

## CURRENT TRENDS IN HOSPITALITY INDUSTRY

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**ABSTRACT** Hospitality industry is a complex product-service economic activity which besides accommodation, food and beverages offers a variety of complementary and ancillary services in order to meet modern needs, demands and desires of tourists consumers. Contemporary needs, demands and desires of tourists consumers (increased need for security and preservation of health; emphasis on ecology and healthy food; pure nature stay; growing demand for adventure activities and excitement; convention facilities and incentive offerings; visits to towns, big sports, cultural, religious, business events; new travel motivation) have led to the emergence of new trends in hospitality offering design. Wellness and spa hotels, boutique hotels, all inclusive hotels, slow-food restaurants, and wine and lounge bars are just some of the main trends, and successful hoteliers and caterers will examine each of the trends and devise development politics in accordance with the new requirements and global market needs.

**KEY WORDS:** *hospitality, hotel industry, restaurant industry, bars, trends*

### INTRODUCTION

The first traces of hospitality are found in the old slavery countries (Egypt, Greece, and the Roman Empire). Technological inventions, the emergence of means of transport, economic and cultural progress, and increased leisure and wanderlust influenced the development of the hospitality throughout the history. Today, hospitality and its basic and specific complementary services encourage and enable tourism development in a place, city or country as a whole. Preparation and service offering in hospitality industry employ a large number of employees and use products of a large number of industries, which enables this activity to participate in the overall economic and social development of the areas in which it operates.

### THE TERM *HOSPITALITY*

‘Hospitality is an economic activity which organizes, provides and meets the needs of guests for overnight stays, food and beverages.’<sup>1</sup>

‘Hospitality can be considered as a production and service industry. Preparing food and drink is under production industry while providing accommodation and serving prepared food and beverages are under service industry.’<sup>2</sup>

‘Hospitality is and economic activity that provides accommodation, food and beverages, and other services to local people, tourists, visitors, business people, participants in various scientific, political and professional conferences ad other. Hospitality in its offer includes various contents for people concerned for their health. Improper diet, stress, pollution and other problems of modern living require that hospitality industry expands its offer with recreational, sporting and other various contents.’<sup>3</sup>

‘Hospitality is economic activity that is different from others not only in terms of the scope of business subjects (providing accommodation, food and beverages), but also by its specific characteristics. Hospitality has special technological and production and service work process, separate organization, special ways, content and form of carrying out the service.’<sup>4</sup>

<sup>1</sup> Cerović, Z.: *Hotelski management.*, Opatija; Fakultet za hotelski i turistički management, 2003.

<sup>2</sup> Ratkajec, S.: *Ugostiteljstvo.* Zagreb, Školska knjiga, 2008.

<sup>3</sup> Bunja, Đ.: *Organizacija poslovanja u ugostiteljstvu i turizmu.*, Zagreb, Školska knjiga, 2003.

<sup>4</sup> Pirija, D.: *Standardi u turističkom ugostiteljstvu.*, Šibenik, Visoka poslovna škola za turizam, 2003.

‘The term *hospitality* involves providing services of accommodation, food and beverages. Hospitality as a complex economic activity which, besides meeting needs for accommodation, food and beverages, meet other social, cultural, health and other needs. ‘These types of needs motivate people to visit particular tourist destination or seek a particular services in hospitality facilities. Hospitality provide vacation, leisure, recreation, summer vacations, visits to certain places, trips, food to local people or tourists, rehabilitation after illness, etc.’<sup>5</sup>

‘Hospitality as an economic activity is classified as a group of tertiary activity or service industry because food and beverages are prepared or produced and at the same time sold and consumed. Therefore, hospitality is economic activity for providing service such as accommodation, food, drinks, preparation of hot and cold beverages, and a variety of other complementary or ancillary service.’<sup>6</sup>

Based on the above definitions, it can be concluded that the hospitality is a complex production service economic activity which besides accommodation, food and beverages offers a variety of complementary and ancillary services in order to meet modern needs, demands and desires of tourists customers.

## CLASSIFICATION OF HOSPITALITY IN THE WORLD

Based on years of research, a prominent scientist in the field of hospitality Ivan Marošević classified modern hospitality into three basic groups:

**1. Hospitality** which includes hotels, motels, all-suite hotels, tourist apartments, tourist resorts, inns and guest houses. In broader sense, hospitality also includes other facilities that provide accommodation such as camping sites, holiday homes, youth hostels, rooms for rent, resorts, hiking and hunting lodges and boarding houses.

**2. Restaurant industry** which includes restaurants, taverns, grills, pizzerias, bistros, fast food facilities, patisseries, catering and canteens.

**3. Bars** which include night bars, night clubs, disco bars, cafes, cyber cafes and coffee shops. In a broader sense, entertainment centres, beer halls, buffets, pubs and pothouses.’<sup>7</sup>

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Contemporary needs, demands and desires of a tourists customers (increased need for security and preservation of health; emphasis on ecology and healthy food; pure nature stay; growing demand for adventure activities and excitement; convention facilities and incentive offerings; visits to towns, big sports, cultural, religious, business events; new travel motivation) have led to the emergence of new trends in hospitality offering design. Current hospitality trends include:

### 1. Wellness and spa hotels

Release from the stress and desire to improve the quality of life has led to the emergence of wellness and spa hotels. Business philosophy of wellness and spa hotels include face and body care, health promotion with various wellness and spa methods, mental training and special wellness diet. Some counties with developed tourism are developing wellness and spa tourism, while some tourist destinations are gradually being profiled as wellness and spa destinations.

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<sup>5</sup> Borković, V., Kobašić, A.: *Poslovanje ugostiteljskih poduzeća.*, Dubrovnik, Sveučilište u Splitu, FTVT, 1993.

<sup>6</sup> Dobre, R.: *Ekonomika i organizacija ugostiteljskih poduzeća.* Šibenik, Visoka poslovna škola za turizam, 2001.

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<sup>7</sup> Marošević, I.: *Organizacija poslovanja poduzeća u ugostiteljstvu 1*, Pula, Horeba, 2009.

## 2. Boutique hotels

Boutique hotel is a term lately heard very often in demands of the world famous jet-setters and tourist with high purchasing power. Typical boutique hotels include originally decorated interior, specially designed rooms and suites furnished with a lot of style and detail, exclusive lounge bar, excellent range of food and beverages, and hotel capacity is between 10 to 15 rooms. Due to their success on the market, some well-known international hotel chains have also developed boutique hotels under its brand (W Hotels, Small Luxury Hotels of the World). 'Boutique hotel does not have to be rebuilt, it does not have to be a new building, it can be converted old buildings, castles, historic buildings, monasteries, villas or larger old farmhouses. Its location may not be a fashionable tourist destination. This type of hotel may be at the seaside, mountain, lake or in the countryside. It should only make profits as other types of hotels, since invested funds should be returned and enriched.'<sup>8</sup>

## 3. All-inclusive hotels

All-inclusive hotels can be found in Mediterranean countries and exotic tourist destinations. Hotels with all-inclusive service are often chosen by families with children and tourists who will spend most of their time in the hotel complex, either at the beach or by the hotel pool. Modern all-inclusive service includes rich buffet breakfast, lunch and dinner, afternoon and late night snack, day and evening entertainment for children and adults, sports facilities (tennis, football, basketball, handball, volleyball...).

## 4. Hotel animation

In recent years, animation has become an important component of the hotel offers aiming to fill guests' free time. Every serious hotel resort, if wanting to meet modern demands and needs of the guest, pays special attention to this important segment of drawing up a variety of activities for all age groups. Major role in the realization of entertainment,

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<sup>8</sup> Marošević, I.: *Organizacija poslovanja poduzeća u ugostiteljstvu* 2, Pula, Horeba, 2011.

sports and recreational facilities have hotel animators. 'Animators create a special atmosphere among the guests with their activities. Depending on the structure of guests and the hotel category, animators are mostly taking care of guests by organizing their free time, encouraging them to do various activities for recreation, entertainment and relaxation.'<sup>9</sup>

'Up to now, animators have been usually identified with the trainer (guide) for sports from tennis to spear fishing or windsurfing or animator for evening of games and dances. Now, however, their participation is required in all activities of the hotel such as hotel guide; organiser of visits, excursions, events, meetings, and congresses; interest initiator for games, art, history, natural beauty of the place, crafts, local cuisine, folklore, and folk festivals.'<sup>10</sup>

## 5. Online search and booking

Modern consumers are increasingly facing the Internet concepts such as online search and booking or e-payments as a part of everyday life. Hoteliers and restaurateurs who have adapted to these trends very quickly show very good results. Websites presenting hotels and restaurants to guests are becoming richer, have more contents and offer the option of an online search and booking service. Thanks to rich web pages and sophisticated booking systems, hotels and restaurants successfully promote their services and destinations where they are located.

## 6. Ecology

Modern consumers are more socially and environmentally conscious, so they want to know if all the environment protection actions are taken and in what way community is being helped and thus the money they earned is returned. Precisely these factors are becoming more and more important in the final decision on selecting the hospitality facility.

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<sup>9</sup> Bareza, S., Kalinić, M., Tomašević, A.: *Briga o gostu*, Zagreb, British Council, 2011.

<sup>10</sup> Laškarić, M., Galičić, V.: *Putevi do zadovoljnog gosta*, Opatija, Fakultet za menadžment u turizmu i ugostiteljstvu, 2011.

## 7. Slow food restaurants

'Slow food movement wants to cultivate *good taste* and *immortality simplicity* as a counterweight to hamburgers, Coca-Cola or McDonald's, synonyms of globalized and standardized world. Thus, the slow food name for European, especially the Mediterranean, way of life associates a meal with a lot more than rapid hunger elimination by celebration taste of various food and dishes in cultivated, pleasant surroundings. Slow food movement, which primarily preaches rural pleasures, today stands for linking ethics and pleasure. The concept is based on two elementary nutritional philosophies: ecology and community of people who produce, process, prepare and sell food.'<sup>11</sup>

Given the increasing number of slow food followers, there has been a large number of slow food restaurants opened today in highly developed countries and fashionable tourist destinations. In slow food restaurants, the food is consumed more slowly and in sequence, and the dishes are prepared from fresh ingredients.

## 8. Organically grown food dishes

Due to a larger number of consumers of organically grown food in the world, modern hotels and restaurants have enriched their menus with organically grown food. Organic food menus are usually a result of collaboration of eco stores and organic food manufacturers. Besides organic fresh food being turned into delicacies and various dishes, offer includes organic drinks that are very interesting to guests.

## 9. Wine bar

The type of bar which bases its services mainly on sale either draft, bottled wine, or wine in glass, and offer some cold dishes. Special kind of this type is a wine restaurant-bar or wine bar with kitchen where fine dishes both for main meals and between main meals can be

served.'<sup>12</sup> Wine bars can be found in urban areas and developed tourist destinations.

## 10. Lounge "bars"

Consumers' need for a pleasant atmosphere and relaxing music has led to the opening of various lounge bars. In a "lounge bar", guests can enjoy a comfortable and modern interior, light and relaxing music, and top quality beverages. Lounge bars can be found in urban areas and developed tourist destinations.

## CONCLUSION

Hospitality is a specific economic activity which, except for basic service of food and beverages, offers a variety of social, cultural and health services in order to meet desires and needs of customers. New needs, demands and desires of customers have led to the emergence of new trends in hospitality offerings design. Wellness and spa hotels, boutique hotels, all inclusive hotels, slow food restaurants, and wine and lounge bars are only some of the main trends and successful hospitality managers will create politics of development in accordance with new requirements and the needs of the global market.

Business and development policies of independent hotels, hotel chains, restaurateurs and bar owners should be fully oriented towards tourists, guests and consumers through a variety of specific and attractive hospitality services. New knowledge of workers and managers in the hospitality industry is a prerequisite for creating a new service, satisfied customer and a competitive advantage in the tourism market.

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<sup>11</sup> Molnar-Meštrić, T., Marinjak, R., Mustač, M., Magaš, Z., Lovrenčić.: *Suvremeni trendovi u gastronomiji*, Zagreb, Agencija za strukovno obrazovanje, 2007.

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<sup>12</sup> Marošević, I.: *Prodaja ugostiteljskih usluga*, Pula, Horeba, 2007.

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