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Investigation of All-Inclusive System in Hotel Enterprises in Terms of Waste

Abstract. *The purpose of the study is to reveal the advantages and disadvantages of all inclusive systems in chain hotel enterprises. Descriptive analysis, one of the quantitative analysis methods, was used in the study. The study was carried out at 23 Rixos chain hotels operating in 7 countries. The data were collected from the managers of the restaurant and kitchen departments due to the issue of waste. Two questions were asked to managers: “what are the advantages of the all-inclusive system” and “what are the disadvantages of the all-inclusive system”. Data were collected in March–April 2019. Data obtained through interviews were used in the analysis. According to the results, all-inclusive system has advantage to increase customer satisfaction and to provide a waste reduction in hotels. Considering the disadvantages identified in the study results, it can be said that the customers in the all-inclusive system are tend to unconscious consumption in the hotel due to the fact that they have paid in advance and this in turn leads to an increase in food waste.*

Keywords: *All-Inclusive System, Waste, Food Waste, Unconscious Consumption, Reuse, Hotel Businesses, Tourism, Cost per Person, Employment, Advantage and Disadvantage, Customer Satisfaction, Qualified Personnel.*

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Introduction

The all-inclusive system is a hotel concept and unlike the hotels that operate on bed and breakfast, half board and full board, almost all of the food and beverages offered in the hotel are included in the room price. Due to the fact that the all-inclusive system makes some decisions about the money during the holidays, the distress caused by spending money eliminates the stress

or confusion [1]. The ease of implementation of the all-inclusive system, the elimination of uncertainties and the fact that it is economical, is one of the most mentioned reasons in the related literature [2; 3]. Some other reasons for choosing the all inclusive system are that tourists can visit the region more efficiently during the travel at a certain time interval for tourists countries with long distance and different cultures can be visited more safely, as well as avoidance of unsafe

money transport systems and suspicious hygiene standards, assurance of the fulfillment of services by the tour operator, offering of different package tour options, lack of language problem through the guides, the possibility of definite return back to home country, the pre-determined touristic expenses, the opportunity to visit different places and to be cheaper than a trip to the same region on an individual basis, as well as providing personal and family security [4].

The all-inclusive system has advantages and disadvantages for the hotel as well as for tourists. While [5] evaluate the all-inclusive system applied in resort hotels and holiday villages as a temporary tendency to adapt to the market, [6] considers the all-inclusive system as a response to the demands coming from the demand side of the market and this trend will continue without losing its characteristic and estimates. They emphasize that the all-inclusive system is a very important tool for tour operators and hotel businesses [7].

Although the all-inclusive system has advantages and disadvantages, most hotel businesses nowadays follow an all-inclusive system policy. However, in the scope of chain hotels, there is limited study on the investigation of all-inclusive system within the scope of waste management. Therefore, the aim of this study is to reveal the advantages and disadvantages of all-inclusive system in chain hotel enterprises. Thus, it will be determined why chain hotels are working with the all inclusive system or not. Recommendations will be made for hotels and policy makers according to the results of the study.

The Evaluation of All-Inclusive System. The effect of tour operators on the transitions of the hotel enterprises to the all-inclusive system is quite high. The all inclusive system is part of the package tours. Therefore, in order to understand the development of the system, it is necessary to first examine the history of package tours. The first package tours were organized in 1841 by Thomas Cook to England. In this context, Thomas Cook can be considered as the first organized package tour organizer. Railways were used as transportation vehicles in the first

package tours and accommodation package was not offered. Cook has included transportation, food and beverage, entertainment, an event and tour guide services to the price of the tours he has organized. The first important development in the name of package tours was with the arrangement of steamboat tours after the 1920s. The success of these tours has encouraged Cook to be held in the next rounds and diversified its service areas, making it the world's number one travel agency.

The first applications of the all-inclusive system are found in holiday camps in England in the 1930s. In the mid-1950s, a holiday camp was established by the French on the coast of Majorca, a Spanish island, and the investor was obliged by the Spanish government to implement a single price prepaid for food, accommodation and other activities. In the following years, the idea of a single price, which included everything for the holiday, attracted much attention [1]. Due to lack of environmental conditions and lack of activity, the first applications started in large hotels and palaces protected by high walls and wires. Therefore, it can be said that the tourism industry after the 1970s has a very big development and it is undoubtedly related to package tours.

The British tour operators who made a package tour to the tourists with high income levels have also contributed to the evaluation of the all-inclusive system [8]. The idea of an all-inclusive holiday has been carried by the German and Italian tourism businesses to Asia, Europe and Africa. For instance, major tour operators such as TUI, ITS and NIR own operating their Robinson Club, Club Aldiana and Club Calimera resorts in Turkey, Spain, Greece, Austria, Italy, Switzerland, Sri Lanka, Kenya, Canary Islands, Senegal, Tunisia, Ibiza, Thailand. These hotels operate as an all-inclusive resorts [6]. As geographical distribution of hotels that operate with all inclusive systems, Europe and the Caribbean are the leading orientation centers. In the Europe Italy, Greece, Turkey and France are the countries with the highest proportion in all-inclusive resorts. Apart from these orientation centers, Central America, Mexico, Dominican Republic, Tunisia, Morocco, Thailand and Indonesia are all other countries with all-inclusive facilities.

Positive and Negative Effects of All-Inclusive System. For tour operators, the most important feature in choosing an all-inclusive system is the higher commission rate from the holiday package that includes all services [9]. Operators have increased their revenues by increasing the commission rate and adding the expenses they will make to the accommodation facility in the destination center in which the tourists will visit. Tour operators are wholesalers and commercial organizations that sell tourist products in packages. There are some elements that tour operators consider in choosing the orientation center in the touristic product package that they prepare according to the characteristics of the current tourism demand: convenient transportation possibility, economy, infrastructure, cultural and natural resources, cleanliness, safe accommodation capacity, etc. In this context, tour operators want to evaluate the tourism potentials in different regions of the world, which are cheaper compared to other tourism orientation centers. Particularly in the developing countries, it is possible for investors to partially assess the regions that are suitable for tourism, but the infrastructure of the areas outside these regions and the lack of economic and social development levels are not suitable for tourists necessitates the all-inclusive system for these regions [9].

It can be said that the most satisfying part of the all-inclusive system is the customers. It is stated that this system is more attractive compared to other systems [6]. As tours are usually sold in weekly packages, customers will have the opportunity to make long-term holidays at affordable prices. In addition, because all the details of the holiday are already planned by the customer, the customers can adjust their holiday budget completely and accurately. This system is particularly popular with families with children. Families tend to this system which does not incur extra costs with their children. A family does not know how much money they will spend on holiday with their child. However, families who have a holiday in the all-inclusive system are relieved of paying extra money for children's different needs. They also don't even need to pay

for children in many all-inclusive agreements. There are also negative aspects of this system for consumers. Hotel businesses make concessions on the quality of service due to increased costs, and the all-inclusive system greatly reduces the interaction between tourism and the local community. In addition, visitors who spend their vacations with the all-inclusive system cannot find enough time to know the historical and cultural texture of the region they are visiting [7].

The opinions that advocate the all-inclusive system measure the success of the system by consumer satisfaction, not by the extra product sold. Increasing visitor satisfaction positively affects marketing activities and tourism revenues. In particular, different applications such as Ultra, Super and Maximum, which are diversified within the all-inclusive system, increase the attractiveness of the facilities that are all-inclusive. In addition to these advantages mentioned above, the increase in occupancy rates and profitability ratios [10] in terms of hotel businesses are another positive aspect. Hotel businesses have chosen to implement all-inclusive system to increase profitability and achieve competitive advantage. Hotel businesses implement this system to provide ease of marketing, increase sales in order to reach the highest profitability, get advantages among the competitors in tourism market, offer holiday options to customers, provide services to be known in advance, advertising the business, easy control staff and product / service costs, a higher occupancy rate of the hotel, help tour operators and travel [11]. The all-inclusive system increases the occupancy rates of the hotel businesses and extends the tourism season between 15-30 days [12]. As the all-inclusive system and hotel businesses have already sold unit activities within the package holiday, they can plan their investments and expenditures more easily by strengthening their financial structures by means of prepayments provided by tour operators [1].

The positive aspects of the all-inclusive system can be summarized as follows [13]:

- It can be said that the all-inclusive system in accommodation establishments is easier to implement as customers do not need to be encouraged to spend more.

- Meticulous food service is not required, as serving buffets and drinks as a buffet is common practice in all-inclusive properties.

- With the elimination of the shuttle service, savings can be achieved in the follow-up and control of the guests' invoices. This situation both allows reductions in the number of personnel and eliminates the need for qualified personnel.

- More importantly, the all-inclusive system facilitates the advertising, marketing and sales of accommodation companies as it guarantees seasonal sales of contracts with tour operators.

- In addition, eliminating the need for customers to carry money helps managers in hospitality businesses reduce tight control procedures that require special attention and time.

Difficulties in employing qualified labor force, difficulties in creating animation activities, difficulties in providing diversity in food and beverage services, increase in the number of families with children, shortening the service life of the service materials due to excessive use and the resulting costs, decrease in personnel motivation, negativity such as the prevention of creativity may be experienced in hotel businesses [6]. Inadequacies or delays in meeting customer requests can cause hotel businesses to confront with travel agencies and tour operators. Another problem caused by tourists staying all time in the facility is all elements in this system package are required to be available all time. Since the tourists are not going out of business, the depreciation rates of the businesses will be increase. In addition, as a result of the efforts of the enterprises to reduce the costs, the quality of the services in the food and beverage units decreases, and after a while, every food consumed is similar to each other in taste and taste. At the same time, this system may not be suitable for people with special dietary needs [14].

Waste Management in Hotel Businesses. The tourism industry is a globally growing industry in almost every country [15]. In addition to the export of various industrial products, the tourism sector is one of the primary sources of income for most countries. The hotel industry,

which provides significant contributions to the national and local economy as well as employment opportunities, plays an important role in the development of the tourism industry. However, the hotel industry seriously harms the environment due to the main reasons arising from the operation wastes and high energy use during the operating activities [16]. While these wastes cause depletion of energy, water and natural resources and climate change, they also cause global warming and environmental pollution. Today, while hotel businesses are researching different methods to reduce the amount of these wastes generated during their activities, they also stated that waste, energy and water resources can be used effectively with a sustainable production. Even hotel businesses can support waste reduction and recycling by taking environmental measures to protect water and energy [17].

Waste management in hotel businesses is made for four main reasons. These are; the reasons arising from the legal regulations, the increase in the number of customers who are conscious of protecting the environment, the development of eco-tourism and the operating advantages arising from the savings [18]. For these reasons, hotel management should be more careful about waste management. Because if a hotel does not allocate the waste at the source of random storage and then delivered to the municipality in this way there is a criminal sanction. This raises the costs of hotel business. In order not to be exposed to this situation, if the hotel business separates its waste from its source and applies waste management, it fulfills its legal obligations and avoids the costs of the penalty [18].

Each customer in the hotel generates average 1 kg waste per day [19]. Waste generation in hotel businesses can be change according to type of hotel, guest properties, guest and employee activities and occupancy rate. However, interestingly 80 % of the waste generated in hotel businesses is recycled waste. Each hotel has a different waste management approach. For instance, some collect only the debris that is formed at a single point without separating, while others do the sorting at the source to collect the

appropriate substances for recycling. Whatever the size and operating system of a hotel business, it is necessary to establish a system to manage waste effectively in order to minimize costs [20].

Recyclable wastes are another type of waste from hotel businesses. The separation and classification of plastic, metal, glass, paper and food solid waste for recycling purposes is of great importance for the protection of the natural environment. In order to ensure efficiency in recycling, the program should be developed and accordingly staff and customer participation should be ensured [21]. For example, glass bottles from hotel bars, waste paper from the reception, or worn-out sheets are recycled waste.

Methodology

The aim of the study is to reveal the advantages and disadvantages of all-inclusive system in chain hotel enterprises. For this purpose, two questions were asked to managers as ‘what are the advantages of all-inclusive system’ and ‘what are the disadvantages of all-inclusive system’. In this context, research is a qualitative research. The qualitative research is a data collection techniques such as unstructured observation, unstructured interview and document review, and a qualitative process for realizing facts and events in their natural environments in a realistic and holistic manner [22]. Phenomenology design was used in the study. Focusing on the phenomena that we are aware of but do not have an in-depth and detailed understanding of is called the phenomenology design.

The study was carried out at 23 Rixos chain hotels operating in 7 countries. Rixos hotels operating in March-April 2019 were included in the study. Therefore, Rixos hotels that started operating later are not included in the study sample. In qualitative research, the sample size should be chosen according to the method used. Since in-depth interviews were applied in the study, it is recommended to interview about 30 people as a sample [23]. The number of people interviewed in this study was 46. Therefore, it can be said that the sample represents the population. Hotels and the countries where they operate are given in Table 1.

Table 1

Sample of the Study

Countries	Number	Hotel Name
Turkey	1	Rixos Premium Belek
	2	Rixos Premium Göcek
	3	Rixos Premium Bodrum
	4	Rixos Premium Tekirova
	5	The Land of Legends Kingdom
	6	Rixos Sungate
	7	Rixos Beldibi
	8	Rixos Downtown Antalya
	9	Rixos Pera İstanbul
United Arab Emirates	10	Rixos The Palm Hotel
	11	Rixos Bab Al Bahr
	12	Rixos Premium Dubai
Egypt	13	Rixos Saadiyat Island
	14	Rixos Sharm El Sheikh
	15	Rixos Alamain
Croatia	16	Rixos Premium Seagate
	17	Rixos Libertas Dubrovnik
Switzerland	18	Rixos Fluela Davos
Russia	19	Rixos Krasnaya Polyana Sochi
Kazakhstan	20	Rixos President Astana
	21	Rixos Almaty
	22	Rixos Khadisha Shymkent
	23	Rixos Borovoe
Note- prepared by the author		

As shown at Table 1, research conducted with 9 hotels operating in Turkey, 4 hotels operating in the United Arab Emirates, 3 hotels operating in Egypt, 1 hotel operating in Croatia, 1 hotel operating in Switzerland, 1 hotel operating in Russia and 1 hotel operating in Kazakhstan. The data were collected from the managers of restaurants and kitchen departments via online form between 7 March 2019 and 21 April 2019.

Various strategies are applied to ensure internal validity in qualitative research. These strategies are expert review, long-term interaction, appropriate and adequate participation in data collection processes, and member control [24]. In this study, the study was examined by an expert lecturer to ensure internal validity, and it was evaluated whether the findings of the study were reasonable. In the study, the number of people with whom the interviews took place was decided according to the saturation of their answers during the interview. When the answers in the interviews started to repeat each other, it was accepted that the findings reached the saturation point and the interviews were terminated. In addition, care was taken to keep the interview period long in order to ensure internal validity. Because in long-term interviews, an environment of trust is created between the participant and the researcher and the participant gives more sincere information. Member control is the last strategy applied to ensure internal validity. In this context, the research findings were sent to some participants by e-mail and they were asked whether the findings were correct during the analysis of the data. In the light of the suggestions from the participants, the findings were reviewed and interpreted.

A rich and dense descriptive strategy is used to ensure external validity in qualitative research. In this study, a detailed description of the findings was provided by making direct quotations from the views of the participants in order to ensure external validity. Apart from this, the data analysis process should be carried out in detail in order to ensure validity in qualitative research. Therefore, the themes in the research were created by two independent researchers who are experts in their fields. Afterwards, the researcher presented these themes to two faculty members who were experts in their fields and determined their consensus and disagreement. [Reliability: Consensus / (Agreement + Disagreement)] formula was applied [25]. According to this formula, the reliability of the research was determined as .89. The theme or code agreement between researchers and experts exceeding .90 indicates that the reliability of the research is ensured [25].

Results

The data collected were classified and analyzed in terms of advantages and disadvantages. In the context of advantages, the three statements obtained from the participants and considered important are:

- “Reducing the daily consumption costs of the establishments, especially the guest satisfaction and making them stable, and allow to re-use the remaining foods in the buffet and snack services”
- “It can keep the hotel occupancy rate high by season and region, it gives the chance to catch different price advantages for the guests. Reduction of the number of employees in terms of business by increasing the profit margin with unqualified staff, food costs in terms of low costs, but the use of products to ensure high profit margin, diversification of product range advantages”
- “There are some advantages on high weight products at the product supply stage. In addition, the amount of spoiled product to be reduced”

In the statements of the participants, it is stated that there is no advantage of the all inclusive system 7 times. The answers of the participants about the advantages of the all inclusive system are classified in Table 2.

Table 2
Results Related to Advantages of All-Inclusive System

Theme	Number of Repeat
Provides customer satisfaction	9
Reduces cost	6
Waste can be reduced by purchasing a high weight product	6
Increases occupancy rate	5
Provides quick service	5
Cost can be predicted	4
Provides competitive advantage	2
Increases product diversity	2

Increases job opportunities	2
Allows for the re-use restaurant food waste	1
Has advantage for recycling	1
Note - prepared by the author	

As it is seen in the Table 2, the participants stated that 9 times all-inclusive system provide customer satisfaction in hotel businesses. In the second place, it is stated that all-inclusive system reduces the cost in hotel businesses, and that high weight products can be purchase and this system reduce waste due to the planning. Thirdly, according to the participants, all-inclusive system increases the occupancy rates of hotel businesses and provides fast service. Other advantages of the all-inclusive system specified by the participants are as follows;

- Cost can be predicted,
- Provides competitive advantage,
- Increases product diversity,
- Increases employment and job opportunities,
- Food waste can be re-used because of planning,
- Recycling is more efficient in all-inclusive system.

The data obtained about the disadvantages of the all-inclusive system are given in Table 3 with the repeat numbers. When the collected data are examined in the context of the disadvantages of the all-inclusive system, the three statements that are considered important are:

- "Quality problems arise with the use of low-cost products and the formation of unconscious consumers, proliferation of wastes can also be evaluated, the waste system can not be created, to increase unconscious consumer satisfaction of the product range ready and unhealthy foods, additive to the harmful direction of progress, the number of qualified members rapidly decline"
- "Decrease in quality, increase in rate of waste, decrease in income. If the expected service is not given, it becomes a disadvantage"
- "The amount of waste is increased as guests get more than they can consume. In

addition, the waste of packaging and service materials increases as the amount of consumption increases"

Table 3
Results Related to Disadvantages of All-Inclusive System

Theme	Number of Repeat
Increase in food waste	17
Increase in unconscious consumption	11
Reduced quality	6
Waste becomes more	4
Unskilled staff will be high	4
Using poor quality products increases the cost	4
Workload is increasing	4
Customer satisfaction is decreasing	2
Note- prepared by the author	

As seen at the Table 3, participants stated that the all-inclusive system increase food waste in hotel businesses (17 repeat). In the second place, it is stated that all-inclusive system increase unconscious consumption in hotel businesses. Thirdly, according to the participants, all-inclusive hotel businesses tend to reduce the quality and waste wil be more. Other disadvantages of the all-inclusive system specified by the participants are as follows;

- Unqualified staff will be high in hotel businesses,
- Using poor quality products increases the cost
- Workload is increasing,
- Customer satisfaction is decreasing.

Conclusion and Recommendations

The important negative result of the all-inclusive system is the increase of waste, especially food waste. Although the all-inclusive system has advantages and disadvantages,

most hotel businesses nowadays follow an all-inclusive system policy. Therefore, the purpose of this study is to reveal the advantages and disadvantages of all inclusive system in chain hotel enterprises. According to the results, it can be said that all-inclusive system can increase satisfaction in terms of customers, decrease cost in hotels and increase profitability and productivity and provide job opportunities for personnel. According to the results of the study, the majority of the participants stated that the all-inclusive system has an important role in reducing waste because the consumption can be estimated and bought with high weight.

Considering the disadvantages identified in the study results, it can be said that the customers in the all-inclusive system tend to unconscious consumption in the hotel due to the fact that they have paid in advance and this in turn leads to an increase in food waste. Unconscious consumption also increases the intensity of work, so hotels begin to employ unskilled staff and

as a result, customer dissatisfaction can occur. Food waste is more common in hotels operating with the all-inclusive system [26]. In this study, it was concluded that the all-inclusive system increased the food wastes in hotel more and it was determined that it is difficult to prevent food waste in the all-inclusive system. In this context, it is possible to say that the findings of the study show parallelism with the literature.

The research was carried out at 23 Rixos chain hotels operating in 7 countries. Data were collected only from kitchen and restaurant managers. In the future, the data can be compared by collecting data from both the chain and small and medium-sized tourism enterprises. In future studies, more hotels operating in the all-inclusive system can be included in the sample, and the similarities / differences between all-inclusive practices can be revealed by conducting interviews with the hotel department employees of hotels operating outside the all-inclusive system in different cities / countries.

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Қонақ үй кәсіпорындарындағы «барлығын қамтитын» жүйені қалдықтар тұрғысынан зерттеу

Аннотация. Барлығын қамтитын жүйенің басты мақсаты – қонақ үйде қалу кезінде ақшалай операцияларды барынша азайту. Сипаттамалық талдау, зерттеу жұмыстарында қолданылған сандық талдау

әдістерінің бірі. 7 ел бойынша 23 Rixos желілік қонақ үйлерінде зерттеу жұмыстары жүргізілді. Деректер мейрамхана мен ас үй бөлімдері менеджерлерінен қалдықтар мәселесіне байланысты жиналды. Менеджерлерге екі сұрақ қойылды: «барлығын қамтитын жүйенің артықшылықтары қандай» және «барлығын қамтитын жүйенің кемшіліктері қандай». Деректер наурыз-сәуір айларында 2019 жылы жинақталды. Сұхбат барысында алынған деректер талдауда қолданылды. Нәтижелер бойынша, барлығын қамтитын жүйенің клиенттердің қанағаттанушылығын арттыру және қонақ үйлердегі қалдықтарды азайтуды қамтамасыз ететін артықшылығы бар. Зерттеу нәтижелерінен анықталған кемшіліктерді ескере отырып, «барлығын қамтитын» жүйедегі тұтынушылар қонақ үйдің қызметтерін ес-түссіз тұтынуға бейім деп айтуға болады, ал бұл, өз кезегінде тамақ қалдықтарының өсуіне әкеледі.

Түйін сөздер: Барлығын қамтитын жүйе, қалдықтар, туризм, тағам қалдықтары, санасыз тұтыну, қайта пайдалану, қонақ үй бизнесі, адам басына кететін шығындар, жұмыспен қамтылу, артықшылары мен кемшіліктер, клиент қанағаттанушылығы, білікті қызметкер.

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Исследование системы «все включено» в гостиничных предприятиях с точки зрения отходов

Аннотация. Основная цель концепции «все включено» - минимизировать денежные операции во время проживания. В исследовании использовался описательный анализ - один из методов количественного анализа. Исследование проводилось в 23 сетевых отелях Rixos, работающих в 7 странах. Данные были получены от менеджеров ресторанного и кухонного отделов в связи с проблемой отходов. Менеджерам было задано два вопроса: «каковы преимущества системы «все включено» и «каковы недостатки системы «все включено»». Данные были собраны в марте-апреле 2019 года. При анализе использовались данные, полученные в ходе интервью. Согласно результатам, система «все включено» имеет преимущества в повышении удовлетворенности клиентов и сокращении отходов в отелях. Учитывая недостатки, выявленные в результатах исследования, можно сказать, что клиенты системы «все включено» склонны к бессознательному потреблению в отеле из-за того, что они заплатили заранее, а это в свою очередь приводит к увеличению пищевых отходов.

Ключевые слова: комплексная система, отходы, пищевые отходы, бессознательное потребление, повторное использование, гостиничный бизнес, туризм, затраты на человека, занятость, преимущества и недостатки, удовлетворенность клиентов, квалифицированный персонал.

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