

## **ESTIMATION OF QUALITY AND THE EFFICIENCY OF TOURISM SERVICES IN SC TURISM FELIX**

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### ***Abstract***

*The policy developed by any touristic unit that aims the services quality management, service strategy, human resource management and information technology requires mobilizing many resources and energies in the tourism sector as the direct contact with customers, the intangibility of benefits and improvement tourism services constitute the major elements.*

*Economic efficiency of the enterprise activity taken as a whole distinctly is determined based on comparison of revenues and expenses. The synthesis of this comparison is expressed by profits (benefits) and is reflected in the economic and financial situation.*

**Key words:** *Efficient functionality, thermal water*

### **INTRODUCTION**

I analysed the situation of SC Turism Felix SA because I consider it representative in the tourist services domain. The resort "Băile Felix" is recognized in the country and abroad for its thermal mineral water which is low mineral and a light radioactive degree, having a temperature of 32-49 degrees C.

This resort is at an altitude of 140m in Câmpia Crișurilor at only 9 kilometres from the city of Oradea in a hilly area with forests of beech and oak. Here representative is the resort's symbol "thermal water lily" or "lotus flower".

In the Felix resort the main company that has the field of activity hotels, restoration and entertainment is SC Turism Felix SA. This company carries out its accommodation activity in one of the hotels: Hotel International, Hotel Thermal, Lotus Therme Hotel, Hotel Someș, Hotel Poienița, Hotel Mureș, Hotel Unirea and in wellness centers, swimming pools ( Felix swimming pool has six pools us: one having an area of 980 square meters, with thermal water, equipped with water hydromassage, games and waterfalls, two relaxing pools with a total area of 1,700 square meters, for adults, and a pool of 330 sqm equipped with wave installation; Ștrandul Apollo) trips.

This company is representative for the efficiency of the touristic activity also due to the fact that is quoted on the stock exchange.

### **MATERIAL AND METHODS**

Method of operation used in this paper was the study of the existing situation in the field, data collection, analysis, processing and interpretation.

I started from the profit and loss account of the company and from an interview with the general manager of the company.

## RESULTS AND DISCUSSION

The efficiency in the services field has more determination. At the most general way the economy defines the correlation between the means that society invests for operation of the services and results obtained.

As means we can consider: costs of work performed and materialized, and as results: Net income per unit of effort. Judged, by the multitudinous of means involved in accomplishment of services, the efficiency must meet certain criteria, such as:

- utilization degree of labour;
- utilization degree of material and technical basis;
- utilization degree of financial funds.

Indicating these aspects of business activity, efficiency occupy an important role regarding the evaluation of activities, the way it adapts to market demands, the company's profitability.

*Tabel 1*

**The balance sheet of SC Turism Felix**

	<b>30-Jun-2014</b>	<b>31-Dec-2014</b>	<b>30-Jun-2015</b>
Fixed assets - total	169,382,644	170,804,800	172,944,022
Circulating assets-total	18,748,970	24,529,952	20,807,574
Working capital	-	-	-
Prepaid expenses	-	-	-
Total assets	188,262,396	195,422,651	193,880,950
Short term debt	8,864,845	5,571,563	9,586,036
Net current assets / Net current liabilities	9,220,152	18,774,220	9,609,196
Long-term liabilities	7,844,136	6,412,070	5,042,218
Income in advance	794,755	272,068	1,741,696
Provisions for liabilities and charges	-	-	-
Shareholders equity -Total	170,684,959	182,878,320	177,456,897
Total liabilities	-	-	-
Nr. Average employees (permanent employees only)	718	629	638

*Source. SC Turism Felix*

The organizational structure of SC Turism Felix SA has the following characteristics that try to meet an efficient organization:

- The organizational structure corresponds to customer's exigency and strategy evolution of the company
- The organizational structure ensure the balance between the autonomy of operational departments and central management;
- Organizational structure allows resolving functional contradictions between the structural components of the company, contradictions that can degenerate into conflicts;
- Organizational structures ensure the specific balance between company's functions.

Efficient functionality of travel company's activity in the market

economy is the basic condition of its existence. For this reason, ensuring a high efficiency, as a whole and separate, represents the object of the entire management job and also its success or failure criteria. Therefore, economic and financial situation of the company is the basis of adopting all decisions and actions that hire additional charges.

Tabel 2

**Profit and losses statement of SC Turism Felix SA**

	<b>30-Jun-2014</b>	<b>31-Dec-2014</b>	<b>30-Jun-2015</b>
Operating revenue - total	15,676,541	49,692,504	17,891,480
Operating expenses-Total	20,890,391	45,018,128	21,277,972
Results from operation	-5,213,850	4,674,379	-3,386,492
EBITDA	-	-	-
Financial Income -Total	129,852	294,464	40,704
Financial expenses-Total	270,828	452,769	137,598
Financial result	-140,976	-158,305	-96,894
The current result	-	-	-
Extraordinary income	-	-	-
Extraordinary expenses	-	-	-
Extraordinary result	-	-	-
Total income	15,806,393	49,986,968	17,932,184
Total expenses	21,161,219	45,470,896	21,415,570
Gross profit	-5,354,826	4,516,074	-3,483,386
Income tax	-	-	-
Other taxes	-	-	-
Net Result	-5,354,826	3,705,968	-3,486,441

Source. SC Turism Felix

Analysing these data we can notice that at beginning of the season we have losses due to the fact that the profit obtained is reinvested in the modernization of existing locations. Therefore in the year 2014 was invested in a new 5 star hotel and treatment base Lotus Therme Spa & Luxury Resort.

## CONCLUSIONS

Qualities of services express the extent that meets consumer requirements. Quality of service is defined by the following characteristics:

- Providing as correctly as possible of the service by honouring promises, and its execution in the best conditions. This assumes correctness of bills elaboration, proper keeping of payment accounting, keeping proper accounting records, timely service delivery.
- competence is ensured through the use of specialized knowledge and qualified staff in providing the service.
- staff courtesy is characterized by politeness, respect, consideration and friendship;
- manifestation of a maximum responsibility from providers expressed by responsiveness and willingness to respond to consumer requests;
- accessibility of the service expressed by the easiness of firm contracting (the parking space, opening times, waiting time) for

services execution;

-the credibility ensured by the rule, the company's name and reputation, specific traits of officials and degree of occupation between providers and consumers during service delivery.

-communications that ensure consumer information using appropriate language, adapted to different consumers.

-safety which assumes the lack of any risk, doubts about service delivery.

-Understanding the specific needs of the consumer which means both needs personalization and relationships customization.

-Tangible elements that must be attractive: intimate ambience and homelike, presentable dressed personnel, modern facilities.

Usually, the consumer appreciates the quality of the service comparing his expectations with the experience gained during its rendering.

Efficiency is achieved as a ratio of effects (outputs) and efforts to obtain them (inputs).

Increased economic efficiency means either increasing, maximizing revenue or expenditure rationalization.

In services, increasing revenues can be achieved by:

-increase of the turnover, revenue, services value-added. This is done by the quantitative growth of production (performances in a theatre, the amount of transported goods, etc.) or by increasing its values, respectively increasing tariffs.

-applying an appropriate competitive strategy, this may mean: diversification, improvement, specialization of production; market expansion or diversification; changing pricing policies, distribution or promotion etc.

Rationalization of costs involves obtaining some superior results; think possible even by increasing current expenditure. Rationalization of expenses can be gained by increasing the productivity of factors and increasing efficiency of allocation.

The place of regional and national clientele has been taken in recent decades by a clientele increasingly cosmopolitan with preference well defined, knower of the types of services and levels of comfort that chains make available in such a situation, as long as it doesn't promote and develop a brand image, independent hotels can't secure a notable success on the market.

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