

## **STUDY REGARDING THE SERVICES PROVIDED BY 4 STARS HOTELS IN ORADEA**

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### **Abstract**

*Hotel services are very important in the hospitality industry, being one of the major factors that make the tourist choose an accommodation unit or another. Knowing these types of services with specialty sites offers the possibility of choosing an accommodation unit that meets the needs of tourists from the moment of booking the rooms, which is why it is very important that the presentation of the services is done in their entirety, the omission of their presentation can lead to a decrease number of tourists. Taking into account these aspects, the study shows the accommodation units and their services, accommodation units classified with 4 stars in Oradea, Bihor county. Thus, additional services and their frequency were analyzed for eight accommodation units as they are presented online on the most important reservation site used in the country. With regard to the additional services analyzed, it has been found that hotels offer a wide range, which shows that they are trying to cope with the competition on the market, in order to meet the needs of even the most demanding tourists.*

**Key words:** hotel facilities, 4 star hotels, Oradea

### **INTRODUCTION**

It is known that in recent years, tourists choose to organize their own trips either on holiday or business, either by booking their flights or by booking hotel rooms on specialized sites. This has allowed consumers, in some cases, to reduce costs and make travel arrangements more flexible by avoiding the purchase of packages for a week or two (Condratov, I., 2007). For the tourism, ensuring the quality has a special significance as an effect of its character of consequence and synthesis branch and of the strong connections with the international market. At the same time, it has its own features generated by the customer diversity, by the large number of the economic agents involved in the development of the activity and, last but not least, by the fact that its results appear in the form of services, because

their particularities emphasize the difficulties in measurement, quality assessment and even in ensuring quality. (Minciu, R., & Hornoiu, R. I., 2009).

Additional tourism services have the role of helping to increase the success of tourism. Some of these can be known in advance by tourists, being included in the initial cost of the service and with others (the majority) the tourist only contacts at the destination, the consumption remaining only at his discretion, the payment being made separately as they are requested and obtained. (Turcu, D., & Weisz, J., 2008).

The 4 star hotels in Oradea are usually the target of either spa tourism or business tourism, with clients having the expectations regarding the services offered by these accommodation units. Business tourists are more demanding, less price-sensitive, and more concerned about the status. They also have a specific program that have to be respected. Consequently, transport services are of great importance: the means of transport used is fast, comfortable and appropriate as a program, the punctuality and prestige of the carrier are of interest, the reservation systems must be effective (G. Stănciulescu , 2004).

## **MATERIAL AND METHODS**

The main purpose of this paper was to analyze the additional services of the eight 4-star hotels in Oradea, Bihor county, Romania. The study looked at what additional services there are in 4-star hotels, their frequency in hotels and their uniqueness at the city of Oradea. In order to achieve the objectives proposed by this paper, we used the data provided by each hotel on the issues under consideration. Thus, the study was both quantitative and qualitative, the data collected being analyzed on different categories in order to present the full range of additional services and their frequency within the tourist units that are the subject of it.

For ease of presentation of the information, the mentioned services were presented in tabular form for a clear highlighting of the aspects underlying the analysis, as well as their existence as additional services in the eight analyzed hotels.

The basis of the study is the information available on the [www.booking.com](http://www.booking.com) site, which has been analyzed to address the purpose of the study. At the same time, the literature in this field was the starting point for the elaboration of the study.

Established in 1996 in Amsterdam, Booking.com has grown from a small Dutch business to one of the world's largest online trading companies. Part of the Priceline Group (NASDAQ: PCLN), Booking.com now has over 15,000 employees in 198 offices in 70 countries. Every day more than 1,550,000 overnight stays per room are booked ([booking.com](http://booking.com)). It is

common knowledge that the information on this site are very important in choosing the locations to be reserved, information that refers both to the services offered and to the satisfaction of the former clients. Consumers seem to be more influenced by early negative information, especially when the overall set of reviews is negative. However, positively framed information together with numerical rating details increases both booking intentions and consumer trust. The reviews and recommendations of other customers can assist in determining whether to trust the hotel under consideration. (Sparks, B. A., & Browning, V. 2011)

## RESULTS AND DISCUSSION

The hotel services in Oradea are divided into 15 categories as follows: bathroom, bedroom, kitchen, room facilities, exterior, wellness and spa, pets, living area, media / technology, food and beverages, parking, reception services, cleaning services, business facilities, spoken languages and other additional services. These services are necessary to meet the requirements of clients of such hotel units. Identify and continuously and comprehensively analyze customer expectations, translate them into product and service delivery, and interact with customers in order to develop and maintain long-term and cost-effective relationships with customers. (Bruhn, M. 2001).

As you can see in the following, there is a huge variety of additional services offered in the eight four-star hotels in Oradea, starting from the bathroom level to other additional services. Most of these services are found in all hotels and are mandatory at this classification level in accordance with the Methodological Norms regarding the issuance of certificates for the classification of tourist accommodation establishments with functions of accommodation and public catering, (ORDER No 65 of 10 June 2013), but there are also different elements from one accommodation unit to another, trying to attract as many tourists as possible.

In the following, we will take each category of service in part with the related points and we will highlight how many accommodation units of the eight have this services, as follows:

### BATH category

*Table 1*

	8	7	6	5	4	3	2	1
Toilet paper			x					
Linens					x			
Towels					x			
Slippers		x						
Private bathroom	x							
Toilet	x							
Free toiletries					x			
Bathrobe				x				

Hairdryer	x							
Shower					x			
Guest bathroom								x

Source: Own analysis after booking.com

As can be seen in the bathroom category we have 11 points. According to the classification standards, almost all are required, according to the information collected on booking.com, it can be noticed that not all hotels have these services, from which we can conclude that the reservation service does not have complete information regarding the level of endowment of the baths in the analyzed units, this being a disadvantage for the potential tourists who, when booking a room in one of the analyzed hotels, follow the existence of these services, this can lead to the reservation of a room where it was not initially desired, precisely because of the existence of a wide range of services to be known at the time of booking.

#### **BEDROOM category**

Table 2

	8	7	6	5	4	3	2	1
Wardrobe/Closet			x					
Extra-long beds (> 2 meters)							x	
Alarm clock								x

Source: Own analysis after booking.com

On the bedroom side six of the eight hotels have a wardrobe or a room cabinet. The other two hotels probably did not provide complete information on this issue.

#### **KITCHEN category**

Table 3

	8	7	6	5	4	3	2	1
Coffee machine								x
Fridge								x

Source: Own analysis after booking.com

Based on the available information, it is found that the services offered by the kitchen are available only in one location of the 8 analyzed.

#### **ROOM AMENITIES category**

Table 4

	8	7	6	5	4	3	2	1
Racks hanger						x		
Carpet			x					
Folding bed							x	

Source: Own analysis after booking.com

Room facilities show that only 2 of the hotels analyzed offer a folding bed where it is requested, which is a disadvantage for families traveling with a child, basically limiting the city-wide accommodation offer for this type of accommodation, 4-star hotel, this information being very

important when booking rooms in the online system on the site under review.

### OUTDOOR category

Table 5

	8	7	6	5	4	3	2	1
Outdoor Furniture								x
Sun Deck			x					
Terrace		x						

Source: Own analysis after booking.com

On the outside of the accommodation units stay pretty good considering that almost all have terrace and sun terrace.

### WELLNESS AND SPA

Table 6

	8	7	6	5	4	3	2	1
Spa/Wellness Packages						x		
Fitness/Spa Locker Rooms								x
Fitness						x		
Massage (different types)					x			
Spa/Wellness Packages							x	
Spa Lounge/Relaxation Area								x
Light Therapy								x
Body Wrap								x
Body Scrub								x
Body Treatments								x
Facial Treatments								x
Beauty Services								x
Beach Chairs/Loungers							x	
Pool Towels							x	
Open-air Bath								x
Hot Tub/Jacuzzi			x					
Sauna				x				
Outdoor pool						x		
heated pool						x		
Turkish bath / Steam bath							x	
Solar							x	

Source: Own analysis after booking.com

According to the processed information on this type of services, we can see that 6 of the analyzed hotels have a wide range of services in this category, the reservations taking into account the hotel's position in the city, the availability of the rooms during the necessary period the rates used per accommodation night and the services included therein.

### PETS category

Table 7

	8	7	6	5	4	3	2	1
Accept						x		
Forbidden				x				

Source: Own analysis after booking.com

With regard to pets, only three of the eight hotels under consideration accept their presence, so that the 4-star hotels accommodation offer in Oradea is reduced to three units for tourists who take their pets on holidays.

#### **LIVING AREA category**

*Table 8*

	8	7	6	5	4	3	2	1
Sitting area						x		
Desk			x					
Couch								x

Source: Own analysis after booking.com

#### **MEDIA / TECHNOLOGY category**

*Table 9*

	8	7	6	5	4	3	2	1
Flat-screen TV					x			
Cable channels		x						
Satellite channels								x
Radio								x
Telephone		x						
Pay-per-view channels								x
TV					x			

Source: Own analysis after booking.com

On the media and technology side, only half of the hotels have flat-screen TVs, the rest using classic TVs, which can be a drawback for the latest technology lovers. Seven hotels have contracts with cable operators and one has satellite TV. Demanding customers will make negative comments on this issue.

#### **FOOD AND BEVERAGES category**

*Table 10*

	8	7	6	5	4	3	2	1
On-site Coffee Shop							x	
Chocolate/Cookies								x
Fruit								x
Bottle of Water							x	
Wine/Champagne							x	
Kids' Meals								x
Special Diet Meals					x			
Restaurant With Dining Menu		x						
Breakfast in the Room						x		
Bar			x					
Minibar	x							
Good Coffee!				x				

Source: Own analysis after booking.com

On the side of meals and drinks, the hotels that own a restaurant offer à la carte menus. In the everyday world where people eat menus that are more special, it is good to know that there are accommodation units that offer this service.

**INTERNT category***Table 11*

	8	7	6	5	4	3	2	1
Wireless	x							
By cable								x

Source: Own analysis after booking.com

All of the hotels offer free wireless internet, and one also offers cable internet. Using the wireless internet is a great advantage for foreign tourists visiting the city

**PARKING category***Table 12*

	8	7	6	5	4	3	2	1
Disabled parking								x
Guarded parking lot					x			
Free private parking or for a fee				x				
Free public parking or for a fee						x		

Source: Own analysis after booking.com

Regarding parking, it can be noticed after analyzing the information available online that only one unit of the eight analyzed offers a parking space for disabled persons, which is a negative aspect of these units, aspect which in the current context we consider that it should be taken to be considered by their managers in view of their arrangement.

**FRONT DESK services***Table 13*

	8	7	6	5	4	3	2	1
ATM On Site							x	
Baggage Storage				x				
Express Check-in/Check-out						x		
24-Hour Front Desk		x						

Source: Own analysis after booking.com

**CLEANING services***Table 14*

	8	7	6	5	4	3	2	1
Daily Housekeeping					x			
Shoeshine				x				
Ironing Service	x							
Laundry		x						
Suit Press								x
Dry Cleaning					x			

Source: Own analysis after booking.com

Regarding the cleaning services provided to tourists, it is noticed that the analyzed hotels offer such services, considering that all 8 units offer ironing services and seven laundry services, these services are usually sought by tourists that speed the city on business.

### BUSINESS FACILITIES services

Table 15

	8	7	6	5	4	3	2	1
Fax/Photocopying	x							
Business Center						x		
Meeting/Banquet Facilities		x						

Source: Own analysis after booking.com

The business services offer is very good, with real competition between these hotels, although only three of the eight hotels have a business center inside them.

### SPOKEN LANGUAGES category

Table 16

	8	7	6	5	4	3	2	1
Romanian	x							
Italian		x						
Hungarian				x				
Spanish					x			
English	x							
German							x	
French								x
Dutch								x

Source: Own analysis after booking.com

The range of foreign languages used in hotels is quite varied, in all 8 units English is known, followed by Italian and Hungarian considering that Oradea is a city on the border with Hungary.

### ADDITIONAL SERVICES category

Table 17

	8	7	6	5	4	3	2	1
Shuttle Service					x			
Designated Smoking Area			x					
Lounge / Common room with TV								x
Air Conditioning			x					
Hypoallergenic Room Available						x		
Mosquito net							x	
Wake-up service				x				
Heating		x						
Soundproof						x		
Car Rental						x		
Laptop safe								x
Packed Lunches							x	
Carpeted					x			
Souvenir/Gift Shop							x	
Elevator			x					
Honeymoon Suite						x		
VIP Room Facilities								x
Fan							x	
Family Rooms						x		
Facilities for Disabled Guests				x				
Newspapers				x				
Safe			x					
Room Service		x						

Source: Own analysis after booking.com



With regard to additional services, hotels offer a wide range, which shows that they are trying to cope with the competition on the market to meet the needs of even the most demanding tourists. By increasing competition on the market, travel companies and organizations have found that improving service quality and visitor satisfaction are key factors in increasing market share. (Cureteanu R., Isac F.& Lile A., 2010) In terms of services, quality is total or not, because the customer evaluates the overall impression, not the components. The client stops at the detail that has the poorest quality, even if the deficiency generated by it is minor. (Turcu, D., & Weisz, J., 2008)

### CONCLUSIONS

In this study we can see that there is a real competition between the 4-star accommodation units in Oradea, trying to attract as many tourists as possible through a wide range of services, starting with the baths and ending with the additional services.

Some of these services are required for the classification category, but many of them are to attract tourists.

A major asset for Oradea accommodation units is that it is a city located in a geothermal water area, offering wellness and spa services tourists.

According to the available online data from booking.com and analyzed in this study, can be noticed that some hotels would have some major shortcomings, which may be wrong. Rather, we can conclude that this highlights the lack of professionalism and superficiality in terms of online promotion. It is known that for tourists who do not know Oradea and choose to accommodate in a 4-star unit these services make the difference, they are more attentive to the quality and diversity of services than to the prices charged by the hotels.

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