



STUDY ON STRUCTURAL DIMENSIONS OF ESTABLISHMENT OF TOURISTIC RECEPTION WITH FUNCTIONS OF TOURISTIC ACCOMMODATION IN COUNTRIES OF EUROPEAN UNION

Marius I. STUPARIU^{A*}

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Abstract

The article aims to analyse structural characteristics of tourist reception with functions of tourist accommodation in the European Union countries. Thus, the study has analysed services and facilities offered by over 440,000 establishments of touristic reception with functions of tourist accommodation, over 700 touristic destinations and 168 hotel chains. In order to evaluate tourist services and facilities, over 8.7 million questionnaires were filled in by tourists that had stayed at least one night in establishments of touristic reception with functions of tourist accommodation in the European Union countries. The data gathered in these questionnaires was also analysed in this article.

Key words

Star rating, beach access, property type, review score, property services, room facility, territorial distribution

INTRODUCTION

Hospitality recognized as a separate component of the economy, encompasses the totality of processes performed within the accommodation, resulting from the reception, stay and departure of the traveller. The content of the hospitality industry, its functions and features have evolved in connection with the development of accommodation capacities and their involvement in tourism activity.

Thus, the emergence and existence of the first establishments intended for the reception and accommodation of travellers were determined by performing movements for purposes other than tourism; accordingly, they were placed with priority along roads or in urban centres, and the facilities were more modest and with relatively simple functions.

Later, as the intensification of circulation, consecration and the transformation of tourism occurred into a mass phenomenon there have evolved adaptations and means of accommodation. Therefore, the number of temporary units for hosting guests and their placement is done outside cities, tourist areas eminently (Lockyer, 2007). At the same time there is a diversification of functions and improved facil-

A* University of Oradea, 1 Universităţii St., 410087, Oradea, Romania
marius_stupariu@yahoo.co.uk (corresponding author)



ities to better meet the needs of tourists. Following these changes, we can notice a phenomenon of crystallization in the hotel industry as a distinct field of activity (Morgan and Ranchhod, 2010; Tesone, 2012; Chalupa, Janoušková 2014, Klamár, Mika 2015)

Although the hotel industry does not concern solely providing the necessary facilities and accommodation for tourists, it exhibits more receptivity to their needs and evolves in close contact with tourism activity (Pearce, 2005; Kozoň, Klamár 2017).

A first dimension of this relationship is enhanced by the fact that over 70% of existing accommodation is located in tourist areas (seaside, mountain resorts or urban centres). In this way, individual tourism is more frequently register as a function of objective-hotel units (O'Fallon and Rutherford, 2011).

The link between tourism and hospitality business is much more complex, there is a mutual interrelation. The hospitality industry is growing due to increasing tourist traffic and tourism development is determined by the existence of accommodation, their level of equipment, the quality and variety of services offered (Nykiel, 2013).

It is known that besides the attractions of an element / sightseeing, the arrangements on conditions for rest and recreation, contribute decisively to the presence of tourists in the area. In this context, the hotel industry is becoming an important factor for promoting tourism, stimulating circulation and, in particular, the length of stay (Lockyer, 2013; Koščová, Koščová 2017; Matlovičová, Husárová 2017).

Better use of tourism potential is achieved by attracting different areas in the economic cycle. It is another aspect of how the hotel industry contributes to the development of tourism and, indirectly, to economic growth (Bosselman, Peterson and McCarthy, 1999).

Areas particularly rich in tourist attractions can remain outside the tourists' interest due to inadequate amenities or lack of minimum conditions of camping as areas that are less endowed with tourist attractions can receive requests from tourists due to the comfort and quality of services they offer.

This relationship between tourism and hotel industry has special value in guiding investments and directing the development of the hotel sector (Hales, 2006).

Progress in the hospitality industry reflects also how to satisfy the need for tourism. Increasing cash income, urbanization, increased leisure time, etc., were reflected in changing consumer behaviour towards tourism, meaning higher demand and diversification needs, a manifestation of increased demands on service quality. In this context, the hotel industry needs to create conditions for a growing number of people to benefit from, the opportunity to spend holidays or weekends in a tourist area.



Hotel services are insufficient in relation to the size of the demand. Their poor quality, besides rest and recreation have negative effects on consumers and will determine changes in the availability of time, income and indirectly decreases the number of tourists (Dittmer, Griffin, 1993; Beaver, 2005; Barth and Hayes, 2006).

Hospitality or accommodation service quality, influences not only tourism, but also its effectiveness. Thus, through an exerted attraction, hotel accommodation service promotes a better use of the human resources potential, the technical and material capacity, leading to the achievement of a higher operating ratios. Moreover, the complexity of the accommodation service level or quality, constitute an element of prestige, reputation for a tourism product or a business, contributing to an increase of efficiency in marketing holidays (Pender, Sharpley, 2004; Sabolová 2012).

The relationship between tourism and hospitality industry is mutual, the latter supports the quantitative and qualitative influence of transformations in tourist traffic. Increasing the number of tourists widens the reference of the market. The increasing consumer demand for holidays requires efforts to adapt the hotel industry efforts that are embodied in (I) new accommodation and upgrade existing ones in order to improve comfort, (II) extended typological units that increase the complexity of functions performed by them, and (III) diversified services and improving their quality (Bhatia, 2006a; Bhatia, 2006b).

Adaptability to the needs of tourism is one of the important features of the hotel industry. Most of the hotel particularities result from dependence and subordination to tourism, the service hotel accommodation overall performance attributes and generates tourism. Among them, there can be highlighted, for their role, terms like: complexity, seasonality, dependence on the provider, perishability etc. (Williams, 2004).

Accommodation service is the result of combining some basic benefits and some auxiliary. The hotel unit and its staff, and other links within and outside the tourism unit actively participate in this. The service has in this manner a richer and varied content, and its biggest attraction exerts on tourists. Therefore, the enrichment of accommodation service is a major concern for owners of equipment and for the personnel in the hotel industry (Lennon, 2003; Getz, Carlsen and Morrison, 2004; Page, 2012).

Regarding seasonality, it is the result of the concentration of demand in certain times of a year or week, depending on its specifics (for tourism heliotherapy, hiking, skiing, business, etc.) and is manifested in the variation of the production, and the supply of services. The overuse of accommodation during the season and the decrease of demand or its absence off season reflects negatively on the use of the material and staff and therefore on efficiency. Reducing seasonality, as a priority in the hospitality industry, require better adapt to changes in demand, more flexibility in the production of services, rigorous planning of human resources and, last



but not least, diversification of services to capture the interest of tourists. These measures diminish the role of natural conditions (Baum, 2001; Holden, Fennell, 2012).

Failure to store and preserve tourism lodging, as well as their dependence on material and personnel structures require particular concern for the identification and anticipation of future demand and greater flexibility in work organization. It can reduce or eliminate situations where there is a shortage of supply or a shortage in customer satisfaction, with negative effects on business results, but also on the material and moral satisfaction of staff (Swarbrooke, 2007; Costa, Panyik, Buhalis, 2013).

The specific element of systems of quality management are: finances, human resources, production / services and customer's satisfaction (Olkiewicz, 2015).

The hotel industry's problems, know a great diversity from the design and placement of units to their management. They have an important role on the quality of accommodation, hospitality and efficiency of operations and, indirectly, on the dynamics of tourism activity.

METHODOLOGICAL SPECIFICATIONS

Establishment of touristic reception with functions of touristic accommodation represents any building or settlement which provides permanently or seasonally the tourists with accommodation and other specific services.

The idea of this study was based on the desire to learn the structurally dimensions of tourist reception with emphasis on tourist accommodation in the 28 countries of the European Union. In this regard we analysed a total of 441,985 tourist reception structures with functions on tourist accommodation. For 2014 this indicator represents 77.50% of the total of tourist reception with functions of tourist accommodation in the 28 countries of the European Union. Structural analysis was done on indicators: star rating, beach access, property type, review score, property services and room facilities.

In the European Union countries the tourist reception with functions on tourist accommodation are divided into six categories from the point of view of comfort: 1 star, 2 stars, 3 stars, 4 stars, 5 stars and unrated.

In the European Union countries tourist reception with functions on tourist accommodation are divided into 24 categories in terms of property types: apartments, bed and breakfasts, boat hotels (also called floating hotels, boatels, hotels), campsites (also called camping sites), capsule hotels, chalets, cottages, country houses, farm stays, gites, guest houses, holiday homes (also called holiday cottages or vacation properties), holiday parks (also called holiday camps), homestays, hostels, hotels, inns, lodges (or a holiday accommodations), love hotels, luxury tents, motels, resorts, riads and villas.



Between April 2011 and October 2015 to assess tourism services there were applied a total of 8.719.910 questionnaires to the tourists that have stayed at least one night in the establishments of tourists' reception with functions on tourist accommodation and used in this study. Questionnaires were obtained with the help of Priceline Group (www.booking.com). In terms of property facility, tourist reception with functions on tourist accommodation in the European Union countries were analysed according to the following services (12): airport shuttle, facilities for disabled guests, family rooms, fitness centre, indoor pool, non-smoking rooms, outdoor pool, parking, pets allowed, restaurant, spa and wellness centre and Wi-Fi.

Based on the room facility, tourist reception with functions on tourist accommodation in the European Union countries were analysed according to the following facilities (11): air conditioning, bath, flat-screen TV, kitchen/kitchenette, patio, private pool, soundproofing, spa bath, terrace, view and washing machine.

There were considered 700 tourist destinations to analyse the territorial distribution of tourist reception with functions on tourist accommodation in the European Union countries, namely the top 25 tourist destinations in each country (based on the number of establishments of touristic reception with functions of tourist accommodation).

For hotel chains analysis of tourist reception of structures with functions of tourist accommodation in the European Union countries there were analysed 168 hotel chains.

STRUCTURAL DIMENSIONS

Star rating

From the point of view of comfort in European Union countries tourist reception with functions on tourist accommodation, are divided into two categories: measured and assessed. Thus, of the 441,985 structures of tourist reception with functions on tourist accommodation analysed, 133,692 (30.25% of the total number of tourist reception with functions on tourist accommodation analysed) are evaluated and 308,293 (69.75% of the total number of tourist reception with functions on tourist accommodation analysed) are unrated. European Union countries with high share of tourist reception with functions on tourist accommodation valued (and therefore the small share of tourist reception with functions on tourist accommodation unrated) are (top 5): Ireland (64.64%), Luxembourg (61.90%), Romania (60.16%), Bulgaria (57.26%) and Slovenia (56.75%). In contrast, the European Union countries with high share of tourist reception with functions on tourist accommodation unrated (and implicitly with small share of tourist reception with functions on tourist accommodation assessed) are (top 5): Denmark (97.50%), Estonia (93.83%), Cyprus (89.23%), Latvia (87.98%) and Hungary (86.78%) (Figure 1).

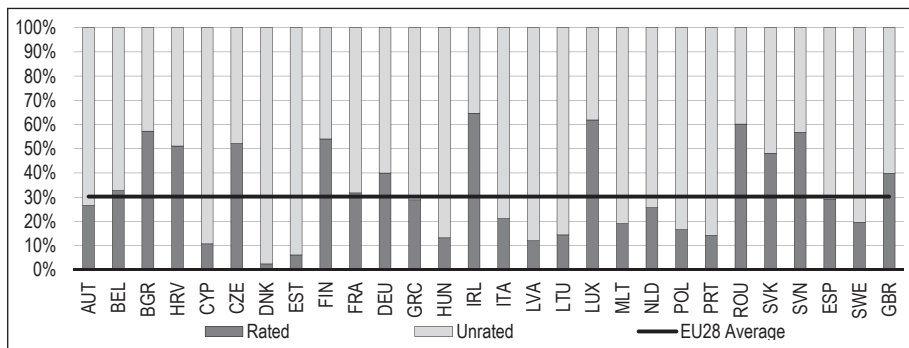


Figure 1 Rated and unrated establishment of touristic reception with functions of touristic accommodation in European Union countries

Tourist reception with functions on tourist accommodation in the European Union countries analysed are divided into five categories of comfort: 1 star, 2 stars, 3 stars, 4 stars and 5 stars. Prevalent among them are tourist reception with functions on tourist accommodation classified in 3 stars (53.34%), followed by those classified in 4 stars (25.80%) and those classified in 2 stars (14.51%). Tourist reception with functions on tourist accommodation with a star and with five stars have lower shares: 3.21% for tourist reception with functions on tourist accommodation classified under 1 star and 3.14% for tourist reception with functions on tourist accommodation classified under 5 stars (Figure 2, Table 1).

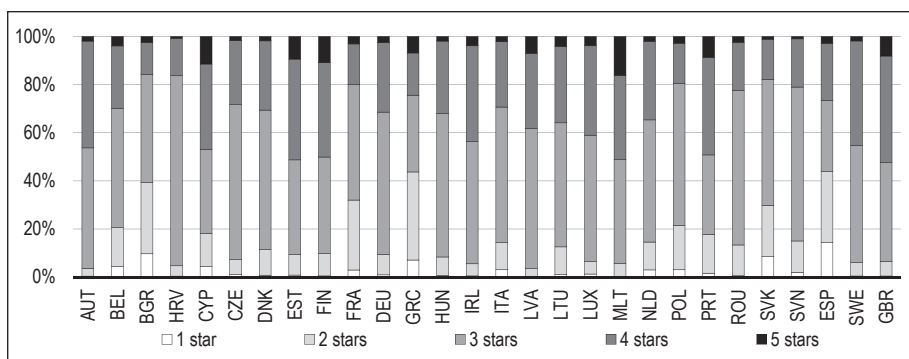


Figure 2 Rated establishment of touristic reception with functions of touristic accommodation in European Union countries



Table 1 Rated establishment of touristic reception with functions of touristic accommodation in European Union countries (%)

Country	1 star	2 stars	3 stars	4 stars	5 stars
Austria	0.41%	3.24%	50.04%	44.42%	1.88%
Belgium	4.35%	16.19%	49.48%	26.07%	3.91%
Bulgaria	9.69%	29.55%	45.02%	13.22%	2.52%
Croatia	0.37%	4.34%	79.03%	15.50%	0.75%
Cyprus	4.33%	13.78%	35.04%	35.43%	11.42%
Czech Republic	1.00%	6.21%	64.44%	26.59%	1.76%
Denmark	0.80%	10.60%	58.00%	28.80%	1.80%
Estonia	0.85%	8.55%	39.32%	41.88%	9.40%
Finland	0.47%	9.29%	40.15%	39.21%	10.88%
France	2.92%	29.09%	47.97%	16.96%	3.06%
Germany	0.93%	8.50%	59.15%	28.83%	2.58%
Greece	7.08%	36.60%	31.95%	17.55%	6.83%
Hungary	0.69%	7.67%	59.52%	30.23%	1.89%
Ireland	0.48%	5.04%	50.87%	39.73%	3.88%
Italy	3.02%	11.25%	56.39%	27.19%	2.15%
Latvia	-	3.52%	58.29%	31.16%	7.04%
Lithuania	1.05%	11.50%	51.57%	31.71%	4.18%
Luxembourg	1.28%	5.13%	52.56%	37.18%	3.85%
Malta	-	5.69%	43.09%	34.96%	16.26%
Netherlands	3.01%	11.55%	50.78%	32.64%	2.02%
Poland	3.05%	18.48%	59.05%	16.63%	2.79%
Portugal	1.61%	16.16%	33.04%	40.43%	8.77%
Romania	0.56%	12.78%	64.23%	20.01%	2.43%
Slovakia	8.44%	21.41%	52.37%	16.61%	1.17%
Slovenia	2.00%	13.02%	63.98%	20.05%	0.96%
Spain	14.27%	29.56%	29.64%	23.63%	2.89%
Sweden	0.45%	5.63%	48.66%	43.39%	1.88%
United Kingdom	0.43%	6.06%	41.14%	44.27%	8.09%
UE Countries	3.21%	14.51%	53.34%	25.80%	3.14%

Beach access

Of all European Union countries there have been analysed a total of 22 295 structures of tourist reception with functions on tourist accommodation with beach access. European Union countries with a high share of tourist reception with functions on tourist accommodation with beach access are (top 5): Finland (34.94%),



Latvia (12.51%), Greece (12.40%), Cyprus (12.25%) and Estonia (11.54%), and the European Union countries with a small share of tourist reception with functions on tourist accommodation with beach access are (top 5): Denmark (0.84%), Slovakia (0.96%), Czech Republic (1.42%), United Kingdom (1.44%) and Hungary (1.58%) (Figure 3).

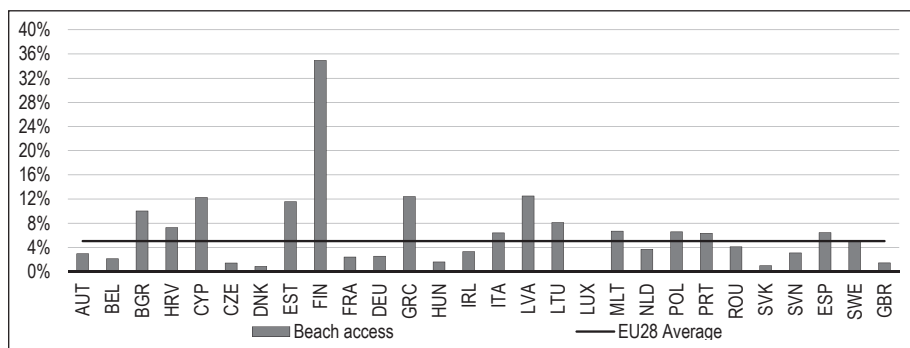


Figure 3 Beach access of establishment of touristic reception with functions of touristic accommodation in European Union countries

Property type

The 441,985 structures of tourist reception with functions on tourist accommodation analysed are divided in terms of property type in 24 categories. Of the 24 categories that are found in the European Union, only 8 are found in all the 28 countries: apartments (36.64%), bed and breakfasts (7.90%), country houses (1.80%), guest houses (9.04%), holiday homes (15.31%), hostels (1.01%), hotels (20.33%) and villas (3.27%) (Figure 4).

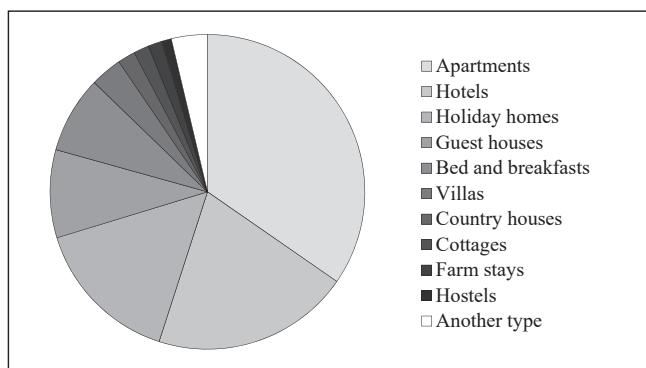


Figure 4 Property type of establishment of touristic reception with functions of touristic accommodation in European Union countries



Review score

From April 2011 to October 2015 to assess tourism services there were applied a total of 8,719,910 questionnaires to tourists that have stayed at least one night in tourist reception with functions on tourist accommodation analysed. Thus tourists have rated qualifications like: superb, very good, good and pleasant for the following services: cleanliness, comfort, location, facilities, staff, value for money and quality of Wi-Fi. Average ratings given by each tourist has generated an average for questionnaire. In the countries of the European Union the average mark for the evaluation of tourism services was 8.12/ 10. The highest scores were achieved in the evaluation of tourism services in Austria (8.23 /10) and Slovenia (8.23 /10) and lowest scores were obtained in the evaluation of tourism services Denmark (7.94/10) and Luxembourg (7.94/10) (Figure 5, Table 2).

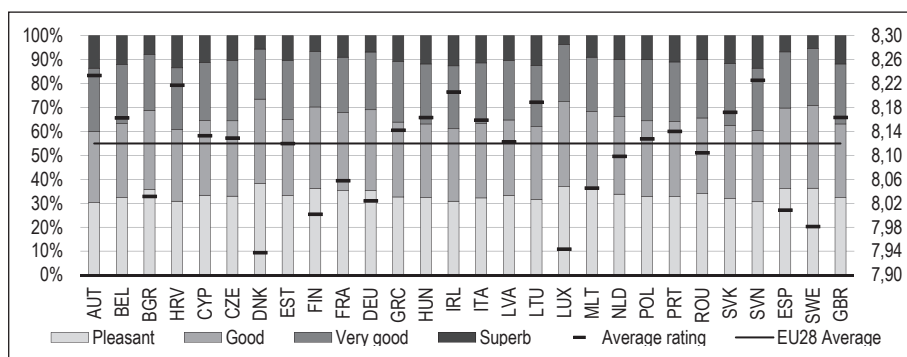


Figure 5 Review score of establishment of touristic reception with functions of touristic accommodation in European Union countries

Property services

The 12 services offered by the establishments of touristic reception with functions of tourists accommodation – airport shuttle, facilities for disabled guests, family rooms, fitness centre, indoor pool, non-smoking rooms, outdoor pool, parking, pets allowed, restaurant, spa and wellness centre and Wi-Fi – have been analysed in percentages. In the end, it was calculated an average percentage of all services offered by establishments of touristic reception with functions of tourists accommodation. Thus, the European Union countries with a high percentage of the services in establishments of touristic reception with functions of tourists accommodation are (top 5): Bulgaria (43.28%), Czech Republic (40.77%), Luxembourg (40.34%), Slovakia (39.33%) and Poland (38.45%), and the European Union countries with a small percentage of the services in establishments of touristic reception with functions of tourists accommodation are (top 5): Denmark (21.25%), Croatia (28.51%), Sweden (30.11%), Belgium (30.34%) and United Kingdom (31.27%) (Figure 6, Table 3).

**Table 2** Review score of establishment of touristic reception with functions of touristic accommodation in European Union countries

Country	Score	Superb	Very good	Good	Pleasant	No rating
Austria	8.23	13.57%	26.46%	29.72%	30.25%	5.88%
Belgium	8.16	12.03%	24.59%	30.98%	32.40%	6.72%
Bulgaria	8.03	7.77%	23.40%	33.03%	35.81%	10.05%
Croatia	8.22	13.43%	25.73%	29.94%	30.89%	16.07%
Cyprus	8.13	11.25%	24.15%	31.24%	33.37%	14.63%
Czech Republic	8.13	10.31%	25.22%	31.51%	32.96%	4.95%
Denmark	7.94	5.57%	20.93%	35.17%	38.33%	30.68%
Estonia	8.12	10.23%	24.71%	31.84%	33.22%	7.33%
Finland	8.00	6.61%	23.18%	33.97%	36.24%	4.81%
France	8.06	8.95%	23.08%	32.77%	35.21%	7.39%
Germany	8.02	6.79%	24.16%	33.69%	35.36%	5.13%
Greece	8.14	10.71%	25.39%	31.28%	32.62%	3.95%
Hungary	8.16	11.82%	25.05%	30.75%	32.38%	7.57%
Ireland	8.21	12.61%	26.26%	30.24%	30.89%	2.68%
Italy	8.16	11.38%	25.36%	31.02%	32.24%	7.51%
Latvia	8.12	10.34%	24.87%	31.49%	33.31%	7.00%
Lithuania	8.19	12.53%	25.42%	30.47%	31.59%	6.59%
Luxembourg	7.94	3.74%	23.77%	35.55%	36.93%	1.99%
Malta	8.05	8.99%	22.65%	32.27%	36.09%	9.29%
Netherlands	8.10	9.84%	23.97%	32.36%	33.83%	5.79%
Poland	8.13	10.06%	25.47%	31.62%	32.85%	4.41%
Portugal	8.14	10.95%	24.85%	31.43%	32.76%	7.51%
Romania	8.10	10.05%	24.33%	31.61%	34.01%	5.64%
Slovakia	8.17	11.70%	25.71%	30.67%	31.91%	4.11%
Slovenia	8.23	13.55%	26.04%	29.81%	30.60%	5.05%
Spain	8.01	6.75%	23.45%	33.70%	36.10%	8.69%
Sweden	7.98	5.33%	23.74%	34.63%	36.30%	7.10%
United Kingdom	8.16	11.79%	25.10%	30.77%	32.34%	7.24%
UE Countries	8.12	9.50%	22.92%	29.37%	30.81%	7.41%



Table 3 Property services of establishment of touristic reception with functions of
touristic accommodation in European Union countries

Country	Airport shuttle %	Facilities for disabled guests %	Family rooms %	Fitness centre %	Indoor pool %	Non-smoking rooms %	Outdoor pool %	Parking %	Pets allowed %	Restaurant %	Spa and wellness centre %	Wi-Fi %
Austria	15.71	9.69	65.40	8.30	6.74	69.34	7.74	96.96	55.72	23.28	8.45	86.86
Belgium	6.22	11.61	29.04	4.68	3.04	64.29	7.06	92.21	37.52	17.73	3.73	86.89
Bulgaria	53.50	7.57	63.93	20.32	9.66	45.52	37.83	93.45	35.56	47.91	14.02	90.12
Croatia	26.31	1.05	65.39	1.59	0.66	16.46	13.23	90.62	45.15	4.98	0.78	75.95
Cyprus	41.03	8.56	41.50	11.53	5.68	31.16	68.55	98.47	19.12	19.58	5.51	88.81
Czech Republic	29.45	15.86	59.11	7.20	5.96	72.55	11.83	91.80	65.66	34.65	7.35	87.77
Denmark	0.31	1.96	7.76	0.83	6.75	37.39	1.67	79.87	52.39	2.62	0.28	63.19
Estonia	17.82	8.33	48.60	3.48	4.01	64.79	2.32	95.41	53.56	14.65	4.06	84.08
Finland	21.50	19.17	43.31	11.36	8.32	75.05	2.69	95.44	59.53	32.96	4.97	79.46
France	8.59	20.16	44.91	3.95	3.18	60.67	26.15	85.60	51.38	20.92	4.07	80.25
Germany	10.65	16.09	37.50	8.56	6.65	75.31	3.13	94.97	59.37	35.51	5.69	81.88
Greece	29.29	9.43	53.79	5.93	1.90	29.63	35.12	93.15	46.73	22.18	3.62	93.95
Hungary	22.41	11.01	59.21	4.31	4.96	63.24	10.75	89.17	43.38	16.30	3.67	74.55
Ireland	9.30	26.93	38.99	10.74	8.27	60.51	0.47	93.77	20.20	30.66	5.86	89.51
Italy	29.13	16.86	51.12	4.59	2.21	46.60	22.36	82.92	59.61	21.33	3.88	77.49
Latvia	34.32	9.37	49.18	3.20	5.62	68.22	2.18	92.39	56.74	15.53	4.53	85.08
Lithuania	41.86	9.62	62.32	4.03	6.20	64.03	2.97	95.31	48.31	17.23	4.74	88.21
Luxembourg	8.73	23.81	25.79	17.86	10.32	76.98	5.95	91.67	53.97	68.65	11.11	89.29
Malta	60.25	13.82	54.81	8.07	8.39	47.83	39.29	69.57	17.55	20.81	5.90	92.24
Netherlands	6.66	12.50	28.64	5.31	4.69	65.63	7.66	89.42	38.72	26.84	3.15	91.70
Poland	27.85	17.87	59.56	8.26	5.91	65.33	3.63	90.26	55.82	30.52	7.16	89.23
Portugal	35.62	17.74	46.16	6.07	4.71	47.93	36.23	81.50	28.70	17.65	4.32	86.09
Romania	35.67	9.60	43.09	8.14	4.40	62.03	8.54	95.05	38.91	38.86	4.08	92.48
Slovakia	11.90	11.10	53.47	10.91	8.13	75.05	7.01	97.82	61.43	38.73	10.44	85.96
Slovenia	32.73	11.29	60.02	6.89	5.80	46.55	8.93	95.65	54.13	25.61	8.16	90.80
Spain	19.04	19.63	44.04	7.03	3.24	37.49	43.70	75.38	35.87	25.87	4.05	77.53
Sweden	4.12	16.42	25.34	7.94	3.24	76.24	3.47	97.07	46.52	21.27	3.42	56.28
United Kingdom	4.46	20.09	27.00	5.56	6.06	83.72	2.27	89.89	34.39	27.02	2.56	72.29
UE Countries	19.71	14.42	46.41	5.59	4.01	52.68	18.32	87.24	49.02	22.24	4.13	79.70



Figure 6 Property services of establishment of touristic reception with functions of touristic accommodation in European Union countries

Room facility

The 11 facilities offered by the rooms of the establishments of touristic reception with functions of tourists accommodation – air conditioning, bath, flat-screen TV, kitchen/kitchenette, patio, private pool, soundproofing, spa bath, terrace, view and washing machine – have been analysed in percentages. In the end, it was calculated an average percentage of all facilities offered by establishments of touristic reception with functions of tourists accommodation. Thus, the European Union countries with a high percentage of the facilities in establishments of touristic reception with functions of tourists accommodation are (top 5): Cyprus (48.83%), Croatia (38.64%), Malta (36.96%), Greece (35.59%) and Portugal (34.44%), and the European Union countries with a small percentage of the facilities in establishments of touristic reception with functions of tourists accommodation are (top 5): Ireland (16.58%), Sweden (18.48%), Luxembourg (18.58%), Slovakia (19.33%) and Germany (19.36%) (Figure 7, Table 4).



Table 4 Room facility of establishment of touristic reception with functions of touristic accommodation in European Union countries

Country	Air conditioning %	Bath %	Flat-screen TV %	Kitchen / kitchenette %	Patio %	Private pool %	Sound-proofing %	Spa bath %	Terrace %	View %	Washing machine %
Austria	4.18	27.22	54.49	69.51	14.96	1.11	7.83	1.83	21.34	24.61	14.84
Belgium	12.72	43.45	48.82	56.75	16.72	1.81	11.54	5.03	26.21	24.26	21.95
Bulgaria	71.88	19.96	43.18	56.69	18.45	4.60	12.34	4.29	26.48	27.22	24.73
Croatia	83.83	29.63	34.65	89.63	25.15	9.83	16.12	7.48	53.29	28.96	46.45
Cyprus	87.07	47.05	66.94	87.66	39.00	36.54	23.31	5.13	41.08	37.47	65.88
Czech Republic	11.85	30.85	42.96	57.23	5.53	3.61	10.92	4.47	17.47	25.93	22.79
Denmark	6.81	3.63	4.90	91.47	4.10	3.00	0.60	6.99	31.31	2.65	74.82
Estonia	15.23	17.45	47.44	65.74	21.45	0.37	6.43	4.22	21.35	25.46	37.64
Finland	26.98	5.27	62.07	66.13	16.99	0.51	11.56	2.89	34.08	18.91	38.18
France	25.21	33.46	53.09	55.54	8.33	5.42	15.30	2.14	29.49	19.30	35.38
Germany	7.18	22.00	51.15	49.97	12.11	1.11	10.64	2.14	19.86	18.79	17.97
Greece	90.02	20.47	47.11	69.22	26.71	8.72	31.58	6.57	34.12	38.92	18.02
Hungary	38.59	33.78	31.74	72.76	31.82	10.54	17.55	10.18	36.90	25.67	32.18
Ireland	6.36	36.39	40.46	27.03	10.74	0.19	5.98	1.91	4.13	28.00	21.23
Italy	57.07	14.48	54.62	57.17	15.14	4.31	11.93	4.15	23.84	27.04	34.82
Latvia	13.78	26.83	40.48	63.38	15.17	1.21	17.22	5.20	20.30	37.89	37.76
Lithuania	20.86	25.34	55.21	71.34	30.68	0.55	15.26	3.43	28.11	28.87	40.91
Luxembourg	19.84	31.35	54.37	26.59	5.16	0.40	15.87	7.14	12.70	18.65	12.30
Malta	63.35	43.63	59.63	73.45	11.96	17.24	7.61	2.95	38.04	34.63	54.04
Netherlands	12.87	29.44	49.01	58.66	16.94	0.56	10.24	5.80	29.65	27.39	25.60
Poland	13.51	19.18	65.80	55.94	4.50	0.77	9.33	2.87	20.26	22.62	28.90
Portugal	43.29	45.06	50.69	70.01	25.91	10.88	14.15	4.22	31.67	37.97	45.01
Romania	45.59	25.77	55.53	36.31	5.24	1.04	17.04	6.48	17.73	23.22	18.65
Slovakia	12.06	27.33	49.21	56.11	3.40	0.59	5.98	1.82	22.77	23.50	9.81
Slovenia	43.43	18.54	50.91	67.45	12.69	1.09	13.51	2.58	27.29	36.31	26.02
Spain	55.01	44.93	51.84	64.13	15.85	14.79	8.16	5.45	39.78	26.54	49.83
Sweden	5.13	8.50	25.48	67.88	14.91	0.46	2.82	2.05	24.22	12.49	39.34
United Kingdom	6.47	33.91	45.54	50.01	7.00	2.22	3.35	1.68	4.00	43.89	38.49
UE Countries	38.59	26.22	47.70	62.67	14.60	5.55	11.70	4.22	27.85	26.05	35.66

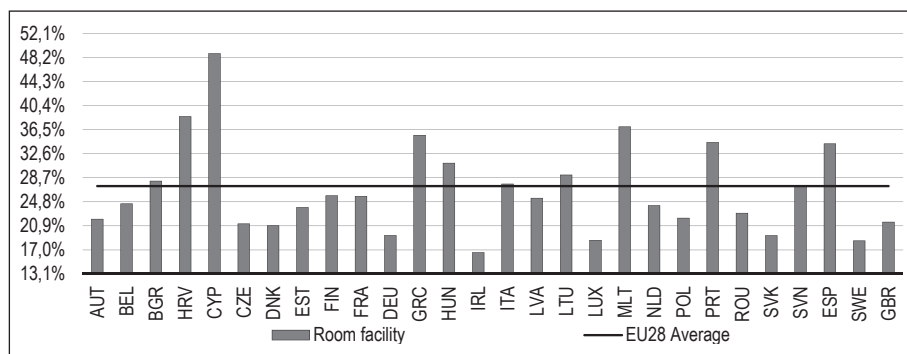


Figure 7 Room facility of establishment of touristic reception with functions of touristic accommodation in European Union countries

Territorial distributions of tourist destinations

Depending on the number of establishments of touristic reception with functions of tourists accommodation, it was analysed the percentage of establishments of touristic reception with functions of tourists accommodation in the capitals of each state of the European Union and the shares of establishments of touristic reception with functions of tourists accommodation in top 10 and top 25 tourist destinations (based on the number of establishments of touristic reception with functions of tourists accommodation). So, in the top 25 tourist destinations are included the top 10, and the top 10 tourist destinations include also the capital city. With some exceptions (Bulgaria – Sofia, 2nd place; Croatia – Zagreb, 6th place; Cyprus – Nicosia, 9th place; Denmark – Copenhagen, 6th place; Poland – Warsaw, 2nd place; and Spain – Madrid, 2nd place), the capital city is most of time the first tourist destination.

Thus, the capitals of the European Union with a high share of establishments of touristic reception with functions of tourists accommodation are (top 5): Luxembourg (Luxembourg, 29.37%), Riga (Latvia, 28.76%), Budapest (Hungary, 23.97%), Prague (Czech Republic, 23.14%) and Vilnius (Lithuania, 22.77%), and the capitals of the European Union with a small share of establishments of touristic reception with functions of tourists accommodation are (top 5): Athens (Greece, 1.67%), Zagreb (Croatia, 1.89%), Copenhagen (Denmark, 2.03%), Nicosia (Cyprus, 2.54%) and Madrid (Spain, 2.99%) (Figure 8).

A high share of establishments of touristic reception with functions of tourists accommodation in the top 10 tourist destinations from each European Union country is found in (top 5): Lithuania (75.57%), Cyprus (70.54%), Malta (63.35%), Estonia (58.46%) and Latvia (58.31%), and a small share of establishments of touristic reception with functions of tourists accommodation in the top 10 tourist destinations from each European Union country is found in (top 5): Greece (9.62%), Sweden (9.65%), Germany (11.95%), United Kingdom (15.19%) and France (15.23%) (Figure 8).

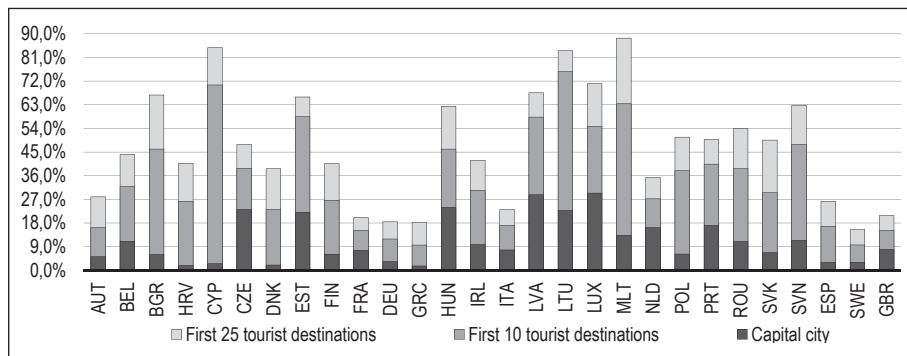


Figure 8 The percentage distribution of establishment of touristic reception with functions of touristic accommodation in European Union countries in first 25 tourist destinations, first 10 tourist destinations and in capital city

A high share of establishments of touristic reception with functions of tourists accommodation in the top 25 tourist destinations from each European Union country is found in (top 5): Malta (88.35%), Cyprus (84.70%), Lithuania (83.53%), Luxembourg (71.03%) and Latvia (67.55%), and a small share of establishments of touristic reception with functions of tourists accommodation in the top 25 tourist destinations from each European Union country is found in (top 5): Sweden (15.52%), Greece (18.11%), Germany (18.48%), France (20.10%) and United Kingdom (20.88%) (Figure 8).

CONCLUSION

Following the statistical analysis of data and indicators obtained by this study, we conclude:

- a large part of touristic reception with functions of tourists accommodation is unclassified (69.75%);
- between the touristic reception with functions of tourists accommodation classified, the majority of touristic reception with functions of tourists accommodation is categorized with three stars (53.34%);
- only 5% of touristic reception with functions of tourists accommodation has access to the beach;
- from numerical point of view, the majority of touristic reception with functions of tourists accommodation in the European Union countries are apartments (34.64%), followed by hotels (20.33%) and holiday homes (15.31%);
- tourist services of touristic reception with functions of tourists accommodation in the European Union countries received an average rating of "Good";



- the 12 property services analysed (airport shuttle, facilities for disabled guests, family rooms, fitness centre, indoor pool, non-smoking rooms, outdoor pool, parking, pets allowed, restaurant, spa and wellness centre and Wi-Fi) in touristic reception with functions of tourists accommodation in the European Union countries have been found in 1,783,929 cases, respectively an average of 4 property facility/touristic reception with functions of tourists accommodation;
- the 11 room facility analysed (air conditioning, bath, flat-screen TV, kitchen/kitchenette, patio, private pool, soundproofing, spa bath, terrace, view and washing machine) in touristic reception with functions of tourists accommodation in the European Union countries have been found in 1,329,518 cases, respectively an average of 3 room facility/touristic reception with functions of tourists accommodation;
- after analysing the distribution of touristic reception with functions of tourists accommodation in the European Union countries were identified: (I) countries with a high share of touristic reception with functions of tourists accommodation in the capital, in the top 10 cities and in the first 25 cities: Lithuania, Luxembourg, Latvia, Malta or Estonia, hence a small diversity of tourist destinations, and (II) countries with a small share of touristic reception with functions of tourists accommodation in the capital, in the top 10 cities and in the first 25 cities: Greece, Sweden, Germany, Spain or Austria, hence a high diversity of tourist destinations.

Due to these interesting and unexpected results obtained by this study, we suggest expanding the statistical analysis of touristic reception with functions of tourist accommodation in the European Union countries in the near future.

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