

FUNCTIONING OF THE CHOSEN RENOWNED HOTELS IN POLAND

Summary

Polish hotel industry is undergoing considerable crisis. The analysis of four chosen hotels (2 – in seaside resorts, 1 – in Koszalin and 1 – in mountain region) shows that a hotel's condition largely depends on its natural surrounding and on its promotion. For example the yearly occupation rate of the "New Skanpol" hotel in Kołobrzeg is about 40–50%. But yearly expenses on its promotion reach 270 000 PZL.

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