

INTERNATIONAL HOTEL SYSTEMS OPERATING IN POLAND AND THE DYNAMICS OF THEIR RELATIONSHIP

Dorota Chudy-Hyski, Jan Dlugosz University in Czestochowa
Wojciech Chudy, Academy of Physical Education in Katowice

SUMMARY

The beginning of Polish hospitality dates back to the twelfth century, so the subject of the paper concerns particular International hotel systems emerging and conducting their activities in the country since the twelfth century.

The aim of this paper is to present the development of international hotel systems in Poland.

The study emphasizes the role and nature of the global hotel industry which has been played in the development of the hotel industry in Poland. International hotel systems have played an important role in developing and shaping the hotel market in Poland. Polish hotel industry alone would not be able to meet the expectations of foreign visitors. The construction of modern hotel facilities on the principles of the system have a significant impact on the development of Polish hotel industry by introducing new building solutions, technologies, methods of training of staff and management methods and organization. Poland became a friendly country and attractive to foreign tourists, offering them the standards to which they are accustomed.

Keywords: international hotel systems, Poland.

INTRODUCTION

The development of the hotel industry worldwide, as well as in any particular country or region is dictated by the increasing needs of tourists, participants in tourist market. With the evolution of tourist needs, the needs in the field of hospitality and catering gradually changed. Travelers, as far as socio-economic growth, were changing their preferences from the most humble formerly, to increasingly sensual and sophisticated today. Thus, changes in behaviors of travelers are a direct motive for current and potential administrators of the hotel sector to raise standards of customer service in existing facilities, by varying the package of services, as well as to design new hotel facilities with innovative technical, ecological, and economic solutions. And all this is directly realized in order to

meet the expectations of today's guests of hotel facilities and, indirectly, to obtain the most satisfactory income for owners of hotel chains, through maximum market share and creation of a recognizable brand of the global hotel market.

The aim of this paper is to present the development of international hotel systems in Poland.

THE DEVELOPMENT OF INTERNATIONAL HOTEL SYSTEMS IN POLAND

Hotel market in Poland has evolved since the twelfth century. The first facility designed to ensure visitors a roof on their head was a hospice in Poznan at the monastery of Joannites, founded by Mieszko the Old. In the next century, a number of roadside taverns were built on the needs of worshippers and travelers. Initially they were led by the clergy, in the fourteenth century, they passed into the hands of laymen. This involved the introduction of charges for accommodation and meals. With time, the law relating to the organization of such objects began to take shape. In 1489 in Torun the "Inn under Cerulean Aprons" was founded. A lot of inns were founded in Poznan when the transit road Poznan-Wrzesnia has been created. Then postal-stagecoaches stations were built in Krakow, Lublin, Warsaw and Poznan. Their creation is caused by the need to build a maintenance base for contemporary society in relation to the emerging industry, economic recovery and trade in goods.

The first objects in the shape of the hotels were created in health resorts (Sudety) at the turn of the seventeenth and eighteenth centuries. A century later, Poland began to create their own hotels - Pruski Hotel and the White Eagle Hotel in Warsaw. After a few years there were nine of them in the city, but the most modern was established in Poznan in 1842 – Bazar Hotel. In 1824, the Directorate General of Corps of Roads and Bridges Engineers has released a set of "patterns on the hostelry building along beaten roads". The location and appearance of a sample inn has been specified there. The document is considered the first modern act for Polish hospitality (Błędek, Tulibacki, 2013).

Before the outbreak of World War II, Polish hotel industry developed quite well. In before-war times, many luxury hotels were established in Poland, according to patterns of French and English, and the national database consisted of 1,700 hotels and 1,200 B & Bs. Many of them were destroyed during the war. Polish hotel industry began to rebuild after 1945. At that time, Polish Orbis ho-

tels have been formed. Several years later, the first international systems emerged on Polish hotel market:

- 1974 – Forum Hotel– Intercontinental Hotels Corporation,
- the twentieth and twenty-first centuries – Holiday Inn, Marriott, Accor, Louvre.
- Time of development of international hotel networks in Poland can be divided into three periods:
- the first (the seventies of the twentieth century) – the first hotels were built in frame of foreign investment loans: Novotel;
- the second (the nineties of the twentieth century): the introduction of hotel systems: Marriott, Radisson, Vienna International, Trusthouse Forte, Accor (Tulibacki, 2005);
- third (since 1990): the continuous participation of international hotel systems and private investors in the Polish hospitality.

INTERNATIONAL HOTEL SYSTEMS OPERATING IN POLAND

In the first period of development of hotel systems in Poland, domestic entrepreneurs have established cooperation with three systems: Novotel, Inter-Continental and Holiday Inn. Polish hoteliers and founders of Orbis joined the Novotel system to get financial assistance and access to modern solutions, because of lack of funding and knowledge of new techniques of construction, the process of design, approval and construction of hotels in Poland lasted several years (Błędek, Tulibacki, 2013). The agreement with the French corporation was the best solution to these problematic issues, so that after 17 months of work it managed to give to use all the hotels of this system in Poland. The first Novotel has been opened April 3, 1975 in Olsztyn. Since 1983, the Novotel system has belonged to the French Accor system (Hyski, 2013). Novotel hotels are being built at the inlet and outlet routes of major cities, near airports and stations. The activity of the system is based mainly on serving business customers through the organization of conferences and seminars. In Poland, there is now a network of Novotel hotels in larger cities such as Gdansk, Olsztyn, Poznan, Krakow, Warsaw, Katowice.

Another system operating at that time in Poland's was Inter-Continental together with belonging to its the "Victoria Inter-Continental" hotel (5 stars) in Warsaw and economical "Orbis-Forum" hotels in Warsaw and Krakow.

The third hotel system, which established cooperation with the company Orbis, was Holiday Inn. The first hotel of this system in Poland was a hotel in

Krakow, opened in 1976. This hotel, located close to the main road into town, handled mainly tourists and visitors. It operated until 1995 under the aegis of the American system. Currently, the only hotels in frame of Holiday Inn system in Poland are located in Warsaw.

In the second period of the development of international hotel chains in Poland, at the turn of the eighties and nineties of the twentieth century, they began to operate systems such as: Marriott, Radisson, Sheraton, Trusthouse Forte Hotels, Accor, Le Merieden Hotels, Hyatt Corporation and Hilton. New hotel management systems and the principles of cooperation with international hotel systems have been introduced into Poland. On the Polish hotel market franchising appeared. Cooperation of Polish hoteliers with foreign systems also based on the Joint Venture and leasing. This form of license is established prior to the construction of a hotel and aims to protect the standards of service and equipment in the system. The first such license was signed on 21 December 1971, in Warsaw on the occasion of the construction of the "Forum" hotel in the Inter-Continental system (Tulibacki, 2005).

In 1978, the Polish airline LOT commissioned the English company to build a huge hotel in Warsaw, but the action was discontinued due to lack of liquidity of LOT. The construction was resumed only in 1987 with the help of foreign capital. After this time in Warsaw was made the only Marriott hotel in Poland. Warsaw Marriott Hotel is a 140-meter high building consisting of 42 floors. The hotel has the most modern conference center in Poland, there are 524 rooms and luxury suites. Warsaw Marriott Hotel offers guests a range of facilities – from the most modern equipment, facilities, professional service to various sorts of entertainment in the casino, ballroom and club rooms. Catering section consists of 11 restaurants and bars (eg. Cafe "Cafe Vienna", an American restaurant "Chicago Grill", "Lilla Wenda", where Swedish cuisine is served).

The Radisson SAS opened its first hotel in Poland in 1989 in Szczecin. It was the Radisson Blu Hotel, which is a part of the office complex Pazim, also including Baltica Wellness & Spa (<http://www.e-hotelarz.pl/>). The guests have a choice of three types of rooms: suites, business class and standard rooms (<http://www.skanorama.pl/>). The offer includes comprehensive support for business (restaurants, conference rooms) and tourism (various forms of entertainment, charity events, tours, Spa). Hotels of the system are located in major Polish cities, including Gdansk, Warsaw and Krakow.

The Accor hotel system is one of the most complex systems in the European hotel industry. It combines different hotels – from luxury, five-star hotels, economic and business hotels, up to the one-star hotels of Formula I type. In Poland, Novotel hotels are very popular hotels of Accor system. In February 1993, the first hotel Mercure Fryderyk Chopin has been opened. In Poland, also the other hotels in this network are functioning, such as the upscale Sofitel and Ibis brand hotels. Buildings of Ibis hotels are modest versions of Novotel, for the less wealthy guests. The first Ibis hotel of Accor system was established in 1995 in Krakow – the building has 221 rooms with private bathrooms. It includes a travel agency, office of legal advice, boutiques, jeweler. In 2000, another building of Ibis type was built – this time in Warsaw. Hotels of this type are mainly two-star hotels with equipment similar to Novotel hotels. Rooms are on average 30 % smaller than the rooms in the first category.

The American Sheraton system opened its first Polish hotel in 1996 in Warsaw. Sheraton Warsaw Hotel Towers is a five-star hotel deluxe class. It has 350 rooms in the highest standard, including a separate floor with apartments for wealthy guests. There is 12 meeting rooms, a large ballroom, a wellness center “Health Club”, “Business Center”, and an underground parking. Its catering part embraces a series of restaurants: “Lalka” (Mediterranean cuisine), “The Oriental” (Asian cuisine), “Someplace Else” (American pub), “Cafe Imperial”, “Towers Lounge” (only for VIP customers). Currently in Poland there are three hotels in this chain: in Poznan, Krakow and Sopot (Tulibacki, 2005).

Another hotel system in Poland is Trusthouse Forte, absorbed in 1997 by the French Royal Meridien Hotels & Resorts system. It is a chain of hotels taking care of the maintenance and modernization of hotels with tradition. One such object is Warsaw’s “Bristol” belonging to the Polish travel agency Orbis since 1952. “Bristol” was plugged into a chain of very exclusive hotels of Lord Charles Forte, but after financial difficulties Trusthouse Forte, it is under the care of Le Royal Meridien Hotels & Resorts.

International system of Hyatt Corporation appeared as the latest at Polish hotel market. The first hotel “Warsaw Hyatt Regency” of the corporation was founded in 2001 in Warsaw. The building is located in the city center, very close to the tourist attractions (such as the Belvedere Palace, Lazienki Park and National Museum). The building is divided into nine floors, it has 250 rooms, garage, pool, spa, business center and dining facilities. Catering facility is constituted by a restaurant “Venti Tre”.

At the third stage of the development of international hotel systems in Poland, lasting far, international hotel systems and private companies initially focused on the construction of facilities for wealthy guests. Currently, their activity extends to the segments of lower category (Błaszczyk, Witkowski, 2006).

International hotel systems had a huge impact on the formation of the Polish hospitality. Without the support of foreign capital Polish hotel industry would be at this moment a very backward compared to richer countries. The presence of international hotel systems on the Polish hotel market also provided motivation for Polish companies to improve standards of service. Extension business to foreign countries has given bilateral profits to both international campaigns and a foreign industry (Trojanowski, 2012).

CONCLUSION

International hotel systems have played an important role in developing and shaping the hotel market in Poland. Polish hotel industry alone would not be able to meet the expectations of foreign visitors.

The construction of modern hotel facilities on the principles of the system have a significant impact on the development of Polish hotel industry by introducing new building solutions, technologies, methods of training of staff and management methods and organization. Poland became a friendly country and attractive to foreign tourists, offering them the standards to which they are accustomed.

In summary, hotel systems investing in Poland are the initiator and the driving force of technological and organizational progress, and changes in the hotel industry. They contributed significantly to designate patterns, standards of construction, equipment, operation and maintenance in the Polish hotel market. In Poland many technical innovations were introduced (eg. air conditioning, radio, television). National construction market has been developed - Polish architects and builders dealt with implementation of projects. Establishments that provide the furniture and equipment to hotels, flourished. Faster construction of hotels and their greater number created new jobs.

Implementation of new functional utility programs to the country, but also of new technology and equipment, western standards and contemporary methods of management and organization of work contributed to the development of Polish in many ways. All this has contributed to improve the economic situation by receipts from tourism, increasing the number of foreign investment in the country, obtain

access to the latest technologies and opening to new challenges and continuous improvement in the hotel market. Stimulus, which was created in this way, contributed to the development of the Polish hotel systems and to organize non-system hotels in order to obtain mutual assistance in maintaining on the hotel market. This involved raising the standards of service in the native Polish hotel facilities.

REFERENCES

1. Błaszczuk, W., Witkowski, Cz. (2006). *Hotelarstwo w Polsce. Wybrane zagadnienia*. Lublin: Wydawnictwo Akademickie Wyższej Szkoły Społeczno-Przyrodniczej w Lublinie.
2. Błędek, Z., Tulibacki, T. (2013). *Zarys krajowego hotelarstwa – od zajazdu do współczesności*. Poznań–Warszawa: Palladium.
3. Hyski, M. (2013). French Hotel Market. In *Works of the International scientific-practical conference “Development of science, education and culture of independent Kazakhstan in conditions of global challenges of modernity”*. T. 9 (pp. 16–20). ШЫМКЕНТ: Ministry of Education and Science of the Republic of Kazakhstan, M. Auezov South Kazakhstan State University.
4. <http://www.e-hotelarz.pl/mht/?p=3055>.
5. http://www.skanorama.pl/rds_szczecin_opis.html.
6. Trojanowski, T. (2012). Companies in the light of challenges of extending business into foreign markets. In B. Domańska-Szaruga, M. Wójcik-Augustyński (Eds.). *Contemporary challenges in the process of management in organization of the future*. Warszawa: Studio emka.
7. Tulibacki, T. (2005). *Międzynarodowe systemy hotelowe*. Warszawa: Wyższa Szkoła Hotelarstwa, Gastronomii i Turystyki w Warszawie.

TARPTAUTINIŲ VIEŠBUČIŲ SISTEMOS LENKIJOJE FUNKCIONAVIMAS IR JŲ RYŠIAI

Dorota Chudy-Hyski, Wojciech Chudy

Santrauka

Straipsnyje pristatoma tarptautinė viešbučių sistema plėtra Lenkijoje. Tarptautinė viešbučių sistema atlieka svarbų vaidmenį kuriant visą viešbučių rinką šalyje. Vien Lenkijos viešbučiai negalėtų patenkinti užsienio turistų poreikių. Modernių viešbučių su šiuolaikiniais įrenginiais statyba, naujas valdymas, personalo apmokymas turi didelį poveikį Lenkijos viešbučių verslui augti. Lenkija šiandien tapo moderni ir patraukli šalis užsienio turistams. Viešbučiai siūlo tarptautinius standartus atitinkančias paslaugas, prie kurių yra įpratę užsienio turistai.

Reikšminiai žodžiai: tarptautinių viešbučių sistema, Lenkija.