

THE FINANCIAL POTENTIAL OF RURAL GUESTHOUSES FROM « VAD BOROD» AREA , BIHOR COUNTY

Tirpe Olivia Paula*

*University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048 Oradea, Romania, e-mail: tirpepaula@yahoo.com

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 Vad Borod, 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, Vad Borod area (Suncuius, Vadu Crisului) , 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 zone for rural tourism from Bihor county is Vad Borod- Vadu Crisului-Suncuis zone in which can be found a number of 9 guesthouses distributed as it follows : 4 in 10 Hectare, 2 in both Vadu Crisului and Bratca and 1 in Suncuius) representing a 3,8% 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 guesthouse, 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 - represent 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 imposes the need of organizing this information, as a condition of choosing the most appropriate method of processing database. For this purpose, often using tables systems 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 DISSCUSIONS

The return of La Contele Dracula Hotel

La Contele Dracula hotel is a relatively new business but who has a exceptional management. Through this they could exploit both natural and anthropogenic resources from Vad Borod area (vadu Crisului) but also the material resources available for all the unit's tourists. All these investments are reflected in profit. Thus the hotel "La Contele Dracula", after processing

its activity based on the latest management principles, has been very successful in financial terms so far as data show in Table 1.

Table 1

Profit made by La Contele Dracula hotel(ROn)

<i>Year</i>	2008	2009	2010	<i>Rate</i> 2009/2008	<i>Rate</i> 2010/2008
<i>Source</i>	Total	Total	Total	%	%
<i>Profit</i>	310730	316719	297004	1,9%	-4,42%
<i>Total incomes</i>	821730	829019	806864	0,88%	-1,8%
<i>Total expenses</i>	511000	512300	509830	0,25%	-0,022%

Source:own calculations after statistical data from La Contele Dracula Hotel

Data presented in Table 1 show that in the years 2008, 2009, 2010, La Contele Dracula hotel obtained profit, this profit grew with **1.9%** in 2009 meaning an increase in the profit and loss account of **5989 RON**, while which in 2010 is recorded a profit of 4.42% below compared with the base year 2008. This means a decrease in balance minus of **13726 RON** in 2010 compared to 2008.

The return of Casa Bucătarului guesthouse

The purpose of any activity is profit. Profit is used for growth and economic development. Casa Bucatarului guesthouse has registered very good financial results till now, results presented in Table .2 (Source: Statistics from Casa Bucatarului guesthouse)

Table2

Profit made by Casa Bucătarului guesthouse (ROn)

<i>Year</i>	2008	2009	2010	<i>Rate</i> 2009/2008	<i>Rate</i> 2010/2008
<i>Source</i>	Total	Total	Total	%	%
<i>Profit</i>	122320	127745	131340	4,4%	7,37%
<i>Total incomes</i>	358020	365245	372640	2,01%	4,08%
<i>Total expenses</i>	235700	237500	241300	0,7%	2,37%

Source:own calculations after statistical data from Casa Bucătarului guesthouse

Data presented in Table 2 shows that in 2008, 2009, 2010 Casa Bucatarului guesthouse obtained profit. The trend of this profit is an increasing one so in 2009 its recorded an increase of 4.4 % , compared with 2008. In 2010 this grow continues , this guesthouse recording a profit with 7.37% higher than the base year (2008) at this moment . These increases are

reflected in increased turnover from year 2009 of **5425 RON** and of **9020 RON** respectively in 2010.

The return of Corimen guesthouse

Corimen guesthouse is conceived as a family business. The main goal of any business is to register profit. The financial results of "Corimen" guesthouse after proceeding its activity, are found in Table 3

Table 3

Profit made by Corimen houseguest(RON)

<i>Year</i>	2008	2009	2010	<i>Rate 2009/2008</i>	<i>Rate 2010/2008</i>
<i>Source</i>	Total	Total	Total	%	%
<i>Profit</i>	27450	32550	27060	18,57%	-1,43%
<i>Total incomes</i>	47850	56010	45450	17,05%	-5,02%
<i>Total expenses</i>	20400	23460	19380	15,0%	-5,0%

Source:own calculations after statistical data from Corimen guesthouse

From data presented in Table 3 it can be seen that in the years 2008, 2009, 2010, Corimen guesthouse obtained profit, this registering a grew of 18.57% in 2009, these means an increase of the profit and loss of **5100 RON**, while in 2010 is recorded a profit of 1.43% below than base year 2008. This decrease means a less effective of **1380 RON** in 2010 compared to 2008.

The return of Axon guesthouse

"Axon" guesthouse from their activities of accommodation and food services, recorded good financial results to date, results presented in Table 4 (Source: Statistics data from Axon guesthouse)

Table 4

Profit made by Axon guesthouse (RON)

<i>Year</i>	2008	2009	2010	<i>Rate 2009/2008</i>	<i>Rate 2010/2008</i>
<i>Source</i>	Total	Total	Total	%	%
<i>Profit</i>	138350	137880	142265	-0,34%	2,8%
<i>Total incomes</i>	229150	231730	238590	1,1%	4,1%
<i>Total expenses</i>	90800	93850	96325	3,3%	6,08%

Source:own calculations after statistical data from Axon guesthouse

Data presented in Table 4 show that in the years 2008, 2009, 2010, Axon guesthouse recorded profit. This profit trend is an increasing one even though in 2009 is recorded a slight decrease compared to 2008 by 0.34% (this decrease is due to faster increase in spending relative to income growth). This problem is remedied in 2010, this guesthouse recording a profit with 2.8% higher than the base year.

This structure profit was not affected by the economic crisis because outside guests who come to seek recreation in the countryside, the guesthouse registers overnight stays by tourists only pass through the area on business.

CONCLUSIONS

Analysis of financial situation in the rural touristic guesthouses from Vad Borod area, shows a good potential for development of this area. Analyzing each of the units studied, 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 trend 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 Vad Borod 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.

REFERENCES

1. Arion, F. și Simona Badiu, 2008, Possible tools for improving the perceptions of rural tourism, In Simpozionul Științific Internațional "Managementul Dezvoltării Rurale Durabile", USAMV a Banatului din Timișoara, Lucrări Științifice Seria I, Vol X(2), Ed. Agroprint, 55-60;
2. Badiu Simona Margareta, 2008, Studiu privind posibilitatea dezvoltării agroturismului în județul Cluj-Teză de doctorat-Biblioteca USAMV Cluj-Napoca;
3. Glăvan, V., & colab, 1997, Dezvoltarea durabilă a economiei și turismului românesc, Institutul Național de Cercetare-Dezvoltare pentru turism, București
4. Glăvan, V., & colab, 1997, Strategii de valorificare a potențialului turistic rural și de dezvoltare a agroturismului, Institutul Național de Cercetare-Dezvoltare pentru turism, București
5. Merce E, C. C. Merce, 2007, Statistică economică, caiet de probleme, Editura AcademicPres, Cluj-Napoca, România
6. Merce, E., C. C. Merce, diana dumitraș, 2010, Prelucrarea statistică a datelor,

- Editura AcademicPres, Cluj-Napoca, România,
7. Morțan Maria, 2002, Studiu privind posibilitățile de dezvoltare a agroturismului în Depresiunea Beiușului-Teza de doctorat-Universitatea Babeș Bolyai, Facultatea de Științe Economice, Cluj-Napoca
 8. Petre Rodica, D. Petrea, 2000, Turism rural, Ed. Presa Universitară Clujana, Cluj-Napoca
 9. Petrea Rodica ,2004 , Turismul rural în Munții Apuseni, Editura Universității din Oradea,Oradea
 10. Tirpe Olivia Paula., 2011 , Studii si cercetari privind managementul structurilor de primire din turismul rural in judetul Bihor-Teză de doctorat, Biblioteca USAMV Cluj-Napoca
 11. *** ANTREC Bihor
 12. <http://www.agroturism.com>
 13. www.insse.ro/noiembrie
 14. <http://www.mturism.ro>,
 15. <http://www.pensiuni.info.ro>
 16. www.roturism.com,
 17. <http://www.ruraltourism.ro>