



UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM
TIMISOARA
"YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH
IN APPLIED LIFE SCIENCES"



"Young people and multidisciplinary
research in applied life sciences"

16-17 November 2023

THE QUALITY OF THE SERVICES OFFERED IN THE BALNEO-CLIMATE RESORT BĂILE FELIX, BIHOR COUNTY

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Abstract:

The number of tourists after the pandemic period in Romania began to gradually increase with the observation that tourists were more focused on their motivations. During 2022-2023, the number of tourists whose objective was the spa treatment increased. Nationally, the Băile Felix resort is one of the most sought after for this type of treatment.

In Băile Felix resort, a significant increase in the number of customers and also a different structure, was observed. If until 2019 the main weight was represented by people between the ages of 50 and 70 years old, with the modernization of accommodation structures and the improvement of the quality of services, tourists aged between 35 and 55 years dominated as weight.

Considering this situation, we proposed to carry out a study on the quality of the services offered by the accommodation and food establishments in the Băile Felix Resort. Thus, we applied a questionnaire to a number of over 100 respondents, which includes 14 questions. As a result of the analysed study, it appears that the respondents rely more and more on the quality of the services, most of them declaring that they would return to the resort.

Introduction

Starting from the definition of sustainability, "satisfying today's needs without sacrificing the ability of future generations to satisfy their own needs", also known as sustainable development, we analysed the situation of tourist services in the Băile Felix resort.

The main pillar in this resort is SC Tourism Felix S.A. which emphasizes the importance of a policy of developing the quality of the services offered. The sustainable development policy helps the organization to avoid, reduce or control the harmful impact of its activities on the environment and the population even if the main motive of every entrepreneur is the maximization of profit. The company complies with applicable legal requirements and may be part of a trend that customers appreciate.

Material and method

In the current socio-economic conditions, because we need fast, complex information, the main method of obtaining statistical information is that of the statistical poll. We used a qualitative research method that is based on the analysis of statistical data taken from the INS and the opinion poll method with the customers of accommodation units as a representative sample. The questionnaire was applied in August 2023 among hoteliers and guesthouses in Băile Felix Resort.

Results and discussions

The arrivals registered in tourist reception structures in December 2022 totaled 807.2 thousand people, an increase of 39.3% compared to December 2021.

Of the total number of arrivals, in December 2022, the arrivals of Romanian tourists in tourist reception structures with accommodation functions represented 84.2%, and the arrivals of foreign tourists 15.8%.

The overnight stays recorded in the tourist reception structures in December 2022 totaled 1562.9 thousand, increasing by 41.9% compared to December 2021.

From the total number of overnight stays, in December 2022, the overnight stays of Romanian tourists in tourist reception structures with accommodation functions represented 81.6%, while the overnight stays of foreign tourists registered a percentage of 18.4%.

Distribution of Romanian tourist arrivals in tourist reception structures, by tourist areas, in
December 2022 compared to December 2021 %

	Dec-21	Dec-22
Bucharest and the county seat cities, exclusive Tulcea	42.6	46.5
Other localities and tourist routes	18.6	17.9
Resorts in the mountain area	27.8	23.8
Resorts in the spa area	9.6	10.1
Resorts in the coastal area, exclusive Constanța	1.1	1.3
The Danube Delta area, including the city of Tulcea	0.3	0.4

Distribution of foreign tourist arrivals in tourist reception structures, by tourist areas, in
December 2022 compared to December 2021

	Dec-21	Dec-22
Bucharest and the county seat cities, exclusive Tulcea	80.5	84.7
Other localities and tourist routes	12.0	8.9
Resorts in the mountain area	5.5	4.4
Resorts in the spa area	1.1	1.2
Resorts in the coastal area, exclusive Constanța	0.7	0.6
The Danube Delta area, including the city of Tulcea	0.2	0.2

Conclusions

The activity of entrepreneurs in the service industry differs in many respects from the activities carried out in industrial enterprises producing material goods. As such, the profile, performances, organizational structure, perception of the quality of service providers will differ in many respects from those of manufacturing companies. In the strict sense of quality characteristics, some specialists have identified the following dimensions of service quality: reliability, responsiveness, competence, access, communication, credibility, security, understanding/knowledge of the client, tangibility. One of the most important resources in the service industry is human resources. This resource needs to be sp and targeted to give customers what they want.

We believe that the open and honest orientation towards customers, the concentration of staff efforts to achieve superior products and services, so on quality and total services, as a source of satisfying customer requirements and as a means of establishing lasting relationships with them, represented and represents the major policy objective in the field of tourism service quality.