

THE DEVELOPMENT OF BUSINESS TOURISM IN SELECTED HOTEL IN RZESZÓW

Jarosław **HERBERT**

Faculty of Physical Education, Rzeszow University, Rzeszów, Poland

Keywords:

- business tourism,
- hotels,
- Rzeszów,
- business meetings.

Abstract:

The main theme and mission of this work was to show the development of business tourism on the example of the 10 selected hotel facilities in Rzeszów. I made a general characteristic of business tourism and related issues. In the next part of the work I located research results, their analysis, and the compilation of other similar studies. In the final part of the work I put extensive discussion and a summary of the development of business meetings in the city of Rzeszow. It is worth noting that the expansion of the tourist accommodation, conference facilities and other attractions encourages business visitors to take an interest coming to Rzeszow.

INTRODUCTION

Nowadays, we can see that conferences, congresses, incentive events, convents, science fair and exhibitions, or training are increasingly popular form of meeting people from different industries. These events are very closely linked with the field of tourism. It happens because very often these types of meetings, accompanied by relaxation, leisure, entertainment and integration. A branch of science called business tourism (meetings tourism) deals with the connection forms of entertainment to the work of the business, description and characteristics. And it is precisely these forms of tourism, occurring in the different types of meeting the author wants closer look at and analyzed in this thesis.

Business tourism and related events are one of the fastest and the fastest growing forms of tourism. This is due to the fact that despite the economic crisis companies were created, formed and will be formed, and there will always be a need for the organization of various trainings, conferences, etc. For this reason, business meetings is a subject that will always be up to date and who should pay more attention.

Often, it was business tourists are a major group of income for large, prestigious hotels, because business travel does not take place only during the summer holidays, etc., But span the whole year. It is increasingly fashionable to combine business trips with various forms of entertainment. These travellers are mostly businessmen, scientists, journalists, doctors, politicians, athletes, members of all sorts of organizations. In Poland, business tourism is a relatively new form of tourism. Its rapid growth appoint two dates. The first is in 1989, when it took place,, The Round Table ", so that Poland become a free democratic country. These events led to increased interest the Polish state by other countries. They began to see her great economic potential. The second date having a major impact on the development of business meetings are 2004, when Poland joined to the European Union. It opened plenty of opportunities to better network and international cooperation. Since that time we have noted a continuous increase in arrivals for business purposes in relation to other types of tourism [Godlewski 2008].

Business meetings are different from each other and may take various forms depending on the number of guests, the duration, nature and reproducibility. It often happens

that people do not fully know how it differs eg. a convention of the congress, the congress of the conference, etc. Business can be divided into: congress, conference, convention, trade fairs and exhibitions, the event motivators, training course. Rzeszow is now rapidly developing city, which is reflected in many national and international rankings, in which the city has a really high places. For example, Rzeszow won second prize (awarded by the journal Forbes), ranking cities most attractive for business (from 150 - 300 thous. inhabitants). Another example is to obtain 19 places among the 70 cities surveyed in Europe, which gave 1st place among Polish cities - in terms of social capital and human in the ranking of the most intelligent city in Europe (medium size) [www.rzeszow.promocja.pl ...].

Currently in Rzeszow there are more than 22,000 enterprises, of which about 800 are the financial institutions or in any way connected with the business. Development of cooperation with other foreign cities and Polish binds with increased demand for accommodation facilities. In recent years, we see a large increase in accommodation facilities.

Development of cooperation with other foreign cities and Polish binds with increased demand for accommodation facilities. In recent years, we can see a large increase in accommodation facilities. Comparatively in Rzeszów in 2003 was just 6 hotels, and in 2011 their number increased to 22. However, this number did not stand in place and constantly grow.

According to research results published in the publication Fri. ,, Rzeszow in numbers "in 2011. [www.rzeszow.stat.gov.pl ...] the number of people using the beds in hotels amounted to 175.6 thous. accommodation. When it comes to foreign tourists they represented less than 15%. According to data it was mostly guests from: Ukraine (15.3%), Germany (12.9%), the USA (12%), the UK (6.2%), Canada (5.8%), France (3 9%), Spain (3.7%), Latvia (3.4%), Italy (2.5%), other countries accounted for 34.3%.

Research Methodology

The method that was used in the thesis was a diagnostic survey. The survey is a research technique that has been used at work. Tool used in the survey was a questionnaire. Despite the anonymity of the 11 selected hotels that were surveyed, in one of them they refused to answer. They justify that included in the survey questions range too sensitive data. Therefore, the test results have been developed on the basis of the remaining 10 surveys.

In thesis used an anonymous survey in the form of a questionnaire. The advantage of this type of survey is eg. The fact that the interviewer has the ability to supervise filled out the questionnaire, which can reduce the amount of errors by a more detailed explanation of questions. In addition, when the questionnaires are delivered personally to the respondents met with a much larger number of responses [Kaczmarczyk 2003: 173-183].

The aim of this thesis was to obtain information about the development of business tourism in Rzeszow, and compared Rzeszow with other cities / provinces in Poland. This thesis is devoted to the hotel facilities adapted to the needs and expectations of business guests, because it is business tourism which is currently the fastest growing branch of tourism in Podkarpacie. For the groundbreaking date we can consider the year 2013, when it generated some of the largest and most prestigious hotels in Rzeszow, whereby increased importance of the region in comparison with other cities. Science research, presented in the thesis were carried out in the years 2014 - 2015, so Rzeszow recently gain one of the best hotels.

Selected Hotels are one of the largest and most prestigious hotels in Rzeszow. As a result, hotels are also the main venue for business meetings and therefore it is the representatives of these hotels were asked to complete the questionnaire because they are the best source of information on the subject.



Map 1. Location of the studied objects

Source: own compilation

Legend:

1. Rzeszów Hotel - ****
2. Ferdinand Hotel - ***
3. Forum Hotel - ***
4. Grand Hotel - ****
5. Frederick Hotel - ***
6. Grein Hotel - ***
7. Presidential Hotel - ****
8. Hilton Garden Inn Hotel - ****
9. Colchicum Hotel - ***
10. Villa Riviera Hotel - ***

The results allowed us to obtain the necessary data related with the organization of business events in Rzeszów, ie. : number of people, kind, type, time and duration, ways of advertising, the use of infrastructure, the main group of clients and revenues. With this data, it was possible to correlate Rzeszów against generally understood business tourism.

RESULTS

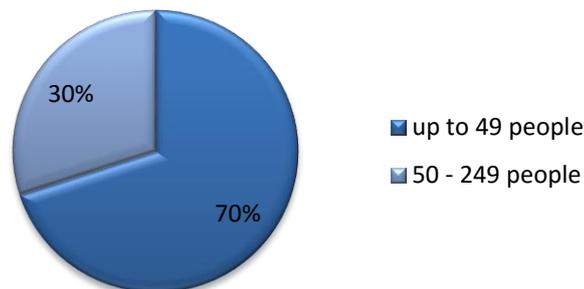


Figure 1. The number of people involved in business meetings

Source: own compilation

This question served to obtain data on the volume of meetings in various hotels in the city of Rzeszów. Looking at individual survey it may be noted that this result mainly depends on the capabilities of the facility. In 70% of the objects, the number of participants taking part in all kinds of conferences and trainings does not exceed 49 persons. Only 30% of

respondents answered that they organize events on average from 50 to 249 people. However, in any of the hotels this number is not more than 250 people. The obtained data allow us to note that conferences organize in Rzeszow hotels are usually „the intimate nature” . Only 30% of these meetings are more extensive character.

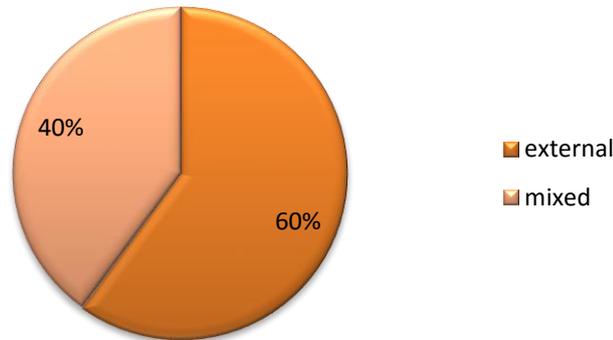


Figure 2. The main types of meetings
Source: own compilation

In this question I wanted to get information on the nature of organized events in the surveyed hotel facilities. What is the nature of organized events : internal, external, or mixed. The obtained data show that 60% are external events, 40% mixed, while the interior has not been identified in any of the tested objects.

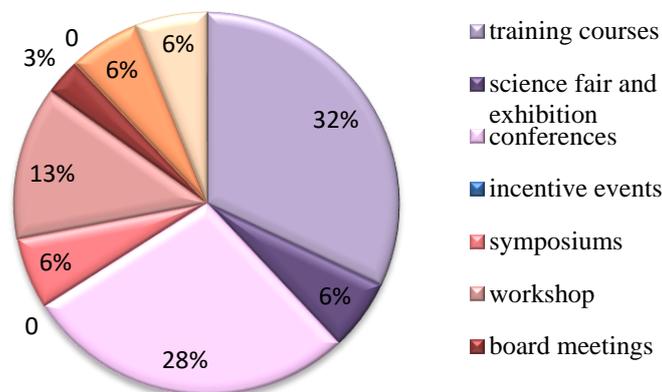


Figure 3. Main types of meetings
Source: own compilation

The next question will help me find out on what type of events based on business tourism in the area of Rzeszow, and exactly what kind of meetings are the most popular.

The most popular form of all respondents are the training courses. This type of business events was selected in all of the surveyed sites (100%). Very popular are also conferences (90%), because only one of the objects do not chose this answer. Workshops (40%) are less popular, fairs and exhibitions (20%), receptions (20%), congresses (20%), board meeting (10%). However, in none of the surveyed facilities the respondents not ticked incentive events, and conventions as one of the main types of meetings, which proves that they are not particularly popular event in Rzeszow.

Respondents also had the opportunity to indicate different kind of business events which are organized by them but was not in possible answers to choice. This response was

highlighted in two of the tested objects and the events that have been recorded are: interviews and christening / funeral reception (20%).

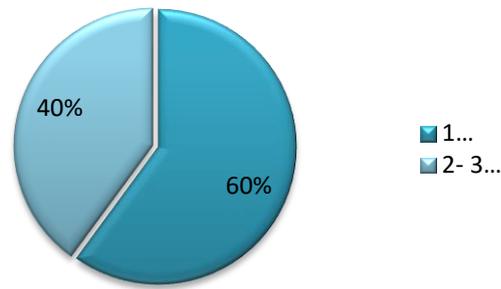


Figure 4. The average duration of business events
Source: own compilation

In 60% of the surveyed hotel facilities in the town of Rzeszow, the respondents answer that these events last for one day. Only 30% of people gave the answer that the event last two to three days. In none of these objects interviewers did not provide an answer, that such events last 4 - 5 days or 6 or more.

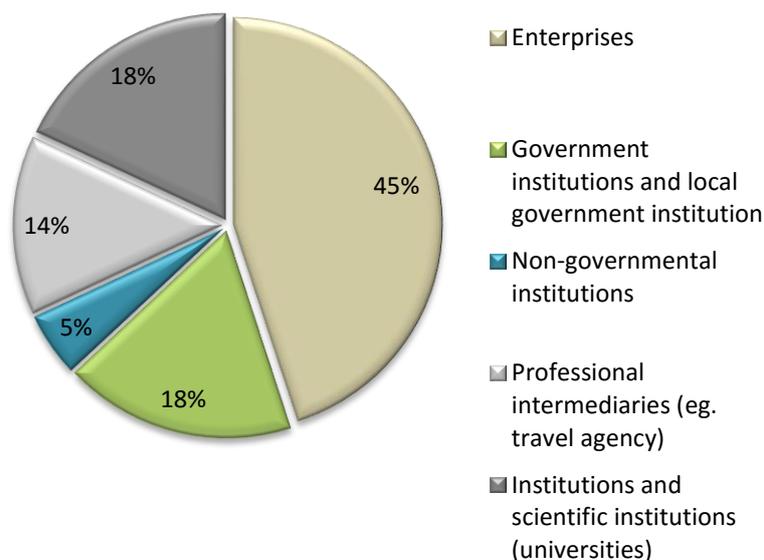


Figure 5. Structure of the principals of business events
Source: own compilation

„What is the structure of business events clients in your hotel? " This question allows us to orient yourself, what group of clients has the greatest impact on the development of business tourism in Rzeszow.

The study shows that the largest group (45%) are businesses, a much smaller number are the government institutions (18%) and institutions and research institutions - academic institution (18%). Location of research units in common with the companies and government institutions can be caused by more and better infrastructure at universities. Professional brokers (14%) and non-governmental organizations (5%) are at the end.

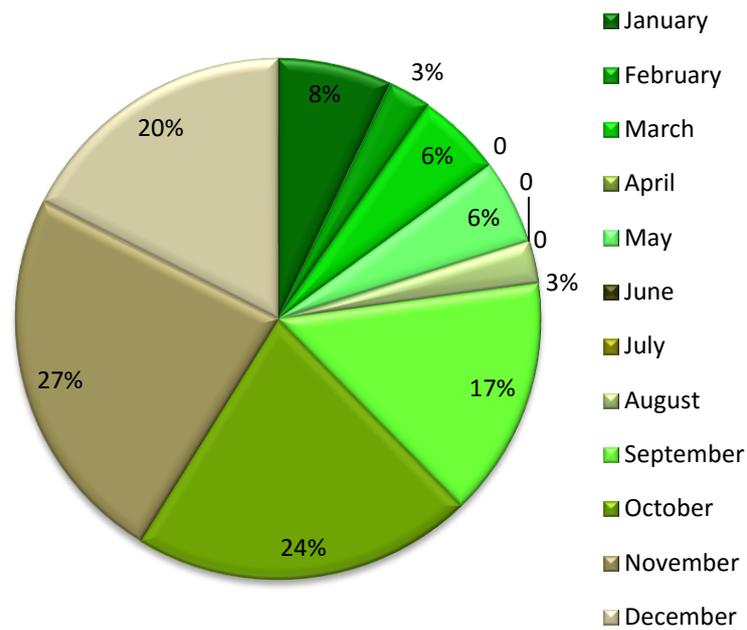


Figure 6. Months in which there is the greatest siege warfare in meeting hall
Source: own compilation

Question of the chart No. 6 was a multiple response question due to the fact that often the period in which there is a crisis related to the organization of business events does not close in one month, but it takes sometimes up to several months. Based on the survey we can see that in Rzeszow period of greatest severity of events related to the booking of conference rooms appear in September (60%) through October (90%) until November (100%). In much lesser extent, the rooms are booked in January (30%), in February (10%), in March (20%), May (20%) and August (10%) and December (20%).

Table 1. Common ways of advertising object at an angle of business events.

Advertising methods		%
1.	Commercial	10
2.	Advertising in local newspapers / Polish nationwide	10
3.	Advertising in the trade press	0
4.	Information's which are transmitted to travel agencies or other businesses that organize business events	60
5.	The information's which are transmitted to organizations involved in the promotion of business tourism	30
6.	Website www building	90
7.	Advertising in the Internet	70
8.	Fairs and industry exhibitions	30
9.	Other	0

Source: Based on my research.

This question was to determine which way of advertising the object is mostly used by respondents in order to attract customers. The most popular way of advertising is the website of the object 90%. A little less popular is advertising on the Internet (70%), and information provided to travel agencies or other companies organizing business events (60%). Less common, methods of advertising are: fair and exhibition industry (30%), the information provided to organizations involved in the promotion of tourism (30%), advertising on television (10%), advertising in the local press / Polish nationwide (10%). None of the surveyed hotels marked way of advertising through the trade press, which proves that it is not popular form .

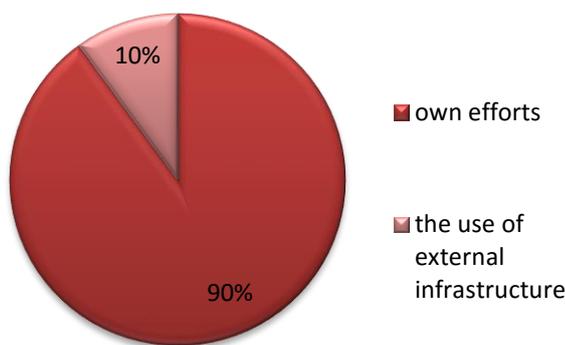


Figure 7. Using the external service with organization of business events
Source: Based on my research.

The main aim was to obtain information on whether the investigated objects used external infrastructure, ie. eg. catering, rental of audiovisual equipment, hiring additional staff to handle guests, etc .. Respondents in 90% responded that such events organized on their own, and only 10% of them use external infrastructure. The results show that most of the tested objects in Rzeszow is fully equipped for all kinds of business meetings. With the right equipment the organization of events is largely facilitated both for the organizers and clients.

Appropriate equipment impact on the speed of organizing events and guarantees certain standards of service, which is not fully guaranteed when using external infrastructure. When we use with the external service, delivery time is complicated because the meeting organizer must find eg. the possible available free deadlines catering services and possible deadlines for hiring hall. The hotel using the external services is not able to watch the whole process of the order, whereby they cannot be sure until the end, the quality of the services which provides. The hotel as the main organizer is fully responsible for all services, and he shall bear all the consequences in case of irregularities.

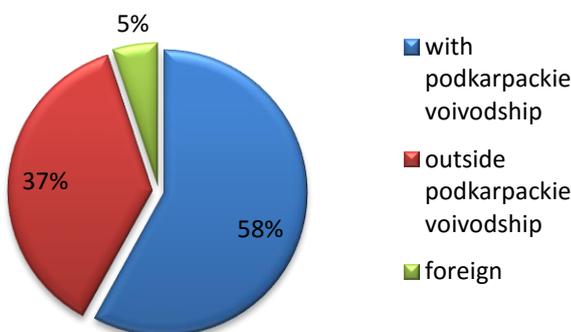


Figure 8. Group principals
Source: Based on my research.

Another question was intended to illustrate, from which area comes from the main group of clients when it comes to organizing business events. The question was fairly general, to choose from were three possible options, which divided into three groups, such as:

- a) with podkarpackie voivodship
- b) outside podkarpackie voivodship
- c) foreign

The data show that the largest group among business guests who rent meeting halls and use any additional services in Rzeszow buildings represent just the principal with the podkarpackie voivodship (58%) and in lesser extent from outside the podkarpackie voivodship (37%), and negligible foreign guests (only 5%). These results clearly testify to the fact that all kinds of business events organizes groups prefer places with their immediate surroundings, the target is farther the interest is lower.

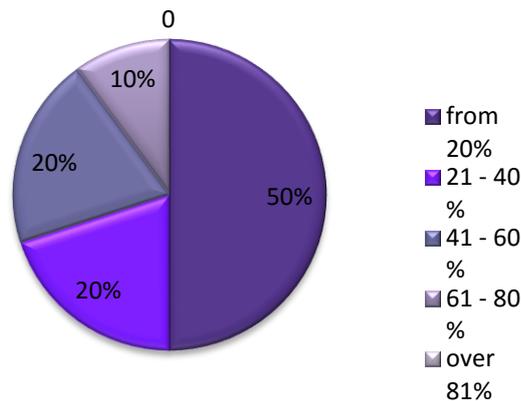


Figure 9. Income of hotels with organizing business meetings

Source: Based on my research

This question was to orient how big role is organized by the hotels business events in their finances. Results of this study show that income from business meetings to 50% are not more than 20% of the total revenues of the hotel, 20% about 21 - 40%, even 20% about 41 - 60% and only 10% about 61 - 80%. Revenue from the organization of business events in any of the surveyed hotels do not represent more than 81%. The existence of such phenomenon is normal, because the hotel is not only a venue for conferences, business meetings, but also this object is designed to provide accommodation services not only business guests, but also any other group of people who want to use the accommodation. That's why revenue in half of the surveyed plants do not exceed 20%. Achieving revenue in excess of 40% testifies to the fact that these objects largely focused on the organization of business events, and what consequently their market offer is tailored primarily for business guests.

DISCUSSION

In 2008, the Institute of Tourism published the results of tests carried out in 2007 on the subject of the number of conferences, congresses and training which took place in major cities in Poland. The research shows that most such events took place in Krakow, there were 228. In Poznan, the number of events was 45, 43 in Lublin, Wroclaw only 29. Least, because only eight such events were organized in Olsztyn. In Rzeszow according to the ranking the number of events was 15 [Kulesza 2008].

In pomorskie voivodship in 2012, 39.8% of all events were conventions, congresses and conferences. A little below also contains other business meetings 27.7% and 23.2% other meetings. A small popular were the incentive meetings 7.4%, 1.2% consumer fair, business fair 0.7%.

Comparing the test results with those of pomorskie voivodship it can be concluded that however in pomorskie voivodship the business tourism is more developed and focused on larger type of event. The advantages of large quantities of conventions, congresses and conferences in pomorskie voivodship may determine the location close to the sea that carries a lot of interest and this may influence on the choice of this particular area for organizing some of the most important forms of business meetings. Of great importance in organizing business meetings in the arena both domestic and international have their three large cities located in this area: Gdansk, Gdynia, Sopot. [Stefaniak-Kopoboru, Kuczevska 2013].

Comparing 2011 in Warsaw reported that the meetings that have dominated this event lasting 1-3 days, 93% of 4- 10 days accounted for only 7% of the event, whose time was 11 or more days were so rare, that in general the result is 0%.

In Krakow, in turn, in 2012 it was reported that a meeting lasting one day account for 45.28%, 29.65% two days, three days or more 25.07% [Berbeka et al 2013].

According to a study conducted in Pomorskie voivodship in 2012. The main group of clients accounted for corporations 60% . The following places were as follows: foundations / associations 21%, government / local government organization 12%, non-governmental organizations, non - profit 7% [Stefaniak-Kopoboru, Kuczevska 2013]. The results of the studies in the chart no. 7 have little different division customers business events, but apparently the main target group in both studies represent the company, otherwise also known as corporations. The situation looks very similar in Krakow. According to research carried out there in 2012, the main group of customers accounted for companies 59.5% , farther find out non-governmental organizations as non - profit 28.2%, government / public organizations 8%, associations 4.3% [Berbeka and others in 2013] .

This leads to a simple conclusion that it is the large companies are the group most concerned and that is what in particular they should be targeted and tailored offer related to organization of business events.

Results of studies conducted in Gdansk in 2012 shows that reduced tourist traffic impact on increased number of business meetings. The research shows that most business meetings in the city held (as in Rzeszow) in the months from September to November, which together accounted for 39% of all events organized throughout the year in the city [Stefaniak-Kopoboru, Kuczevska 2013]. As we know Gdansk is one of the busiest cities during the tourist season (which cannot be said about Rzeszow), and thus it confirms fully earlier assumptions that the tourist season does not coincide with the season of business events. Hotels outside the tourist season, which takes place among the period from September to November they do not feel it at all, or feel a very minimal presence just by business guests. Of course, the situation is only for objects adapted for business meetings. Therefore, over time, more and more start-ups hotels equips them in meeting facilities to minimize seasonality.

Confirmation that the Internet and the website is the main way of advertising objects are the results of 2007 in wielkopolskie voivodship, in which the website facility has obtained the highest score as much as 98% and online advertising 88% [Godlewski 2008].

Regarding the scope of the use of external infrastructure, the situation in wielkopolskie voivodship in 2007 looks as follows: organizing events on their own - 22%, with the use of external infrastructure - 30% using both external infrastructure and its own forces (mixed style) - 48% [Godlewski 2008]. The results of these studies date back eight years, and as we know tourism market is changing rapidly, as it can provide such a relatively high use of external infrastructure. Over time, the use of external infrastructure decreases due to the fact that newly created objects have a really wide range of services, from accommodation through recreation - relaxation, after catering and the conference. So the guest who instruct the organization of various types of events, can expect to meet a full range of services directly through the hotel.

From between, these groups the largest group are nationwide customer(38.6%), and later provincial (20.6%), local (21.6%), and at the end of the international (19.2%). Comparing these results it can be seen that a group of clients nationwide in Rzeszow and Krakow is almost identical. Little difference exists in terms of a group of international visitors as well as from within the region, which in Krakow has been divided into local and regional customers. As you can see in Krakow with almost 15% more is an international group, than that of the voivodship [Berbeka and others. 2013]. This difference can attest to the fact that Krakow, as a larger city has more clout on the international market than Rzeszow. On the grounds of this it can be concluded that if the larger are the city then the more interest when it comes to a group of foreign guests. Almost identical results are, as regards about a group of principals from the Polish territory only confirm the previous findings. As we know the knowledge about Polish regions are higher among domestic visitors than among foreign visitors, which results may decompose similarly. Besides, a similar number among this group may also indicate that services are provided in these two cities are at a similar level, so the number of people is similar. Also nearby location Rzeszow and Krakow can affect a similar influx and interest when it comes to customers from other voivodship.

Business tourism accounts for about 1/3 of revenues in Poland with the whole tourism sector. It is of great importance for hotels. It should be an indication for hotels which should adapt their facilities under certain guests [www.biznesstyl.pl ...].

Nowadays, more and more growing importance of the new trend that emerged in tourism. The newly formed trend, because only 8 years ago concerns on the relationships that exist between business trips and leisure travelers during their lifetime and consequent high expectations in terms of accommodation facilities for all kinds of basic and additional services. For hotels more efficient is to fit its offers mainly under business travelers [Kachniewska 2015].

BIBLIOGRAPHY

1. Berbeka J., Borodako K., Niemczyk A., Seweryn R., (2013), Przemysł spotkań w Krakowie i Małopolsce w 2012 roku, Fundacja Uniwersytetu Ekonomicznego w Krakowie, s. 19-20, 28, 40.
2. Godlewski T., (2008), Badanie pilotażowe rynku turystyki biznesowej (MICE) (województwo wielkopolskie), Metodologia oraz raport z badania, Instytut Rynku Hotelarskiego, Warszawa, s.9, 12.
3. <http://rzeszow.stat.gov.pl/publikacje-852/rzeszow-w-liczbach-1049/> [w:] Rzeszów w liczbach, Wyższa Szkoła Prawa i Administracji Przemysł - Rzeszów s. 46 -47 [data dostępu: 10.12.2014 r.]
4. http://www.biznesstyl.pl/lifestyle/podroze/1220_rzeszowskie-gmachy.-hotel-rzeszow-wizytowka-miasta.html [data dostępu 27.10.2014 r.]
5. <http://www.rzeszow.pl/promocja/rzeszow-celny-wybor/rzeszow-w-rankingach> [data dostępu 08.03.2015 r.]
6. <http://www.wrota.podkarpackie.pl/pl/promocja/gospodarka/lotnictwo> [data dostępu 02. 05. 2015 r.]
7. Kachniewska M. (2015), Powiązanie aspektów biznesowych i wypoczynkowych podróży służbowych (bleisure trend) jako przesłanka rozwoju oferty hotelowej, Zeszyty Naukowe Uczelni Vistula, Nr 40/2015, Turystyka. Marketing miejsc - terazniejszość czy przyszłość?, s. 42-58.
8. Kaczmarczyk S., (2003), Badania marketingowe. Metody i techniki, Polskie Wydawnictwo Ekonomiczne, Warszawa, s.173 – 183.
9. Kulesza I., (2008), Turystyka Biznesowa w Polsce, Raport MICE Poland s.19.

10. Stefaniak-Kopoboru J., Kuczevska J., (2013), Rynek spotkań w Gdańsku i Regionie Raport za rok 2012; Promocja Turystyki Biznesowej, jako Marketingowego Produktu Gdańska i Regionu, Uniwersytet Gdański, Wydział Ekonomiczny, Gdańsk, s.11, 19, 21-22.
11. Śmiały A., Brożyna M., Godek Ł., Herbert J., (2009), Wielkość i struktura typologiczna bazy noclegowej Rzeszowa w 2008 r., [w:] (red.) Rut J., Nizioł A., Społeczno - gospodarcze aspekty turystyki regionów przygranicznych, Uniwersytet Rzeszowski, Wydział Wychowania Fizycznego, Katedra Gospodarki Turystycznej, Rzeszów, s.129 – 130.