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SUMMARY

New trends in the hotel industry

This article presents the difficult situation on the tourist and hotel market resulting from continuous market processes - among other things, recession, the course of exchange, social discontent, and new disturbances of the climate, floods, hurricanes, volcanic ash and the like.

The article provides information concerning the hotel market, presents new challenges and trends in this industry, investing in new hotels, mainly economic class, boutique and modular hotels.

Era design - new hotel image (stylish hotel, architecture, room arrangement, a hotel room of the future), new trends in catering, and the role of an organizer-arranger of the hotel life, for improving and developing the standard of services. In the conclusion, the author mentions selected new trends in the hotel industry, already visible and influencing the hotel market in the forthcoming years.