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Entrepreneurship in Tourism Sector in Central European Country: Hospitality Trends in the Czech Republic in 2007 - 2016

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Abstract:

The aim of this paper is to evaluate the impact of occupancy in accommodation establishments in the Czech Republic at an average pace of real wage growth (%), GDP (%) and unemployment rate (%) in the period 2007-2016. The main sources of information utilized in contributions are based on tourism statistics and selected macroeconomic indicators obtained from the website of the Czech Statistical Office. The data was analysed using SAS software. The authors use regression analysis. It deals with dependence of the quantitative variable on one or more quantitative variables. The main results of this survey indicate an increase of occupancy in collective accommodation establishments in the Czech Republic between 2007 - 2016, as well as a moderate increase was detected in real wages and the GDP. While detecting an increase of occupancy in collective accommodation establishments in the Czech Republic, the fall of unemployment rate was recognized.

Keywords: Accommodation; enterprises; hospitality; occupancy; macroeconomic variables; statistical analysis; tourism.

JEL Classification: L26; L83; C22.

Introduction

The hospitality and tourism industry meets the needs of people with kindness and goodwill while they are away from their homes. There are four sectors of the hospitality industry: food and beverage, lodging (accommodation), recreation, and travel and tourism. Tourism is one of the fundamental factors strengthening the economy in the Czech Republic. Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.

According to (Šišara, Sladoljev and Grubišič 2013) there has been a growing awareness of the importance of entrepreneurship in tourism in the past 20 years. Entrepreneurs are the ones who caused continuous disturbances in market equilibrium. Entrepreneurs are "creative disturbers" who, with their concept, products and ideas, set new standards, and with their innovative ideas radically change the taste and preferences of their customers. Entrepreneurship is a key factor in the evolutionary diversion of tourism products and increasing competitiveness.

Weiss, Culkova, Labant and Laskovsky (2016), Mateescu (2015), Litvaj and Poniščiaková (2014) or Radjenovic (2018) says that tourism nowadays is more and more concerned about human resources. The main goal of human resources management is to obtain, develop and maintain productive employees, who will contribute

to effectiveness of the business. Internally motivated employees are more likely to develop creative solutions and innovations (Gavurova and Glova 2012).

The economic analysis of tourism requires identification of the resources used by visitors on their trips, utilization of goods and services they acquire, and therefore the identification of the economic units providing those goods and services. Both demand and supply perspectives are of particular importance. The only indicators strictly characterizing tourism supply emerge from tourism value added and tourism GDP.

1. Literature Review

Today many experts consider tourism a complex phenomenon, and it is very frequent and a constant object of research (Hegeduš 2017) Tourism enterprises can have an incredible impact on destinations by creating jobs, contributing to GDP, bringing in new markets for goods and services, increasing an area's visibility, while protecting the local environment and preserving cultural heritage (Wittal-Düerkop 2016; Oliva Abarca 2018; Senkar 2018).

These benefits do not occur automatically, but must be properly integrated into the sustainable functioning of tourism enterprises. According to (Kljucnikov, Krajčik and Vincúrová 2018 or Sofiichuk 2018) the business regulations influence accommodation providers in the following: starting a business, hiring and firing workers, registering property, getting a bank loan, protecting equity investors etc. Tourism enterprises can implement a Key Account Management, what is proved to be effective, brings benefit and competitive advantage for businesses (Poliačiková 2015).

The management believes that the appropriate communication can influence how tourists approach the company. It can enhance the brand loyalty and boost sales (Kusá 2010; Bačik, Fedorko and Simova 2012 or Hitka *et al.* 2018). A critical moment in developing services is an engagement of the client in the process of providing services and establishing a relationship with the customer (Benešová *et al.* 2018) Building a brand is also important in the online environment. The most effective method to be applied is the use of social media that can be easily used by tourists (Gavurova *et al.* 2018).

One important feature of tourism activities is that they have to fulfill the need of visitors. It is necessary to maintain a direct contact between the provider of the product and the consumer. Although, a direct physical relationship is very often involved in delivery of goods and services, the term "direct contact" has a broader meaning, in accordance with the objective of measuring the economic impact of tourism in a macroeconomic context.

For this reason, it is worth to determine what kind of correlation exists between the GDP and tourism This relationship will determine the condition of the economies. It is possible to evaluate the health of the economy of tourism that can serve as a viewpoint for management of tourism businesses (Pellešová and Kajzar 2017).

One of the most important elements of tourism sector is the accommodation service, and therefore, accommodation providers have a considerable amount of share in tourism industry. A business in the lodging industry provides a place for people to sleep overnight. It can be one of many sleeping places such as a fancy hotel, a youth hostel, an elder hostel, a campground, or highway side motel. They have to improve their operations in order to gain competitive advantage in today's competitive environment. Accommodation providers are the backbone of the tourism sector. The facilities are expanding, changing and renewed in line with the current economic, social and technological development (Öncü *et al.* 2015).

According to (Kajzar 2018), accommodation and catering facilities represent an essential part of hospitality and tourism facilities in the Czech Republic. A group of other tourist facilities in the Czech republic include complementary forms of tourist facilities used for recreation (playgrounds, swimming pools, saunas, gyms, bowling, ski slopes, ski trails, ski lifts, waterslide, water skiing, tennis courts, mini golf, golf, playgrounds, amphitheaters, etc.).

According to (Čulková and Weiss 2016, Cseh Papp *et al.* 2018 or Gozgor and Demir 2018.), tourism is an important industry, opening opportunities mainly for young people. Tourism according to (Radovic *et al.* 2017) is an important tool for the economic and social development of any country that offers solutions to unemployment of such volatile social groups as youth and young adults. According to (Jiang and Ritchie 2017; Jurigová and Lencséssová, 2015), tourism industry is a sector with an important specific importance for the European economic growth, and an economically important industry in which any improvement in decision-making process will have a great economic impact.

(Panfiluk and Szymańska 2017) indicated the importance of services as a catalyst of the economic success. (Zedková and Kajzar 2013) emphasized that tourism has seen a continuous growth and deepening of diversification between the regions, so that tourism has become one of the fastest growing economic sectors in the world.

Tourism development according to (Gúčík, Vetráková and Kučerová 2015, 75) is locally linked to a particular geographical area. Tourism is generally seen as a main source for conveying clients to accommodation facilities. Tourism is closely connected to those enterprises that provide accommodation, food and beverage service, transportation and different administration services for visitors from all over the world (Hossny 2018).

According to (Lamonica and Mattioli 2015, Darabos 2015, Dedusenko 2017), tourism industry (or sector) is an important activity that represents not only a large component of the national economy but also an important driving force of the world economy. Despite the considerable importance of tourism in terms of services and intangible assets, its economic contribution is very difficult to quantify. (Herdjiono *et al.* 2018, Žulová *et al.* 2018) emphasize that entrepreneurs consider expertise, responsibility and perseverance, risk taking ability and decision-making ability to be the most important personal characteristics resp. skills.

The effect of tourism on economic growth is incidental on levels of income and institutional qualities of the host country. Policy initiatives that aim to promote and strengthen institutional qualities should be undertaken for a country to enjoy the beneficial impact of tourism on economic growth and development (Tang and Tan 2018; Andrejovska and Pulikova 2018).

Tourism has been found to stimulate local economies, attract foreign investment, increase business activity, enhance land value, improve community infrastructure and attract the wealthy middle class. (Zeng-Xian and Tak-Kee, 2016; Kabanova and Vetrova 2017). Administrative tools create the basic framework for functioning of the tourism sector. Elaboration and implementation of legislation in the field of tourism is the responsibility of the state. At the regional level, the regional self-governments can use comparable tools, generally binding regulations that can help to fulfil objectives of the tourism policy (Jarábková, Majstrikova and Kozolka 2016).

According to (Li, Jin and Shi 2018) the role of tourism in the economy should be approached cautiously in terms of a policy perspective, although, tourism has become widely accepted as a relatively effective tool of promoting economic growth. The economic impact of tourism is clearly substantial. The impact of social, environmental and political influences should also be considered when assessing the overall effect of tourism on sustainable economic development.

(Perles-Ribes *et al.* 2016; Mészáros 2018) emphasize that the economic explanation is provided in terms of both demand and supply. The demand profile and motivation are different in two kinds of destinations. Hotel specialised destinations depend primarily on holiday markets, while residential destinations depend on other elements affecting investment alternatives (buying a second home is usually seen as an investment), such as interest rates and credit facilities. Policy-makers can gain valuable insight from this study regarding the prevention of the negative effects of the economic crisis in destinations.

(Vágner 2011) emphasizes that tourism in countries with a high number of tourist arrivals positively affects the balance of payments in the country. The state budget revenues improve the local budget and support the investment activity in the regions.

(Sequeira and Campos 2007) investigated the causality between international travelling and economic development. The authors used variables such as the degree of openness, the investment-output ratio, tourist arrivals per capita, tourism receipts in % of exports, the black market premium, real GDP, etc.

Table 1 Heterogeneous sector with a dual structure

Characteristics	Travel and Tourism Industry	Destinations oriented SMEs
Tourism functions	Organisation Information Transport	Welcome Hospitality Leisure
Tourism related industries	Travel agency Airline industry Others	Accommodation Food and Beverage Cable cars Others
Corporate Organization	Large companies	SMEs

Source: Keller, P., 2005. The future of small and medium size enterprises in tourism. Available from: <https://pdfs.semanticscholar.org/9510/dd7a127243344c0eaa3cbcc6b96a5ee94c9e.pdf> [accessed 30. August 2018].

According to (Keller 2005) in dual economic structure exist big companies that organise travel, transport and stopovers in an industrial manner. They have their headquarters in the agglomerations of the countries from which the visitors come. Applying global or international strategies they take advantage of local tourism potentials and offer standardised products.

The importance of small and medium enterprises (SMEs) for the economy is undisputable. Their benefits to development of each market economy were proved by many authors from all over the world (Kljucnikov 2016).

2. Methodology

The aim of this paper is to evaluate the impact of occupancy in accommodation establishments in the Czech Republic at an average pace of real wage growth (%), GDP (%) and unemployment rate (%) in the period 2007-2016.

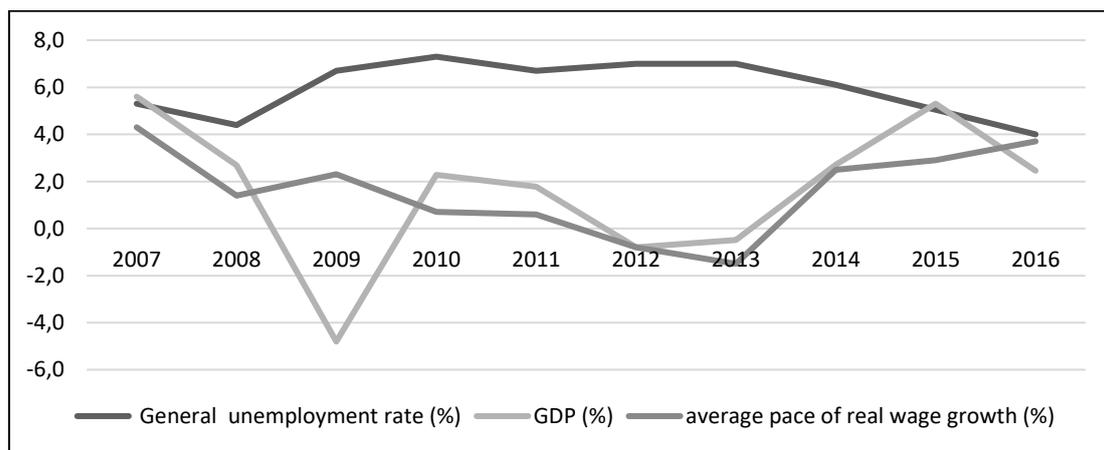
The data about accommodation establishments comes from the List of collective accommodation establishments of the Czech Statistical Office. The data was analysed using SAS software. It is used in statistics and quantitative methods classes in a variety of areas: economics, psychology and other social sciences, computer science, business, medical/health sciences, engineering, etc.

Then authors used a regression analysis to describe the statistical dependencies. The regression analysis deals with dependence of a quantitative variable on one or more quantitative variables. In the case of one variable depending on another variable, we talk about simple regression, as opposed to the case when there are more explanatory variables. The regression analysis aims to find a mathematical relation – an equation which in a certain sense describes changes of a random variable Y dependent on changes of random variables X1, X2, ..., Xk. We shall assume the standard case presented in literature, *i.e.* the case when only some values of the variables X1, X2, ..., Xk are known or available.

3. Results and Discussion

The following lines are devoted to analysis of the selected economic indicators. It shows the development of selected macroeconomic indicators between 2007 and 2016. These indicators are the average pace of real wage growth (%), GDP (%) and unemployment rate (%).

Figure 1. Selected macroeconomic data of the Czech Republic in 2007 – 2016



Source: own processing based on own calculations using the data of the Czech Statistical Office

This figure shows the evolution of the average pace of real wage growth (%), GDP (%) and unemployment rate (%) in the period 2007 – 2016. This Figure illustrates a significant decline in GDP, which could be the result of the ongoing global economic crisis in 2009. The average growth rate of real wages declined in the period of 2001- 2013. The increase in real wages started in 2014 and continued until 2016. The average unemployment rate labelled off, and a significant decrease was detected in 2008, 2015 and 2016.

Table 2 shows occupancy data in collective accommodation establishments in the Czech Republic between 2007 – 2016. The number of guests has been increasing since 2009. The largest number of guests in the Czech accommodation establishments was registered in 2016. It reached the number of 18 388 833. In 2016, tourism accounted for 3 % of the Czech GDP. Gross value added in the sector exceeded CZK 120 billion. Its growth was mainly due to the services of accommodation facilities, hospitality, passenger transport, travel agencies, cultural, sports and other recreational services.

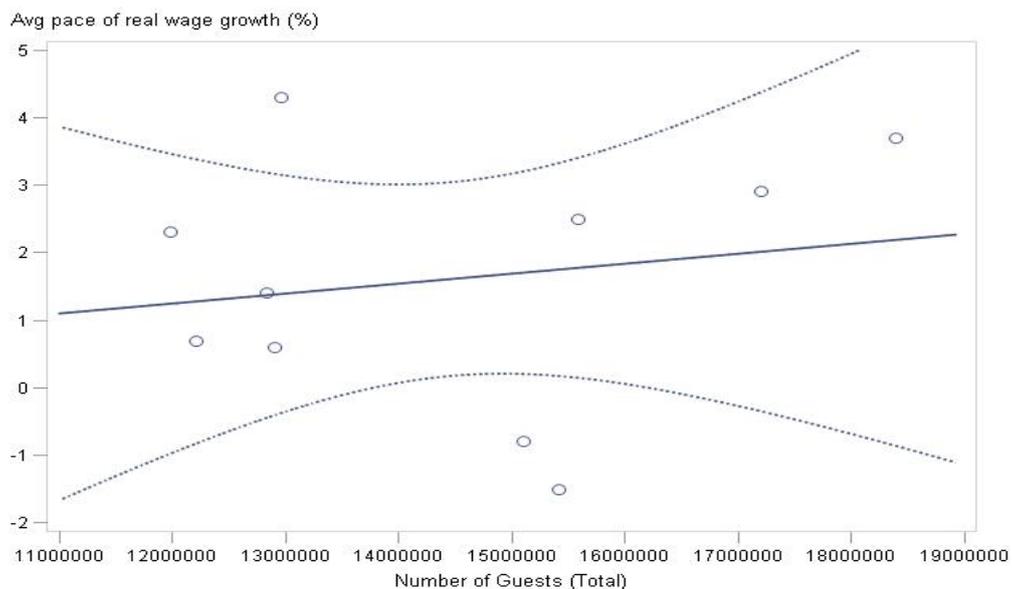
Table 2. Occupancy data in collective accommodation establishments in the Czech Republic between 2007 – 2016

Year	(xi) Number of Guests (Total)
2007	12 960 921
2008	12 835 886
2009	11 985 909
2010	12 211 878
2011	12 898 712
2012	15 098 817
2013	15 407 671
2014	15 587 076
2015	17 195 550
2016	18 388 853

Source: Czech Statistical Office, 2018.

The authors investigated the dependence of the average pace of real wage growth (%) and the total occupancy in collective accommodation establishments in the Czech Republic during the period 2007 - 2016.

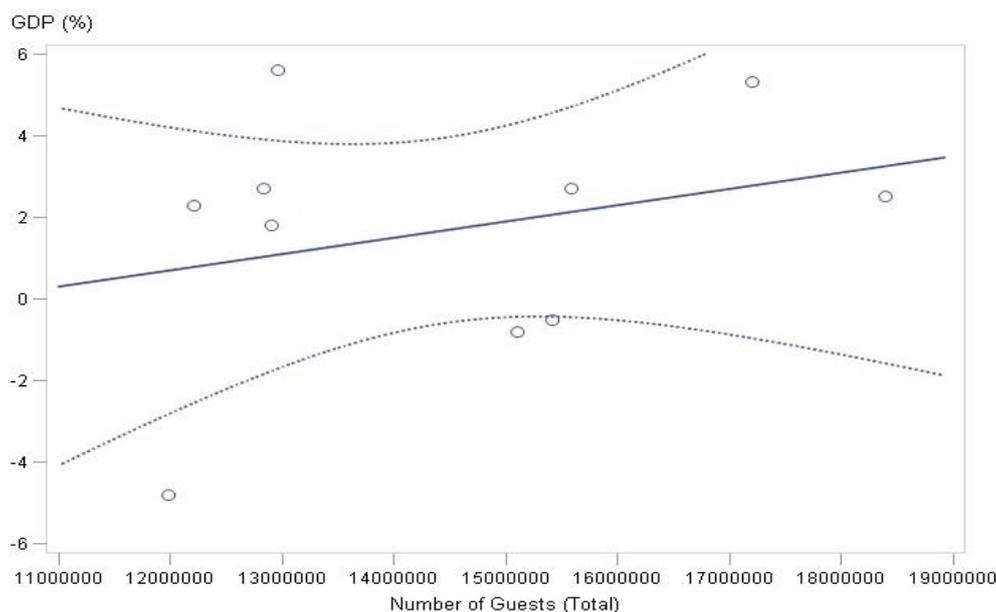
Figure 2. Average pace of real wage growth (%)



Source: own processing based on own calculations using the data of the Czech Statistical Office

Figure 2 shows linear dependence between the average growth rate of real wages and the number of guests in hotels in the Czech Republic. With an increase of visitor number, the wages grew slightly. The increase in wages resulted in the growth of guest numbers. These dotted lines show a 95 percent confidence interval for the predicted values. Dots outside the interval are the extreme values.

Figure 3. Linear dependence between GDP and the number of guests in hotels in the Czech Republic

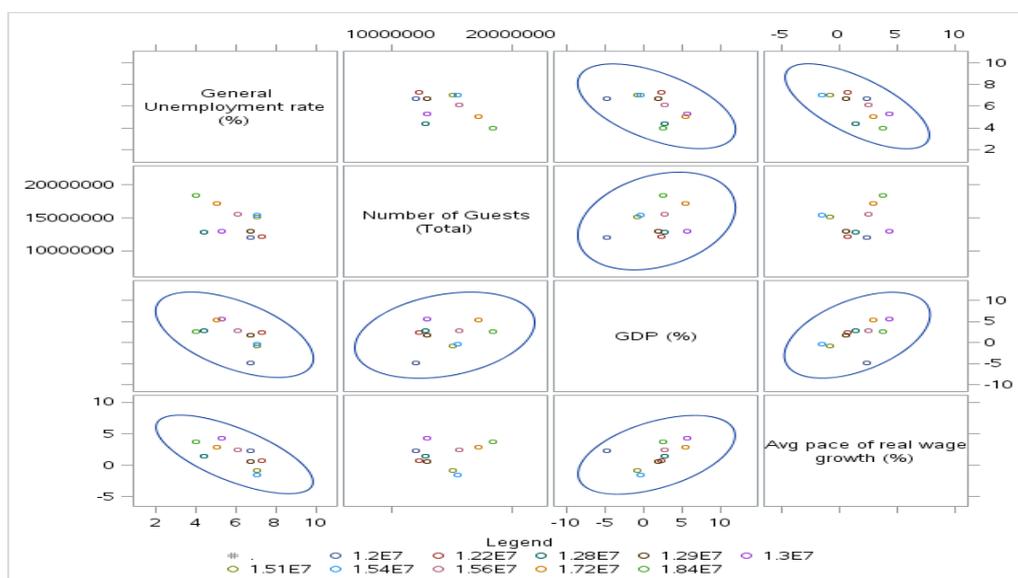


Source: own processing based on own calculations using the data of the Czech Statistical Office

Figure 3 demonstrates the linear dependence between the GDP and the number of guests in hotels in the Czech Republic. With an increase in the number of visitors, the GDP grew slightly. The growth of GDP resulted in the increasing number of guests. These dotted lines show a 95 percent confidence interval for the predicted values. Dots outside the interval are extreme values.

Figure 4 is a Scatter Plot Matrix. This form of analysis clearly shows the correlation between the variables that we can observe in a syntetic form in a Scatter plot matrix. The matrix arrangement explains the correlation between the examined variables, and we select the most important findings. The Scatter plot matrix represents a cross-section analysis between the variables. These are arranged in the matrix diagonally from the first row of the first column until the fourth row and the fourth column. As important variables in terms of our research we defined: the general unemployment rate, total number of guests, gross domestic product and the average pace of real wage growth. These are important factors that influence the development of tourism in terms of utilization of accommodation facilities. In the matrix we can detect the group of measured values that create clusters.

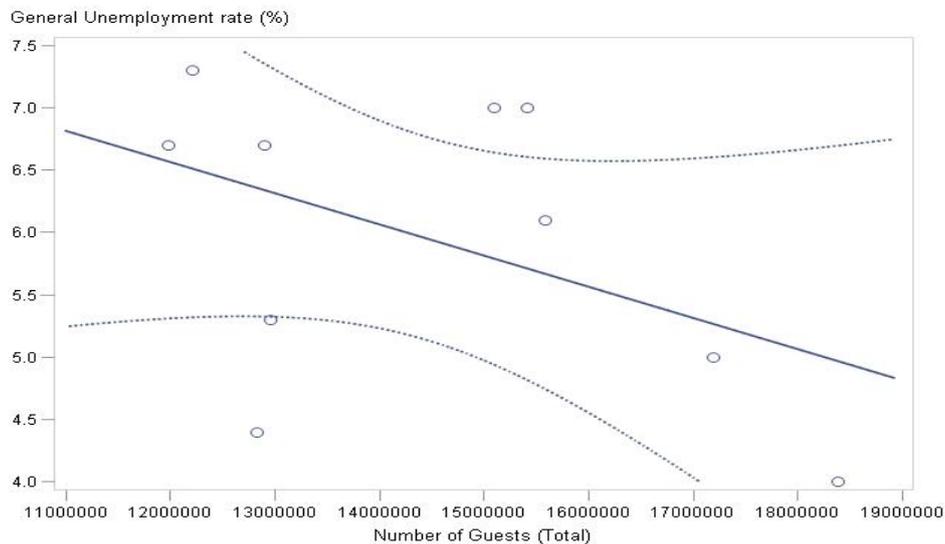
Figure 4. Scatter plot matrix of General Unemployment rate (%), Number of Guests (Total), GDP (%) and average pace of real wage growth (%) in the Czech Republic



Source: own processing based on own calculations using the data of the Czech Statistical Office

Figure 6 shows indirect linear dependence between unemployment and the number of guests in hotels in the Czech Republic. The increasing number of guests decreases the unemployment rate. These dotted lines show 95 percent confidence interval for the predicted values.

Figure 6. Indirect linear dependence between unemployment rate (%) and the number of guests in collective accommodation establishments in the Czech Republic



Source: own processing based on own calculations using the data of the Czech Statistical Office

Conclusion

The aim of this article was to evaluate the impact of occupancy in accommodation establishments in the Czech Republic at an average pace of real wage growth (%), GDP (%) and unemployment rate (%) in the period 2007-2016. The data was analysed using SAS software.

The main results of this survey show that increase of the occupancy in collective accommodation establishments in the Czech Republic in the 2007 – 2016 resulted in the slight increase of wages. The growth of wages resulted in the increase of occupancy. It is a weak direct linear dependence. With an increase of occupancy in collective accommodation establishments in the Czech Republic in the period of 2007-2016, the GDP grew slightly. Beside the GDP growth, increase in occupancy of facilities was also detected. There is a weak direct linear dependence. The increase of occupancy in collective accommodation establishments in the Czech Republic resulted in falling unemployment. It is a weak indirect linear dependence.

Indicators correspond to international methodology and are internationally comparable. Tourism has become in recent decades an important economic activity with a positive impact on economic development and employment because of its development potential. The proportion of GDP from tourism activities in the overall global economic output roughly corresponds to other industrial sectors, and together with the financial system it can rank among the most productive service sector. This is an industry with long-term growth of jobs.

Tourism is an important sector, which provides employment opportunities and significantly affects other areas. It influences the GDP growth, has positive effect on the balance of payments and creates state budget revenues.

Authors will continue with this research area and have an intention to compare this research with other selected destinations in the EU.

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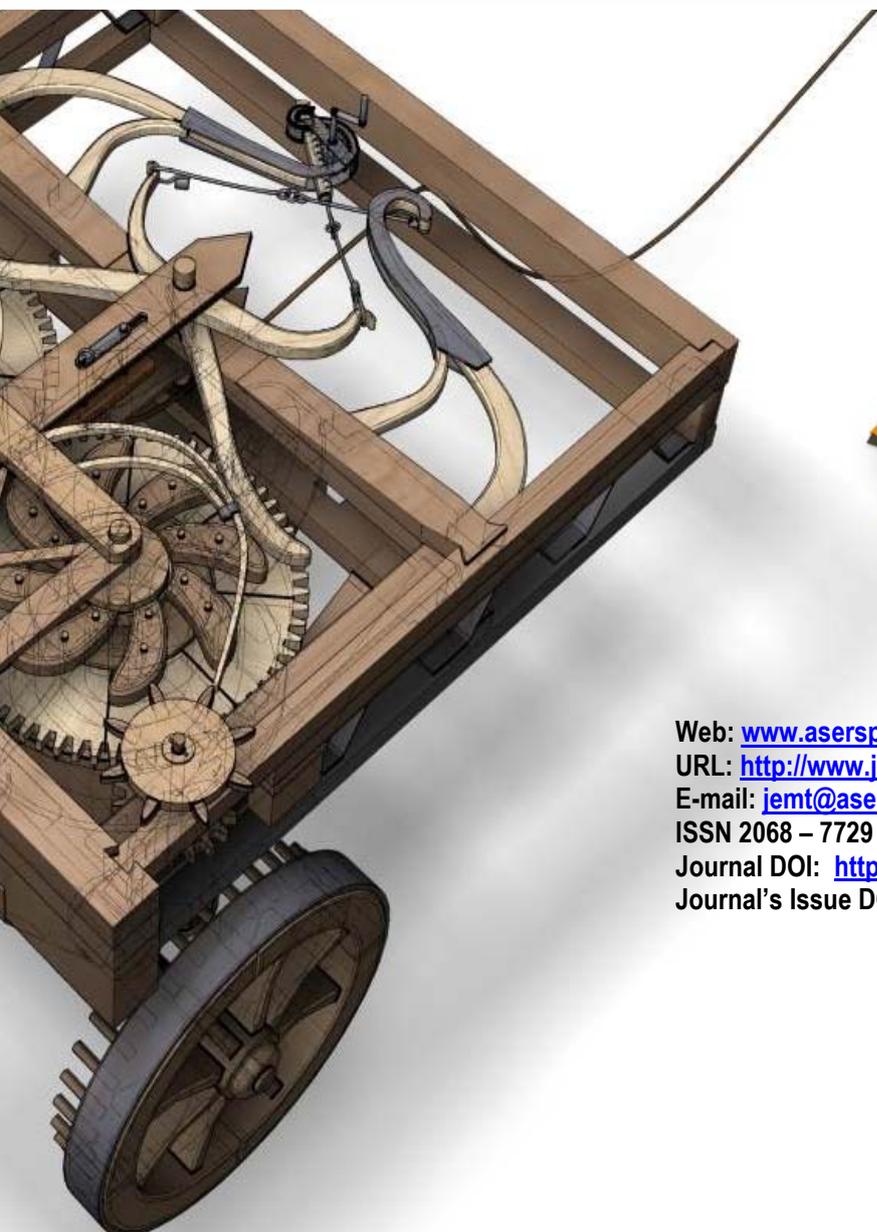
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