

## THE FINANCIAL POTENTIAL OF RURAL GUESTHOUSES FROM « VALEA IADULUI », BIHOR COUNTY

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### **Abstract**

*Rural tourism in Bihor county has great development potential because of human and natural resources existing here. In this paperwork was realized a diagnostic analysis of several units of receipt from Valea Iadului, Bihor county. More specifically was done an analysis of these units patrimony and of touristic services that they offer and consequently was analyzed the profit and loss account from these units. The technique used for data collection was the interview. The results lead to the idea that this area has a good financial potential to develop, the accommodation units from this area recording profit in all studied years.*

**Key words:** rural guesthouses, incomes, expenses, profit

### **INTRODUCTION**

Featuring a natural environment conducive to practice rural tourism, Valea Iadului area, from Bihor county, was able to work towards the preparation and promotion of rural tourism offer to match international standards.

To enter the rural tourism circuit, every household should be evaluated and have a certificate of compliance, certificate obtained as a result of the conditions required. Evaluation is based on an "assessment of potential agro sheets of the household" and if the household receives a "certificate of conformity" this certificate entitling him to practice agrotourism.

Currently, there are in Bihor county, mainly in rural areas, two types of accommodation: rural guesthouses and farmhouses. One of the most representative zones for rural tourism from Bihor county is Valea Iadului zone in which can be found a number of 13 guesthouses distributed as it follows: 5 in Remeș, 1 in Bulz and 2 in Stâna de Vale) representing a 5,5% percent of total rural accommodation structures from Bihor county.

### **MATERIAL AND METHOD**

In this work we used technical-economic analysis aimed at finding the level of the main indicators characterizing rural tourism activity in terms of management of the accommodation structures. Other goals of this analysis are: individualization of the influencing factors, the quantification

of the inter-relationships on the chain of causal transformation and highlighting the general trend of their development.

The main task of technical and economic analysis in rural touristic accommodation structures is to explain the results obtained through the influence factors, to appreciate the size of the specific rural tourism indicators, using - for this purpose - the comparison logic system. This, used as a method of analysis, is a logical system for assessing between two levels of a phenomenon, one functioning as comparable, and the other as a basis for comparison. The comparison or reference may be: the level of the indicator achieved in other rural tourist accommodation structures (comparison in space), the level of the indicator achieved in the same rural touristic accommodation structure, in a previous period of time (in comparison time). Comparison, seen as a logical system for assessing the phenomena with technical-economical nature, represents the theoretical foundation and the methodological base of analysis tools in a touristic reception structure activity.

At the level of a rural guesthouses, technical-economical analysis must be conducted according to certain rigor, based on the knowledge and appreciation of rules arising from the very nature of the analyzed phenomenon and its influence factors. Technical and economic effects - subject to review - represents the result of a causal complex of actions and influences. Factors are the cause of the formation and modification of a technical-economic effect, of a result, factors that are acting in a causal system.

Information held on a phenomenon has usually wide variations in time and space. Scientific rigor impose the need of organizing this information, as a condition of choosing the most appropriate method of processing database. For this purpose, often using system tables respectively data sets. Data series can be chronological or territorial as variation occurs in time or space. In terms of methodology, whether the variation research is in space or in time, the problems that must be solved as working tools are the same.

## RESULTS AND DISCUSSIONS

### **The return of Valea Izvorului guesthouse**

The purpose of any activity is profit. Profit is used for growth and economic development. Guesthouse "Valea Izvorului", in its activity has registered satisfactory results so far, but because of the economic crisis, these results are finding themselves in a sustained decrease. (Source: Statistics from Valea Izvorului guesthouse)

Table 1

Profit made by Valea Izvorului houseguest(ROn)

Year	2008	2009	2010	Rate 2009/2008	Rate 2010/2008
Source	Total	Total	Total	%	%
Profit	21475	12454	15325	-42,01%	-28,64%
Total incomes	38395	27790	31465	-27,63%	-18,05%
Total expense	16920	15336	16140	-9,37%	-4,61%

Source:own calculations after statistical data from Valea Izvorului guesthouse

From data presented in Table 2 it can be seen that in the years 2008, 2009, 2010 Valea Izvorului guesthouse obtained profit, even if this registers a decrease in 2009, when is recorded a lower profit with **42.01%** than in 2008, while in 2010 is recorded a lower profit with **28.64%** than the base year. These reductions mean a loss of profit and loss account of **9021 RON** in 2009 and in 2010 is recorded a decrease of **6150 RON** compared to 2008.

#### The return of Andreea guesthouse

Profit obtained by "Andreea" guesthouse is presented in Table 2. It can be seen that it registers a decrease both in 2009 and 2010, due to the situation of the economic recession installed and registered in the rural delivery structures.

Table 2

Profit made by Andreea houseguest(ROn)

Year	2008	2009	2010	Rate 2009/2008	Rate 2010/2008
Source	Total	Total	Total	%	%
Profit	73 440	58318	33380	-27,4%	-57,55%
Total incomes	97980	78360	49020	-20,1%	-49,97%
Total expenses	24540	20042	15640	-18,4%	-36,27%

Source:own calculations after statistical data from Andreea guesthouse

Data presented in Table 2 shows that in 2008, 2009, 2010 Andreea guesthouse had profit even if this registers a decrease from one year to another, so in 2009 recorded a profit lower by **27.4%** to 2008, while in 2010 is observed a **57.55%** lower profit than the base year. These reductions

mean a loss of profit and loss account of **15122 RON** in 2009 and in 2010 recorded a decrease of **40060 RON** compared to 2008.

#### **The return of Remeș guesthouse**

Remeș guesthouse is conceived as a family business. The unit has started recently its activity and we can say that in a time of economic crisis. So, financial results achieved by this structure can be found in Table 3

*Table 3*

Profit made by Remeș houseguest (RON)

<b>Year</b>	<b>2009</b>	<b>2010</b>
<b>Source</b>	<b>Total</b>	<b>Total</b>
<b>Profit</b>	<b>19980</b>	<b>16150</b>
<b>Total incomes</b>	32130	26460
<b>Total expenses</b>	12150	10310

*Source: own calculations after statistical data from Remeș guesthouse*

Analyzing the data from Table 3 shows that in 2009, 2010 Remeș guesthouse obtained profit, this profit recording a decrease of **19.17%** in 2010 meaning a decrease in the profit and loss of **3839 RON** compared to 2009.

#### **The return of Melinda guesthouse**

"Melinda" guesthouse recorded profit so far, but due to degraded infrastructure, in terms of road that leads to Coadă Lacului (Lesu) and preventing the arrival of tourists in the area, this profit is constantly in a decline (Table 4). (Source: Statistics from Melinda guesthouse)

*Table 4*

Profit made by Melinda houseguest (RON)

<b>Year</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>Rate 2009/2008</b>	<b>Rate 2010/2008</b>
<b>Source</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>%</b>	<b>%</b>
<b>Profit</b>	<b>79350</b>	<b>79340</b>	<b>54384</b>	<b>-0,02%</b>	<b>-31,46%</b>
<b>Total incomes</b>	208815	198350	135958	<b>-5,06%</b>	<b>-34,9%</b>
<b>Total expenses</b>	129465	119010	81574	<b>-8,08%</b>	<b>-37%</b>

*Source: own calculations after statistical data from Melinda guesthouse*

Data presented in Table 4 show that in the years 2008, 2009, 2010 Melinda guesthouse obtained profit, so in 2009 is recorded a profit lower than in 2008 with **0.02%** less than the year before, while in 2010 the unit

has profit with **31.46%** lower than base year. These fluctuations mean an actual minus of **10 RON** in 2009 and in 2010 is recorded a decrease of **24966 RON** compared to 2008.

## CONCLUSIONS

Analysis of financial situation in the rural touristic guesthouses from Valea Iadului area, shows a good potential for development of this area. Analyzing each of the units studied in each , is noticed that all of these structures register profit in every year, which can be considered a positive development.

On the other hand, financial analysis was done during three years 2008-2009-2010. Is observed the trend of negative growth of the profit , these units recording less profit from one year to another. This negative trends largely due to economic recession that Romania passes since 2009 and whose results will be felt more negative in over coming years.

The general conclusion that emerges from this work is that Valea Iadului area is one of the most developed areas in Bihor county, in terms of practicing rural tourism and has a great economic potential but who may be adversely affected by factors of internal and external policy.

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