

STUDY OF SPA AND LEISURE TOURISM IN BUZIAȘ RESORT

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Abstract

Treatment and public health services, along with accommodation and transport services, and many other services, are an essential part of tourism. The chosen topic focuses on the study of the buzias spa resort from the perspective of various aspects of: touristic offer, the point of view of budget, personnel and service quality, touristic demand, respectively the internal and international touristic circulation within the national territory, the results of touristic activities, respectively earnings, expenses and economic efficiency, the quality of the touristic activity through its social, cultural and political effects. The paper is important because it highlights the close relationship that exists between these indicators and the means of relaunching tourism in Buzias.

Keywords: spa resort, indicators, tourism

INTRODUCTION

Tourism evolves under the development process of humanity, acting as an important factor in economic growth.

Tourism represents a characteristic phenomenon of society, of current civilisation, a major component of world economy.

Rest and leisure tourism means letting go of any sort of activities and voluntarily doing activities preferred by each tourist. This type of tourism helps replenish the physical and intellectual potential of the tourist after a year of work and his preparation to begin a new year of work.

The current project means to analyse the factors that influence touristic circulation within the spa resort Buzias, starting with geographical factors, microclimate, natural resources, up to economical and management factors.

Also we propose to identify the aspects lead to desynchronization and inaccuracies in the activities of SCTB Buzias, along with efficient methods of eliminating them, with the purpose of relaunching tourism.

MATERIAL AND METHOD

In order to highlight changes that occurred in time, we will analyse the touristic structures with accommodation functions which existed during

1990-1999 and 2000-2014. The data which will be presented was given by the National Institute for Statistics.

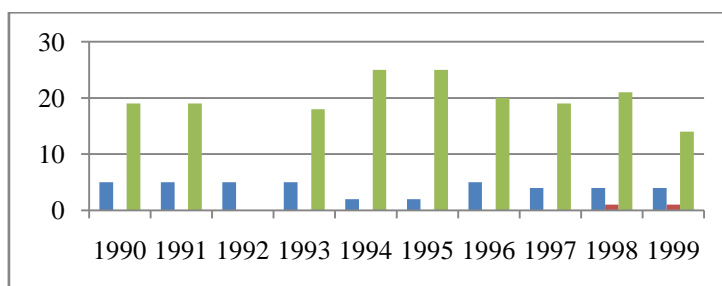
For obtaining the data about the touristic activity, the following methods are used: periodic reporting at the border and in accommodation spaces, through the hotel registration system and tourist groups or polls and reports made among tourists. We can divide the tourists in two categories: individuals and those who practice tourism as organized groups. The main buyers of hotel services from SCTB Buzias SA are individuals, mostly elders, who benefit from treatment or rest tickets.

RESULTS AND DISSCUSIONS

Table 1

Touristic structures with accommodation functions during 1990-1999

Year	Total	Hotels	Guest Houses	Villas
1990	24	5	-	19
1991	24	5	-	19
1992	5	5	-	-
1993	23	5	-	18
1994	27	2	-	25
1995	27	2	-	25
1996	25	5	-	20
1997	23	4	-	19
1998	26	4	1	21
1999	19	4	1	14



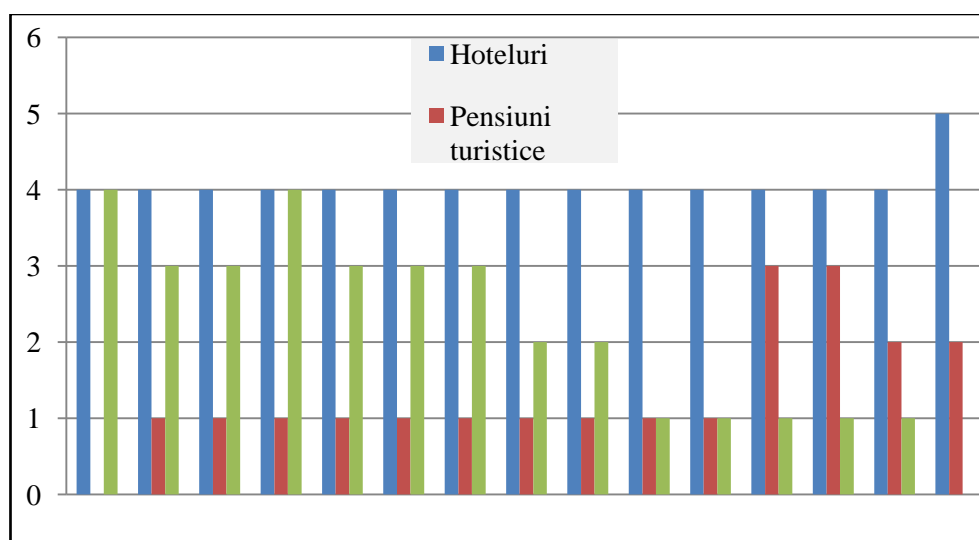
Processing of the touristic structures with accommodation functions during 1990-1999

Table 2

Touristic structures with accommodation functions during 2000-2014

Year	Total	Hotels	Guest Houses	Villas
2000	8	4	-	4
2001	8	4	1	3
2002	8	4	1	3
2003	9	4	1	4
2004	8	4	1	3
2005	8	4	1	3

2006	8	4	1	3
2007	7	4	1	2
2008	7	4	1	2
2009	7	4	1	2
2010	6	4	1	1
2011	8	4	3	1
2012	8	4	3	1
2013	7	4	2	1
2014	7	5	2	-



Processing of the touristic structures with accommodation functions during 2000-2014

Analysing the years 1990-1999 and 2000-2014, the downward trend of the available accommodation structures can be noted, especially villas which decrease in numbers starting with the year 2000. If in 1994 and 1995 the maximum number of available villas was reached (25), in 2013 there is only 1 villa remaining.

For the year 2014, the highest percentage, of the total accommodation structures are held by hotels with 71,42% of the total existing touristic structures with accommodation function in Buzias. In second place are the guesthouses that hold a percentage of 28,58% of the total of structures.

Table 3

Accommodation capacity existing in Buzias, during 2011-2014

Year	2011	2012	2013	2014
Accommodation capacity (No. of spots)	1010	1010	978	924
Accommodation capacity- functioning (no. spots-days)	293971	267874	251690	258088

Next we will analyse the index variation in time of the total accommodation capacity, where:

$$I = \frac{\text{No. of accommodation capacity in year } n}{\text{No. of accommodation capacity in year } n - 1} \times 100$$

For the year 2012, applying the above formula, there is no change of the number of accommodation spots, compared to the previous year.

For the year 2013, applying the formula $I = \frac{978}{1010} \times 100$, where $98,83\% - 100\% = -3,17\%$, a decrease of the number of accommodation spots was noted with 3,17% compared to the previous year.

For the year 2014, applying the formula $I = \frac{924}{978} \times 100$, where $94,47\% - 100\% = -5,53\%$, a decrease of the number of accommodation spots was noted with 5,53% compared to the previous year.

The percentage of accommodation spots existing in hotels, of the total number of accommodation spots, in the year 2014 is computed with the formula:

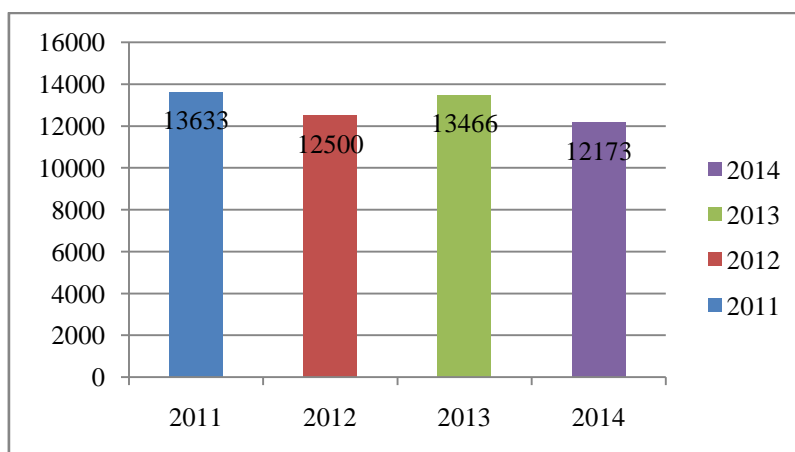
$$P = \frac{\text{Total no. of hotel accommodations spots}}{\text{Total no. of accommodation spots}} \times 100 \text{ therefore}$$

$P = \frac{5}{7} \times 100$, from which results a percentage of 71,42% for the number of existing spots in hotels, of the total number of accommodation spots.

Table 4

Tourist arrivals in accommodation structures in Buzias

Year	2011	2012	2013	2014
Number of people	13633	12500	13466	12173



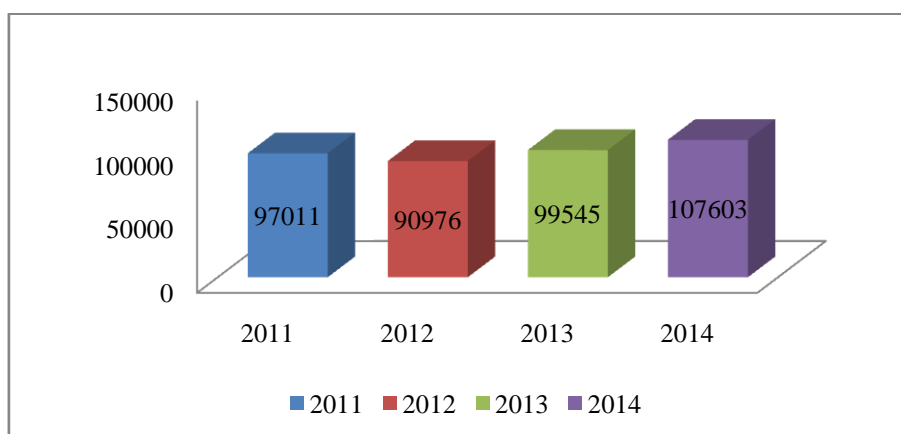
Data processing Tourist arrivals in accommodation structures in Buzias

During the analysed period, the highest level of tourist arrivals was recorded in 2011, followed by 2013.

Table 5

Number of arrived tourists overnighting in Buzias, during 2011-2014

Year	2011	2012	2013	2014
Number of overnightings	13633	12500	13466	12173



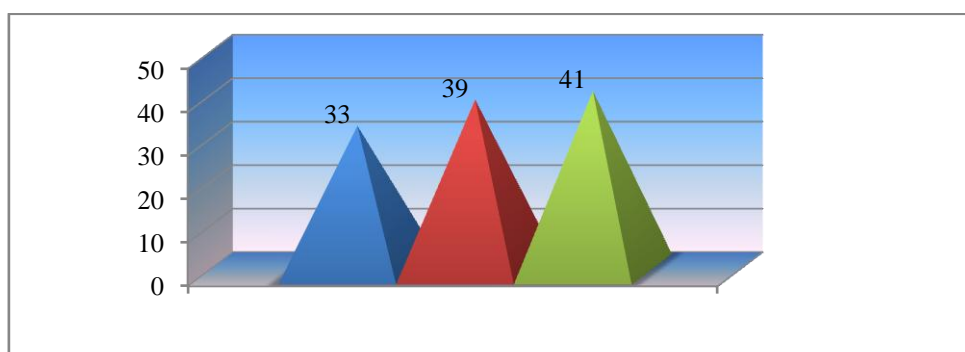
Data processing the number of arrived tourists overnighting in Buzias

According to the data evaluation it can be observed that there was a net increase of arrived tourists in Buzias in the course of the previous year.

Table 6

Utility index of the functioning accommodation capacity, during 2012-2014

Year	2012	2013	2014
Utility indexes of functioning accommodation capacity	33%	39%	41%



Graphical representation of the Utility index of the functioning accommodation capacity

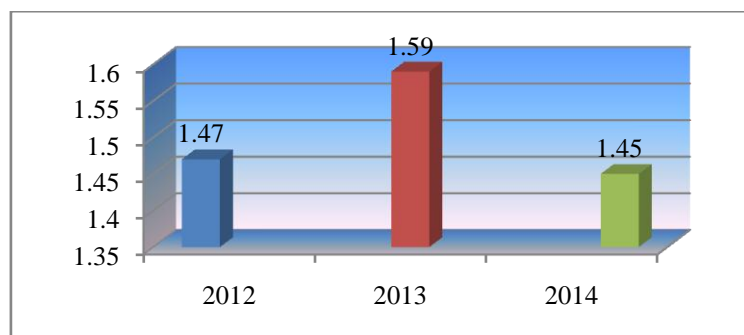
These percentages result from the computation of the formula $In=Non/Cf$, so dividing the total number of overnights, the functioning accommodation capacity, of the respective period.

During 2012-2014, the highest level of occupancy of the functioning accommodation capacity, was recorded in the year 2014.

The net utility index of accommodation spots from 2014 was of 41% of the total accommodation structures, increasing with 2% compared to 2013 and with 8% compared to 2012.

Table 7

Population by home at January 1 in Buzias			
Year	2012	2013	2014
Number of people	8496	8468	8388



Graphical representation of the Population by home at January 1 in Buzias

The touristic density in relation to the population, is calculated by:

$Dt = \text{no of arrived tourists} / \text{population}$.

In the analysed period, the highest level of touristic density in relation to the population, was recorded in the year 2013 (1,59 tourists/inhabitant)

CONCLUSIONS

Buzias Resort does not function to the level of its potential, its development from the point of view of economy and tourism is influenced by a series of factors of several natures: economical, including here the fact that the majority of shares is held by an investment fund (who is not directly interested in valuing the touristic potential, which is reflected, among other things, by the amounts invested in the resort), but also the global development of romanian economy, geographical (the location of the resort does not advantage it as an interest point for tourists), social (decrease in the population's income) etc.

The reorientation of tourism in Buzias can be conceived, from the spa to leisure tourism. In this case, attracting the population of Timisoara and Lugoj can be followed (an immense potential clientele, in relation to the possibilities of the resort).

An urban plan is necessary to be made, to restore the resort its atmosphere, altered by the socialist period constructions.it is an ambitious, expensive and long term project, but with beneficial effects on the long term development of the resort, which require the help of local and regional authorities.

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