

## CARACTERISTICS OF TOURIST SERVICES IN TURISM FELIX UNITS

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### **Abstract**

*In Romania there is a significant number of tourist resorts predominantly oriented towards balneary segment, best known being Băile Herculane, Sovata, Baile Olănești, Covasna, Vatra Dornei, Băile Tușnad, Ocna Șugatag, Năvodari, Sângeorz Băi, Slănic Moldova, Mangalia, Soveja. Tourist basis of this stations is formed predominantly of hotel complexes built before 1989, some of them being subject to investment intended to modernize once with their takeover by various investors.*

*Regarding the supply of travel services of Băile Felix resort, it is materialized on accommodation, food, transport, as basic travel services and through recreational tourism services, offers multiple leisure opportunities through their diversity. The main company that carries out its activity in the resort is SC Tourism Felix followed by SIND Romania reorganized in company venture.*

*The market shares of SC Tourism Felix S. A. in the balneary tourism activity in Romania is 7.7% (number of tourists) the company being a major player in this market. Regarding overnight stays (days-tourist), in 2010 the company held a market share of 7.95% domestic spa tourism.*

*In this paper we calculated the occupancy degree and services offered by 2 representative hotels of this company.*

**Key Words:** recreational services, occupancy, hotel industry.

### **INTRODUCTION**

Services are characterized primarily by their immaterial form. The work providing services is not usually materialized in goods of objectual existence but manifests it self either in the form of activities or phases of production processes or consumption and secondly through not being stored because not having usually a material form services cannot be stored and kept for later consumption.

Another characteristic of the services is constituted by the coincidence in time and space, of their production and consumption - also known as inseparability or indivisibility.

Through their way of conducting the services are inseparable from the provider person, they ceasing to exist from the moment of concluding its action. The services present the characteristic of heterogeneity or variability understood both in relation to the tertiary sector seen as a whole - constituted of activities with different content - and with each individual service, as dependent variation of specifics of provider and / or user. This characteristic negatively influences the service standardization possibility, to create a brand or range structure, to intervene in controlling the quality of performance.

Băile Felix is located in the North-West of Romania, 9 km from Oradea and 20 km from the Hungarian border (point Borş). The resort is famous both in the country and abroad for its thermal mineral water, weakly mineralized with a slightly radioactive degree the water having a temperature of 32-49 degrees C. The resort is situated in the Cris Plain, in a hilly area with beech and oak forests, at an altitude of 140 m, 9 km from Oradea and 20 km from the Hungarian border. The first testimonials of the existence of the resort since 1221 appear in a diploma of the Vatican. Between years 1700-1721 the spring Felix was discovered and used by Felix Heldres, whose name it bears today. The symbol of resort is the "thermal water lily" or "lotus flower".

Turism Felix SA Company provides accommodation and catering, medical services and treatment, recreational services. Accommodation and food services satisfy even the most demanding requirements, meeting rooms with 2 beds, one bed apartments, each hotel disposing of restaurant and a day bar corresponding to the category I by classification of public catering locals.

## **MATERIALS AND METHODS**

Method of operation used in this paper was the study of the existing situation in the field, data collection, analysis, processing and interpretation.

## **RESULTS AND DISCUSSION**

In 1991, most of the hotels have been given to transaction location, in the hope of increasing the quality of services, but after five years, had returned to the parent company because lessors didn't have little interest in improving the quality of services and modernize the material basis.

SC Turism Felix SA has in its composition seven hotels, five hotels with two stars, and two hotels of three stars, a four star hotel categories respectively four pavilions of I, II, and III categories with an accommodation capacity of 3,663 seats. Thenceforth I will present the resort accommodation network with all its material and technical base. Accommodation units are:

- NUFĂRUL hotel with an accommodation capacity of 150 seats, restaurant and terrace to the park, bar, currency exchange. On the 1st floor hotel is connected directly with the Hotel TERMAL treatment basis;
- Cure hotel TERMAL, with a complex structure and modern architecture, is a three star hotel occupied mostly of foreign tourists. It has an accommodation capacity of 300 seats, restaurant and terrace, bar, club and uncovered pool with thermo-mineral water and dispose of a modern treatment;
- LOTUS cure hotel, a two star hotel with accommodation capacity of 400 seats. It also ensured by its restaurant meals for tourists staying in hotel FELIX, as well as their own tourists. Here is also found a modern bar equipped with pool tables and gaming machines. Felix clinic provides treatment for both tourists staying at Hotel Felix, and those from Hotel Lotus, the access between unit base treatment being possible through connecting corridors linking the three units. This hotel is currently under renovation.
- INTERNATIONAL cure hotel, the most modern hotel in the resort, reopened in early 2007 after ample modernization and expansion works, Hotel International \*\*\*\* is designed as a modern balneo cure, relaxation and conferences. Accommodation capacity is for 340 seats in 110 double rooms, 80 single rooms and 20 apartments. All rooms have air conditioning, Internet connection, telephone, satellite TV, safe, mini bar, bathroom / toilet, hairdryer and bathrobe
- MUREȘ cure hotel with an accommodation capacity of 650 seats, restaurant, bar, hairdresser and its own treatment base;
- UNIREA cure hotel with an accommodation capacity of 306 seats, restaurant, bar. Treatment Base is so arranged that it can also cover tourists who wish to be treated and are quartered at SOMEȘ hotel, the access being ensured through a link corridor;
- SOMEȘ cure hotel with an accommodation capacity of 344 seats, restaurant, bar, room shooting, disco and a bowling alley. SOMEȘ is the tallest building from Băile Felix;
- POIENITA cure hotel has a potential of accommodation of 306 seats, is a two star hotel with basic treatment, restaurant, bar and shop in enclosure;
- four villas with an accommodation capacity of 508 seats. The pavilions corridors have access to basic treatment. Pavilion. 3 was built in 1892, being one of the oldest buildings in Băile Felix. Pavilion. 9 is located behind the pavilion. 2, having treatment micro basis and its own kitchen.

66.6% of the accommodation capacity is represented by two star hotels and the foreign tourists, ie those with substantial incomes prefer accommodation services provided by hotels of three stars TERMAL and NUFARUL and four-star hotel INTERNATIONAL. Each hotel offers the following free services:

- information concerning the provision of services
- wake up at required hour
- keeping valuables sending messages
- receiving, dispatch, return mail
- providing daily newspapers (national and local)
- granting drugs and sanitary materials in the event of first aid
- ordering taxi, parking services

Special services with costs are: telephone, fax, fridge, TV, organizing banquets, formal dinners and weddings.

Medical services and treatment are applied in the bases treatment of the resort. Treatments combine effects of temperate continental climate water with oceanic influences in therapeutic procedures applied successfully in treating musculoskeletal disorders, central and peripheral nervous system and related diseases.

Medical procedures applied in the state are: hydrotherapy, physiotherapy, kinetotherapy, aerosol installations, sauna, treatment land, medical gymnastics and rehabilitation, electrotherapy, phototherapy, ultrasound therapy, magneto therapy with range products Pell Amar and Gerovital.

Basis recreational is focused more on the massive participation of tourists to recreational activities and includes: swimming pools, swimming places, gyms, club, cinema, disco, casino, theaters, organizing excursions. Compared to balneal resorts in Europe, the resort doesn't have a new degree of diversification of the tourism product. Internationally, SC Tourism Felix S. A. is addressed to people with low and medium income, although the resort's resources could be better capitalized.

For the resort to be able to withstand the competition and the low number of balneary tourists SC Tourism Felix S. A. has oriented towards creation of new services to attract new types of tourists such as:

- organization of congresses, meetings, conferences and providing all services necessary to their consecution including accommodation services, food and entertainment for participants
- providing free transportation of foreign tourists from the airport to the resort and back
- organizing banquets, weddings, dinners on request and ensuring the necessary qualified staff

- organizing excursions to surrounding tourist attraction areas such as Oradea, Stâna de Vale, Cave Bear, 1 May resort and others as well as providing guides

Degree of accommodation occupation is low, 40%, but varies depending on the season. In June, July, August, occupancy reaches up to 95% in some hotels of the company (eg Poienița) but in winter occupancy only reaches 10-15% (Table no. 1).

Table no. 1

**The employment situation accommodation capacity during**

An	capac ity	Tourist days			No tourists			Occu pancy (%)
		Sum	Roman ian	foreign ners	Sum	Romania n	foreign ners	
2011	298	51.44 8	43.401	8.047	9.48 8	8.522	966	47.62 %
2012	298	41.21 8	35.528	5,690	7.57 5	6.968	607	43.52 %

Source: Copyright by data from the SC Tourism Felix SA.

Analyzing the table we observe a continuous decrease of the hotel occupancy degree of 4% from 47.62% in 2011.

Regarding the number of foreign tourists, it decreased to 607 people in 2012 from 966 in 2011. Not the same thing can be said of the number of local tourists who continuously decreased during 2011-2012 from 43401 to 35528, ie about 10,000 people annually.

From the data provided by the SC Tourism Felix S. A. we can see that foreign tourist's favorite months are March, April, May, September and October, unlike Romanian tourists who prefer the months of July and August. Romanian tourist season is strongly influenced by children's holidays. This means that much of Romanian tourists come with children, so they are middle aged.

At Hotel Termal the situation regarding the circulation of tourists between the years 2011-2012 was aligned in the limits of an occupancy degree: 47.62% in 2011 and 43.52% in 2012 (Table 2).

Table 2

**Evolution of employment by month year 2011-2012**

month	Occupancy	
	2011	2012
January	38.89 %	38.15 %
February	44.00 %	21.81 %
March	26.65 %	16.79 %
April	26.63 %	33.25 %
Mai	49.31 %	39.90 %
June	49.98 %	46.32 %
July	81.24 %	70.27 %
August	115.18 %	94.88 %
September	57.09 %	47.56 %
October	26.92 %	32.79 %
November	33.63 %	29.31 %
December	20.80 %	25.92 %
Average / year	47.62 %	43.52 %

*Source: Copyright by data from the SC Tourism Felix SA.*

As it can be seen there are five peaks of hotel request: May, June, July, August and September due to holidays, summer vacations. In the winter months there is a small request, and in the spring – autumn month, when there are foreign groups, the hotel has an average occupancy.

## CONCLUSIONS

Reuniting the tradition of many centuries of hospitality with the restrictions of performance management, hotel activity oscillates between handicraft and high-tech, between work and industry. During the last decades internationally hotel activity approached more and more to the characteristics of a genuine industry, the phrase "hotel industry" increasingly overcoming the stage of trope. Some authors have reached to wonder if indeed it is an industry or rather an art, that of offering hospitality. Reality seems to be of a tourism, industrial and commercial conglomerate.

Regional and national clientele place has been taken over recent decades by a growing clientele more and more cosmopolitan with definite preference, connoisseur of the services types and levels of comfort that the chains make available in such a situation, as long as it doesn't promote and develop a brand image, independent hotels can't secure a notable success in the market.

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