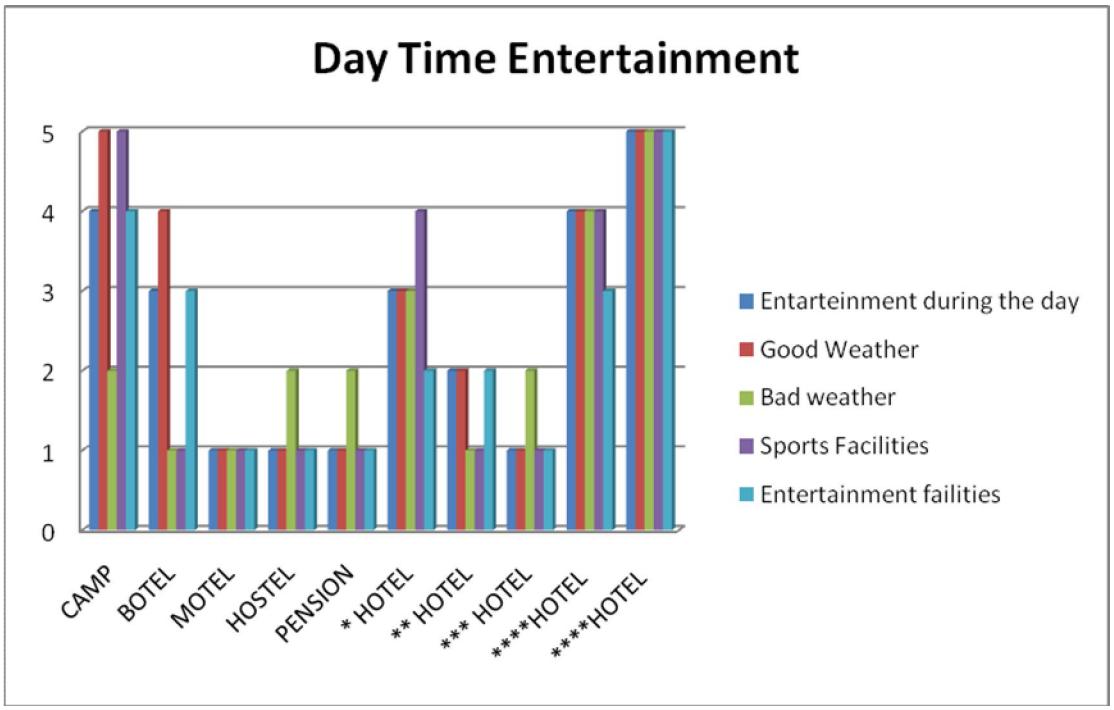
**Figure 4: Processing of the question No.4**




Regarding dinning services, an excellent perception of the service was found in 5 and 4 stars hotels, but in 3 stars hotel, graph shows low levels in all aspects, especially because the hotel does not provide catering services.

Furthermore, if we look at the food and beverages services provided by campsite, motels and one star hotel, it has been found a fairly high quality of the services. Three of those accommodation facilities own restaurants, where guests can have breakfast, lunch and dinner. Food quality and appearance, is closer to that of a school canteen. Pension seems to be offering a higher standard than the hostel, especially because it offers breakfast in the restaurant, which is not part of the hotel but cooperates with it. Hostel does not offer any catering services.

**Figure 5: Processing of the question No.5**




As far as the daily entertainment is concerned, the highest ranking values can be found in 5 star hotels, mainly due to the fact that this places have at the guest disposal sports and recreational equipment and services such as wellness, beauty cure for women, massages, solarium and also for the children there is usually a mini-club provided by experienced animators, who are trying to make their stay at the hotel an unforgettable experience. 4 stars hotel also offers services such as massage, hairdresser, beauty salon and pedicure, as well as sports equipment for bowling and mini-golf. Regarding the availability of games to be played indoors there seems to be a fairly high

accessibility. Table games and the possibility to borrow various DVD movies, etc are amongst the most common practices.

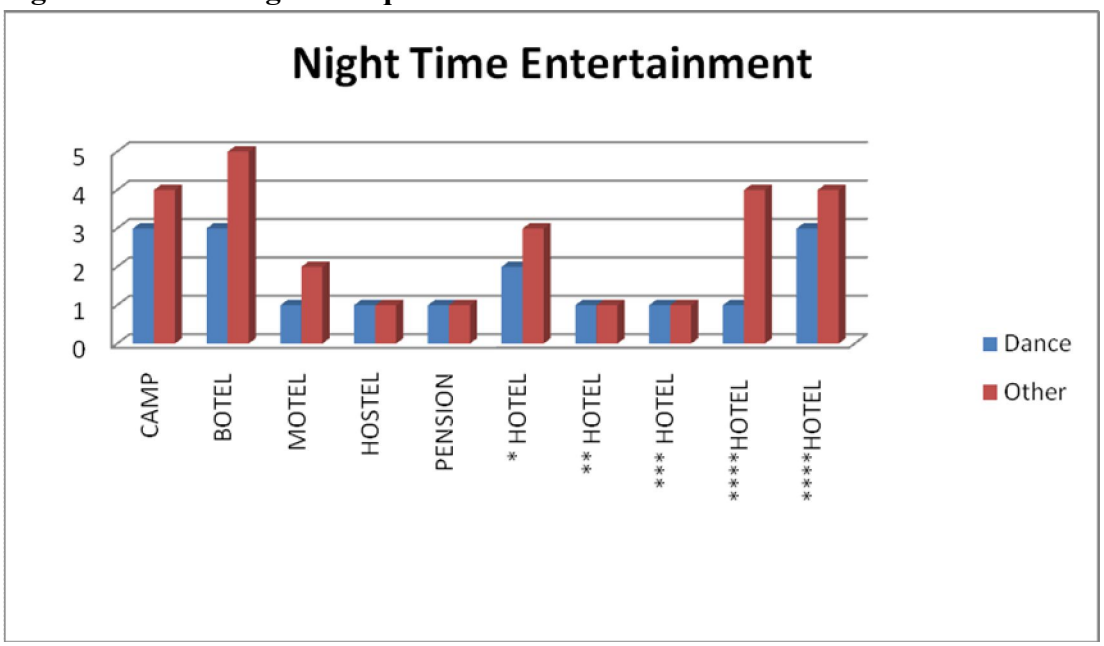
Further in this ranking, campsite has been identified as a good provider of high-quality sport facilities. Things like an outdoor swimming pool and playground for children and adults are amongst the most commented.

Boatel is particularly interesting when it comes to trips on the river trough the most beautiful places and monuments along the Elbe and Vltava rivers.

Also worth mentioning, the one star hotel surveyed, was situated near by the sport centre, where the guests can use the athletics track, football or basketball playground, was also awarded a very high mark in terms of the quality of the service provided.

Accommodation facilities with no entertainment offer such as pensions, hostels and the three-star hotels have been awarded a very low rank. And the only positive thing that was mentioned was the availability of an internet connection which seemed to be very handy in those days where the weather was not so pleasant.

**Figure 6: Processing of the question No.6**




As it can be seen in the chart above, it shows a high difference in terms of the quality and availability of night entertainment. Normally 5 and 4 stars hotels are offering a very wide range of night entertainment such life music and dance

performances for the guests as opposed to those hotels of a lower category were this type of activity is very rare. Unlike in the campsites and the boatel and also in the one star hotel surveyed were there was also reported a very high of the entertainment provided. In all three cases the guests praised the possibilities of live music and dance along and also they mention the fact that in numerous occasions the accommodation has offered a barbecue.

**Figure 7: Processing of the question No.7**




In terms of the opportunities to go shopping, it was identified the dependence on the location, as the highest rates were found in those places were the accommodation was in the city centre or nearby which obviously offers the guest the opportunity to go shopping. Other facilities such as camp, motel, and one star hotel situated in the outer parts of the city where there are no many shops around apart from supermarkets were ranked very poorly.

## 5.5 Statement

After carrying out this survey it can be argued that there are certain criteria that the hotel can take into consideration in order to provide a first class service or just a service. Regardless of the classification of the hotel, it could be argued that if there is an investment in the very basics services that a hotel can provide and a good and organised plan to satisfy the needs of the guests, it will not matter that much if the hotel is a 5 stars hotel or a motel in the middle of the road. As long as the needs of the guests are met, these will always be grateful and will come back, and maybe recommend it to their friends. Otherwise if these needs are not met and the standards of the service provided are just not good enough, the effect would be opposite, although there will always be a different type of guest who will be happy with just a place to rest and a not so expensive bill.

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