

THE INFLUENCE OF THE INTERNET ON THE NUMBER OF ROMANIAN TOURISTS ACCOMMODATED 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 the number of romanian tourists days (overnights) and the way in which the reservation was made. (travel agency/booking). The technique used for data collection was the interview. The results lead to the idea that the Internet, especially the e-booking service, has an important influence on tourists' preferences regarding how to book their stayings. The conclusion of the study is that, nowadays an efficient marketing implies a careful online promotion, which brings beneficial results in the growth of the number of tourists accommodated.*

Key words: romanian tourists days, booking service, travel agencies

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). 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.

Using the data obtained through the interview applied to Lotus Therm manager, we compared the values of accommodated Romanian tourists number, who booked their stay using a travel agency and who used e-booking service, to see their weight and 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 accommodated Romanian tourists by booking service.

Table 1

Romanian tourists accommodated at Lotus Therm 5* Hotel in 2016

Crt no.	Month	Romanian tourists(days spent)	Rom tourists accom by travel agency	Rom tourists accom by their own)	Rom tourists accom by booking(absolute val)	Rom tourists accom by booking weight(%)
1.	January	6267	4122	1309	836	13,3
2.	February	5185	4299	502	384	7,4
3.	March	3773	2858	451	464	12,3
4.	April	3461	2260	716	485	14
5.	May	3925	2012	1169	744	19
6.	June	4147	2607	848	692	16,7

7.	July	6693	4064	980	1649	24,6
8.	August	8434	5002	1204	2228	26,4
9.	September	5806	3504	916	1386	23,9
10.	October	4819	3427	744	648	13,4
11.	November	4544	2716	1165	663	14,6
12.	December	3956	2988	464	504	12,7
Total		61.010	39.859	10.468	10.683	17,5

Source: statistical data from Lotus Therm Hotel

As evidenced by the No.1 Table in the year 2016, the months when the e-Booking service significantly influences the number of tourists staying at the Lotus Therm Hotel from Baile Felix are July, August and September. Thus **in August 2016, 26.4%** of the total number of romanian tourists accommodated, stayed via the Internet booking service.

Also, there is an increased share of tourists who preferred e-Booking service **in July, 24.6%** of all romanian tourists accommodated and for **September 23.9%**.

Table 2

Romanian tourists accomodated at Lotus Therm 5* Hotel in 2017

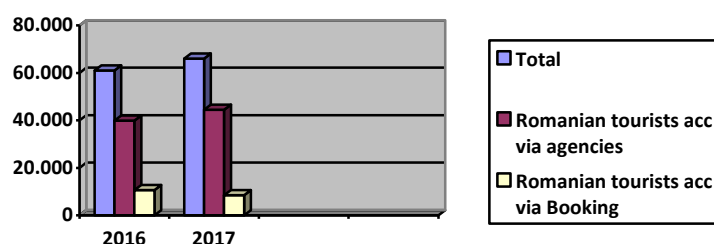
Crt no.	Month	Romanian tourists(days spent)	Rom tourists accom by travel agency	Rom tourists accom by their own)	Rom tourists accom by booking(abs val)	Rom tourists accom by booking weight(%)
1.	January	5878	3924	1529	425	7,2
2.	February	5505	3415	1575	515	9,3
3.	March	3503	2007	975	521	14,9
4.	April	5408	3673	1155	580	10,7
5.	May	3962	2843	762	357	9
6.	June	5148	3951	941	256	5
7.	July	7139	4927	1347	865	12,1
8.	August	9485	6695	1580	1210	12,8
9.	September	6114	3625	1230	1259	20,6
10.	October	4651	2895	692	1064	22,9
11.	November	4835	3148	824	863	17,8
12.	December	4339	3318	514	507	11,4
Total		65.967	44.421	13.124	8422	12,8

Source: statistical data from Lotus Therm Hotel

In 2017, the number of tourists accommodated was influenced by Booking reservations in September, October and November. Thus, **in October, 22% of the romanian tourists accomodated, booked through Booking**, in **September 20.6%** of the total romanian tourists used the internet and **17.8% in November**.

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 overnights spent by the romanian tourists, of **61.010 tourists** and in 2017, **65.967 tourists accommodated**.



Analysis done during the years 2016-2017, reveals a positive trend of the overnight stays indicator, these unit recording 4957 more romanian tourists who spent the night in Lotus Therm 5* Hotel, from one year to another, an **increasing weight of 8,1 %**. This increase is largely due to good and qualified services offered by Lotus Therm 5* Hotel.

In 2016, as a general average, **17.5%** of all romanian tourists accommodated at the Lotus Therm Hotel in Baile Felix stayed via the **Internet Booking service**

In 2017, 8422 romanian tourists settled on the Internet. This represents **12.8%** of the total number of romanian tourists accommodated (65967) during this period.

This major decrease of the romanian tourists who booked via Booking in this hotel, from 2017 to 2016, though the general number of overnights rose in 2017, shows the fact that there is no sufficient online promotion.

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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