
CONDITION AND DEVELOPMENT OF ACCOMMODATION BASE IN JAPAN AND POLAND IN THE YEARS 2000-2014

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Abstract:

AIM: After almost 200 years of isolation, Japan has opened up to the world and has become one of the largest economic powers in the world and a popular tourist destination. Accommodation base in Japan is very diverse and is characterized by the originality of the offer. Poland is a completely separate and different country from Japan. In the 1990s, in Poland in the field of tourism, a strong transformation process began.

MATERIALS AND METHODS: The main problem in this work is the question: how did hotel industry in Japan and Poland develop after 2000? The study included a query of Polish, Japanese and American literature due to the limitations of quantitative research in Japan. These are documents that have a diverse form and relate to aspects and areas defined in the issue of the work.

RESULTS AND CONCLUSIONS: In Japan, the accommodation base consists mainly of hotels and other hotel facilities. The dominant form for years are traditional Japanese hotels called ryokan, located throughout the country. The network consists of 58,000 facilities, of which 1 400 belong to the Japan Ryokan Association, thus displaying the high quality of services offered. In Poland, in July 2014, the report covered 9,885 tourist accommodation establishments. The most numerous group among hotel facilities, as in the previous years, were hotels (2,250), the number of which increased by 6.8% compared to data for July 2013 (2,107).

SUMMARY: The condition of the Polish accommodation base and the level of occupancy for 2014 is satisfactory and shows an upward trend. Poland should concentrate on solving the problem of large disproportion in the amount of visitors and profits received from their activity. One should pay attention in Japan to the development of using English in accommodation facilities.

INTRODUCTION

The beginnings of hospitality development in the world and in Poland

The first accommodation facilities (inns, caravanserae, inns, stoos, pandoktia, guest houses, mansiones, stationes) were created in antiquity (XXX-centuries BC - first century AD). They were most often located near major communication routes and in city centers. [Milewska 2009]. The Medieval period was associated with the pilgrims' migrants, students, jugglers, merchants and pilgrims, and thus contributed to the development of the accommodation base. The transformation of inns into the first hotels took place in the 17th and 18th centuries. For the first time, the name "hotel" was also used, which meant a building intended for accommodation for travelers for a fee.

Modern hospitality began in the 19th century. Without a doubt, Thomas Cook had this effect by setting up the first travel agency contributing to the beginning of mass tourism development, as well as the first Luxury Hotel Tremont in Boston, which became the prototype for more hotels in the world. Separate accommodation facilities were clearly separated due to their services, including hotel, motel, hostel, guesthouse [Panasiuk 2008].

In the 16th and 17th centuries occur and stagecoach postcards began to emerge. The first accommodation facility in Poland was Marywil built in Warsaw in the years 1689-1695. The first city-type hotels were built at the end of the 18th century and these were Warsaw hotels: Under the White Eagle (1790), Hotel de Prusse (1797) and English (1803). In 1824, in the Kingdom of Poland, the General Directorate of the Corps of Engineers of Roads and Bridges issued designs for the construction of motor homes with appropriate plans. This document is considered the first legal act in the field of hotel construction [Błądek, Tulibacki 2003].

History of hotel management in Japan

The first trips of the Japanese are estimated at the age of 6. This was influenced by Japan's recognition of Buddhism in 552, creating new travel paths to temples and shrines. However, these journeys were extremely exhausting. [March 2003]. It was during this period that the first Houshi hotel in Japan and the oldest in Japan was created. Located in Komatsu, it was founded by the Buddhist monk Taicho Daishi in 718. This gave rise to the first spa hotel in the world managed by a monk student - Garyo Hoshi [www.4hoteliers.com ...].

The years 1603-1867 (period of the reign of the ruler Ieyasu Tokugawa) one of the most decisive factors was the introduction by the ruler of the rule regarding feudal lords, which contributed to the volume of traffic in the country and, consequently, the expansion of road infrastructure to the capital.

The period of Meiji (1868-1912) can be officially recognized as the beginning of hotel and tourism in Japan. The roads, bridges and railways have been extended in a few years. Urban means of transport appeared, such as a rickshaw or "horse-drawn buses" resembling slightly larger omnibuses. The arrival of the railway gave birth to the first leisure trips, especially to such towns as Yokohama. The first group tour in modern Japan took place in 1905, when Minami Shinsuke (the owner of the restaurant) came up with the idea of a group tour to places of worship. After the Second World War, Japan adopted a democratic constitution. Organized sport events have given rise to the revival of group tours. In 1954, the

first flight abroad was made by a plane from Japanese airlines. Aim of the work, subject of research

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The main problem in this work is the question: how did hotel industry in Japan and Poland develop after 2000? The millennium period turned out to be the most favorable information period due to the greater availability of materials related to the studied areas. In addition to the topic presented, the authors also answer additional questions regarding the analysis of the tourism market and the tourist emission market of these countries.

The work contains basic information about these countries, the conditions for tourism development and numerous data on the incoming tourism activity and the state and development of the accommodation base. An important source of information at work was a collection of Polish, Japanese and American literature in the form of articles and scientific publications, also frequently valued publications in electronic form. This work uses the qualitative method. The research tool used to assess the presented problem is content analysis based on a qualitative assessment of the collected literature and desk research - analysis of data published by the Japanese government and Polish and various global organizations dealing with tourism and its sectors.

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At work, especially in Japan, the authors did not come to certain statistical data mainly from the years 2008-2010 and 2014 due to data security or difficulties in access.

Accommodation base in Japan

In Japan, the accommodation base consists mainly of hotels called ryokan and other hotel facilities. The highest standard has hotels affiliated with the Japan Hotel Association and international network facilities such as Holiday Inn, Ramada Inn, Travelodge [www.jnto.go.jp ...].

According to research conducted in 2008, 38% of boarding houses and hostels in Japan did not host a single tourist from abroad in 2007 and as many as 72% of them claimed that they would not like to receive guests from abroad [www.ajw.asahi.com ...].

Top-class hotels in Japan have all the amenities you could wish for, providing luxury and convenience. English language services are offered here, so it is a great convenience for foreign guests who have been to Japan for the first time. [www.jnto.go.jp ...].

Slightly cheaper accommodation preferred by many Japanese business travelers are called business hotels. The location of the business hotel is almost always near the train station or other communication routes. Room service usually does not speak English so there are often problems with accommodating foreign guests. Ryokans are found all over Japan, most of them have the form of small buildings with no more than a dozen or so rooms often overlooking a small garden. Hostels in Japan are an affordable and neat kind of

accommodation in a pleasant area. The rooms are usually from four to six people with a separate compartment by sex, and some offer single and double rooms.

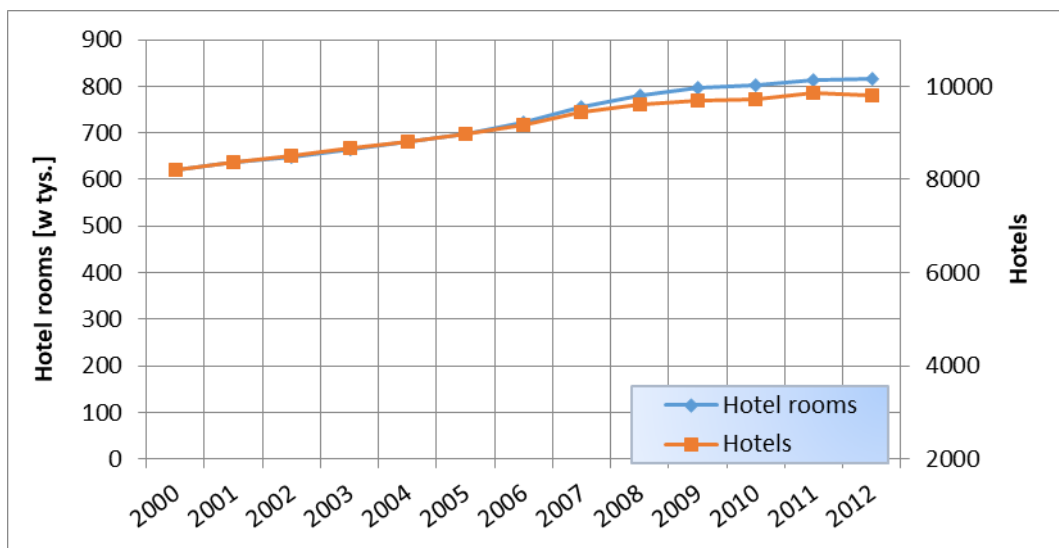
In July 2014, the largest group among hotel facilities, as in previous years, were hotels (2,250), whose number increased by 6.8% compared to data for July 2013 (2,107). The second group, in terms of the size of resources, were other hotel facilities, which include hotels, motels, guesthouses, which were not assigned any category, as well as facilities providing hotel services³ - including guest houses and inns.

The results of the study of the use of the accommodation base in the first half of 2014, indicate that tourist facilities were used by 11.2 million tourists, including 21.6% of foreign tourists (2.4 million). In comparison to the corresponding period of 2013, the number of tourists increased by 7.3%, including foreign tourists by 4.6% [www.stat.gov.pl ...].

Analysis of accommodation base in Japan

The state of accommodation base in Japan on 29 May 2015 amounts to - 2 561 total accommodation facilities. Including 977 hotels and 1,584 hotels Ryokan [www.mlit.go.jp ..].

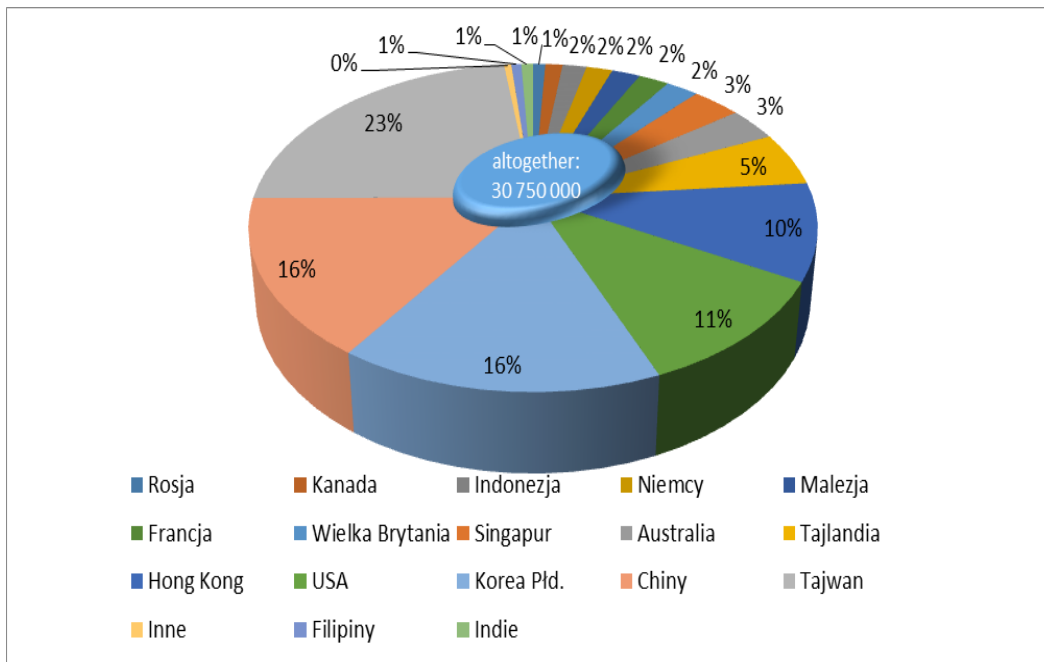
Chart 1. Number of registered hotels and hotel rooms in Japan in the years 2000 – 2012.



Source: Own study based on [NRI 2014]

From chart 1 it can be concluded that the continuous increase in the number of new rooms and hotels in Japan is stable and is growing. For 2012, the number of rooms amounted to 815,000 and the hotel to 9,796, which gives rise to a 31% increase in the rooms and 15% respectively in the case of hotels from compared to 2000.

Chart 2. The number of foreign tourists using accommodation in Japan by countries in 2013

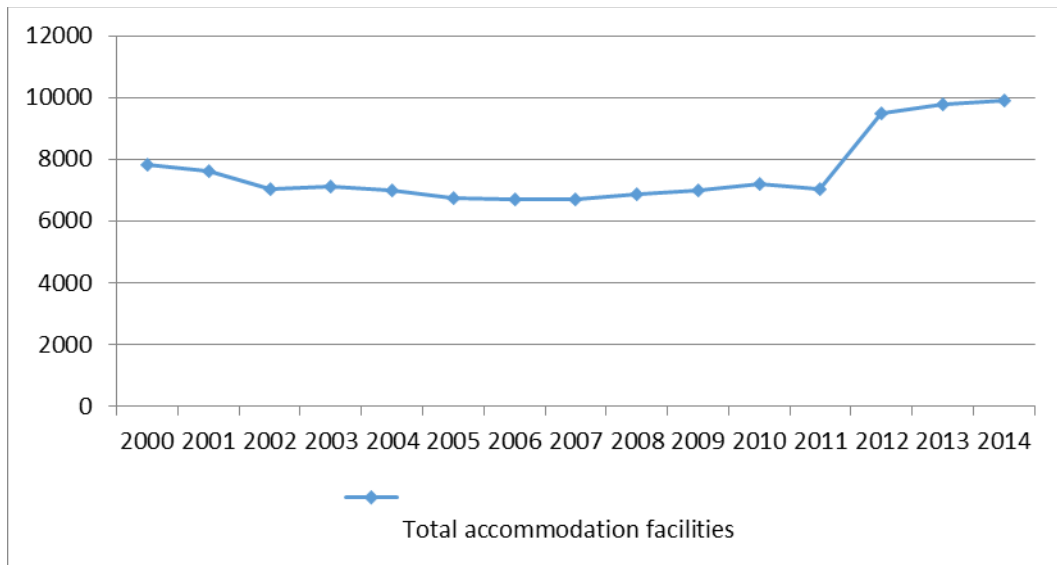


Source: Own study based on [JTA 2013]

In 2013, 30,700,000 tourists came to Japan, who decided to use the accommodation. The analysis shows that the group most often using accommodation in Japan are residents of Taiwan - in 2013 there were as many as 6 million. South Korea followed them and China receiving the result of 4 million tourists using accommodation, as well as Hong Kong and the USA, obtaining a similar score of around 3 million tourists. The fewest tourists using accommodation in Japan were recorded in the Philippines and other countries not shown in the chart. In addition to Thailand, which has obtained a score of over 1 million tourists.

Analysis of the accommodation base in Poland

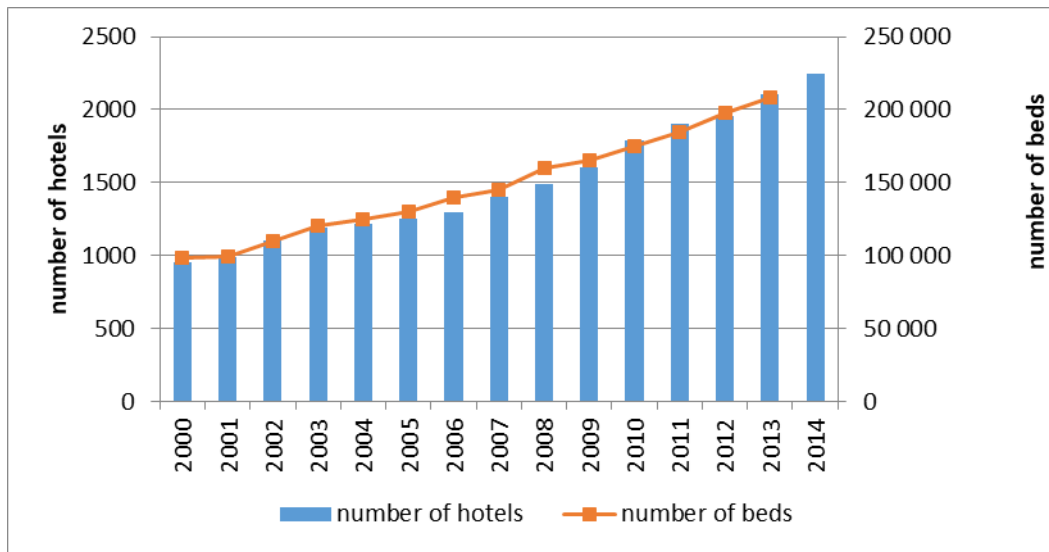
Chart 3. Accommodation base in Poland in the years 2000 – 2014



Source: Own study based on [www.stat.gov.pl ...; www.intur.com.pl ...]

The surveys conducted by the Central Statistical Office and the Institute of Tourism in the years 2000-2014 presented in graph 4 show that in Poland the number of collective accommodation facilities in 2014 amounted to 9,885. Since 2012, there has been a sudden increase in the number of facilities by as much as 2,444 in compared to the previous year, which gives an increase of 34.7% during the year. This fact consists of the organization of the 2012 European Football Championship, which took place in the capital of the country and attracted a lot of tourists. Currently, since 2012, the number of accommodation facilities is constantly growing. The fewest accommodation facilities were recorded in 2007 and there were 6 694 of them.

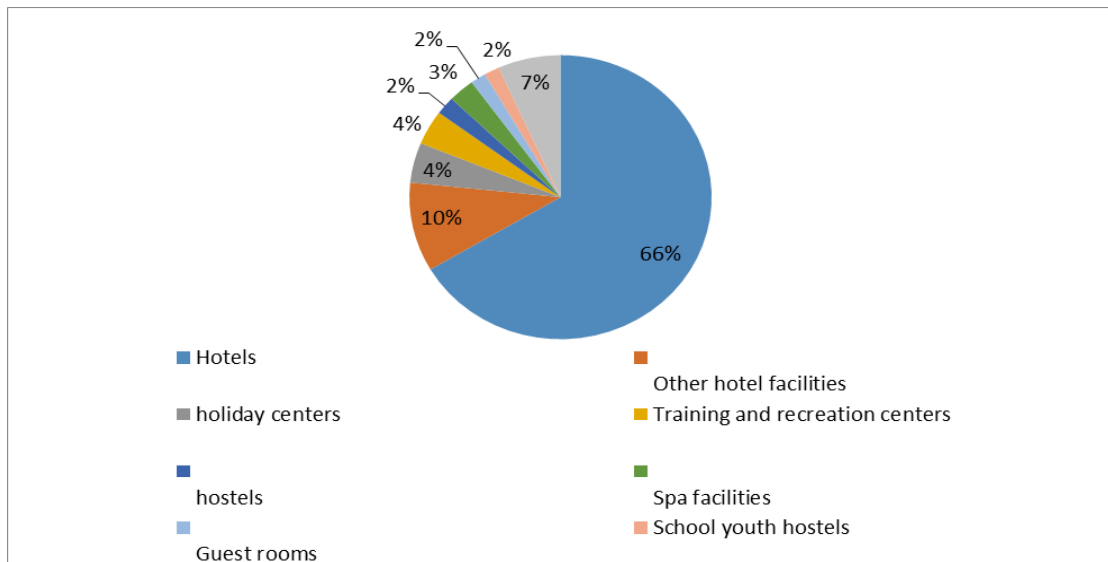
Chart 4. Development of the hotel base in Poland in the years 2000 – 2014



Source: Own study based on [www.stat.gov.pl ...; www.intur.com.pl ...]

Based on the data from Chart 4, there is an uninterrupted upward trend in both the number of hotels and hotel beds in the years 2000-2014. In 2014, the number of hotels amounted to 2 250 objects compared to the previous year. The number of beds in 2013 amounted to 208,617 - an increase of 5.3% compared to the previous year.

Chart 5. Number of tourists using accommodation facilities by type in Poland in the first half of 2014

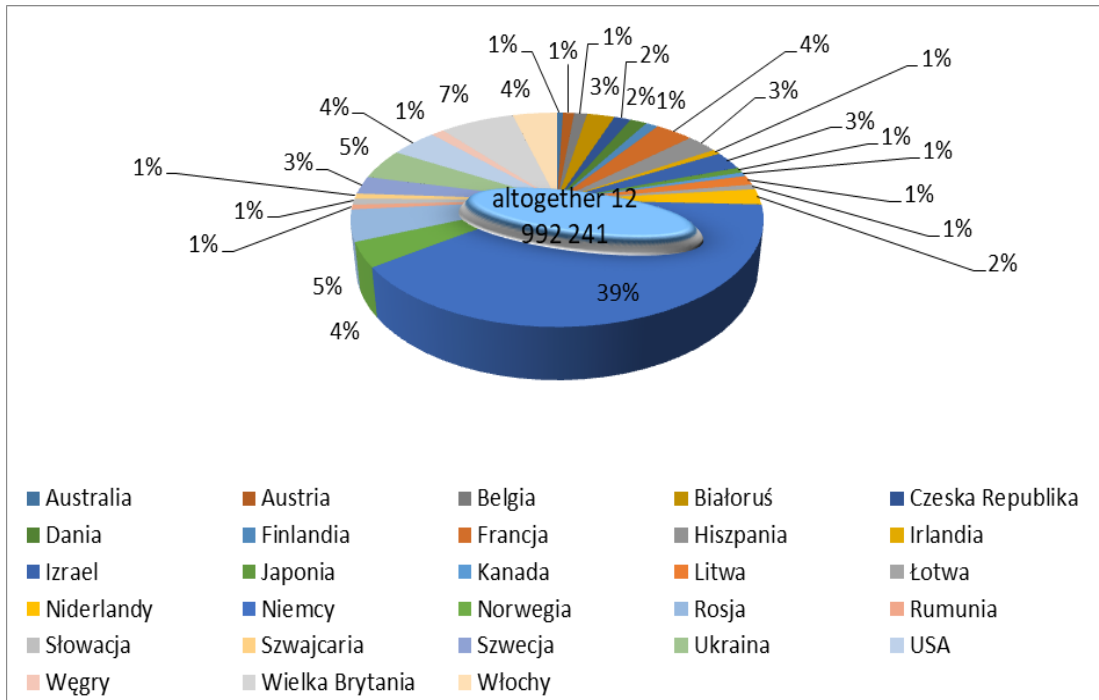


Source: Own study based on [www.stat.gov.pl ...]

Data from chart 5 shows that hotels are the most popular among tourists in Poland - 66% of the total. Next are the remaining hotel places (10%) and other facilities (7%). Subsequent obtaining the same percentage share are training and holiday centers and holiday

centers (4% each). The smallest interest among tourists is enjoyed by spa facilities (3%), guest rooms, school youth hostels (2%) and hostels (2%).

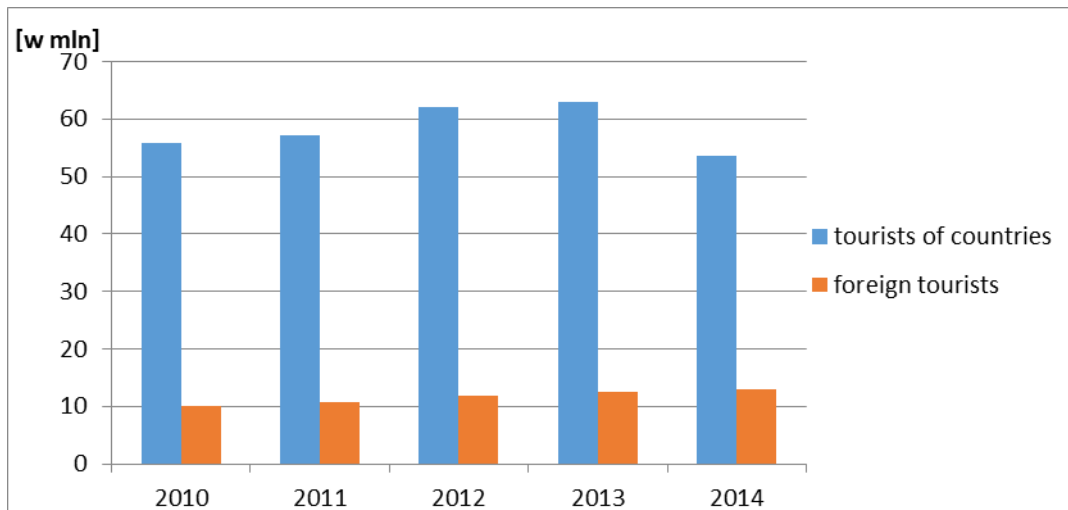
Chart 6. Foreign tourists using accommodation in Poland in 2014 in accommodation facilities with 10 seats and more



Source: Own study based on [www.stat.gov.pl ...]

According to a survey carried out by the Central Statistical Office [2015], Chart No. 6, in 2014, 12,992,241 nights were granted to foreign tourists in Poland. The most accommodation in 2014 was given to German residents - 4,742,088 nights, which is 39% of all nights. The next for Germany in 2014 was the United Kingdom - 8334 370 nights (7%), then Russia - 567 380 nights (5%) and residents of Ukraine - 559 856 nights (5%), the rest of the countries did not exceed the threshold of 550 thousand. accommodation constituting a small percentage.

Chart 7. Domestic and foreign tourists using accommodation in Poland in 2010 - 2014



Source: Own study based on [stat.gov.pl ...]

On the basis of chart 7, it can be concluded that the share of domestic tourists using accommodation in Poland is very high. In 2014, 53.5 million nights were given to domestic tourists, and 13 million to foreign tourists - more than three times less. However, since 2014, accommodation for domestic tourists shows a downward trend, by 20.1% less compared to the previous year. And the number of overnight stays granted to foreign tourists increased by 4% compared to the previous year and since 2010, chart 8 shows an upward trend.

Summary

Accommodation base in Japan and Poland is significantly different from each other over the years 2000 - 2014. Especially in the sector of the number of tourists using the accommodation base, their structure and type of use. The general situation of Asia and Europe in the occupancy level of rooms in the hotel industry around the world is very similar and is at the forefront, despite the clear differences in incoming tourism to Poland and Japan. In spite of the greater number of incoming tourists, Poland indicates only 13 million tourists staying overnight, while Japan has nearly 35 million tourists using accommodation, and therefore has a higher income in tourist activity of visitors.

In Poland, most nights were recorded from residents of Germany (over 35% of the total), Great Britain and Russia. However, to a large extent, the largest amount of accommodation is characteristic of border tourists visiting Poland. The situation is very similar in Japan, the highest rate of visits as and accommodation comes from Asia itself - Taiwan, South Korea and China. This proves a large share of neighboring countries in the tourism sector both in Poland and and Japan. However, a much greater share of domestic tourists is observed in Japan in the number of overnight stays - 93%, of which Poland obtains a result of 80.5% participation. Which testifies to the greater number of foreign tourists and accommodation given to them in Poland.

In the years 2000 - 2014, Poland's decisive advantage in incoming tourism is observed. From 2009 to 2014, the number of tourists is steadily increasing, giving a result of around 74

million arrivals in 2014. Japan in terms of arrivals of tourists ranged from 2000 - 2011 from about 5 million to 8 million with a clear upward trend only from 2011. In In 2013, inbound tourism in Japan exceeded 10 million and began to grow steadily.

The study was aimed at obtaining information on the current situation of the accommodation base and its development in Japan and Poland in the years 2000 - 2014. What is the degree of occupancy of hotels according to different criteria, what trends prevail among tourists taking advantage of accommodation and how accommodation affects the economy of a given country. These results were compared so that the reader could illustrate the situation prevailing in the hotel industry in Poland and Japan during this period.

In recent years, the development of accommodation facilities as well as tourism in Japan and Poland has improved. Both countries are characterized by an upward trend in hotel facilities as well as the increase in the number of accommodation facilities. Despite the significant difference in the size of tourist arrivals, Japan has more profits from it than Poland. This may be due to the yen exchange rate, the degree of affluence of the population from the issuing countries and average prices per night offered to the visited countries.

The main difference in the countries surveyed is the fact of the diverse structure of incoming tourism. In Poland, the most numerous group are the countries of Europe in Japan - Asian. The type of accommodation available is also different, Japan has more recreational facilities and a traditional reference to culture.

Both Poland and Japan show an upward trend in the number of registered hotels and beds, resulting in the development of the hotel base in the years 2000 - 2014.

CONCLUSIONS

- The condition of the Polish accommodation base and the level of occupancy for 2014 is satisfactory and shows an upward trend;
- One should pay attention in Japan to the development of using English in accommodation facilities;
- Despite the high prices for accommodation, Japan enjoys an upward trend in numbers and occupancy of accommodation facilities;
- Despite the high prices for accommodation, Japan enjoys an upward trend in numbers and occupancy of accommodation facilities;
- Japan has a very low share of foreign tourists in the accommodation base.

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