

## THE FINANCIAL POTENTIAL OF RURAL GUESTHOUSES FROM « BAILE FELIX» 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](mailto: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 Baile Felix, 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, Baile Felix (including here Baile 1 Mai) 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 farmhouse. The most representative zone for rural tourism from Bihor county is Baile Felix and Baile 1 Mai zone in which can be found a number of **109 guesthouses** distributed as it follows : 52 in Baile Felix, 18 in Sanmartin, 13 in baile 1 Mai, 23 in Haieu, 1 in Cordau and 1 in Rontau; all of these representing a **46,5%** 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 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 are used tables system 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 Davidof guesthouse**

If are followed the financial results of "Davidof" guesthouse it can be seen that they are in a sustained fall. (Source: Statistics data from Davidof guesthouse)

Table 1

Profit made by Davidof houseguest(RON)

Year	2008	2009	2010	Rate 2009/2008	Rate 2010/2008
Source	Total	Total	Total	%	%
Profit	38421	37254	36754	-3,04%	-4,34%
Total incomes	128070	119691	118047	-6,55%	-7,83%
Total expenses	89649	82437	81293	-8,05%	-9,33%

Source:own calculations after statistical data from Davidof guesthouse

From data presented in Table 1 it can be seen that in the years 2008, 2009, 2010, Davidof guesthouse obtained profit ,even if it shows a small decrease from one year to another, so in 2009 is recorded a profit lower by **3.04%** compared to 2008 while in 2010 this guesthouse registers a profit with **4.34%** lower than base year. These reductions mean a less effective of **1167 RON** in 2009 and in 2010 is recorded a decrease of **1667 RON** compared to 2008.

The decrease of incomes has resulted in lower profit implicit in the two study periods (2009/2008, 2010/2008).

The fact that this structure registers profit meaning has a lot of tourists accommodated in here, is due to its location in Baile Felix (is placed near the road ). Besides this , it can be pointed out the good marketing (with a lot of lighted banners outside ) this unit has. Still the decreasing financial results are registered because of the financial crisis that affected the whole country including Bihor county.

### The return of Raluca guesthouse

Raluca guesthouse is conceived as a family business. The main goal of any business is to register profit. The financial results of "Raluca" guesthouse after proceeding its activity, are found in Table 2 and can be observed the good financial results that this guesthouse registered.

Table 2

Profit made by Raluca houseguest(RON)

Year	2008	2009	2010	Rate	Rate
Source	Total	Total	Total	%	%
Profit	40198	34235	18505	-14,83%	-53,97%
Total incomes	63910	54635	38325	-14,52%	-40,04%
Total expenses	23712	20400	19820	-13,97%	-16,42%

Source:own calculations after statistical data from Raluca guesthouse

From data presented in Table 2 it can be seen that in the years 2008, 2009, 2010, Raluca guesthouse obtained profit, being so being recorded a **14.83%** decrease in 2009 meaning a decrease in the profit and loss account of **5963 RON**, while in 2010 is recorded a profit lower with **53.97%** compared to the base year 2008. This reduction means a loss of profit and loss account of **21693 RON** in 2010 compared to 2008.

This unit is a very good placed structured (right in the middle of Baile Felix resort ) and has a good accommodation activity , but it has few tourists accommodating because it has not got very much space for rent.It only has 6 rooms with 14 places of accommodation.

### The return of Vidra guesthouse

Table 3

Profit made by Vidra houseguest(ROn)					
Year	2008	2009	2010	Rate 2009/2008	Rate 2010/2008
Source	Total	Total	Total	%	%
Profit	79250	95700	59500	20,75%	-24,93%
Total incomes	124950	147000	101900	17,64%	-18,45%
Total expenses	45700	51300	42400	12,25%	-7,22%

Source:own calculations after statistical data from Vidra guesthouse

From data presented in Table 3 it can be observed that in the years 2008, 2009, 2010, Vidra guesthouse obtained profit, so in 2009 is being recorded a higher profit than in 2008, with **20.75%**, while in 2010 the unit has a profit of almost **25%** lower than base year. These fluctuations mean an addition to the profit and loss account of **16450 RON** in 2009 and in 2010 is recorded a decrease of **19750 RON** compared to 2008.

Good financial results of this structure are largely due to the experience that managers of this infrastructure have in tourism and another reason would be the fact that tourism is practiced in an area of transit (and thus forming loyal customers of the guesthouse, over time , the class of people moving on delegations). On the other hand the fact that in 2010 however there is a decrease in profit is the result of the financial crisis adversely affecting rural tourism here.

## CONCLUSIONS

Analysis of financial situation in the rural touristic guesthouses from Baile Felix 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. It can be observed the negative growth trend of the profit, these units recording less profit from one year to another. This negative trend largely due to economic recession that Romania was passing since 2009 and whose results will be felt more negative in over coming years.

Thus the area with the largest number of rural guesthouses from Bihor is the Baile Felix and Baile 1 Mai. Widespread rural delivery structures in this area has a relevant explanation in the fact that in this area is practiced positive health tourism thus being collateral influenced even the development of rural tourism.

The general conclusion that emerges from this work is that Baile Felix area is 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](http://www.insse.ro/noiembrie)
14. <http://www.mturism.ro>,
15. <http://www.pensiuni.info.ro>
16. [www.roturism.com](http://www.roturism.com),
17. <http://www.ruraltourism.ro>