TRENDS IN THE CATERING AND ACCOMMODATION BUSINESS IN THE MORAVIAN SILESIAN REGION

Miroslava Kostková[1], Pavlína Pellešová[2], Patrik Kajzar[3]

[1] *Silesian University in Opava, School of Business Administration in Karviná, Department of Tourism and Leisure Activities, Czech Republic, ORCID: 0000-0003-0770-365X, kostkova@opf.slu.cz;*
[2] *Silesian University in Opava, School of Business Administration in Karviná, Department of Tourism and Leisure Activities, Czech Republic, ORCID: 0000-0002-2595-923X, pellesova@opf.slu.cz;*
[3] *Silesian University in Opava, School of Business Administration in Karviná, Department of Tourism and Leisure Activities, Czech Republic, ORCID: 0000-0001-7834-3212, kajzar@opf.slu.cz.*

Abstract: *The development of tourism trends significantly influences the tourist attractiveness of the destination ad increases tourist attendance. The paper presents the results of the research Tourist Trends in the Moravian Silesian Region (MSR), which focused on examining trends in accommodation and catering facilities, as a significant part of tourism services. The research area included trends and innovations in the field of services and the reaction of the offer of these services due to the change in the preferences of customers and visitors to these facilities. The main goal of the paper was to identify new trends in the offer of accommodation and catering services and to determine factors affecting repeat visit or purchase. Quantitative research using a questionnaire survey and qualitative research using structured interviews with business representatives in 2017 and 2020 was used and the results were compared. The opinions of visitors and representatives of the business on service quality indicators were compared. The dependence of service quality indicators related to repeat visits or service purchases was examined using the chi-squared test of independence. Evaluations of some service quality indicators did not confirm their dependence on repeat visits/purchases. Representatives of accommodation and catering services have a common opinion on the importance of specific indicators of service quality for repeat guest visits.*
The survey showed changes in the offer and quality of services of accommodation and catering companies in the Moravian Silesian Region due to changing preferences of the customers. The formulation of new trends in this part of the offer of tourism can serve as an inspiration for local entrepreneurs in the region and lead them to develop new products and introduce new services, to increase their business success and also to increase tourist attendance in the region.

Keywords: *Offer, trends, tourism, catering and accommodation establishments, research.*

JEL Classification: *L83, Z32.*

APA Style Citation: Kostková, M., Pellešová, P., & Kajzar, P. (2022). Trends in the Catering and Accommodation Business in the Moravian Silesian Region. *E&M Economics and Management, 25*(1), 195–207. https://doi.org/10.15240/tul/001/2022-1-012

Introduction

Tourism is an economically important sector in the world. Demand in tourism is strongly influenced by global trends in leisure, IT technology, etc. Trends affecting the demand of tourists and visitors to tourist destinations due to changes in their preferences cause changes in the offer of tourist services. Identifying new trends, examining changes, and incorporating innovation present, therefore, an important task for tourism businesses. The introduction of new trends and innovations in the offer of accommodation and catering companies have significantly affected tourist destinations, as revenues from accommodation and catering services within the balance of payments of tourism in the Czech Republic account for more than half of its.

The paper deals with the results of research, which was carried out in two phases in 2017 and 2020, within the institutional project 'Tourism Trends in the Moravian Silesian Region'. The project was focused on the study of tourism trends in the field of supply and demand for accommodation and catering services in the Moravian Silesian Region, in the Czech Republic. The main goal was to identify new trends in the area of tourist services based on the opinion of business representatives and customers. Another aim was to examine the views of customers and producers of these services related to service quality indicators and to identify qualitative factors influencing a repeat visit or a repurchase of a service. Trends and the introduction of innovations significantly affect the tourist attractiveness of the destination and show the possibilities for increasing attendance. Identification of new trends can help accommodation and catering facilities to create a new offer in the services for the greater satisfaction of guests and visitors to the Moravian Silesian Region.

Identifying trends in this area can be inspiration for local entrepreneurs to develop new products and introduce innovative services, not only in this region. That can lead to increased business success and greater tourist attendance in the destination.

1. The Current State of Tourism Trends (Theoretical Background)

The world tourist megatrends influence the choice of destination and distribution of the product deepening the polarization of tourists' preferences. A destination that develops a thematic product with a combination of three elements, that are fun, experience and exploring, becomes fashionable. Costa et al. (2016) examine the key trends in tourism and approaches for scanning the business environment and the tourism industry.

Brandão et al. (2018), and Machová and Klika (2017) recommend strategic recommendations for tourism business to increase competitiveness, by further developing the necessary conditions for innovation. Gúčik et al. (2015) report the megatrends, which influence international tourism. Camus et al. (2012) analysed the model of sustainable tourism as a significant global trend. Among the ten basic trends, which affect tourism are a demographic change, health, and education, changes in leisure time preferences, deeper travel experience, lifestyle changes, development of information and transport technologies, interest in sustainable development, security, and safety.

According to Pellešová and Kajzar (2017), the polarization of tourists' preferences, oriented towards comfort and adventure is deepening. The choice of destination may have a social significance (Botliková et al., 2015). Filimonau et al. (2017) talk about the need for managerial decision-making to include new trends in the offer, which is a decisive factor for consumer choice. Identifying trends that change travel helps managers better understand customer needs and remain competitive (Bowen & Whalen, 2017). Active experiences and adventure tours are the expectations of the Millennials generation (Mertlová, 2015; Jurigová, 2016). According to Ryan (2017), the potential of virtual reality, the use of new technologies will also continue to shape the practices and behaviour of the tourists. The use of new technologies is considered useful in improving the forecast of tourism demand (Onder, 2017). Scutariu (2018) analyses some aspects related to tourism in the Central European regions of the EU, where tourist activity is not as high as in other regions of the Union. That was observed in our research, in a significant increase in the net occupancy rates of bed places and a slowly decreasing trend of the average length of stay. A high net occupancy rate of bed places and a high average length of stay record related to tourism attendance were confirmed. Similarly, our research has confirmed that these facts can also change by the diversification of the tourist offer.

Popescu (2017) analysed the main trends in tourism demand in terms of tourist arrivals, overnight stays, tourism intensity in The Top visited European countries and declared that the number of tourist arrivals reflected an increased tourism demand, but it cannot entirely explain the growth of tourism interest, which are determined by many other factors as confirmed by our research.

Ana (2017) researched new trends in tourism in Central and Eastern European countries. It was confirmed that tourism was an important economic sector in most of the central and Eastern European countries, although it lacks infrastructure, has poorer marketing strategies and less international awareness concerning the tourist potential. Ana defined the main tourist trends, which include a preference for travelling to neighbouring countries with higher cultural similarity and reasonable prices. The countries of Central and Eastern Europe are ideal destinations for experienced tourists to their travel desires, discover to unique and exclusive places where they can communicate directly with the local people, follow their traditions, and have meaningful experiences. The benefits of free movement, higher budget and rising living standards grow the desire to travel and diversification of tourist preferences. Ana studied the segments that offer the best opportunities relating to community tourism, agro-tourism, adventure tourism, cultural tourism, or culinary tourism, which are the good basis for introducing new trends and innovations.

A typology of strategic options for tourism development in destinations is based on the degree of intensification, concentration, and diversification of tourism products (Benur & Bramwell, 2015). Hruška et al. (2015) researched the regional tourism trends in the Tourism Strategy of the Moravian Silesian Region and defined the characteristic criteria of regional identity. They noted that tourist infrastructure and new communication technologies contributed substantially to the development of regional tourism and supported development of the incoming number of visitors. According to Brelik and Grinberga-Zalite (2019), the role that regional tourism can play in the economy depends on its competitive position. The development of competition in the market of tourist services, both local, regional, internal, European, and global, forces market participants to seek new forms of shaping their competitiveness. The potential for competitiveness determines the type, size, and persistence of competitive advantage. Examining trends in the region's tourism is the basis for determining its competitiveness. A competitive region is a region that creates a favourable environment for the development of entrepreneurship and innovation in a market economy and enables companies to achieve high economic efficiency, thanks to which it increases the standard and quality of life in the region. This approach refers to the concept of tourist attractiveness of areas and includes a group of elements related to tourism, which is of interest (demand) to potential tourists. The factors that make a region's competitiveness depend mainly on the potential of the region (natural or historical conditions), the activity of local authorities in the field of planning and implementation of the country's regional and economic policy. The subject of competition between regions may be the acquisition of tourists, and competitiveness, in this case it is based on attractive natural resources and cultural heritage and their respective exposure and use. The rivalry between regions is now increasingly sophisticated. The winning areas are those that favour new management methods and can realize their potential and work with trends that affect the tourism market.

2. Methods and Instruments

Trends in tourism are changing rapidly under the pressure of changing tourist preferences. Contemporary surroundings enforce continuous changes of all market entities – institutions, enterprises and, above all, regions. Their flexible adaptation to the existing conditions of the competitiveness becomes a necessity and is determined by the possession and the skilful use of a variety of material resources and, in particular, the intangible resources. Regions also compete with one another trying to attract tourists. According to the World Economic Forum (2019), the most competitive countries in tourism are Spain, France, Germany, and the United Kingdom. The basis of the research was to find out what value and ranking provided by the Travel & Tourism Competitiveness Index Czech tourism has.

Many studies have shown that tourism can be an important area of the local economy and can act as an incentive for endogenous development. According to the World Economic Forum, Travel & Tourism Competitiveness Index 2019, the overall value of Czech tourism is 4.3 (from 1 to 7 is the best), ranked 38 from 140 evaluated world countries (Tab. 1).

The government prioritization of the Czech Travel & Tourism industry is 4.5, and it is ranked 92nd, before us, there are, e.g., Slovenia, Austria and Hungary. The Czech Travel & Tourism expenditure has a value of 3.7 and is ranked 58th. Prioritization of the Travel & Tourism (an

Tab. 1: Past performance of the Travel & Tourism Competitiveness Index

Travel & Tourism Competitiveness Edition/year	2015	2017	2019
Rank	37/141	39/136	38/140
The Travel & Tourism Competitiveness Index	4.2	4.2	4.3

Source: own according to the Travel & Tourism Competitiveness Index 2019 Edition

activity of the government in promotion and orchestration of the development of the T&T sector) in the Czech Republic comes 90th, the Travel & Tourism Competitiveness Index is 4.3 after us is Poland and Slovakia. Effectiveness of Czech marketing and branding to attract tourists has a value of 4.1 and is ranked 86th. The Czech cultural resources and business travel (an availability of cultural resources intended in a broad sense including archaeological sites, entertainment facilities and conferences) comes 39th with a value of 2.4. Environmental sustainability of Czech tourism has a value of 5.0. The Czech tourist service infrastructure (the availability and the quality of key tourism services such as quality accommodation, car rentals, etc) is ranked 32nd with a value of 5.2, the trend is balanced, neither declining nor rising (Portugal has the highest, before us there is, e.g., Bulgaria and Slovenia). The Czech air transport infrastructure (a country offers sufficient air connectivity for travellers' access to and from countries, as well as movement within many countries) is ranked 51st with a value of 3.4. The quality of the Czech tourism infrastructure (hotels, resorts, entertainment establishments…) is ranked 54th and has a value of 5.0. The analysis of the secondary data showed, that the competitiveness of tourism of the Czech Republic was average, but the price parity for accommodation services is approaching the position of market leaders, the hotel price index (average room rates calculated for the first-class branded hotels for the calendar year in USD) in the Czech Republic is 105.5 USD (e.g., Austria has 125.5 USD, Slovenia 110 USD, Slovakia 80.8 USD, Poland 84.9 USD).

For regions, affected by industrial production restructurings, such as the Moravian-Silesian Region (MSR), the tourism development and provision of quality tourist services are an instrument of maintaining the region. The Moravian-Silesian Region in the Czech Republic is the seventh most visited region in the Czech Republic by the number of foreign visitors (Czech Statistical Institute, 2019). One-day visitors predominate, especially those who come to visit their relatives and acquaintances, or for one-day excursions and shopping. Less than half of tourists arriving in 2012–2018 used individual accommodation establishments (54%), most often their unpaid form (50%). Tourists spend an average of CZK 1,301/ per person/per day during a visit to the MSR. 70% of expenses was spent on the purchase of goods and less than one fifth on food in the MSR. In comparison with the average tourist expenditure of the Czech Republic (around 2,000 CZK), this expenditure was higher before COVID-19.

In the project 'Tourism Trends in the Moravian Silesian Region' we focused on examining tourism trends and innovations in the field of catering and accommodation services in the Moravian Silesian Region.

The main objectives of the research were to examine the tourism trends in the field of hospitality and the level of innovation implementation in the Moravian Silesian Region in the Czech Republic, and to examine their development and the influence of global tourism trends.

Trends and innovations were researched in the field of catering and accommodation services in the Moravian Silesian Region. The researched area was the offer of catering and accommodation services. The main aim was to find out the influence of tourist trends in the offer and consumption of accommodation and catering services.

In 2017, two types of research were conducted – quantitative research using the questionnaire distributed to the customers and business representatives, which supplemented qualitative research using the structured interview with representatives of the catering and accommodation establishments.

Demand perceptions were conducted through the questionnaire survey on a sample of 334 respondents – customers of accommodation and catering services in the Moravian Silesian Region, form the 348 addressed, of different ages, economic activities and genders.

A representative sample of restaurant and accommodation facility operators was created on the basis of the list of all accommodation and catering facilities in the MSR. In 2017, there were contacted by email 384 companies of which 293 were restaurants and 91 accommodation establishments, the return rate was 26% for accommodation establishments and 18% for restaurants. In 2020, 250 restaurants were reached and the return was 18%. The opinions of the representatives of accommodation and catering establishments have examined the development of the customer preferences, the relation to the introduction of news and innovations into the offer, the opinion on the quality certification, and factors influencing the guest's repeat visit/purchase of the service. A representative sample of accommodation and catering establishments consisted of the representatives in the hotels, guesthouses and restaurants of various types of establishments and service quality level, selected from the point of view of the size (according to the number of employees, the location of the establishment, offer of services, the room number, and number of seats in a restaurant). In the survey in 2017, 24 accommodation and 55 catering establishments took part (Tab. 2).

The research was based on the analysis of available secondary information sources, the methods of induction and deduction were used, as well as comparison and synthesis of the results to achieve the goal.

The second part of the survey was to examine the trends and innovations in catering services in the Moravian Silesian Region, which complemented the findings of the survey on tourist trends from the previous period, using the online questionnaire. The aim was to determine the benefits and introduction of the new trends and innovations into the offer of catering enterprises. There were examined the reps' opinions on marketing, organizational and product innovations, their specific focus, economic success, and innovation attractiveness for the customers.

The survey involved the representatives from 44 restaurants, 58% are limited liability

Tab. 2: Size of participating accommodation and catering establishments in the survey in 2017 and 2020

Size of participating catering facilities, 2017	Count	%
Micro-sized enterprise with 0–10 employees	21	38
Small-sized enterprise with 11–25 employees	27	49
Small-sized enterprise with 26–50 employees	4	7
Small-sized enterprise with 51–100 employees	3	6
∑	**55**	**100**
Size of participating accommodation facilities, 2017		
Micro-sized enterprise with 0–10 employees	9	38
Small-sized enterprise with 11–20 employees	8	33
Small-sized enterprise with 21–50 employees	6	25
Small-sized enterprise with 51–100 employees	1	4
∑	**24**	**100**
Size of participating catering facilities, 2020		
Small-sized enterprise with up to 10 employees	29	66
Small-sized enterprise with up to 50 employees	15	44
∑	**44**	**100**

Source: own

companies, 32% are joint-stock companies and 10% are self-employed persons. 51% of them are independent companies and 49% are the hotel restaurants, with a capacity from 40 to 350 seats.

The research samples of respondents from a number of accommodation and restaurant business operators in 2017 and 2020 were different, due to a lower level of willingness to participate in the research. In 2017, both accommodation and restaurant services companies took part in the survey, in 2020 only restaurant facilities showed willingness to cooperate, as accommodation services companies were largely closed due to the COVID-19 pandemic and could provide accommodation services only to a limited extent (provided limited accommodation without services only to workers on a business trip). On the other hand, companies providing catering services, which also had to close their internal operations, tried to transform their services and adapt their offer to the current hygienic situation (operating services 'through the window', take away, food delivery, etc). For this reason, a survey method was chosen and implemented in online interviews with those who wanted to participate. A survey of 44 catering companies complemented the results of a previous survey focusing on introducing innovative solutions to the offer.

The relationship between the service quality factors and the possibility of the repeat visit or the repeat purchase of the service was evaluated according to a chi-squared test. A research question and statistical hypotheses were identified. The evaluation of the hypotheses using the Pearson's chi-squared independence test is used and the existence of dependence between the opinions of the representatives of the surveyed companies on the qualitative factors motivating repeat visit/ repeat purchase of the service using the chi-squared test was investigated. To evaluate the hypotheses the Pearson correlation coefficient was used which expresses the interdependence between the quality of service factors and the possibility of repeat visit/re-purchase of the service. The Pearson correlation coefficient (selective correlation coefficient) is calculated as the share of the sample covariance and the product of the sample standard deviations. The value of this coefficient is the same as the population correlation coefficient (Ramík, 2013). Based on the chi-squared test of independence (assessment of the relationship of two quantitative variables), the existence of the dependence between the quality of service factors and the possibility of repeat visit/re-purchase of the service was examined at significance level α = 0.05. It is based on the opinions of representatives of accommodation and catering establishments in the MSR. The chi-squared test is based on the idea of comparing observed frequencies and the expected frequencies. The condition for accepting the hypothesis is that the occurrence of less than 20% of the expected frequencies below 5 and none of the expected values should be less than 1. The assumption of the hypothesis based on a comparison of critical values and statistic tests. We reject H_0 of independence on the materiality level α if the critical criterion is less than the test criterion (1):

$$\chi^2_{(r-1)*(c-1)(1-\alpha)} < \chi^2 \tag{1}$$

Furthermore, it is possible to use a negative value comparison (p-value) with the significance level (α) for the rejection or acceptance of the H_0. We do not reject the H_0 if p-value > α (in our case the significance level is 0.05). The expected value of observation e_{ij} is based on the mathematical relation (2) and (3), the value $n_{i.}$, & the value $n_{.j}$ are expressed as the sum of the individual observations.

$$e_{ij} = \frac{n_{i.}*n_{.j}}{n}, \tag{2}$$

$$n_{i.} = \sum_{j=1}^{s} n_{ij} \qquad n_{.j} = \sum_{i=1}^{r} n_{ij} \tag{3}$$

3. Results and Discussion

The results of the supply-side survey were compared with customer feedback. The survey among customers showed that their requirements and opinions in the field of providing catering and accommodation services in the Moravian-Silesian Region were influenced by the following significant trends in tourism:

- using the Internet for the following information, ordering, and booking the services;
- the popularity of the discount portals for the purchase;
- a growing interest in travel experiences;
- discovering the unique places and their gastronomy;

- increasing interest in gastronomic tourism (the visits of the gastro and food festivals, vine tourism, beer tourism, farmers market etc) and learning about culture through the food;
- growing tourist demands on services (quality/price ratio);
- growing experiences of visitors and guests, searching for the events;
- an expressive seasonality of tourism in the MSR, the tourist attendance several times a year.

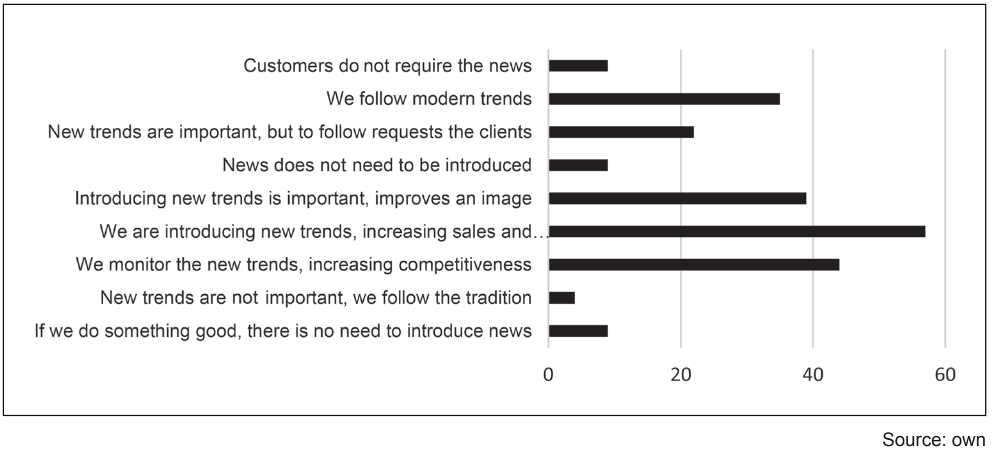
A comparison related to the results of the survey from the 2017 showed that rep's establishments (80%) and 87% of the customers noted the introduction of new products and monitoring of the modern trends increased the competitiveness of the enterprises, improved public image and interest, increased the visitor numbers and sales; the introduction of new trends and innovation is a necessity for success and needs to be monitored and adapted to the service. 34% of the customers and only 17% of the reps confirmed that the participation in the trade fairs, exhibitions, gastronomy festivals and other similar promotional events brought them publicity and thus better competitiveness.

The certificate of quality of the establishment and services is considered by 4% of reps as a beneficial, in terms of improving the image and publicity, 30% of them say that the certificate points to the quality of the company, services, supply, equipment, food and confirms the added value.

The accommodation establishments most often include as novelty wellness and fitness services, the redesigned interior, involving special offers for a families with children and thematic packages, service for cyclists and pet owners, a range of parking possibilities, barrier-free access, and services for special client segments (Fig. 1).

The decision of the customers about the restaurant visit is influenced mainly by good promotion and good references on the Internet (88%), the recommendations of an acquaintance, the adequate price/quality ratio and reasonable product prices (82%), next to the possibility of modern communication with clients (via web and mobile applications), an offer of the attractive news and providing a specific offer for the children (23%), and at last the offer of lunch menu (76%) and specialities of domestic national or regional cuisines (58%). 50% of the customers are interested in the modern trends in the catering such as Raw Food, a gluten-free diet and other diet dishes, special and seasonal menus, dishes involving new recipes, dishes from local and fresh ingredients. Customers most often demanded to implement these modern trends in the restaurant's menu: 1. gluten-free meals; 2. raw food dishes; and 3. special new meals and a seasonal menu (Fig. 2).

Fig. 1: Opinions the accommodation and catering establishment reps concerning the implementation of the modern trends (in %)



Source: own

With 42% of restaurant reps, the trend is a long-term direction or sequence of events, perceived as a general direction related to development of the market area and customer activities.

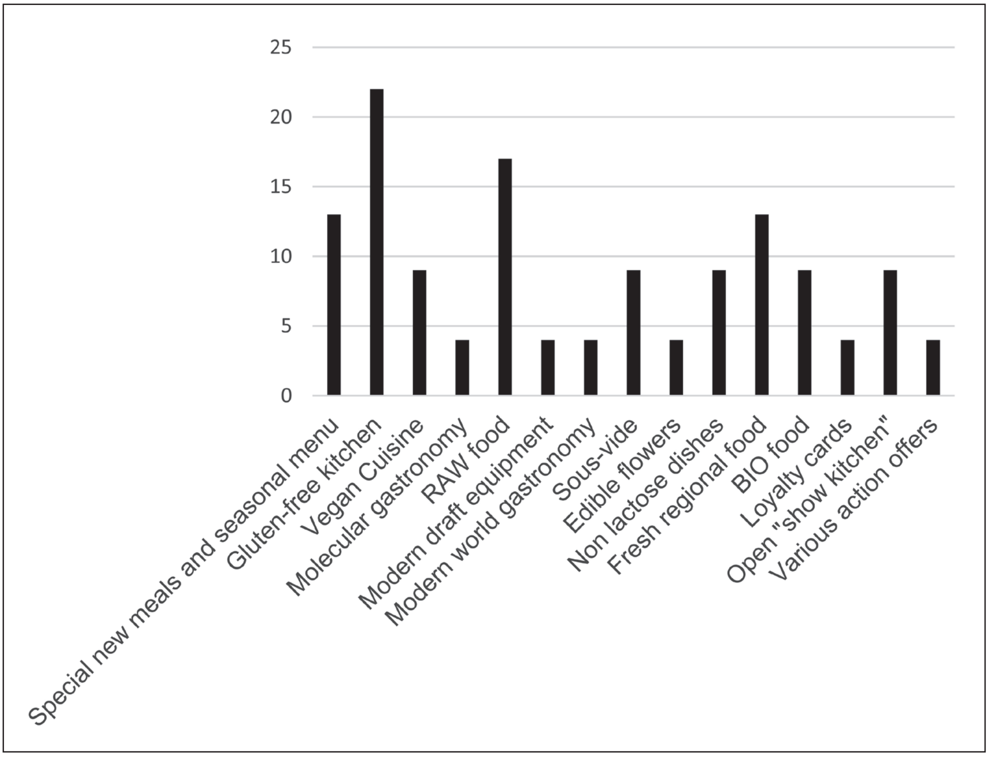
The results showed that all the interviewed restaurant reps focus on the introduction of modern trends into the offer, follow new trends, their introduction is currently necessary, but for 18% of them it is not a priority and some mentioned, that it depended on their current financial capabilities.

The most frequent new trends established are the concepts of exotic dishes (81%) and foreign cuisine days (62%), over last 3 years. When evaluating the success of established trends of modern gastronomy, the domestic seasonal drinks and meals (in 63%) were rated the best, followed by fusion cuisine, mixed drinks, wine or beer tasting, food pairing with wine or beer, Czech traditional cuisine, butcher's feasts, tasting new foods, drinks, and desserts. The most significant economic benefits came from the events focused on homemade seasonal drinks and meals, dishes of the Czech traditional cuisine and dishes prepared in front of the guests (83%).

According to restaurant reps for a client's decision to visit the restaurant the decisive factor is the taste of food and drinks (75%), an attractive offer, friendly behaviour of staff and quality of food (51%), the possibility of using new technologies, and the price of the dishes and beverages comes 3rd.

The next aim of the survey was to find out the factors influencing customers' shopping decisions. Comparison of the important factors for repeat visit/repurchase of the service from the point of view the customers and reps are shown in Tab. 3.

Fig. 2: The most frequent modern trends demanded by the customers in the restaurant menu (in %)



Source: own

Tab. 3: The decisive factors for repeat visit or repeat purchase of the service

Rank of importance	Opinion of customers	Opinion of restaurant reps.	Opinion of accommodation reps.
1.	Plenty of space, cleanliness, order and comfort (96%)	A speed of service (94%)	Cleanliness, order and convenience (82%)
2.	A professional employee performance, good language skills and clear communication (64%)	A reasonable price (82%)	A professional performance of employees, knowledge of supply and ability to provide fulfil information (83%)
3.	A possibility of online booking (38%)	A staff empathetic approach (77%)	A reasonable price/quality ratio (74%)
4.	A reasonable price/quality ratio (22%)		availability the offer on the Internet (71%)
5.		A perfect language skill (57%)	A possibility of online booking and Wi-Fi (63%)

Source: own

The research pointed out that for the repeat visit/purchase of the service the following factors are decisive – a good client previous experience, the empathetic approach of the staff, speed of providing the service, good knowledge of the offer, and the ability to provide the required information. The most important factors for customers are the cleanliness and order, light comfort and air conditioning, and a good possibility of parking. Great emphasis is placed on the flexibility to change the offer pursuant to the change in client preferences.

The comparison of the views of the providers of accommodation and catering services pointed out that the most important factor for repeat visits by the guests/repurchase of the service was cleanliness, high quality of the service, convenience, and pleasant environment. Only 57% of restaurant reps require perfect language skills of the staff, which is more important for providing accommodation services where high staff commitment is required in terms of communication at Check In and Check Out, or handling complaints. Restaurant reps say that the perfect language skills are not strictly required for several reasons: various language versions of the restaurant offer are also used for communication, another reason is that service staff are often recruited from non-hospitality sources and providers are willing to train staff and provide them with language training and the most foreign visitors in MSR are most often from near abroad, from Poland and Slovakia and it is not difficult to communicate with them. 80% of both – customers and reps agree with the importance to have a good rating and recommendations on the Internet (Kostková & Pellešová, 2020).

Subsequently, the relationship between the surveyed quality factor of the service (it considers the professional indicators, environmental indicators and indicators of the quality provided service) and the possibility of a repeat visit by the guests or repurchase of the service using the chi-squared test was assessed, by the opinions of the representatives of accommodation and catering establishment. The research question RQ1 was identified:

Which of the quality factors of the service leads to the repeat visit by the guests or the repeat purchase of the service at the accommodation and restaurants establishments?

- *H_0: The repeat visit of the guests/repurchase of the service does not depend on the determined quality factors of the service.*
- *H_1: The repeat visit of the guests/repurchase of the service depends on the determined quality factors of the service.*

Tab. 4 summarizes the results of chi-squared test values. From these values, it is clear that there is a statistically significant influence of the monitored quality factors of

Tab. 4: Chi-squared test of the influence of quality indicators on repeat visit/repurchase of service

Quality indicators	Critical value	Test criterion	Asymp. sigma	Result
Staff				
Professional behaviour	5.99	1.49	0.48	Independence
Good language skills	3.84	9.24	0.002	**Dependency**
The speed of serving	5.99	26.15	0.000003	**Dependency**
Empathetic approach	5.99	4.17	0.21	Independence
Knowledge of the supply and the ability to provide full information	It is not possible to determine whether the test conditions were not met			
Environment				
Interior design	3.84	0.37	0.54	Independence
Parking available	3.84	0.02	0.88	Independence
Cleanliness and order	It is not possible to determine whether the test conditions were not met			
Light, thermal comfort, silence, air purity	3.84	0.032	0.87	Independence
Services				
Attractiveness of the offer and ‘trendy news’	3.84	1.8	0.18	Independence
Services for the children	3.84	0.24	0.62	Independence
Reasonable prices for services	3.84	0.24	0.14	Independence
Service price/quality ratio	3.84	0.20	0.66	Independence

Source: own

the service onto the return of the guests in the case of the indicators ‘the speed of serving’ and ‘good language skills’ when the test criterion exceeded the critical value.

Restaurant representatives consider ‘the quick service’ as the factor affecting the return of the customers more significantly than the representatives of accommodation establishments. They assume that the ‘language skill’ factor is less important because the direct staff/customer interaction facilitates the understanding of the customer’s requirement. In the restaurants, the menu is adapted to foreign clients. Conversely, for accommodation establishment representatives, where the personal interaction often takes place, the indicator ‘good language skills’ is very important and significantly affects guest satisfaction and thus its return and repeat visit.

In the case of a repeat visit/repurchasing of the services the dependence on the examined indicators, such as the professional performance of the staff, empathetic approach of the employees, knowledge of the offer and the ability to provide information, design, cleanliness and order of the environment, parking options, comfort and attractiveness of the services, services for family and children, reasonable prices for services and service price/quality ratio is not confirmed and an alternative H_1 is not accepted.

H_0 is accepted. Representatives of accommodation and catering establishments have the same views on the importance of quality indicators for the repeat visit by the guests/repeat purchase of the service.

The results of a 2020 survey focusing on innovation in restaurant establishments showed according to the opinions of restaurant reps, innovation is a concept that contains a change. It can mean improvement and is associated with the active work of people. From the innovations, the respondents introduced most often the product innovation in the form of the offer of foreign cuisine, seasonal dishes, and implementation of food design (87%). Regarding the marketing innovations, they introduced the changes in website design, changes in outdoor advertising, a higher activity on social networks, participation in competitions, and fun food pages. Fewer of them use internet sales portals and media advertising. Participation in the national sales systems and re-branding is used less. The most related organizational innovations are the change of exterior, new equipment (e.g., a new children's corner, the establishment of a front garden, a new arrangement of the seats, etc), investment in staff clothing quality, and aesthetics of services. The future plans (28%) of the reps involve introducing catering service and food delivery service.

As far as the technological innovation is concerned, the reps decide most often to purchase new technology, IT equipment and the cash register systems, to introduce a new taste of the menu and new recipes for food preparation on the fit and eco bases.

Recently, most of them (79%) have introduced an ecological approach in business and new technical and technological equipment. All the surveyed companies are involved in waste management, however systematic environmental management is not applied. The source of ideas for innovative solutions is searched most often together with the employees (84%), the ideas and solutions are developed together, by listening to the customer's opinions (65%), monitoring the competition and market trends (61%). Financing the innovations come most often from the own resources (40%), through the suppliers of goods (10%), from the bank loans (30%), and the EU resources (20%). The most common reason for non-implementation of the innovations the following are mentioned: a lack of funds (45%), a lack of knowledge and ideas (40%), a small size company with limited sources (10%), in 5% there occurred the answer 'we do not need it'. After innovation implementation, 44% surveyed feel an improvement in the company's image and a higher level of competitiveness, 35% stated that they did not notice any significant changes – they did not lose the market and maintain their position.

Conclusions

The new trends and including innovation in the area of the offer of accommodation and catering services influence the tourist attendance in the Moravian Silesian Region, where the major issue is the environment, air quality, transport accessibility, the level of the services, the quality of restaurants, etc. The region has sufficient accommodation and catering capacity for visitors and is constantly developing opportunities to attract tourists. The number of visitors to the MSR increases in time and the length of stay is on average a little longer than in the whole Czech Republic (2.8 days).

Conducted surveys in 2017–2020 identified the new trends on the supply and demand side in the field of hospitality and tourist accommodation. There was confirmed the possibility of modern communication with clients (via the Internet and mobile applications) played an important role in repeat visits and repeat purchases of services. A great emphasis is placed on the quality of service and flexible changes to the offer, due to changes in client preferences. Representatives of accommodation and catering services have identical opinions on the importance of quality indicators for a repeat visit of the guests, which is an important factor for business success (Kajzar et al., 2020).

The dependence between repeat visits/ repeat purchases of the service and professional performance of the staff and environmental factors (a design, cleanliness, parking options, environment comfort) and the services (services for family and children, reasonable prices and ratio price/quality of service) was not statistically confirmed, conversely, good language skills, cleanliness of the environment and the speed of serving the client were confirmed as a factor that determines the next visit to the establishment.

The survey showed that changes in demand and changing customer needs would force businesses to prepare their offer in time to be competitive and therefore many companies in the MSR are continually adapting their offer to new trends. Most accommodation and catering providers agree that without tracking consumption trends competitiveness cannot be maintained. Interest in the new trends and application of innovations into the offer of gastronomic and accommodation facilities is growing.

Research of development of tourist trends will continue, focusing on their application to the offer and the ability to adapt to the new situation in the tourism market. The aim will be to further specify and update the identified trends that will be presented to professionals by sharing research results and offering participation in solving specific tasks in the field of innovation, especially after the COVID-19 period, when the trends in the consumption of services in the hospitality change. The identification of new trends in this area can be an inspiration for local entrepreneurs in the region in the development of new products and introducing service innovations that can increase their business success and tourism attendance in the Moravian Silesian Region.

Acknowledgement: *The article was written with support of the Ministry of Education, Youth and Sports of the Czech Republic in the framework of Institutional Support for the Long-Term Conceptual Development of the Research Organization in 2017–2020.*

References

Ana, M. I. (2017). Tourism Industry in the New Europe: Trends, Policies and Challenges. In *Proceedings of the 11th International Conference on Business Excellence – Strategy, Complexity and Energy in Changing Times, 11*(1), 493–503. Warsaw: De Gruyter Poland. https://doi.org/10.1515/Picbe-2017-0053

Benur, A. M., & Bramwell, B. (2015). Tourism Product Development and Product Diversification in Destinations. *Tourism Management, 50*(C), 213–224. https://doi.org/10.1016/J.Tourman.2015.02.005

Botlíková, M., Botlík, J., & Rzyman, V. (2015). The Economic – Social Development of the Border Area in the Moravian-Silesian Region. In *Proceedings of the 26th International Business Information Management Association Conference – Innovation Management and Sustainable Economic Competitive Advantage: From Regional Development to Global Growth* (pp. 2006–2014). Madrid: IBIMA.

Bowen, J., & Whalen, E. (2017). Trends that are Changing Travel and Tourism. *Worldwide Hospitality and Tourism Themes, 9*(6), 592–602. https://doi.org/10.1108/Whatt-09-2017-0045

Brandão, F., Costa, C., & Buhalis, D. (2018). Tourism Innovation Networks: A Regional Approach. *European Journal of Tourism Research, 18,* 33–56. https://doi.org/10.54055/ejtr.v18i.312

Brelik, A., & Grinberga-Zalite, G. (2019). Tourism Competitiveness of Poland Compared with Other European Countries. In *Proceedings of the 2019 International Conference Economic Science for Rural Development 2019* (Vol. 50, pp. 37–43). Jelgava: Univ. Life Sciences & Technologies https://doi.org/10.22616/Esrd.2019.004

Buhalis, D., Zhang, H., & Wu, Y. (2018). A Model of Perceived Image, Memorable Tourism Experiences and Revisit Intention. *Journal of Destination Marketing & Management, 8,* 326–336. https://doi.org/10.1016/J.Jdmm.2017.06.004

Camus, S., Hikkerova, L., & Sahut, J. M. (2012). Systemic Analysis and Model of Sustainable Tourism. *International Journal of Business, 17*(4), 365.

Czech Statistical Office. (2019). *Characteristics of the Silesian Moravian Region*. Retrieved from https://www.czso.cz/csu/xt/charakteristika_moravskoslezskeho_kraje

Czech Statistical Office. (2018). *Statistical Yearbook of the Moravian-Silesian Region 2018.* Retrieved from https://www.czso.cz/documents/10180/46013456/33010017.pdf/98ac7804-ee3b-4889-abd7-22151f425f1a?version=1.5

Costa, J., Montenegro, M., & Gomes, J. (2016). Global Trends Challenging Tourism Organisations and Destinations Today: What Are The Likely Solutions? *Worldwide Hospitality and Tourism Themes, 8*(6), 716–719. https://doi.org/10.1108/WHATT-09-2016-0057

Filimonau, V., Lemmer, C., Marshall, D., & Bejjani, G. (2017). Restaurant Menu Re-Design as a Facilitator of More Responsible Consumer Choice. *Journal of Hospitality and Tourism Management, 33,* 73–81. https://doi.org/10.1016/j.jhtm.2017.09.005

Gúčik, M., Kučerová, J., & Vetráková, M. (2015). Tertiary Tourism Education in the Light of New Trends. In *Proceedings from the 10th International Conference Actual Problems of Tourism. Tourism: Development, Changes, Perspectives* (pp. 71–81). Jihlava: College of Polytechnics Jihlava.

Hruška, L., Foldynová, I., Koprajdová, P., Kohutová, P., Fujak, R., Proske, P., Hrušková, A., Jirásek, O., & Dědič, L. (2015). *Tourism Management Strategy in the Moravian-Silesian Region*. Ostrava: Proces – Center for Development of Municipalities and Regions. Retrieved from https://www.msk.cz/assets/rozvoj_kraje/strategie-rizeni-cestovniho-ruchu-v-moravskoslezskem-kraji---aktualizace-c--1.pdf

Jurigová, Z. (2016). Tourism Industry Analysis with the Czech Republic as the Focal Point. In *Proceedings from the 3rd Global Conference on Business, Economics, Management and Tourism (Bemtur), Procedia Economics and Finance* (pp. 305–312). Amsterdam: Elsevier.

Kostková, M., & Pellešová, P. (2020). Global Aspects of the Gastronomic Trends and Innovations. In *Proceedings from the 20th International Scientific Conference Globalization and its Socio-Economic Consequences* (pp. 1–10). Žilina: University of Žilina. https://doi.org/10.1051/shsconf/20219204014

Kajzar, P., Kostková, M., & Pellešová, P. (2020). Results of Questionnaire Survey among Selected Tourism Enterprises and their Reflection on Trends in Tourism in the Moravian-Silesian Region. *Journal of Environmental Management and Tourism, 11*(2), 236–249.

Mertlová, L. (2015). Tourism and its Influence on the Development of the Region. In *Proceedings from the 10th International Conference on Topical Issues of Tourism* (pp. 314–330). Jihlava: College of Polytechnics Jihlava.

Machová, Z., & Klika, J. (2017). *Long-Term Trend in the Behavior of Tourists*. Retrieved from http://www.czechtourism.cz/getattachment/institut-turismu/forum-cestovnihoruchu/anotace-prispevku/machova.pdf.aspx?ext=.pdf

Onder, I. (2017). Forecasting Tourism Demand with Google Trends: Accuracy Comparison of Countries versus Cities. *International Journal of Tourism Research, 19*(6), 648–660. https://doi.org/10.1002/jtr.2137

Pellešová, P., & Kajzar, P. (2017). A Tourism and Selected Tourist Facilities in the Czech Republic and Republic of Belarus. *Acta Oeconomica Universitatis Selye, 6*(1), 99–111.

Popescu, A. (2017). Trends in Tourism Demand in the Top Visited European Countries. *Scientific Papers-Series Management Economic Engineering in Agriculture and Rural Development, 17*(4), 243–253. Norristown: IBIMA.

Ramík, J. (2013). *Statistické zpracování dat [Statistical data processing]*. Karviná: Silesian University in Opava, School of Business Administration in Karviná.

Ryan, C. (2017). Future Trends in Tourism Research – Looking Back to Look Forward: The Future of Tourism Management Perspectives. *Tourism Management Perspectives, 25,* 196–199. https://doi.org/10.1016/j.tmp.2017.12.005

Scutariu, A. (2018). Particularities and Trends of Tourism in the Central and Eastern Part of European Union. *LUMEN Proceedings, 6*(1), 255–267. https://doi.org/10.18662/lumproc.78

World Economic Forum. (2019). *Travel & Tourism Competitiveness Index 2019 Edition*. Retrieved from http://reports.weforum.org/travel-and-tourism-competitiveness-report-2019/countryprofiles/#economy=cze