



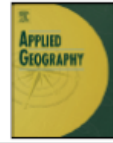
Univerzita Palackého
v Olomouci

Dopady protikuřáckého zákona na provozovatele restauračních zařízení



Univerzita Palackého
v Olomouci

- „Protikuřácký zákon“ č. 65/2017 Sb.
 - Účinnost od 31. května 2017
 - Zákaz kouření ve veřejnosti volně přístupných vnitřních prostorech
- Obava provozovatelů restaurací ze ztráty zákazníků a z poklesu tržeb...
- Bakalářská práce Filipa Felkla (2019), zadána na začátku roku 2018



The impact of the smoking ban on individual hospitality venues

David Fiedor*, Jindřich Frajer, Filip Felkl

Department of Geography, Palacký University Olomouc, Czech Republic

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ABSTRACT

Secondhand smoking has a serious negative impact on human health, but this can be mitigated by anti-smoking policies. The enforcement of these policies is always accompanied by the voices of the hospitality venues representatives, concerned about the economic decline and the loss of customers. The aim of our research was to analyse the impact of the anti-smoking act on the operation of individual hospitality venues and to uncover the role of spatial relations and the extent of their impact. Correlation and regression, along with spatial analysis, were used to model the impact of the ban. The businesses felt the impact of the changes in visitor rates immediately after the introduction of the act, yet within two years there were no differences in visitor rates or revenues. One of the strongest correlations was in the spatial clusters where businesses of the same type (smoking/non-smoking) had been concentrated before the ban came into force. Our findings proved that, regarding visitor rates and revenues, from the spatial perspective there was no statistically significant connection with the more tourist-oriented centre, or with the distance of businesses from their nearest competitor. Conversely, the presence of hospitality venues in a cluster did prove statistically significant.

1. Introduction

Smoking and the consumption of tobacco products are social phenomena in many countries. The effects of secondhand smoke (SHS)¹ are comparable to the direct impact of tobacco on the health of its users. Smoke from a burning cigarette or that exhaled by a smoker can be inhaled by a non-smoker and this SHS may cause serious damage to that person's health (Adda & Cornaglia, 2006b; Barnoya & Glantz, 2005). More than 80% of the world's population is not protected to some extent by smoking bans in public places (Drope et al., 2018), which is a serious human problem. Modern anti-smoking legislation focused on the protection of non-smokers was first introduced as late as the 1980s (Dalla-Vorgia, 1995). Resolution WHA39.14 (Tobacco or health) played a significant role: it required the WHO's member states to introduce legislation to protect their populations from involuntary exposure to tobacco smoke. Following this, in 1989 the health ministers of the EU member states presented a resolution on banning smoking in places open to the public. It clearly states that "in the event of a conflict in areas other than those reserved for smokers, the right to the health of non-smokers prevails over the right of smokers to smoke".

As a consequence, the individual EU member states introduced legal measures aimed at reducing exposure to SHS in workplaces and in public spaces, both open and enclosed. The implementation of smoke-free laws significantly reduces or eliminates SHS in public venues, helps smokers quit and reduces tobacco-related health issues, deaths and healthcare costs (Gravely et al., 2018).

As Collins and Procter (2011) suggest, "smoking bans are the most geographical aspect of contemporary tobacco control policy, and are eliminating smoke from many of the spaces of everyday life". This included restaurants, pubs, bistros and bars that could have a direct link to the smoking culture, among others (Satterlund, Antin, Lee, & Moore, 2009). The adopted legislative measures did not pass without debate and controversy in individual states (Adams & Cotti, 2007; Clarke, Wilson, Cummings, & Hyland, 1999; McElvaney, 2004). Opponents of the legislation pointed to the economic impact of the ban on businesses that would lose clientele as a consequence (Cornelsen & Normand, 2012; Scollo, Lal, Hyland, & Glantz, 2003), and to the loss of freedom of choice for managers as regards smoking and/or non-smoking on their premises (Lambert, 2007). Other highlighted issues were related to the restrictions placed on traditional social life and on tourism (McElvaney, 2004). However, most of the research carried out in the individual

* Corresponding author. 17. listopadu 12, 771 46, Olomouc, Czech Republic.
E-mail address: david.fiedor@upol.cz (D. Fiedor).

¹ Also passive smoking or environmental tobacco smoke (ETS).



Data a metody I.

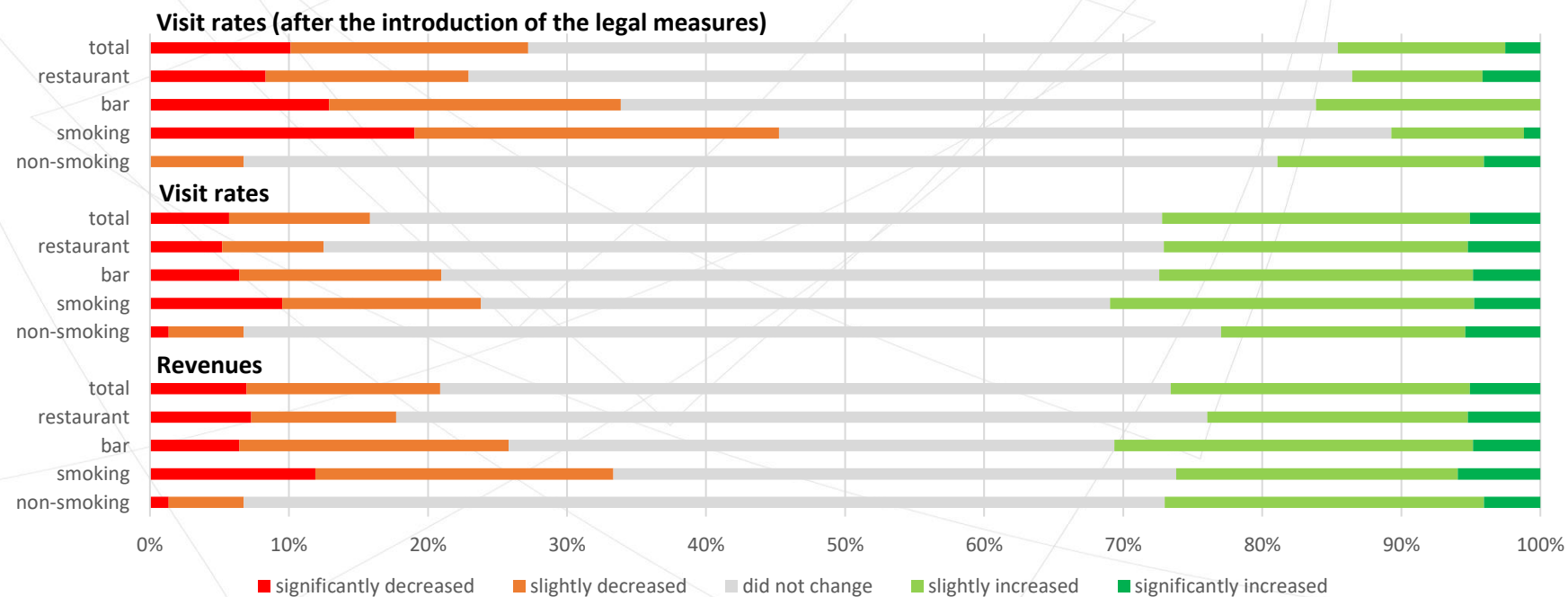
- **Pasportizace všech pohostinství (restaurace, bary, kavárny,...)**
 - Původní soupis podniků (leden 2017)
 - Aktualizovaný soupis podniků (leden 2019)
 - Některé podniky přetrvaly (310), některé zanikly (47), některé vznikly (15)
- **Kuřácké vs. nekuřácké (před účinností zákona č. 65/2017 Sb.)**
 - Plně kuřácké (93) + s kuřáckým „koutkem“ (61) => 154 podniků
 - Nekuřácké => 144 podniků
 - U 12 informace nezjištěna
- **Jak zhodnotit dopady na návštěvnost či tržby?**
 - Data o finančním hospodaření jednotlivých provozoven – nedostupná
 - Dotazníkové šetření – sebezhodnocení samotnými provozovateli

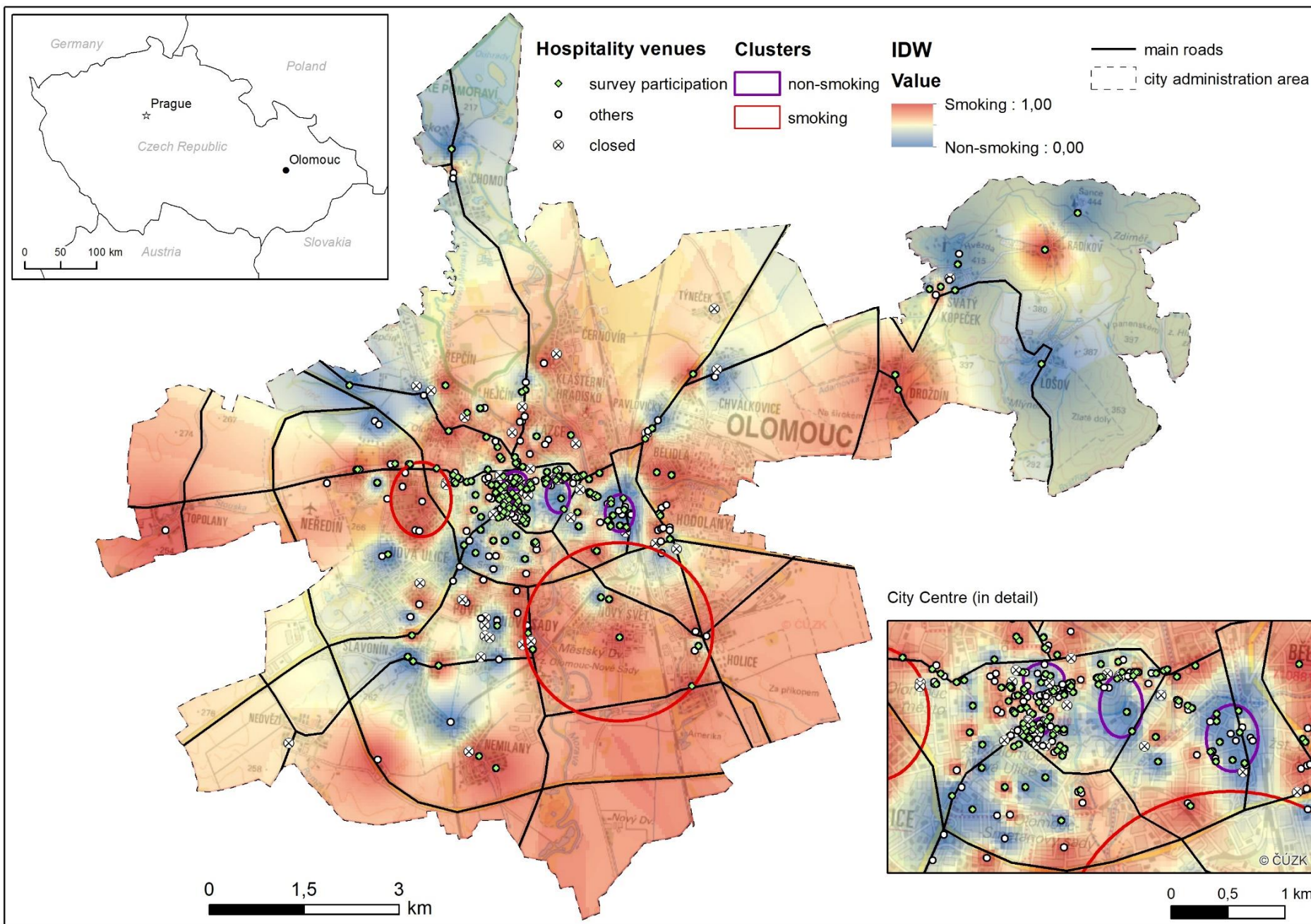


Data a metody II.

- Dotazníkové šetření provedeno u 158 provozovatelů
 - Oslovení byli všichni => návratnost 51 %
 - Únor 2019
 - Hodnocení potenciální změny návštěvnosti a tržeb
 - Retrospektivně po začátku platnosti zákona
 - Aktuálně (cca 2 roky poté)
 - Názory na protikuřácký zákon (provozovatele i zprostředkovaně jejich zákazníků)
- **Metody**
 - GIS metody: IDW, získání dat o prostorových aspektech provozoven
 - SaTScan: tvorba shluků na základě prostoru a další vlastnosti
 - Statistické metody: testování hypotéz, korelace, regrese

	Olomouc				Questionnaire			
	Smoking		Non-smoking		Smoking		Non-smoking	
	Abs.	Rel. (%)	Abs.	Rel. (%)	Abs.	Rel. (%)	Abs.	Rel. (%)
Restaurants	63	40.9	91	59.1	41	42.7	55	57.3
Bars	91	63.2	53	36.8	43	69.4	19	30.6
Total	154	51.7	144	48.3	84	53.2	74	46.8



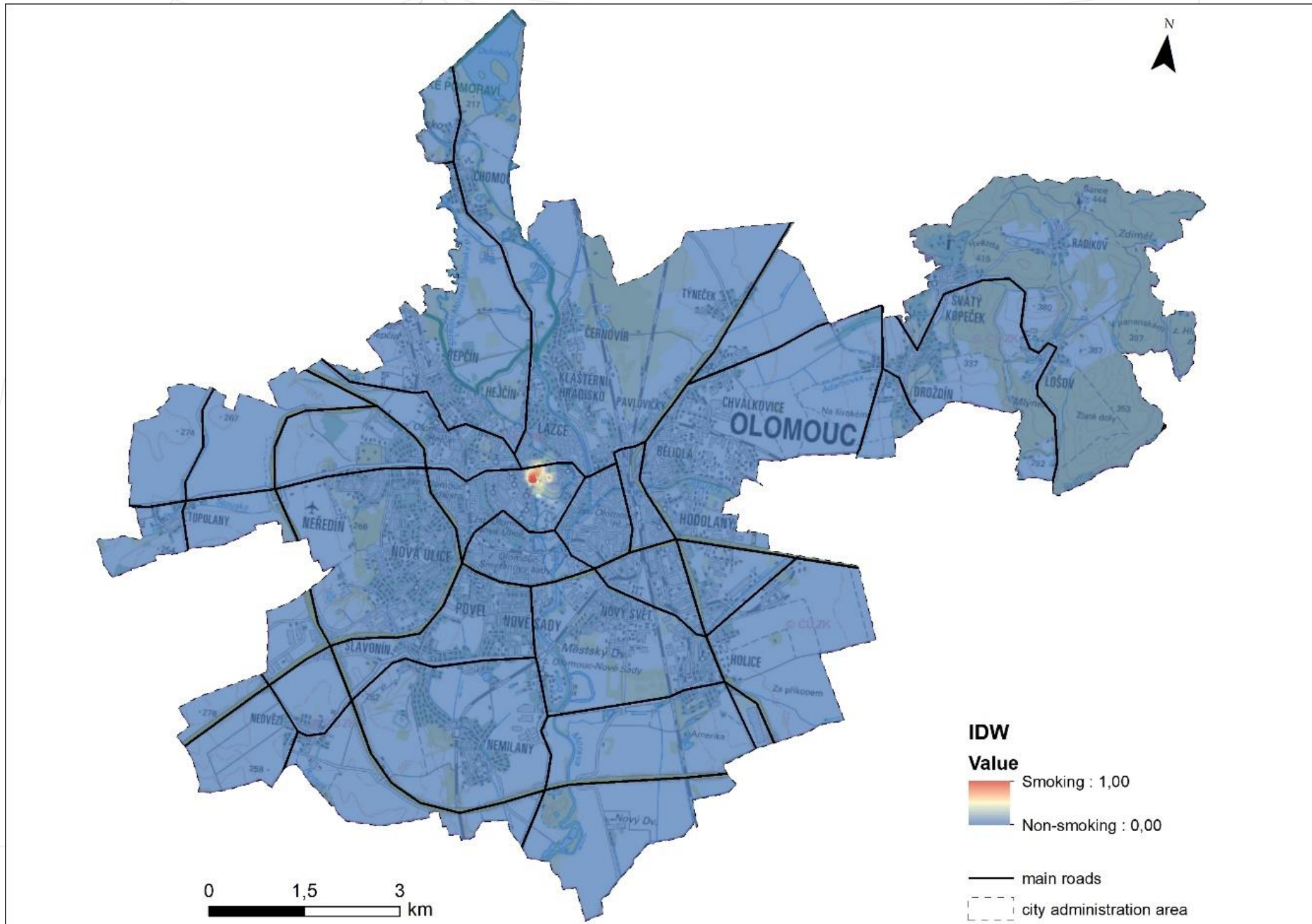


Categories	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13
The change in visitor rates and revenues	1 Visitor rates (after the introduction of the legal measures)	1.00	0.51	0.63	0.08	-0.39	-0.01	-0.07	-0.27	-0.32	0.27	0.27	0.36	-0.37
	2 Visitor rates	0.51	1.00	0.77	0.05	-0.06	0.03	-0.07	-0.20	-0.26	0.15	0.14	0.22	-0.27
	3 Revenues	0.63	0.77	1.00	0.00	-0.19	0.04	-0.04	-0.30	-0.35	0.30	0.28	0.39	-0.44
The type of venture	4 Type of venue	0.08	0.05	0.00	1.00	-0.26	-0.04	-0.16	-0.05	0.07	0.15	0.16	0.13	-0.11
	5 Smoking status	-0.39	-0.06	-0.19	-0.26	1.00	0.02	0.07	0.21	0.14	-0.37	-0.36	-0.33	0.30
The spatial attributes from GIS	6 Distance from city centre	-0.01	0.03	0.04	-0.04	0.02	1.00	0.59	0.09	-0.00	0.13	0.14	-0.01	-0.13
	7 Distance from the closest venue	-0.07	-0.07	-0.04	-0.16	0.07	0.59	1.00	-0.01	-0.00	0.05	0.11	-0.09	0.03
	8 SaTScan cluster	-0.27	-0.20	-0.30	-0.05	0.21	0.09	-0.01	1.00	-0.01	-0.12	-0.09	-0.12	0.06
The perceived opinions of the customers	9 The anti-smoking law is a positive measure	-0.32	-0.26	-0.35	0.07	0.14	-0.00	-0.00	-0.01	1.00	-0.13	-0.08	-0.34	0.33
	10 The anti-smoking law should be annulled	0.27	0.15	0.30	0.15	-0.37	0.13	0.05	-0.12	-0.13	1.00	0.87	0.57	-0.63
	11 The anti-smoking law should be mitigated	0.27	0.14	0.28	0.16	-0.36	0.14	0.11	-0.09	-0.08	0.87	1.00	0.53	-0.60
The opinions of the managers	12 The anti-smoking law is a positive measure	0.36	0.22	0.39	0.13	-0.33	-0.01	-0.10	-0.12	-0.34	0.57	0.53	1.00	-0.79
	13 The anti-smoking law should be mitigated	-0.37	-0.27	-0.44	-0.11	0.30	-0.13	0.03	0.06	0.33	-0.63	-0.60	-0.79	1.00



Shrnutí

- V období bezprostředně po přijetí pozorovali provozovatelé pohostinství negativní dopady na návštěvnost, dva roky poté již nikoliv
 - je zřejmé, že u některých podniků došlo k nárůstu návštěvnosti, u některých k poklesu
- Faktory spojené s různou mírou dopadů
 - Původně kuřácké podniky – silná spojitost v období ihned po zavedení
 - Dva roky poté je již silnější spojitost s avizovanou mírou dopadů u názorů provozovatelů a jejich zákazníků na protikuřácký zákon
 - Vzdálenost od centra města – nesignifikantní
 - Vzdálenost od nejbližšího konkurenčního podniku – nesignifikantní
 - Přítomnost ve shluku podniků stejného typu (kuřácké/nekuřácké) – nejvýraznější faktor



David Fiedor – Jindřich Frajer, 26. března 2022, Katedra geografie, PřF UP



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Děkuji za pozornost...