Abstract

The pandemic has caused operational challenges as well as financial difficulties around the world, underscoring the importance of efficient hotel operations to ensure continued survival. Hotel facilities in different categories, locations and segments have reacted differently to the crisis due to the lack of uniformity in this regard. Therefore, it was important to analyze and evaluate the determinants that could lead to recovery. Understanding the evolution of factors that affected hotel performance during the pandemic could have helped the industry formulate a baseline for the state of achieving peculiar resilience and develop assumptions for crisis management. A long-term global pandemic requires strategies that facilitate financial and operational recovery.

Taking into account the relevance of the issue of economic efficiency of the hotel industry for the possibility of survival under the conditions of crisis processes, an attempt was made to present this issue in Polish conditions, based on a comparison of the efficiency of hotel companies in the period before and after the pandemic.

The purpose of the research was to evaluate the efficiency of hotel industry enterprises in Poland, taking into account the determinants that limit the negative effects of a pandemic. The study used the DEA method and regression analysis. It was found that the efficiency of hotel enterprises in Poland is at a high level, which was influenced by the pandemic to a small and short-term extent, which shows the resilience of the hotel sector in this regard. The positive impact on hotel efficiency during the pandemic had factors such as the size of the hotel and its economic category qualification. In contrast, a negative impact on the efficiency of hotels was presented by their location. Other factors had a limited impact on the efficiency of the studied facilities.

The conducted research made an important contribution to science. The evaluation of the impact of the pandemic has been expanded, showing how the pandemic affects the level of efficiency and its determinants before and after its outbreak. The results also provide a practical reference to the pandemic's effects on hotels, offering guidance to help managers identify specific actions, strategies and policies to make significant adjustments in inefficient facilities or departments toward efficiency. The results of the study can also restore confidence in the market through an external, objectified survey that has helped highlight the strength of the hotel sector.