

OCCUPANCY DEGREE ANALYSIS OF CRISTAL BOARDING HOUSE FROM BAILE FELIX DURING THE PRIOD 2014-2016

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Abstract

The economic effects of tourism consumption must also be evaluated in terms of the income gained by the work force directly or indirectly engaged in the tourism industry: the tourists' service appeals to a numerous workforce with a varied competence profile, whose expenses of consumption also increase as a result of raising the standard of living, precisely due to a more rational and comprehensive use of the labor force as tourism develops.

Băile Felix resort is the most famous spa resort in Romania, well known abroad. Discovered from antiquity, geothermal water springs at temperatures of 20° and 49°C have certified curative properties, being oligometallic, bicarbonate, calcium and sodium, and the muds have sapropelic properties (rich in colloidal iron hydrosulphide).

The existing accommodation capacity comprises the network of accommodation units and has the role of creating the conditions for the tourist's rest. The importance of this component of material resources is given by the fact that the tourist spends about half of his time in accommodation. The accommodation of the tourists is provided by the proper accommodation services, as well as by a series of complementary services meant to ensure optimal comfort conditions for the tourists during their stay. The occupancy rate indicator reflects the use of the offer over a specified period, ie the level of activity in the presented structure according to the existing accommodation capacity.

We analyzed this indicator in the years 2014-2016 in order to be able to see its evolution over time and provide solutions for profit growth in the analyzed situation.

Key words: objectives pursued, occupancy rate, wake-up services.

INTRODUCTION

The Cristal Pension in the Băile Felix spa resort has 20 rooms, of which 12 rooms are equipped with two beds, 8 rooms with one bed and three suites. The maximum occupancy is 47-50 accommodations per night. All rooms have the most modern amenities: cable TV connected to the cable network, international telephone, bathroom with shower and bathtub, air

conditioning. Rooms have balcony, the access to the story being on stairs. The elegant 1st class restaurant, with a capacity of 50 seats, provides daily varied menus, both from Romanian and international cuisine, as well as dietary regimens. The basement has a swimming pool with thermal water, with direct access from the guest house, which allows bathing also in winter; the treatment base is modern, consisting of two sections, hydrotherapy and electrotherapy, both being able to carry out a wide range of procedures using thermal water, therapeutic mud and special equipment. There is also a fitness room, sauna, billiards room and ping-pong and a number of rooms with storage facilities.

At Cristal pension, comfort, success and tranquility are the main goals. If for some these represent just words, the Cristal villa-pension with a professional staff is available to the client day and night so that they are fully satisfied. No matter whether they are looking for a thermal water pool, a massage salon or a rehabilitation center in the famous Felix Spa.

The objectives pursued by Cristal Pension are: the improvement and diversification of the accommodation conditions, continuously adapting to market requirements, maintenance and improvement of services offered, maintaining the old customers but also attracting new customers, organizing outdoor hiking, organizing sports contests such as cycling and cross-country race.

MATERIAL AND METHODS

In order to analyze the tourist circulation at the level of Cristal pension, the following indicators will be used: the number of tourists (arrivals), overnight stays and the average duration of the stay. Considering that in the winter months, respectively January, February, March and April are months when tourist activity is almost non-existent in the hostel (this is proved by the practice of the last years), we analyzed the period from May to December.

RESULTS AND DISCUSSION

Groups of tourists staying at this guesthouse are varied. There are occasional tourists in transit, another category of tourists are those who come for a weekend. They usually arrive on Friday evenings and on average they stay 2 nights to have the necessary time to relax at the pool and visit the tourist attractions in the area and tourists who come in the season for a

minimum stay of 5 days. Their main purpose is to relax and treat certain diseases through existing thermal waters.

We will hereinafter present some indicators of tourist traffic such as arrivals and overnights of tourists, the average stay, the utilization degree of the accommodation capacity in 2014-2016. The maximum number of nights is between 1500 for the months of 30 days and 1550 for the 31-day period.

The calculate number of nights spent sold each month in 2014

Table 1

Month	May	Iune	Iuly	Aug	Sept	Oct	Nov	Dec
Number dat of the month	31	30	31	31	30	31	30	31
Occupancy	35%	45%	58%	79%	67%	25%	25%	55%
Sold number of nights	543	675	899	1225	1005	388	375	853

Source: data from the Entry Register

As we can notice in Table 1, the highest occupancy rate is in August, in the summer season and the lowest grade is in November this aspect is similar for the occupancy rate in tourism.

The calculate number of nights spent sold each month in 2015

Table 2

Month	May	Iune	Iuly	Aug	Sept	Oct	Noi	Dec
Number dat of the month	31	30	31	31	30	31	30	31
Occupancy	40%	50%	60%	82%	68%	32%	25%	56%
Sold number of nights	620	775	930	1271	1020	496	375	868

Source: data from the Entry Register

By comparing the situation of the two analyzed years, we see the same situation for the occupancy rate, but in 2015 compared to 2014, were sold more nights, so the company's profit is higher.

Table 3

The calculate number of nights spent sold each month in 2016

Month	May	Iune	Iuly	Aug	Sept	Oct	Noi	Dec
Number dat of the month	31	30	31	31	30	31	30	31
Occupancy	45%	51%	66%	85%	60%	28%	20%	58%
Sold number of nights	698	765	1023	1318	900	434	300	899

Source: data from the Entry Register

By comparing the evolution of accommodation nights on months and years, we will notice an ascendant in the summer months, respectively July and August, in all the years under study.

The increase is produced along with reaching the peak of the tourist season, both as an effect of high demand in the market and as a result of the prices charged and discounts for children and for those returning to the boarding house. The months of October and November present a strong decline, once the vacations and holiday's ending leave free days to the tourists only weekend days.

A new increase occurs in December, with the winter holidays, a period that includes the holiday for children.

CONCLUSIONS

Considering the presented situation, we must think that the profit is increasing in the analyzed years, but it can be obtained more with a part of it reinvested. We think of solutions to attract clients from Oradea and its surroundings. It is possible to make a conference room because it is located near the city of Oradea. This would increase the number of accommodation nights during the month March, April, and also on October and November.

Pension managers should be concerned about improving the services offered, menus, general cleanliness and diversification of treatment services.

In the domain of tourist product offered the pension needs diversification within the accommodation service especially by

individualizing some spaces such as: creation of working spaces (by endowing rooms with offices which would increase the number of business people who come to the pension).

In my opinion, must be taken into account also the products offered by the food compartment, where new preparations are needed all the time, traditional preparations, but also other products for certain categories of clients. There are also needed products such as: festive dinner for the anniversary of certain events, in a special atmosphere. It's aimed excellence in the services offered, with immediate response to any request and with sufficient information to encourage tourists to choose the guesthouse.

The concern for the client involves: welcome to reception, room accommodation, seating arrangements at the pension's restaurant, immediate service, menu delivery without delay, menu tips, short wait times, observance of the rules of service, change of towels, at 2 days of sheets on-demand, wake-up services, information on goals to visit, etc.

Proposals to increase occupancy rate:

- Offering a special gift or free service to the customer number 100 or 500 from the start of a season;
- Transfers from the railway station or airport;
- Offering excursions in the surroundings for a stay longer than 7 days;
- Free of charge for children under the age of 7 to stimulate family holiday in the resort.

Taking into account all these aspects, the number of nights accommodation will increase over the next period.

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