

A COMPARATIVE ANALYSIS OF THE NUMBER OF OVERNIGHT STAYS AND THE WAY OF CONTRACTING THEM WITHIN SC TURISM FELIX SA, FOR THE YEARS 2020-2022

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RESEARCH ARTICLE

Abstract

Consumer behavior plays an important role in establishing the marketing strategies of a tourism destination.(Porutiu A.,2021). Analysis of traveling motivation offers valuable information regarding the characteristics and trends of tourism demand. In this paperwork was realized a comparative analysis for touristic indicators registered in the first 6 months of 2020, 2021 and 2022, in Băile Felix resort, Bihor county. Based on and the data obtained, were calculated and interpreted statistical indicators characterizing touristic circulation in Bihor county such as the number of tourist-days (overnights) and mostly what are the tourists preferences regarding booking their vacation in Baile Felix. The technique used for data collection was the interview. The results lead to the idea that in 2022, the number of overnight stays, registered lower values compared with the same period (first 6 months) of 2021, but bigger values than in year 2020, this last one still being considered a pandemic year. For both years 2022 and 2021, most of the tourists booked their vacation through direct contracting, meaning their favourite way of booking a vacation in Baile Felix resort, was by contacting the servcices of an agency and then by calling directly at the hotels receptions. The results obtained show that Baile Felix resort was registering a great developement regarding the infrastructure and services as well in all these years.

Keywords: (max. 5) overnight stays, contracting type, increasing rate
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INTRODUCTION

Tourism can contribute to the development of various social and economic activities. A good tourism program can help people get the most realistic and instant information about the various tourist destinations. It can also help boost the local economy by attracting visitors and developing tourism industries. (Zheng, M.-Y.;2021)

An important aspect that must be deeply analyzed concerns the importance of the attraction factors for Romanian tourists.(Leco, F. 2013)

What is very striking is the fact that the Romanian tourists were focused on the tourism services and not on the traditional attractions within a rural destination, like the previous studies from different countries mentioned: the landscape, farm life, architecture or the environment.(Avram, D.2017)

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.(Tirpe, 2018).

Many scholars consider that the potential for a sustainable development is very high.(Bran, D., 2010)

Baile Felix is located in the north-west of Romania, Bihor county, at a distance of about 9 km from Oradea. Located in plain Cris at an altitude of 150 meters, the resort has a continental climate moderated by SES, with mild winters and temperate summers with Mediterranean influence, ideal for spa tourism. At your disposal the whole year, Felix spa provides a relaxing vacation, rest and recuperation.

Discovered ancient geo-thermal springs have curative properties certified as oligometallice, bicarbonate, calcium and sodium, and have properties sapropelic sludge(rich in colloidal iron hidrosulfura). Thermal water temperature is between 20-49 degrees.

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 datas obtained

through the interview applied to SC Turism Felix SA manager, were compared the values of the number of overnight stays indicator, to see their evolution in time(the first 6 months of 2020, 2021 and 2022).

RESULTS AND DISCUSSIONS

As shown in Table 1, the results of the study reveal that direct contracting have the biggest weight in the total of overnight stays for all three periods (6 month from 2022, year 2021 and year 2020). So with a number of 75.039 tourist-days, direct contracting in the first 6 months of 2022 year, represents 78.59 % of the total number of overnight stays (95.487).

Regarding the direct contracting, as the results of study show, the tourists reserve their stays mostly by contacting touristic agencies and by calling directly at the hotels receptions. Therefore 35,52 % in 2021 and 34,62% in 2020 of the total tourists accommodated in Baile Felix Resort, booked their staying through an agency , and 30,44% in 2021, and 19,18% in 2020 contacted directly the reception of the hotels.

Table 1

The structure of the overnight stays by the type of their contracting for first 6 months of 2022,2021 and 2020

Crt.n o	Indicators	Overnight stays cumulated for 6 months			Weights		
		2022	2021	2020	2022	2021	2020
					%	%	%
	Total overnight stays	95.487	106.981	50.639	100%	100%	100%
1.	Total owns	89.337	100.397	46.143	93.56%	93.85%	91.12%
1.1.	National house of public pensions	14.298	14.672	0	14.97%	13.71%	0.00%
1.1.1.	treatment	14.298	14.672	0	14.97%	13.71%	0.00%
1.1.2.	rest	0	0	0	0.00%	0.00%	0.00%
1.2.	Direct contracting	75.039	85.725	46.143	78.59%	80.13%	91.12%
1.2.1.	booking	5.719	5.910	2.791	5.99%	5.52%	5.51%
1.2.2.	agencies	28.317	37.995	17.530	29.66%	35.52%	34.62%
1.2.3.	hotel receptions	31.578	32.674	9.713	33.07%	30.54%	19.18%
1.2.4.	conventions	3.759	2.122	13.681	3.94%	1.98%	27.02%
1.2.5	by own	5.666	7.024	2.428	5.93%	6.57%	4.79%
2.	Transilvania Travel	6.150	6.584	4.496	6.44%	6.15%	8.88%
2.1.	recover in Baile Felix	0	0	0	0.00%	0.00%	0.00%
2.2.	agencies	6.150	6.584	4.496	6.44%	6.15%	8.88%

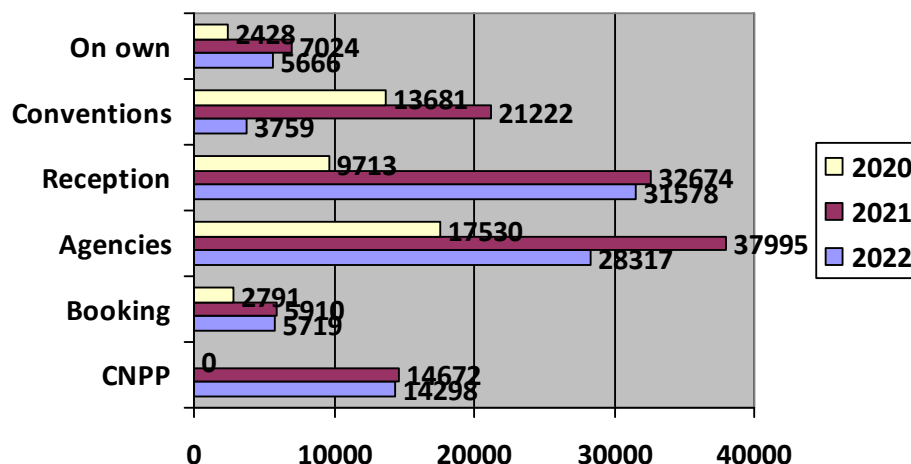


Figure 1 Overnight stays trend evolution first 6 months of 2020-2021-2022

CONCLUSIONS

In the first 6 months of 2022, compared to the same period of the previous year 2021, at the level of society, the evolution of the main indicators regarding the touristic activity is as follows:

Decrease in the number of tourist days achieved by 10.74% (11,494 days-tourist), from 106.981 days-tourist in 2021 to 95.487 days-tourist in 2022;

Decrease in the online sales segment (booking.com), the way of sale managed by the company by 3.23%, i.e. 191 days-tourist, from 5.910 days-tourist in 2021 to 5.719 tourist days in 2022.

Decrease in the number of tourist days realized on the agency segment (other than Transilvania Hotels&Travel) by 25.47%, 9678 tourist days from 37.995 tourist days in 2021 to 28.317 tourist days in 2022.

Decrease in the number of tourist days realized on the agencies segment - Transilvania Hotels&Travel by 6.59%, 434 tourist days from 6.584 days-tourist in 2021 to 6.150 days-tourist in 2022.

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