

A COMPARATIVE STUDY OF MONTHLY TOURISTIC TRAFFIC IN A 5* HOTEL FROM BAILE FELIX(2016-2017)

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Abstract

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 5 Hotel, from Băile Felix resort, Bihor county. Based on the study and the data obtained, were calculated and interpreted statistical indicators characterizing the activity of tourism in Bihor county such as the number of tourists (entered) and their ethnicity. The technique used for data collection was the interview. The results lead to the idea that this area has positive touristic activity but the evolution of this activity, in these years of study, has a negative trend because of rising price policy, applied by the unit. Still Baile Felix resort registering a great development regarding the infrastructure and services as well in all these years.*

Key words: romanian tourist number, foreign tourist number, increasing rate

INTRODUCTION

Featuring a natural environment conducive to practice tourism, Baile Felix resort, was able to work towards the preparation and promotion of tourism offer to match international standards.

To enter the tourism circuit, every hotel should be evaluated and have a certificate of compliance, certificate obtained as a result of the conditions required. Five stars hotels are the the highest tourist accommodation structures in Romania. Currently, there is in Băile Felix resort, one five star hotel named LOTUS THERM. This is actually, the only 5 star thermal resort in Romania

With a capacity of 180 rooms and 262 accommodation places (79 single rooms, 37 double rooms, 3 rooms for disabled people, 39 standard suites, 8 suites and 6 special suites - VIP, Honeymoon, Gold, Blue), Lotus Therm Spa & Luxury Resort is the most spectacular hotel in the western region of the country.

MATERIAL AND METHOD

In this paper work we used technical-economic analysis aimed at finding the level of the main indicators characterizing tourism activity in terms of management of the accommodation structures. The main task of technical and economic analysis in touristic accommodation structures is to explain the results obtained through the influence factors, to appreciate the size of the 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 tourist accommodation structures (comparison in space), the level of the indicator achieved in the same touristic accommodation structure, in a previous period of time (in comparison time).

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 the hotel, number of overnight, incomes obtained by the accommodation unit).

Using the data obtained through the interview applied to Lotus Therm manager, we compared the values of the number of tourists (entered-both Romanian and foreign) indicator, to see their evolution in time (from 2016 till 2017).

RESULTS AND DISCUSSIONS

Are presented here as it follows the obtained results from the interview, in order to analyze the number of arrived tourists (Romanian and foreign) indicator trend.

Table 1

Tourists arrived at Lotus Therm 5* Hotel in 2016

Crt no.	Month	Romanian tourists(abs. Value)	Foreign tourists(abs. Value)	Total tourists(abs. val)	Rom. tourist weight (%)	Foreign tourist weight (%)	Total weight ((%)
1.	January	2303	0	2303	100	0	100%
2.	February	2191	0	2191	100	0	100%
3.	March	1912	0	1912	100	0	100%
4.	April	1786	110	1896	94,2	5,8	100%
5.	May	1832	53	1885	97,2	2,8	100%
6.	June	1780	45	1825	97,5	2,5	100%
7.	July	2088	103	2191	95,3	4,7	100%
8.	August	2393	105	2498	95,8	4,2	100%
9.	September	1934	90	2024	95,6	4,4	100%

10.	October	2115	57	2172	97,4	2,6	100%
11.	November	1969	47	2016	97,7	2,3	100%
12.	December	1442	22	1464	98,5	1,5	100%
Total		23.745	632	24.377	97,4	2,6	100 %

Source: statistical data from Lotus Therm Hotel

Based on data from Table 1 it can be concluded that in the first quarter (Jan, Feb, Mar.) of the year 2016, the weight of foreign tourists is 0 %. Also, according to the data in the table, their maximum weight is reached in **April**, a number of **110 foreign tourists**, representing **5.8% of the total number of arrivals**, and in **July** a number of **103 tourists**, representing, **4.7% of all arrivals**.

The largest number of tourists is registered in **August**, of the studied year (2016), **2498 tourists (absolute value)** of which 105 foreign tourists and 2393 Romanian tourists.

In the year 2016, at Lotus Therm Hotel, arrived a total number of tourists of **24.377**, of which **23.745 romanians (97,4%)** and **632 foreigners (2,6%)**.

Table 2

Tourists arrived at Lotus Therm 5* Hotel in 2017

Crt no.	Month	Romanian tourists(abs . Value)	Foreign tourists(abs s. Value)	Total tourists(abs s. val)	Rom.tourist weight (%)	Foreign tourist weight (%)	Total weight ((%)
1.	January	2021	31	2052	98,5	1,5	100%
2.	February	1608	37	1645	97,8	2,2	100%
3.	March	1353	32	1385	97,7	2,3	100%
4.	April	1391	69	1460	95,3	4,7	100%
5.	May	1298	62	1360	95,4	4,6	100%
6.	June	1615	64	1679	96,2	3,8	100%
7.	July	1842	141	1983	92,9	7,1	100%
8.	August	2063	117	2180	94,6	5,4	100%
9.	September	1967	59	2026	97,1	2,9	100%
10.	October	1904	82	1986	95,9	4,1	100%
11.	November	1993	95	2088	95,5	4,5	100%
12.	December	1519	48	1567	96,9	3,1	100%
Total		20.574	837	21.411	96,1	3,9	100 %

Source: statistical data from Lotus Therm Hotel

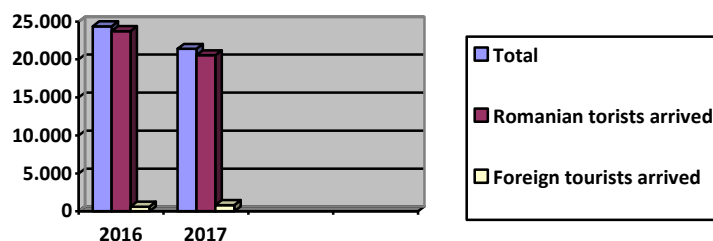
Analysing the data from Table 2 it can be seen that their maximum weight of foreign tourists, is reached in **July**, a number of **141 foreign tourists**, representing **7,1% of the total number of arrivals**, and in **August** a number of **117 tourists**, representing, **5,4% of all arrivals**.

The largest number of tourists is registered in **August**, of the second year studied (2017), **2180 tourists (absolute value)** of which 117 foreign tourists and 2063 romanian tourists.

In the year 2017, at Lotus Therm Hotel, arrived a total number of tourists of **21.411** , of which **20.574 romanians (96,1%)** and **837 foreigners (3,9%)**.

CONCLUSIONS

Analysis of the touristic arrivals indicator at Lotus Therm 5 star Hotel, from Baile Felix, Bihor county, shows a good potential for development of this area and for the unit itself. At one year from opening (2015), Lotus Therm Hotel registers in 2016 a total number of arrivals of **24.377 tourists** and in 2017 , **21.411 tourists arrived**.



Analysis done during the years 2016-2017, reveals a negative “growth” trend of the arrivals indicator , these units recording 2966 less tourists from one year to another , a **decreasing weight of 12,16 %**. This negative trend largely due to rising prices hotel policy. Though the number of **foreign arrivals increased** in 2017 comparing to 2016 from 632 arrivals to 837 (meaning an increase of **32,43 %**. This increase leads to the conclusion of a great marketing and good and qualified services offered by Lotus Therm 5* Hotel.

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 balnear tourism and has a great economic potential but who may be adversely affected by factors of internal and external policy.

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