

## THE STRUCTURE OF FOODSERVICE COMPANIES DEMANDED DURING TOURIST TRIPS

*Edyta Gheribi\**

### Abstract

**Purpose.** The purpose of the study is to present the basis and structure of demand for catering services during tourist trips.

**Method.** A quantitative survey was made using a questionnaire interview.

**Findings.** The study shows that Poles are most likely to travel as tourists and frequently use catering services. The development of catering services and tourism are closely linked. Between gastronomy and tourism, there is a feedback loop. The development of tourism and the catering industry is closely linked with the evolution of transportation and economic development, which led to the emergence of the tourism industry. According to data from the Institute of Tourism, an increasing number of tourists every year declare that they spend their time in cafes and restaurants during both long-term and short-term tourist trips. Nearly half of the consumers of catering services in the Warsaw agglomeration declared that tourist trips and travel are conducive to the use of catering services. An increase in the real income of the population, the increasing standard of living, a change in lifestyles, and more time off will continue to affect the growing demand for tourist services and catering.

**Research and conclusions limitations.** Five hundred residents of the Warsaw agglomeration were surveyed, presenting a narrow geographic inference.

**Practical implications.** The study analyzed the demand for catering services during tourist trips.

**Originality.** This is an original work on a topic rarely undertaken by researchers.

**Type of paper.** This is an article presenting the results of empirical research.

**Key words:** tourist market, food market, free time.

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\* Ph.D., University of Lodz, Faculty of Management, Department of Finance and Strategic Management [dr inż, Uniwersytet Łódzki, Wydział Zarządzania, Katedra Finansów i Strategii Przedsiębiorstwa]; e-mail: edyta.gheribi@uni.lodz.pl.

## **Introduction**

Context in which it operates: The modern consumer in the past decades (influenced by the development of civilization, globalization, acceleration in the pace of life, the invasion of new products and patterns of behavior, change in the economic and socio-demographic in the country, etc.) has made changes in the general model of consumption, including that of service consumption. This phenomenon is manifested in the rapid growth of the consumption of services, which are becoming a larger share of total consumption [Babicz-Zielińska, Zabrocki 2006; Boguszewicz-Kreft 2003; Dąbrowska 2008].

The refreshments market is an important part of the tourism economy. The development of catering services and tourism are closely linked. There is a feedback loop between gastronomy and tourism [Kwiatkowska 2009, p. 67]. The development of tourism and the catering industry is closely linked with the evolution of transportation and economic development, which led to the emergence of the tourist industry [Knowles 2003, p. 21]. Thanks to the development of tourism and the increased number of visitors to Poland, as well as an increased amount of domestic tourists, new options were created. This in turn encourages tourists to visits places with a developed infrastructure, including the gastronomic infrastructure. This applies mainly to large cities, but can apply to smaller cities as well. It should be emphasized that the definition of tourism adopted by the UNWTO (United Nations World Tourism Organization), which says that “tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” [UNWTO 2011], draws attention to the relationship between the hotel, catering, and tourism, namely the need to create a database providing guests with the relevant conditions of stay and entertainment available. However, it should also be noted that gastronomy is often a goal in itself for tourists, as is evidenced by the development of culinary tourism.

## **Literature Review**

According to data from the Institute of Tourism, there is an increasing number of tourists every year who declare that they spend their time in cafes and restaurants during both short-term and long-term tourist trips. In 2008, 15% of respondents, 2% more than in 2007, declared that they spent time in cafes and restaurants while on domestic long-term tourist trips. However, such declarations were made by 11% of respondents for short-term domestic tourist trips in 2008, which was also about 2% more than in 2007 [Intur 2011]. Recent results of the Institute of Tourism for the year 2012 indicate that more than 26% of tourists on domestic trips and long-

term trips, and over 22.6% of the national expenditure on short-term trips, was spent on food and drinks in cafes and restaurants [Intur 2011].

Other data from 2010 and 2011 shows that 41.2% of tourists spent time in bars and pubs, 44.4% in fast-food outlets, 61% in restaurants, and 31.6% in patisseries or gelaterias [Kowalczyk 2013, p. 71].

In today's world, market services related to leisure and recreation play an important role, as they cater to the changing needs of consumers. This phenomenon refers to both the rich and the poor, because offers on the tourism and catering markets vary. Currently, tourism and catering services are generally available and widespread. But keep in mind that even in the most developed countries, a certain percent of the population does not use these services, or uses them extremely rarely.

The factors that influence the development of these services include the following, among others: the growth of the real income of the population, an increase in the standard of living, the lengthening of the average life expectancy, the development of urbanization, motorization, urban expansion, changing lifestyles, and the lengthening of leisure time [Kwiatkowska, Levytska 2009, p. 91].

More and more attention is being paid to the growing portion of income that consumers spend on services related to recreation, entertainment, tourism, and catering. In the years 2000–2013 the trend in the share of expenditures on services in the total expenditure of Polish households increased. Analyzing the structure of the expenditures of Polish households in recent years, it can be concluded that the demand for services related to leisure time, that is, among other things, travel services and catering, is growing. Data from the Central Statistical Office (CSO; in Polish: Główny Urząd Statystyczny – GUS) shows that Poles are spending more on leisure, including entertainment, culture, holidays, and catering services. Spending on recreation and culture in 2012 was 151.61% higher than in 1999. In contrast, spending on restaurants and hotels in 2012 increased by 72.97% compared to 1999. A dynamic growth in spending on transportation – 16.66% – was also observed for expenditures from the Polish household budget in 2012 compared to 1999 (Table 1).

While analyzing the determinants of the supply-side market, changes in the structure of the development of tourism and catering were observed. Changes occurred in the entity-type structure. There have also been shifts in the ratio between potential open and closed catering, and changes in the ratio between public and private sectors.

The tourism industry, and particularly the hotel and restaurant sub-sector, is highly diversified in the types of businesses that operate under its auspices. According to data from the Central Statistical Office (GUS), the highest dynamics of changes were observed in the restaurant industry (2012/2000: an increase of 93.42%). In 2012, compared to 2000, a decrease of 38.61% was recorded in canteens, a decrease of 10.3% in food and beverage outlets, and a decrease of 28.96% in bars. In 2012, the growth rate of the to-

**Table 1.** Expenditures per capita in Polish households in the years 1999–2012 in PLN

Specification	1999	2007	2012	Dynamics of increase / decrease in 2012/1999 (in %)
Food	31.6	25.7	24.2	-23.42
Housing, water, and energy	18.4	19.0	21.3	+15.76
Transport	7.8	8.9	9.1	+16.66
Recreation and culture	3.1	7.3	7.8	+151.61
Alcoholic beverages and tobacco	6.4	5.7	6.1	-4.69
Clothing and footwear	7.0	5.6	4.9	-30.00
Restaurants and hotels	3.7	5.5	6.4	+72.97
Equipment for running the household	5.1	5.3	4.6	-9.81
Communication	2.4	5.2	4.3	+79.16
Health	4.5	5.1	5.0	+11.11
Education	1.1	1.3	1.2	+9.09
Other	8.9	5.4	5.1	-42.70

Source: Author's calculations based on CSO (GUS) data.

tal number of catering establishments slowed. It should be noted that there has been a clear inhibition of the growth of “primitive” types of catering establishments (eateries, bars), while restaurants are gaining importance.

Most catering establishments in 2012, according to data contained in the Statistical Yearbooks CSO (GUS) for individual provinces, were in Mazowieckie. It was here that most of the restaurant and catering business revenues were the highest. In 2012, there were 1,120 restaurants in the Mazowieckie voivodship, 40% more than in 2008. Catering plays a role in tourist attractions at a regional, national, and even international level. The diversity of catering facilities should thus be taken into account in tourist areas.

Gastronomy services are most intensively developing in major cities such as Warsaw, Krakow, Wroclaw, and Lodz, but a similar trend is also occurring in smaller cities.

Changes also occurred in the structure of generic collective tourist accommodation. There was a dynamic growth in the number of hotels (from 2000 to 2012, the number increased by 117.96%) and the number of beds in hotels (in 2012/2000 an increase of 108.30%). However, in shelter (in 2012/2000, a decline of 26.51%), camping (in 2012/2000, a decline of 23.40%), camping sites (in 2012/2000, a decline of 43.37%), and resorts (in 2012/2000 a decline of 48.11%), there was an overall decline.

Thus, there was a decrease in low quality accommodation facilities, while the importance of providing services at a higher level increased.

**Table 2.** Number of establishments and market share in % in Poland in the years 2000-2012

<b>Specification</b>	<b>2000</b>	<b>(in %)</b>	<b>2004</b>	<b>(in %)</b>	<b>2008</b>	<b>(in %)</b>	<b>2012</b>	<b>(in %)</b>	<b>Change (increase or decrease) 2012/2000 (in %)</b>
Total	84,342	100	90,537	100	81,789	100	68,787	100	-18.45
Including public sector the private sector	3,320 81,022	3.93 96.07	2,500 88,037	2.76 97.24	1,863 79,926	2.27 97.7	1,430 67,357	2.1 97.9	-56.93 -16.87
Restaurants	8,519	10.10	9,195	10.15	13,947	17.2	16,478	23.9	+93.42
Bars	36,436	43.20	39,348	43.46	33,486	40.9	25,885	37.6	-28.96
Eateries	32,377	38.38	35,064	38.72	29,051	35.5	21,120	32.2	-10.3
Canteens	7,010	8.32	6,930	7.67	5,305	6.4	4,304	6.3	-38.61

Source: Author's calculations based on CSO (GUS) data.

**Table 3.** Selected tourist accommodation establishments in Poland in the years 2000–2012

Specification	Number of objects in collective accommodation						Number of beds in collective accommodation facilities in thousands					
	2000	2004	2008	2012	The dynamics of growth / decline in 2012/2000 (in %)		2000	2004	2008	2012	The dynamics of growth / decline in 2012/2000 (in %)	
Total	7,818	6,972	6,857	9,483	+21.29		651.7	584.7	597.0	675.4	+3.63	
Hotels	924	1,202	1,488	2,014	+117.96		95.1	122.9	155.8	198.1	+108.30	
Motels	116	116	106	116	0		4.5	4.4	4.1	4.3	0	
Pensions	409	241	250	311	-23.97		20.7	11.2	11.1	13.7	-25.07	
Excursion houses	179	84	60	53	-70.40		12.2	5.8	4.5	3.9	-71.40	
Hostels	83	59	59	61	-26.51		4.0	2.9	3.0	3.2	-26.51	
Youth hostels	457	403	361	326	-28.57		21.7	22.3	20.5	20.1	-	
Camping	171	138	125	131	-23.40		25.4	24.1	24.0	21.9	-	
Camping sites	339	259	232	192	-43.37		46.5	30.8	25.7	21.4	-	
Resorts	2,079	1,510	1,291	1,079	-48.11		195.2	143.5	133.0	116.4	-	

Source: Author's calculations based on CSO (GUS) data.

## Material and Methods

Our study's target consisted of consumers in the market for catering from the age of 25–45 living in the Warsaw agglomeration. The CSO (GUS) data shows that Warsaw has the largest number of catering establishments, and Mazowieckie voivodship has the largest share of revenue from the catering business from all provinces, which also indicates that consumers spend the most here. Besides, new trends are created first in Warsaw, and are then transmitted through imitation to the capitals of other provinces and smaller cities.

The empirical material was obtained by a quantitative method. The method consisted of a survey using a questionnaire filled out by the respondents alone, participant observation, and in-depth group interviews. The quantitative study was carried out at the turn of 2006/2007 and in January 2008 among 500 residents of the Warsaw agglomeration. The questionnaire included closed questions with scaled answers, enabling statistical analysis.

The study population consisted of men and women 25 to 45 years old living in the Warsaw agglomeration. Women accounted for 62% of the respondents, and men accounted for 38%.

The largest group of respondents were under the age of 30 (57%), followed by the age groups of 30–34 (15%), 35–39 (12%), and above 39 (16%). The average age of respondents was 31, and the median was 30. This shows that the willingness to use catering services decreases with age in the sample. This confirms the observations of other studies and surveys.

## Results and Discussion

Our findings show that tourist trips and journeys are important opportunities conducive to the use of catering services, as indicated by nearly half of the respondents. This is due to the fact that during the holidays or travel time, consumers have more free time and often do not have the ability to prepare meals themselves, so they enjoy the catering services located nearby.

It was noted that women are slightly more likely than men to indicate their use of catering services during tourist trips and while traveling. The test results may indicate that women who deal with preparing meals every day can willingly relax from this obligation and enjoy the services of catering companies during tourist trips and travel.

Taking into account the ages of the respondents, interesting observations were recorded as a result of the analysis. It was noted that younger respondents were more likely than older ones to admit to using catering services during tourist trips and while traveling. Less than half (41.5%) of respondents aged 30–34 stated that they use catering services during tour-

ist trips. In contrast, 38,7% of the oldest group, at 40–45 years old, stated that they use catering services during trips (Table 4). The result of this study is reflected in the general trend of the use of catering services, which shows that younger consumers are the largest group benefiting from these services.

It was noted that respondents with higher graduate education declared the use of catering services during tourist trips more often than the others. Respondents with vocational education did not make such a declaration. Among respondents with vocational education, only 27.6% said that tourist trips promote the use of catering services.

Also, it was noted that respondents with lower education levels declared that they use catering services less often while traveling than respondents with higher levels of education.

On this basis, it can be assumed that a higher level of education is associated with higher levels of income distribution, and this contributes to the possibility of more frequent tourist trips and travel, resulting in the use of catering services (Table 5).

The Institute of Tourism indicates that subjects with higher levels of education are the group most frequently involved in long-term domestic travels (five days or longer, in 2008, 49.6%) and short-term domestic travels (up to 4 days, at least one night, in 2008, 29.8%) [Intur 2011].

It was noted that respondents living in cities in the Warsaw agglomeration visited catering establishments during trips more often than other respondents (50.9%). In contrast, catering services often benefited residents of the capital during tourist trips (49.3%) (Table 6). The Institute of Tourism noted that respondents living in the city (around 500,000) are the group most frequently involved in domestic long-term trips (5 days or longer, in 2008, 49.1%) [Intur 2011]. Also, other studies indicate that residents of the capital and other major cities use catering services more often than residents of smaller cities and allocate a larger share of their income for this purpose.

It has been observed that tourist trips are an important opportunity conducive to the use of catering services, regardless of the number of persons in the household. It was noted, however, that while traveling, respondents with double households (48.0%) and single households (47.9%) more frequently use catering services than households containing several people (Table 7).

It was recognized that the use of catering services during tourist trips was determined by the number of children in their household. Respondents without children more often declared that they use catering services during tourist trips than those with children, while households with three or more children were the least likely to do so.

The use of catering services while traveling was frequently declared by respondents with children (48.9%), and least often by households with three or more children (22.2%) (Table 8).

**Table 4.** Occasions that respondents declared they most often use catering services, by gender and age (%; 2006–2008), (multiple answers were allowed)

Specification	Total	Sex		Age			
		Women	Men	25–29	30–34	35–39	40–45
Meeting with friends	68.6	68.6	68.6	81.7	66.1	49.2	47.5
Spontaneous, without any occasion	48.2	47.7	48.9	57.2	46.6	36.1	32.5
During tourist trips	47.6	48.7	45.7	51.9	41.5	47.5	43.7
During journey	46.2	47.1	44.7	51.0	44.9	39.3	38.7
Business deals	22.4	18.3	29.2	21.1	25.4	22.9	21.2
Returning home from work, fast snack	16.4	14.4	19.7	19.1	16.1	14.7	10.0

Source: Author's work.

**Table 5.** Occasions that respondents declared they most often use catering services, depending on the education of respondents (%; 2006–2008; multiple answers were allowed)

Specification	Total	Education			
		Basic vocational	Secondary vocational	Tertiary engineering	Tertiary masters
Meeting with friends	68.6	55.2	67.6	72.5	69.6
Spontaneous, without any occasion	48.2	44.8	42.0	50.0	53.4
During tourist trips	47.6	27.6	44.3	46.1	53.9
During journey	46.2	37.9	45.4	45.1	48.7
Business deals	22.4	6.9	12.5	18.6	35.6
Returning home from work, fast snack	16.4	13.8	25.0	12.7	10.5

Source: Author's work.

**Table 6.** Occasions that respondents declared they most often use catering services, depending on respondents' place of residence (%; 2006–2008; multiple answers were allowed)

Specification	Total	Class of Locality		
		Warsaw	City of agglomeration	Countryside agglomeration
Meeting with friends	68.6	70.6	64.1	60.6
Spontaneous, without any occasion	48.2	49.3	47.2	39.4
During tourist trips	47.6	49.3	42.4	45.4
During journey	46.2	44.9	50.9	45.4
Business deals	22.4	22.1	20.7	30.3
Returning home from work, fast snack	16.4	14.7	16.9	33.3

Source: Author's work.

**Table 7.** Occasions that respondents declared they most often use catering services, depending on the number of persons in the household (%; 2006–2008; multiple answers were allowed)

Specification	Total	Households by size				
		1	2	3	4	5
Meeting with friends	68.6	82.6	66.4	72.4	57.1	62.0
Spontaneous, without any occasion	48.2	51.0	51.9	44.0	43.7	51.7
During tourist trips	47.6	47.9	45.4	48.6	49.1	48.2
During journey	46.2	47.9	48.0	45.8	43.7	41.3
Business deals	22.4	28.5	26.3	22.9	11.6	20.6
Returning home from work, fast snack	16.4	14.3	17.7	20.1	12.5	17.2

Source: Author's work.

**Table 8.** Occasions that respondents declared they most often use catering services, depending on the number of children  
(%, 2006–2008; multiple answers were allowed)

Specification	Total	Number of children			
		no children	one	two	Three and more
Meeting with friends	68.6	78.6	55.9	44.6	11.1
Spontaneous, without any occasion	48.2	53.7	33.3	41.9	33.3
During tourist trips	47.6	48.6	46.4	44.6	44.4
During journey	46.2	48.9	41.6	41.8	22.2
Business deals	22.4	23.7	22.6	14.8	33.3
Returning home from work, fast snack	16.4	18.3	14.2	10.8	11.1

Source: Author's work.

**Table 9.** Occasions that respondents declared they most often use catering services, depending on the level of net income in PLN / person  
(%, 2006–2008; multiple answers were allowed)

Specification	Total	Salary				
		Below 1,000 zł	1,000–1,999	2,000–2,999	3,000–3,999	Above 4,000
Meeting with friends	68.6	65.8	64.5	70.0	77.0	76.7
Spontaneous, without any occasion	48.2	52.6	43.9	49.2	66.7	46.7
During tourist trips	47.6	28.9	46.8	45.0	57.8	60.0
During journey	46.2	36.8	43.4	43.3	51.1	65.0
Business deals	22.4	2.6	15.2	16.7	55.5	50.0
Returning home from work, fast snack	16.4	10.5	18.9	15.0	15.5	13.3

Source: Author's work.

It was noted that the level of income has a significant impact on the declared use of catering services during tourist trips. It was noted that most respondents with incomes above 4,000 PLN per person in the household declared that tourist trips are an opportunity conducive to the use of catering services. Those least likely to use catering services on tourist trips were respondents with the lowest incomes, below 1,000 PLN.

A similar relationship was observed when using catering services during the trip. It was noted that as the amount of income increases, so does the percentage of respondents saying that they use catering services during the trip (Table 9). The level of income, or the economic factor, is a strong determinant of the use of services for both tourism and catering, and a higher level of income increases subjects' willingness to use these services.

## Conclusions

Based on the analysis of data from national statistics and the author's own studies, this paper reports there is a feedback loop between catering and tourism. It also suggests that twenty-first century Polish consumers often travel for touristic purposes and frequently use catering services. This is due to changes in macro- and microeconomics. Polish consumers are becoming better educated, have higher incomes, and are more likely to spend a greater percentage of their incomes on services related to leisure time, such as tourism and catering. It can be seen that, despite differences in demographics and socioeconomic circumstances in Polish households, consumers are becoming more demanding and are seeking a higher standard of service. This applies both to catering establishments and accommodation facilities. It should be emphasized that tourism and catering are less often considered to be in the category of luxury goods. This progressive change in consumption habits and diversification suggests that lower income does not mean disqualification from participation in the market of tourist services and catering. It should also be noted that travel services and catering services are now characterized by significant substitutability.

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## STRUKTURA POPYTU NA USŁUGI GASTRONOMICZNE W CZASIE WYJAZDÓW TURYSTYCZNYCH

### Abstrakt

**Cel.** Przedstawienie struktury popytu na usługi gastronomiczne w trakcie wyjazdów turystycznych.

**Metoda.** Metoda badania ilościowego za pomocą kwestionariusza wywiadu.

**Wyniki.** Badania pokazują, że Polacy coraz częściej podróżują i korzystają z usług gastronomicznych. Rozwój usług gastronomicznych i turystycznych są ściśle ze sobą powiązane. Między gastronomią a turystyką istnieje sprzężenie zwrotne. Rozwój turystyki i gastronomii jest ściśle związany z rozwojem transportu i rozwojem gospodarczym, który doprowadził do powstania nowej branży – turystyki. Według danych Instytutu Turystyki, z roku na rok coraz więcej turystów deklaruje, że w czasie krajowych długi i krótkoterminowych wyjazdów turystycznych spędzają czas w kawiarniach i restauracjach. Prawie połowa badanych w aglomeracji warszawskiej oświadczyła, że wyjazdy turystyczne i podróże sprzyjają korzystaniu z usług gastronomicznych. Wzrost realnych dochodów ludności, rosnący standard życia, zmieniający się styl życia i wydłużanie czasu wolnego nadal będzie wpływać na wzrost popytu na usługi turystyczne i gastronomiczne.

**Ograniczenia badań i wnioski.** Badania empiryczne dotyczące mieszkańców aglomeracji warszawskiej, uwzględniają wąski zakres geograficzny.

**Implikacje praktyczne.** Badania diagnozujące korzystanie z usług gastronomicznych podczas wyjazdów turystycznych.

**Oryginalność.** Oryginalne dzieło, rzadko podejmowany temat przez badaczy.

**Rodzaj pracy.** Artykuł prezentuje wyniki badań empirycznych.

**Słowa kluczowe:** rynek turystyczny, rynek żywności, czas wolny.