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CUSTOMERS OF ACCOMMODATION UNITS IN BIHOR COUNTY DURING 2021-2023. FEATURES AND BEHAVIORS.

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Abstract: *The present work aims to analyse the degree of occupation and the characteristics of the people staying in the accommodation units in Bihor county with a focus on 2022. Issues related to the origin of accommodated persons, demographic indicators, length of stay were analyzed. At the same time, their relationship with the accommodation units is pursued in order to identify problematic behaviors. A qualitative and quantitative analysis of the reviews offered and more. The aim is to identify possible accommodation models (higher frequency in certain periods, gender/demographic differences, etc.) as well as the identification of accommodation units that stand out in this context.*

• Introduction

Consumer's behavioral patterns as regards the Romanian tourists continues to be still an under researched topic in the academia. This is particular important at the accommodation experience of the customers in hotel sector may provide key insights for the development of custom based services and relevant policies in the accommodation sector.

The paper highlights elements regarding the degree of occupancy of accommodation units (hotels, tourist guesthouses, agro-tourism guesthouses) at the level of Bihor County (January-September 2023), the number of tourists in the period 2021-2022, but also the capacity of tourist accommodation on the one hand, and on the other hand aspects of tourists' behaviors.

The quality of tourist services is one of the aspects that consumers consider the most important in order to make a purchase decision.

Online reviews have become an important source of information. They allow customers to look up detailed and trusted information, based on sharing past consumer experiences.

• Material and method

This presentation adopts a quantitative approach as it analyses the official data available on the statistics website and relevant other data bases (tempo online for 2021-2022, with a focus on 2022) in order to provide some key insights and to identify behavioral patterns, if the case arise.

The data allow to present some data based upon the type of tourist accommodation available. Also it uses a desk research of relevant articles. At the same time, we applied a questionnaire to highlight elements that refer both to demographic aspects of the 209 respondents who visited Bihor county in the period 2021-2023 along with the importance of the online reviews that they analyzed before making reservations, but also highlighting some accommodation units from the Bihor county level.

• Results and discussions

A first series of analyzed data were meant to analyze the total proportion of the tourists arriving in Bihor County by comparison with the total North-West Area for the 2022 period. The results have shown that hotels tend to be the most favorite accommodation structure, followed by agrotourism units. This may hint that the tourist coming here tend to prefer more standardizes services and that the rural appeal of the Bihor county is lagging behind the hotels.



Figure 1 Accommodation per housing facility in 2022 NW Region and Bihor comparison
Of interest also is the total number of accommodation days per key city in the Bihor county (Figure 2)



Figure 2. Accommodation days per city

The figures show that in Bihor country the most demanded cities are those of Oradea and Sânmartin, with a high proportion in favor of Sânmartin. Sânmartin is recognized nationally but also internationally through the Băile Felix spa resort, a fact that is also highlighted by the indicators presented.

Regarding the applied questionnaire, of the 209 respondents, most tourists, respectively 41.14%, come from Bucharest, followed by Brașov and Cluj. (Figure 3) At the same time, 55% of respondents are between 45-55 years old. The decision to buy a vacation in Bihor county was represented by the thermal waters of Băile Felix but also by the notoriety of the city, the locations chosen being depending on the budget and the online reviews of the accommodation units.

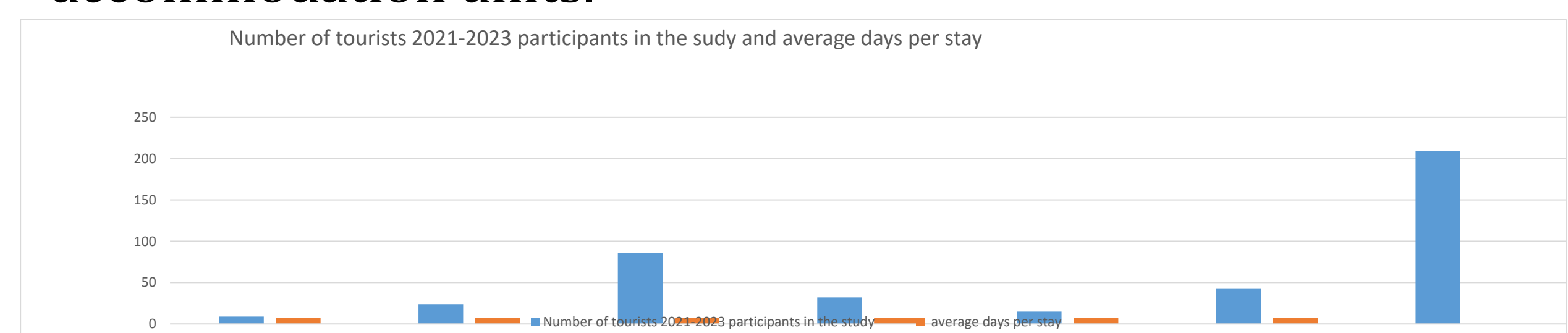


Figure 3 Distribution of respondent tourists by county of origin

Conclusions

The initial data show that within the North-West region Bihor county seems to be the county with the most number of visitors in 2022. In fact that shows the importance of the county as such.

Another factor of interest is that the hotels seems to be the most wanted type of accommodation.

As the results go further into details we see that the locality of Sânmartin attracts more accommodation per day tourist that the city of Oradea.