

FORMS OF PROVIDING SERVICES IN A 2 ACCOMODATION STRUCTURE**

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Abstract

The Herculane Spa is situated in the south west of the country, in the Caras Severin county, in the west extremity of the Meridional Carpathians, on both banks of the Cerna River, being surrounded in the west by the Cerna Mountains and in the east by the Mehedinti Mountains.

It is situated where the north parallel 44o52' meets the eastern meridian 23o30' on the same parallel with Venice. The spa is situated at an altitude of 168 meters from the Black Sea level, in a narrow pitoresque valley orientated NV-SE and crossed by the Cerna River.

The Hercules Hotel is part of the Hercules LTD. The company is run by a Board Committee and has as a main activity the following:

- tourism services (accomodation ,meals, treatment entertainment) for Romanian and foreign tourists.*
- commodity sale through own public nourishment unit.*
- retail and whole sale commerce*
- organization and sale of touristic programs (trips, relaxing programs and balnear treatment) in country and abroad for Romanian and foreign tourists.*
- import-export activities, investment activities*
- advertisement and commercials*

The Hercules Hotel offers pre-arrival services, arrival services, accomodation services, restaurant meals, tourist leave, etc.

The Hercules Hotel has a technical material basis specific to the ongoing activities and services mentioned above. The average accomodation period increased from 2.46 days in 2005 to 2.86 days in 2008.

Key words: Hercules Hotel, services

SERVICES OFFERED AT HERCULES HOTEL

During a sejour we can distinguish four distinct stages, these stages representing the so called hospitality cycle. These stages are:

- The pre-arrival
- The arrival of the tourists
- The actual accomodation
- The leave of the tourists

The booking – can be done through the tourist agency or directly at the hotel reception. The booking request can be done verbally(on the phone or directly at the reception) or writtenly (letter, telegram, fax, telex, order). The phone booking is the most commonly used but in the same time the more risky in case of some groups of people or in case of some individuals that come

through touristic agencies. In this case the booking requests fall to the booking office. The task of the booking office is also to deal with the booking planning. The approval and the enrollment of a booking request is done after the availability table is checked. This table is done for 6 up to 12 months in advance and insures a good administration of the booking activity by the hotel. In case the booking is accepted the answer is transmitted within 24 hours via the same way the booking had been previously done. The direct booking is done at the reception office through a direct request. At that moment the booker pays for the accomodation and for the services required during hie/her all stay, at the set and listed prices from the reception.

Accomodation sevices – reffer to how the space meant for the touristic accomodation is dealt with and prepared for the coming tourists (cleaning of the accomodation spaces and of the hotels, checking the electrical and the sanitary installations, changing the bed sheets, etc)

Other services:

◆ Food services - it reffers to: elaborating the menu, preparing the raw materials and of the materials for the preparation, preparing the spaces where food is to be served etc.

The arrival – includes activities related to the arrival of the tourists at the hotel, as follows:

◆ receiving the tourists – is done by the portars, lift men and reception workers. Also the curriers transport the luggage.

◆ The reception activity – is done by the receptionists and consists of:

- ◆ Registering the tourist
- ◆ Key delivery

Offering different services and pieces of information, etc.

The accomodation – is the main activity of a hotel unit no matter of the type of hotel, the confort category or degree of accessories. Accomodation must ensure a space and necessary accesories in order to offer the tourist the relaxation and the necessary hygiene conditions.

The tourist's relaxation depends on:

- ◆ The place of the accomodation spaces
- ◆ sound insulation
- ◆ the existance of hygiene devices meant for the personal hygiene and the frequency with which these are replaced. For a good social relation the accomodation also offers a special place where the tourists are welcomed, places for business meetings of for friends meeting or for organizing scientific meetings.

The hygiene conditions depend on:

- the quality of the sanitary equipment
 - maintenance and good functioning of the sanitary equipment.
- Accomodation is done respecting the order of the requests and according to

the rooms available. When arriving at the hotel the tourist fills in totally the arrival/leave form.

If the tourist needs auxiliary services then s/he shall fill in a series of forms like:

- Ticket for the offered services;
- Ticket for keeping the valuables;
- Evidence for forgotten objects, etc.

When accomodating, the tourists receive the key of the room from the reception and the Count Tourist form to keep track of the meals served at the restaurant.

In case a tourist comes with a special tyicket for relxation and for balnear treatment these shall receive valuable food tickets that shall cover the cost of the restaurant meals.

◆ Meal services – are provided by the hotel restaurant both for the tourists as well as for non tourists. Other services offered by the Hercules Hotel are of two kinds:

- Auxiliary services that must be paid for
- Auxiliary services that must not be paid for

◆ The auxiliarty services can be grouped as follows:

- a) for personal requests, sanitary and hygiene requests: haidresser's, cosmetics, clothes washing, ironing, dry cleaning, hair dryer rental.
- b) for cultural, informational requests: trip organizations, providing museum, theatre, show tickets, TV and radio rental services, sale of newspapers and magazines, guides, maps.
- c) for relaxation and entertainment: theme evenings, games like chess, dice, rummy, billiard, table tennis, sauna, swimming-pool, armchairs, sport equipment, horse run charriots.
- d) for communication needs: car parking, providing travel tickets, booking accomodation tickets in other places.
- e) for other requests:
 - ◆ requested edical assistance (except emergencies)
 - ◆ rental of sun and rain umbrellas.

Auxiliary services that must not be paid for can be:

◆ information related to: services offered within the unit, prices of the services within the unit, touristic sites in the area, weather information, medical assistance in case of emergency (ambulance calls), room calls at a special requested time, wake up calls, transmitting messages to own clients, ordering a taxi, keeping of valuables and luggage (including foreign currencies) during the whole stay of the tourist, restaurant booking, other hotel booking, distribution of advertising materials, post office services within the hotel.

Leave of the tourists

- ◆ transport of the luggage - is done by the courier.
- ◆ registration of the leave includes: returning the room key, paying the eventual auxiliary services, writing in the suggestion and complaint diary.
- ◆ transport of the tourists – is done with the help of the reception which, at a request can call for a taxi

THE TECHNO-MATERIAL BASIS OF THE HERCULES UNIT

General aspects of the techno-material basis.

The total of the goods used by this unit in order to provide all these services forms the unit's material resources or the real capital, id est the essential component of the social capital.

These goods (equipments, raw materials and materials) representing the real capital, together with the human and financial resources lead to a good satisfaction of the clients.

The real capital is formed the same time the unit appears. It is brought or either bought, it can be replaced while the activity of the hotel unit is expanded.

The Hercules Hotel has a limited real capital having in view its size and its structure and the hotel has a specific techno material basis for each type of touristic activity.

The building has three bodies plus the restaurant and the swimming-pool and it represents the essential part of the touristic product and it is used by the tourists and of course it has a main place within the techno-material basis and it is the element that forms the offer.

The surface of the building is divided in two parts:

- ◆ The part reserved for the clients: accomodation, meals, in and out commonly used spaces, treatment base.
- ◆ The part reserved to the production process: actual production (food production, warehouses and refrigerating spaces) other spaces (offices, exit stairs, vestiaries) exterior spaces (path, parking place) technical (technical services, maintenance, fixing insuring the electricity)

The hercules Hotel has the following settings:

- shop
- own heating central
- cosmeticsand hairdresser's saloon
- modern treatment base
- clothes washing base
- dry cleaner's
- the actual building (two accomodation buildings) having 298 rooms with a total accomodation capacity of 518 places.
- restaurant and bar
- day bar

- terrace
- swimming pool

Analysis of the nourishment and accomodation components

A. Analysis of the accomodation components

The hotel represents the temporary home of the clients, and towards this house the clients have bigger expectations, thus the hotel service provider must have this thing in view when s/he conceives and realizes the accomodation services.

The Hercules Hotel has 298 rooms meaning 518 accomodation places (Table 2.1). All the rooms, except the groundfloor ones have a balcony. The one bedded rooms have a sanitary unit. Two bedded rooms have sanitary units and a bath tub and the apartments have a sanitary unit with a bath tub and an emergency sanitary kit.

Table 1.

Evolution of the room number and of the accomodation places between 2005-2008

TYPE OF ROOM	2005		2006		2007	2008		
	No.of rooms	No.of places	No.of rooms	No.of places	No. Of rooms	No. of places	No.of rooms	Noof places
Total no. of	266	464	282	491	298	518	298	518
One bedded	68	68	73	73	78	78	78	78
Two bedded rooms	196	392	207	414	218	436	218	436
Apartments	2	4	2	4	2	4	2	4

The lifts or the elevators are part of the space equipments and they help the accomodation system. There are two elevators in each of the two accomodation buildings. The elevators are comfortable, silent, safe insuring a rapid and enjoyable movement. The hotel has its own electrical central that ensures the elevator functioning and the safety enlightenment system. The tourists are protected from the noises made by the thermic installations of the hotel and from other sound polluting forms.

Analysis of the nourishment components

The nourishment service is one of the most important in tourism. The relationship between the nourishment and the touristic offer is a develoment and mutual interconditioning. In a highly respected touristic offer, the meals the restaurant offers new possibilities to improve the service qualities to gain high efficiency. The restaurant, beside its physiological function, has also relaxation and entertainment functions being known that the tourists spends his/her money or time (20-25%) in the restaurant. The level of the restaurant development is one of the appreciation indicators of the measure in which the tourists needs can be satisfied. The hotel has three nourishment

units (table2).

Table 2

The public nourishment units of the hotel

Nr. crt.	Name of the unit	Floor	Unit profile	Surface (sqm)	Capacity (places)
1.	Hercules restaurant	1	Public nourishment	320	300
2.	Night bar	Groundfloor	-//-	64	54
3.	Launge day bar in the hotel	Groundfloor	-//-	40	36
	TOTAL	-	-	424	390

The restaurant is the public space that combines the production activity with that of the serving activity, offering the clients a diversity of meals, confectionary, drinks and products for smokers.

The restaurant of the Hercules Hotel was built by the same company and financed in the same conditions as the hotel and it was opened to public in 1971 and it has two saloons, as follows:

- a big saloon with 220 table seats
- a small saloon with 80 table seats

Both saloons are situated on the 1st floor and have air conditioning installations. They have a total surface of 320 square meters. The restaurant is made up of : kitchen, warehouses and refrigerating spaces, day bar, night bar

The kitchen and the night bar are situated on the groundfloor and the link between these and the saloons existing on the 1st floor is done by a special kitchen elevator. The warehouses and the refrigerating spaces are situated under the groundfloor. The restaurant ensures the client's entertainment with the help of an orchestra and of a singer. The orchestra has a huge repertoire with specific songs from the Banat area. The restaurant can organize weddings, receptions, banquets, special days, etc. The serving spaces – the saloons – are fitted with special furniture, carpets, curtains, mirrors, wardrobes, the dishes are made of high quality china stamped with the hotel emblem and the cutlery is made of stainless steel. The night bar has a special comfort degree and thus it has special prices. It functions at night, it has a sound amplification and light system, it has a diversified program, it offers varied types of alcoholic drinks, coffee, confectionary products, fruit, salads and cold meals, etc. It is situated on the groundfloor it has a capacity of 54 seats and a surface of 64 square meters. The day bar is situated on the groundfloor and it has a capacity of 36 seats and a surface of 40 square meters. It offers the clients diversified products like: soda drinks and alcoholic drinks, cigarettes, coffee, confectionary specialities and entertainment possibilities (music, mechanic games, television, etc). There is a small number of chairs which are small in dimension and the bar has got bigger and longer chairs. The clients are more rapidly served here because

of the limited time they spend here.

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