

IMPACT OF HOTEL CLASSIFICATION IN POLAND ON THE QUALITY OF SERVICES RENDERED

Irena Ozimek¹✉, Justyna Kozłowska²

¹Warsaw University of Life Sciences – SGGW, Poland

²ibis Styles Warszawa West, Poland

ABSTRACT

A hotel facility classification system makes it possible to standardise the quality of hotel services, and should guarantee hotel compliance with predefined requirements and criteria. In order to determine the impact of a hotel's rating in Poland on the quality of services it offers, the authors conducted a survey which covered a sample of 226 respondents. Based on the study, it was established that the classification system affects the quality of services provided by the classified properties, and that consumers of hotel services are aware of the standards and amenities which the hotels they choose should offer. However, it is important to indicate that nearly half of the respondents noted that a hotel's category does not always guarantee that the appropriate standard required by law is being maintained.

Key words: hotel, categorisation, quality of services, consumer, Poland

JEL codes: D12, L83

INTRODUCTION

A hotel facility which hopes to succeed on the market must meet the increasing needs and requirements of hotel guests. Growing consumer expectations shape the quality of services which are offered by the properties. The above-mentioned quality level is also determined and affected by the requirements and standards that are mandatory for hotels belonging to a particular category. The classification system in Poland has been created to distinguish the level of quality of the services rendered. Classification may be perceived as a basic determinant of quality standards in the hotel industry as well as a vital administrative and legal element. It is defined as “the rating of objects of a particular type into groups according to previously established criteria applied to determine their standard” [Nawrocka and Oparka 2007]. In this

context, classification is also regarded as an important element in the protection of consumer rights due to the fact that the client, based on the hotel category, is aware of what he or she should expect from a particular facility. It is also important to note that classification is a source of information about a specific quality standard of the services which the hotel provides. Hotel guests, when choosing a given venue, have specific requirements and expectations, and the failure to meet them often leads to guest dissatisfaction. Thus, the quality of services provided is one of the most important factors that distinguish a particular hotel from competing properties. The basis of the success of any hotel company is consumer satisfaction, which is the starting point for building trust and lasting relationships with clients.

Keen competition on the hotel services market, constantly increasing customer expectations and the

Irena Ozimek <https://orcid.org/0000-0003-3430-8276>

✉irena_ozimek@sggw.edu.pl

desire to meet them to the highest possible degree have led to decisions from an increasing number of entrepreneurs who provide hotel services to undergo the classification procedure [Błaszke and Skotarczak 2015]. Information concerning the scope and quality of services is very important for clients before they make the decision to stay at a given property [Sala 2019]. Hence, classification is used, among other reasons, to:

- impact the level of services provided by forcing the level to be increased or maintained through setting a minimum standard which has to be observed;
- facilitate the assessment process of the quality of services by implementing provisions and standards that allow customers to compare the actual state of the hotel with the generally applicable criteria;
- protect consumer interests by helping to enforce the provision of services at an appropriate level, previously agreed and confirmed by an administrative decision concerning the standard of a particular facility;
- improve business transactions and economic turnover [Borkowski and Wszendybył 2007];
- develop commercial and service contacts between the guest and the hotelier, without the need for a detailed description of the facility [Borkowski and Wszendybył 2007], which allows customers to choose the right hotel without the need for a detailed analysis of the facility's equipment or amenities [Pawlicz 2011].

The category of a hotel facility informs the potential consumer about the quality standard of services provided in a given tourist enterprise. It is used by guests and tour operators as valuable information, and it allows the hotel to improve its image. When choosing a hotel, the consumer is guided by, among other things, its category, including the number of stars and the prices offered [von Liebfried 2006]. It is important for the facility's classification to best meet the requirements of a significant share of hotel buyers [Sidorkiewicz and Pawlicz 2015, Jasinkas et al. 2016], and for the classification method to be a transparent process [Sidorkiewicz and Pawlicz 2015].

THE OBJECTIVE AND RESEARCH METHODS

The objective of the study was to analyse legal regulations regarding hotel classification in Poland and assess respondents' perception of the impact of hotel classification in Poland on the quality of services provided by the hotels. The authors formulated the following research hypotheses:

1. In the respondents' opinion, the classification of hotels has a significant impact on the level of quality of services provided in a particular facility.
2. One of the main factors determining a consumer's choice of hotel facility is the type of category of the hotel.
3. Consumers using hotel services declare that they have knowledge about the standards and hotel facilities in a particular category.
4. According to respondents, the number of stars achieved by the hotel is an absolute indicator of quality.

As part of the primary research, the authors used survey questionnaires to examine the opinions of users of hospitality services in Poland. The research tool used in the study was a survey questionnaire, which was constructed using a Google form. The form was made available on the Internet at the beginning of May 2020. The researchers applied the purposeful sampling method. The research sample was made up of 226 respondents who used hotel services in Poland. 77.4% of the survey participants were women, and 22.6% were men. The largest group, i.e. 51.8% of all respondents, included individuals aged 18–28. The second largest group were people aged 29–39 (37.7%). The next groups consisted of respondents aged 40–50 (8.0%) and 51–60 (2.7%). Only two people (0.9%) were representatives of the 60+ age group. The vast majority of the sample declared having higher education (73.5%), while almost one-fourth of the respondents (23.9%) indicated having a secondary education level. The smallest number of study participants were people who completed vocational schools (1.8%) or those who declared having primary education (0.9%). Almost half of all respondents (47.8%) were individuals who declared that their financial situation was good. In second place, about one-third of respondents (29.2%) indicated that their material situation is average.

Respondents who took part in the study were diversified with regard to their place of residence. People living in cities with over 500,000 inhabitants (39.8%) constituted the largest group. Every fourth respondent (24.3%) lived in towns of other sizes, and every fifth (19.9%) lived in a village.

SYSTEM OF CLASSIFICATION OF HOTEL FACILITIES IN POLAND IN THE CONTEXT OF LEGAL REQUIREMENTS

The aim of introducing classification regulations was to maintain or continuously improve the standards of services offered by hotel facilities. The regulations contain provisions that specify the minimum requirements which need to be fulfilled by a property. Offering services that are below established standards is unacceptable. As a result, the quality of services stipulated in the regulations cannot be lower, but it may and even should be higher [Firlej and Spychalska 2015].

Currently in Poland, the categories and types of hospitality are specified in the Act of 29 August 1997 on hotel services and services of tour leaders and tourist guides, as well as in the Regulation of the Minister of Economy and Labour of 19 August 2004 on hotel facilities and other facilities where hotel services are provided. The regulation specifies the requirements regarding furnishings and equipment in facilities, the qualifications of hotel staff and the scope of services – including catering services – offered by a particular property.

Each hotel facility operating in Poland needs to undergo the classification procedure. In order to be categorised, the hotel owner must submit an application for a specific category, pay a certain fee (the higher the rating – number of stars – the greater the amount required), and then invite the accreditation commission whose task is to assign an appropriate category. If a particular hotel facility has not been able to be classified in a given category, or if the category of the establishment does not meet the requirements specified in the law, then the owner of the facility is obliged to submit an application to the voivode (province governor) for granting the appropriate category to the hotel [Borkowski and Wszendybył 2007]. It is important to note that it is possible to offer hospitality

services without being granted the right to use a specific category provided that the property does not use proprietary names, i.e. hotel, motel, tourist house, guest house, hostel, youth hostel, camping and camping site. Thus, it is possible to distinguish two separate groups of hotel facilities. The first includes facilities which are interested in using the proprietary names indicated above. In such a case, they need to undergo an appropriate classification process. The second group consists of other facilities, namely, properties offering hospitality services which do not call themselves “hotels”. In this case, the authorities that register such entities are representatives of local administrations, i.e. municipality and communal offices. These types of facilities may have a different designation, such as an inn, a holiday resort or “hotel services” as the law does not prohibit this. The same register also covers agritourism facilities [e-Hotelarz.pl 2011].

The Resolution of the Minister of Economy and Labour of 19 August 2004 on hotel facilities and other facilities where hotel services are provided stipulates the minimum requirements concerning the quality of the services related to hotel ratings. The provisions cover the following areas:

- external elements of the site/facility, e.g. lighting;
- internal furnishings and equipment of the hotel, e.g. elevators, air conditioning, water supply, heating, sewerage;
- reception service and catering objects, e.g. minimum space, the number of toilets available and toilet appliances;
- the minimum size of hotel rooms, lighting, furnishings and facilities, hygiene and sanitary appliances;
- the minimum range of hotel services provided, e.g. wake-up service at the guest’s request;
- the minimum requirements for the qualification of the hotel staff.

The greater the number of stars a particular hotel has, the more it is required to meet the higher requirements for its guests, both in terms of land development/site arrangement, the size of the rooms, and the qualifications of the hotel staff. As a result, consumers can choose their desired level of service based on the information related to a particular category. The cost of a room also often influences this decision [Firlej

and Spychalska 2015]. The requirements set out in the classification regulations relate primarily to technical, performance and operational parameters as well as the scope of the hospitality offer [Dominik and Drogoń 2009]. The provision of additional services is not only dependent on the entrepreneur's decision, but also on the requirements of the said regulation concerning the facilities in which hotel services are provided¹. Hotels below the four-star standard are not required to offer additional services. Nevertheless, many hotels are expanding their offer with these types of services. Small facilities with fewer than 100 rooms, which are located along national roads, in city centres or on the outskirts of cities, provide only accommodation and catering services. According to the regulation, four- and five-star hotels are required to provide conference services, select spa & wellness services, as well as numerous other services [Regulation of the Minister of Economy and Labour of 19 August 2004]. Luxury hotels provide the widest range of additional services. They are very diverse, but the most popular include business tourism services, recreation services and leisure time animation, wellness & spa, gaming and gambling services, beauty salons, and car rental as well as services associated with retail sales [Sala 2019].

The fact that administrative authorities have a number of measures and courses of action regarding hotel services at their disposal is a factor which may directly affect the quality of services provided by entrepreneurs. The risk connected with receiving a decision imposing a change in their classification or a suspension in their provision of hotel services means that hoteliers must ensure the level of quality, maintain the standard of the facility or carry out activities aimed at raising its category, expand the scope of additional services and guarantee the protection of hotel guests. Although undergoing a process of classification is not a mandatory act, the category of a facility is an important marketing element, since it supports the hotel's advertising initiatives and it enhances its prestige [Tulibacki 2009].

HOTEL CLASSIFICATION AND THE QUALITY OF THE SERVICES PROVIDED – ASSESSED BY SURVEYS

In the survey, respondents were asked to declare which category of hotels they used most frequently when travelling in Poland. According to their answers, the most frequently chosen hotels were three-star hotels (32.3%). This answer was indicated by slightly more men (39.2%) than women (32.3%). Four-star hotels were a close second (29.6%). One-star hotels turned out to be the least frequently selected hotels (0.9%). In the studies conducted by Jabłczyńska and Kopczyk in 2015, respondents also chose three-star hotels (29.3%) most frequently. It is important to note that the number of hotels in Poland is still growing. In 2019, the group of all hotels which were assigned a specific category included 2,507 properties, out of which 1,318 were three-star hotels and 559 were two-star hotels (Table 1). There were 76 five-star hotels. In addition, there were 128 hotels whose classification procedure was in progress at the time. In recent years, there has also been an increase in the share of economy hotels in Poland, which shows that the number of hotels with a lower rating is growing². This may result from the fact that lower-cost facilities may be characterised by high efficiency in economically challenging times. Pursuant to categorisation requirements, these hotels may offer minimum catering facilities, which allows them to significantly increase their efficiency, as catering services are very cost-intensive [Chroboczyńska 2020].

Survey participants were asked whether they are aware of the amenities and standards which must be provided by a facility when they are selecting a hotel with a specific standard of service, as reflected by the number of stars assigned in a given category. Almost half of the respondents (45.1%) declared that they rather knew the basic requirements regarding the hotel rating. Such an answer was provided by more men (60.8%) than women (40.6%) and more people with

¹ See more: K. Stępnia (2010). Usługi dodatkowe w obiektach. Retrieved from <http://www.horecanet.pl/uslugi-dodatkowe-w-objekcie> [accessed 27.04.2020].

² Local Data Bank of Statistics Poland (Bank Lokalnych Danych GUS). Retrieved from <https://bdl.stat.gov.pl/BDL/dane/podgrup/tablica> [accessed 20.06.2020].

Table 1. The number of hotels in individual categories in 2019 in Poland and the hotel category which is most frequently chosen by respondents (%)

Specification	Number of hotels in individual categories in 2019 ^a	The hotel category which was most frequently chosen by respondents ^b		
		total [N = 226]	gender	
			women [N = 175]	men [N = 51]
one-star hotel	36	0.9	1.1	0.0
two-star hotel	559	5.3	5.7	3.9
three-star hotel	1 318	32.3	30.3	39.2
four-star hotel	418	29.6	30.3	27.5
five- or five plus-star hotel	76	4.4	3.4	7.8
Respondents' declaration: "I don't pay attention to the hotel category"	–	27.4	29.1	21.6

Source: ^a Based on the Local Data Bank of Statistics Poland (Bank Lokalnych Danych GUS), retrieved from <https://bdl.stat.gov.pl/BDL/dane/podgrup/tablica> [accessed 20.06.2020]; ^b authors' own work.

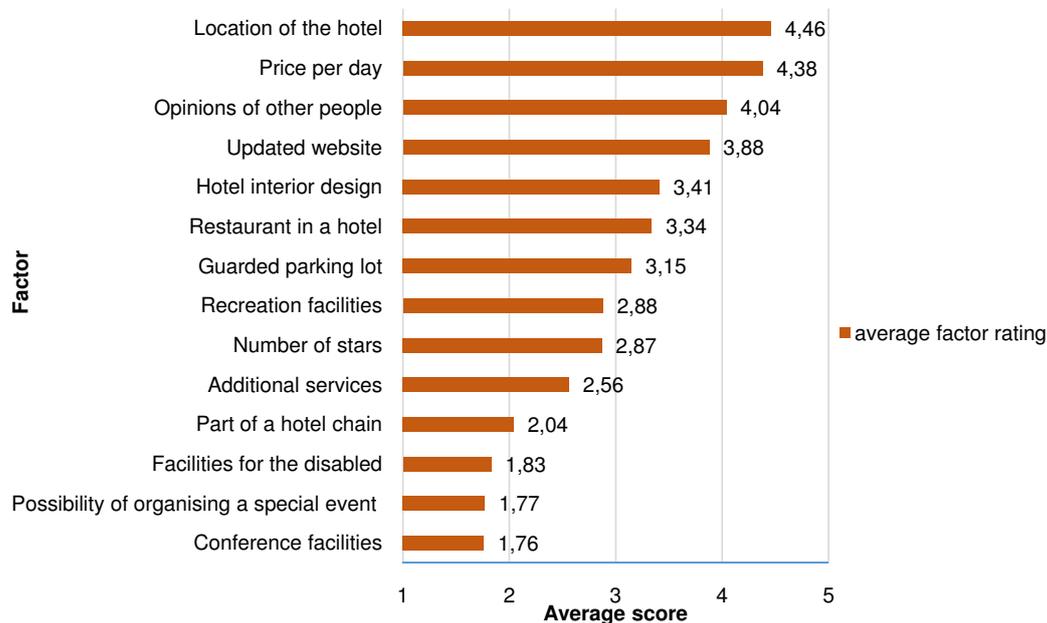
higher education (50%) than with primary, vocational and secondary education (31.7%). On average, every fourth respondent (27.4%) stated that they are definitely aware of the amenities required in a hotel with a specific rating. In this case, women (30.3%) declared having such knowledge more frequently than men (17.6%). Only 3.1% of respondents indicated that they are definitely not aware of what they should expect or are entitled to in a given hotel facility (Table 2).

The survey examined the factors which affect choice of services of a given hotel to the largest and the smallest degree, as indicated by the surveyed population (the figure). The location of the hotel turned out to be a factor with the highest rating (an average of 4.46). Another factor which had a significant influence on the respondents' selection of a particular facility was the cost of accommodation per day (average 4.38) as well as the opinions expressed

Table 2. Assessment of respondents' knowledge of the standards and amenities of the selected hotel in a particular category (%)

Specification	Total [N = 226]	Gender	
		women [N = 175]	men [N = 51]
Definitely yes	27.4	30.3	17.6
Rather yes	45.1	40.6	60.8
Neither yes nor no	11.9	11.4	13.7
Rather no	12.4	13.7	7.8
Definitely no	3.1	4.0	0.0

Source: Authors' own work.



The assessment was carried out according to a five-point scale, where 1 means very little impact and 5 represents very high impact.

Fig. Selected factors affecting the respondents' choice of a hotel

Source: Authors' own work.

by other people (average of 4.04). The possibility of organising a special event at the hotel (an average value of 1.77) and conference facilities (average of 1.76) were the factors with the lowest scores in the presented ranking. The number of stars achieved by the hotel received only an average of 2.87, taking 9th place among all 14 factors mentioned in the research. This means that a hotel's category is not a decisive factor in terms of respondents choosing a particular facility.

In the studies conducted by Jabłczyńska and Kopyczyk [2015], respondents were asked which of three factors is the most important when selecting a hotel. First, survey participants indicated the price for accommodation (62.4%), then the standard of the hotel (30.1%), and finally the services it offered (7.5%). Thus, the findings indicate that the price of a room is a very important factor among people using hotel services. Nevertheless, in the respondents' opinion, the standard of the hotel is also a relevant criterion when selecting a particular facility. In turn, studies carried out by Gołąb-Andrzejewska [2014] suggest that, when choosing a hotel, respondents were most often guided

by the location and quality of service (a total of 54% of all answers).

Almost half of the respondents (48.7%) said that the classification of hotels rather affects the quality of services (Table 3). On average, every fifth respondent (19.9%) stated that the rating strongly affects the quality of the services offered by the facility. This answer was more often indicated by men (29.4%) than women (17.1%). Only 10.2% of all survey participants pointed out that the rating rather or definitely does not affect the quality of the services provided by the hotel. It can, therefore, be concluded that in the opinions of a vast majority of respondents, the system of hotel classification in Poland affects the quality of services rendered by the properties. The research conducted by Cichocka and Krupa [2016] shows that the quality of hotel services was most often associated with a hotel with a large number of stars (average rank of 3.45) and a wide range of services (average rank of 3.44).

Survey participants were asked if they thought the number of stars assigned to a hotel in Poland was an absolute indicator of quality. The largest share of

Table 3. Respondents' opinion on the impact of hotel classification in Poland on the quality of services provided (%)

Specification	Total [N = 226]	Gender	
		women [N = 175]	men [N = 51]
Definitely yes	19.9	17.1	29.4
Rather yes	48.7	49.7	45.1
Neither yes nor no	21.2	21.1	21.6
Rather no	7.5	9.1	2.0
Definitely no	2.7	2.9	2.0

Source: Authors' own work.

the respondents in the study (30.5%) said that rather not, but a slightly smaller group – on average, every fourth respondent i.e. (25.7%) – declared that in his or her opinion the number of stars is rather an absolute indicator of the quality of hotel services. The authors also examined whether the level of quality of services provided in the hotel affects the respondents' satisfaction. Half of them (50.9%) declared that quality is a decisive factor in terms of satisfaction with their stay at a hotel. Fewer respondents (48.2%) stated that quality is important to them, but it is not the main factor determining their satisfaction level. Only 0.9% of all respondents said that the quality of services did not matter to them.

In order to examine the factors which have the greatest impact on the quality of hotel services, respondents were asked to rate several factors on a five-point scale, where 1 indicated no impact and 5 represented a very high impact (Table 4). According to the respondents, the factors which had the greatest impact on their perception of the quality of the services included: taking care of the cleanliness of the rooms (the average rating on the five-point scale was 4.69), meeting guests' expectations (an average value of 4.56), acceptance of payment cards (average of 4.50) and the price corresponding to the quality of services (the average of 4.50). All four factors were rated slightly higher by women than by men. None of the women participating in the study described taking care of the cleanliness in rooms as a factor which would be perceived as irrelevant. Conference

facilities and equipment (an average of 1.92) and the wake-up service (average of 1.85) turned out to be the least significant factors affecting the respondents' final assessment of hospitality services.

Survey participants were also asked if they would be able to pay extra for the services rendered by a hotel with a higher category if they had the guarantee that all services would be provided at the highest level. Most often, respondents declared that rather yes (44.2%) and definitely yes (25.2%). Only 2.2% of all respondents stated that they would not have paid extra for a hotel representing a higher category. The findings presented above suggest that nearly 70% of all respondents would be willing to pay an additional fee for a higher category hotel in order to receive services at the highest level. It can, therefore, be concluded that respondents value high-quality services.

The survey participants also stated that they had experienced situations where the number of stars which a particular hotel located in Poland had was not in line with the standard of the services offered by the facility. As many as 43.8% of respondents declared that they have already experienced such situations. The remaining share of the respondents declared that they have not had such an experience (40.3%), or they did not remember it (15.9%). The respondents pointed to some shortcomings which they noticed in the hotel, even though the hotel should offer specific facilities or a range of services associated with a particular category. The most common deficiencies mentioned by the survey participants were related to

Table 4. Impact of selected factors on respondents' final assessment of their stay according to gender

Specification	Total [N = 226]				Gender							
					women [N = 175]				men [N = 51]			
	rank avg ^a	% share			rank avg ^a	% share			rank avg ^a	% share		
1&2		3	4&5	1&2		3	4&5	1&2		3	4&5	
Taking care of room cleanliness	4.69	0.9	5.3	93.8	4.76	0.0	3.4	96.5	4.43	3.9	11.8	84.3
Meeting expectations	4.56	0.8	5.3	93.8	4.57	0.6	5.1	94.3	4.55	2.0	5.9	92.2
Price corresponding with the quality	4.50	2.2	6.6	91.9	4.53	2.2	6.3	91.5	4.39	2.0	7.8	90.2
Payment cards accepted	4.50	3.1	7.1	89.8	4.53	2.3	6.9	90.9	4.39	5.9	7.8	86.2
The quality of staff service	4.42	0.9	10.6	88.5	4.45	0.6	9.7	89.7	4.31	2.0	13.7	84.3
Internet access	4.25	8.4	10.2	81.4	4.23	8.0	11.4	80.6	4.33	9.8	5.9	84.3
Additional bathroom equipment, e.g. hairdryer	3.94	11.1	16.8	72.1	3.93	10.9	16.0	73.1	3.96	11.8	19.6	68.7
24/7 reception service	3.91	11.9	19.0	69.1	3.82	13.7	20.0	66.3	4.20	5.9	15.7	78.4
Air conditioning in the room	3.73	14.2	23.9	62.0	3.61	14.9	27.4	57.7	4.14	11.7	11.8	76.4
Luggage storage	3.43	24.8	21.7	53.6	3.50	21.7	22.9	55.4	3.22	35.3	17.6	47.1
Laundry and ironing service	2.09	63.7	22.1	14.2	2.03	64.0	24.0	12.0	2.29	62.7	15.7	21.6
Conference facilities and equipment	1.92	71.3	15.0	13.7	1.90	70.3	16.6	13.1	1.98	74.5	9.8	15.7
Wake-up service	1.85	70.0	22.1	8.0	1.88	67.4	24.0	8.6	1.76	78.4	15.7	5.9

The assessment was carried out with the use of a five-point scale, where 1 means very little impact and 5 represents very high impact.

Source: Authors' own study.

the furnishings and equipment available in the room, air conditioning, inadequate room size, patchy dress of staff, no room cleaning service during the guest's stay, and no elevators in the hotel. In addition, the respondents pointed to untidy spaces and incompetent hotel staff.

SUMMARY AND CONCLUSIONS

The classification of hotels in Poland is an important administrative and legal instrument that affects the quality of the services they offer. Each hotel in the

country must meet certain minimum classification requirements to be assigned a particular category in the ratings. Thanks to the hotel classification system, the potential consumer knows what to expect from a given hospitality facility. Based on the analysis of the findings presented in the study, two of the four research hypotheses formulated in this article were confirmed. The first hypothesis states: *In the respondents' opinion, the classification of hotels has a significant impact on the level of quality of services provided in a given property.* Almost 70% of survey participants' responses confirmed this statement. Only a 10.2%

share of the respondents said that the classification of hotels does not affect the quality of services. The second confirmed hypothesis indicates that: *Consumers using hotel services declare that they know the standards and amenities of a hotel belonging to a specific category*. The vast majority of respondents (72.5%) can be regarded as informed consumers of hotel services. Only 15.5% of all respondents declared that when selecting a hotel with a specific number of stars, they are not aware of the standards and amenities which the hotel should offer. The hypotheses that could not be confirmed in the present study include: *One of the main factors determining the choice of hotel by the consumer is the type of category it represents* and *In the opinion of respondents, the number of stars possessed by the hotel is an absolute indicator of quality*. The location of the hotel, the price for accommodation and the opinion of other people turned out to be decisive factors in terms of the respondents' choice of a particular hotel they would like to stay in. In the opinion of the surveyed population, the hotel category is a relatively insignificant factor: in this case, the average rating on a five-point scale amounted to 2.87. In addition, nearly half of the respondents (45.1%) stated that the hotel category is not an absolute indicator of the service quality, and that, on average, every fourth respondent (23.9%) was not able to give a clear and unequivocal opinion on the subject. Hotel classification turned out to be an absolute indicator of quality in the opinion of only 30.0% of the respondents.

Based on the conducted research, the authors arrived at the following conclusions:

1. In the opinion of the respondents, hotel classification in Poland impacts the quality of services provided, but it is not their absolute determinant. The main factor in choosing a hotel is not its category, but rather the location and price for accommodation.
2. The vast majority of people using hotel services are aware of the standards and amenities which the hotel facility of a specific category they selected should offer. At the same time, almost half of the respondents notice certain shortcomings and state that the hotel category has not always been a guarantee of the appropriate standard required by law. Taking into account the findings presented in the

article and the conclusions drawn by the authors, it is important to state that the research results should not be regarded as representative of the entire population of Polish consumers using hotel services. The findings of the present study only allow the authors to show and analyse the real consumer behaviour and motives of individuals choosing a specific hotel during a trip. To sum up, it should be emphasised that even though, taking into account the size of the sample, the presented research is just a diagnostic survey, the obtained results confirm that the constantly growing customer requirements and increased competitiveness of the market make the quality of hotel services an indispensable factor determining both the success of a hotel enterprise and consumer satisfaction. Thus, this is also the reason that the provisions concerning the requirements related to hotel classification should always be strictly observed.

REFERENCES

- Bank Danych Lokalnych GUS. Retrieved from <https://bdl.stat.gov.pl/BDL/dane/podgrup/tablica> [accessed 20.06.2020].
- Błaszke, M., Skotarczak, T. (2015). Baza hotelowa jako element potencjału turystycznego miasta Szczecin. *Europa Regionum*, 24, 39–48.
- Borkowski, S., Wszendybył, E. (2007). *Jakość i efektywność usług hotelarskich*. Wydawnictwo Naukowe PWN, Warszawa.
- Chroboczyńska, M. (2020). Stan dotychczasowych inwestycji hotelowych w Polsce. Retrieved from <https://docplayer.pl/2944703-Stan-dotychczasowych-inwestycji-hotelowych-w-polsce.html> [accessed 17.02.2020].
- Cichocka, I., Krupa, J. (2016). Standardy jakości obsługi oraz oferta Spa & Wellness w obiekcie hotelarskim a oczekiwania potencjalnych klientów. *Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie, Rzeszów*.
- Dominik, P., Drogoń, W. (2009). *Organizacja przedsiębiorstwa hotelarskiego*. ALMAMER, Warszawa.
- e-Hotelarz.pl (2011). *Kategoryzacja jest potrzebna hotelom i gościom*. Retrieved from <https://www.e-hotelarz.pl/artukul/3335/kategoryzacja-jest-potrzebna-hotelom-i-gosciom> [accessed 17.02.2020].
- Firlej, K., Spychalska, B. (2015). Wybrane uwarunkowania branży hotelarskiej w Polsce. *Roczniki Ekonomiczne Kujawsko-Pomorskiej Szkoły Wyższej w Bydgoszczy*, 8, 202–221.

- Gołąb-Andrzejewska, E. (2014). Wpływ jakości usług na satysfakcję i kształtowanie lojalności gości hotelowych. *Marketing i Rynek*, 8, 1060–1067.
- Jabłczyńska, J., Kopczyk, D. (2015). Preferencje użytkowników hoteli w zakresie produktu usług. MWSE, Wrocław.
- Jasinskas, E., Streimikiene, D., Svagzdiene, B., Simanavičius, A. (2016). Impact of hotel service quality on the loyalty of customers. *Economic Research-Ekonomiska Istraživanja*, 29 (1) 559–572. <https://doi.org/10.1080/1331677X.2016.1177465>
- Liebfried A. von (2006). Gäste Vertrauen den Sternen. <https://www.ahgz.de/konzepte-und-management/gaeste-vertrauen-den-sternen,607219681.html> [accessed 17.02.2020].
- Nawrocka, E., Oparka, S. (2007). Hotel w XXI wieku: zarządzanie w warunkach globalizacji. Wydawnictwo Wyższej Szkoły Zarządzania, Wrocław.
- Obwieszczenie Ministerstwa Sportu i Turystyki z dnia 26 października 2017 r. w sprawie ogłoszenia jednolitego tekstu rozporządzenia Ministra Gospodarki i Pracy w sprawie obiektów hotelarskich i innych obiektów, w których są świadczone usługi hotelarskie. *Dz.U.* 2017, poz. 2166 [Announcement of the Ministry of Sport and Tourism of 26 October 2017 regarding the publication of a uniform text of the Regulation of the Minister of Economy and Labour on hotel facilities and other facilities where hotel services are provided. *Journal of Laws of 2017*, item 2166].
- Pawlicz, A. (2011). Jakość jako informacja rynkowa dla konsumentów usług turystycznych. [In:] A. Panasiuk (Ed.) *Ekonomika turystyki i rekreacji*. Wydawnictwo Naukowe PWN, Warszawa.
- Rozporządzenie Ministra Gospodarki i Pracy z dnia 19 sierpnia 2004 r. w sprawie obiektów hotelarskich i innych obiektów, w których są świadczone usługi hotelarskie. *Dz.U.* 2004 nr 188, poz. 1945 [Regulation of the Minister of Economy and Labour of 19 August 2004 on hotel facilities and other facilities where hotel services are provided. *Journal of Laws of 2004 No 188*, item 1945].
- Sala, J. (2019). *Hotelarstwo. Usługi. Zarządzanie. Procesy koncentracji*. PWE, Warszawa.
- Sidorkiewicz, M., Pawlicz, A. (2015). *Propedeutyka hotelarstwa. Ujęcie ekonomiczne*. Difin, Warszawa.
- Stępiak, K. (2010). Usługi dodatkowe w obiekcie. Retrieved from <http://www.horecanet.pl/uslugi-dodatkowe-w-obiekcie> [accessed 27.04.2020].
- Tulibacki, T. (2009). *Organizacja pracy. Part I*. WSiP, Warszawa.
- Ustawa z dnia 29 sierpnia 1997 r. o usługach hotelarskich oraz usługach pilotów wycieczek i przewodników turystycznych. *Dz.U.* 2019, poz. 884 z późn. zm. [The Act of 29 August 1997 on hotel services and services of tour leaders and tourist guides. *Journal of Laws of 2019*, item 884 as amended].

WPŁYW KATEGORYZACJI HOTELI W POLSCE NA JAKOŚĆ ŚWIADCZONYCH USŁUG

STRESZCZENIE

System kategoryzacji obiektów hotelarskich umożliwia ujednoczenie jakości usług hotelarskich i gwarantuje klientowi spełnienie ogólnie określonych wymagań i kryteriów. W celu określenia wpływu kategoryzacji hoteli w Polsce na jakość oferowanych usług przeprowadzone zostało badanie ankietowe, w którym udział wzięło 226 osób. W ich wyniku potwierdzono, iż system kategoryzacji wpływa na jakość świadczonych usług, a konsumenci usług hotelarskich są świadomi, jakie standardy i udogodnienia powinien posiadać wybrany przez nich obiekt. Jednakże również prawie połowa badanych dostrzega, że kategoria hotelu nie zawsze jest gwarantem odpowiedniego, wymaganego prawem standardu oferowanych usług.

Słowa kluczowe: hotel, kategoryzacja, jakość usług, konsument, Polska