

## **A COMPARATIVE STUDY OF THE RURAL TOURISTIC TRAFFIC, AT TWO GUESTHOUSES FROM BAILE FELIX, IN THE YEARS 2014-2016.**

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### ***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 two units of receipt from Băile Felix resort, Bihor county. Based on the study and the data obtained, were calculated and interpreted statistical indicators characterizing the activity of rural tourism in Bihor county such as the number of overnight stays in the rural guesthouses. The technique used for data collection was the interview. The results lead to the idea that this area has positive rural activity but the evolution of this activity, in these years of study, has a negative trend because of the great competition faced by the unit, Baile Felix resort registering a great development regarding the infrastructure and services as well in all these years.*

**Key words:** rural guesthouses, overnight stays, increasing rate

### **INTRODUCTION**

Featuring a natural environment conducive to practice rural tourism, SW of Bihor county area (Felix, Depresiunea Beiusului), 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. The most representative zone for rural tourism from Bihor county is Băile Felix (because here it's practiced more than rural tourism, but balnear tourism) zone in which can be found a number of 109 guesthouses representing a **46,5%** percent of total rural accommodation structures from Bihor county, distributed as it follows: 53 in Băile Felix, 18 in Sânmartin, 13 in Băile 1 Mai, 23 in Haieu, 1 in Cordău și 1 in Rontău.

## MATERIAL AND METHOD

In this paper 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. 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 represents the theoretical foundation and the methodological base of analysis tools in a touristic reception structure activity.

Comparative analysis was used, which provides information, performs linear ordering and typological classifications in territorial or temporal. This method can be complementary with indices and statistical indicators method (number of hostels, accommodation capacity, number of tourist arrivals in rural pensions, number of overnight stays in rural touristic pensions, incomes obtained by the rural guesthouses). Using the data obtained through the interview applied to the managers of the rural guesthouses, we compared the values of the overnight stayings indicator, to see their evolution in time (from 2014 till 2016)

## RESULTS AND DISCUSSIONS

Are presented here as it follows the obtained results from four touristic guesthouses in order to analyze the overnight stays indicator trend. The first analysed unit of receipt Diana guesthouse.

*Table 1*

Overnight stays at Diana guesthouse from 2014 to 2016

Crt no.	Month	Year 2014	Year 2015	Year 2016	Increasing rate 2015/2014	Increasing rate 2016/2014
1.	January	320	300	275	-6,25%	-14,06 %
2.	February	220	185	245	-12,5%	11,36%
3.	March	280	245	200	-12,5%	-28,5%
4.	April	370	320	290	-13,5%	-21,6%
5.	May	480	440	420	-8,3%	-12,5%

6.	June	610	590	550	-3,27%	-9,83%
7.	July	635	600	585	-5,51%	-7,87%
8.	August	695	650	615	-6,47%	-11,51%
9.	September	595	555	520	-6,72%	-11,76%
10.	October	300	260	235	-13,3%	-21,66%
11.	November	280	250	220	-10,71%	-21,42%
12.	December	435	410	390	-5,74%	-10,34%
<b>Total</b>		<b>5220</b>	<b>4805</b>	<b>4460</b>	<b>-7,95%</b>	<b>-14,55%</b>
<b>Monthly average</b>		<b>435</b>	<b>400</b>	<b>372</b>	<b>-8,04%</b>	<b>-14,48 %</b>

Source: statistical data from Diana guesthouse

Based on data from Table 1 it can be concluded that in the period 2014-2016, the trend of customers overnight stays at Diana guesthouse is constantly decreasing. Thus recorded in 2015 less than **415** tourists who spend the night, which represents a decrease of **7,9 %** comparing to 2014. In 2016 there has been a decrease in **760** nights (accommodation) that is a percentage reduction from base year 2014 by **14,5%**.

Table 2

Overnight stays at Tisa guesthouse from 2014 to 2016

<i>Crt no.</i>	<i>Month</i>	<i>Year 2014</i>	<i>Year 2015</i>	<i>Year 2016</i>	<i>Increasing rate 2015/2014</i>	<i>Increasing rate 2016/2014</i>
1.	January	420	390	345	-7,1%	-17,8%
2.	February	325	300	290	-7,69%	-10,76%
3.	March	470	435	410	-7,44%	-12,76%
4.	April	605	580	540	-4,13%	-10,74%
5.	May	640	610	580	-4,68%	-9,37%
6.	June	740	710	670	-4,05%	-9,45%
7.	July	805	770	750	-4,34%	-6,83%
8.	August	840	805	780	-4,16%	-7,14%
9.	September	685	650	600	-5,1%	-12,4%
10.	October	430	405	385	-5,81%	-10,46%
11.	November	320	300	270	-6,25%	-15,62%
12.	December	495	470	440	-5,05%	-11,11%
<b>Total</b>		<b>6775</b>	<b>6395</b>	<b>6060</b>	<b>-5,6%</b>	<b>-10,55%</b>
<b>Monthly average</b>		<b>564</b>	<b>530</b>	<b>505</b>	<b>-6,02%</b>	<b>-10,46%</b>

Source: statistical data from Tisa guesthouse

Analysing the data from Table 2 it can be seen that the trend of the overnight stays is a decreasing one for all the 3 years studied. So in 2015 registers less than **380** occupied seats, which represents a real decrease of **5,6%** comparing to 2014. In 2016 it can be seen a decrease of overnight stays with **715**(accommodation) meaning a decrease of **10,55%** compared with the base year studied (2014)

## CONCLUSIONS

Analysis of the overnight stays indicator in the rural touristic guesthouses from Baile Felix, Bihor county, shows a good potential for development of this area. Analyzing each of the units studied, it is noticed that all of these structures register a great number of tourists who spend the night in this area, which can be considered a positive development. On the other hand, analysis was done during three years 2014-2015-2016. It is observed the trend of negative "growth" of the overnight stays indicator, these units recording less tourists from one year to another. This negative trend is largely due to great competition that these units have in Baile Felix resort, because in the last years this zone developed a lot regarding the infrastructure and the services offered to its clients.

The general conclusion that emerges from this work is that Baile Felix resort from Bihor county 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.

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