

ANALYSIS OF THE ENTERTAINMENT OFFER WITHIN FOUR ACCOMMODATION UNITS IN ORADEA

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REVIEW, RESEARCH ARTICLE

Abstract

Leisure is an essential aspect in meeting the demands of tourists, regardless of the reason for the holiday or the type of tourism practiced, even regardless of the age or the socio-professional profile of the tourists.

Therefore, the diversity and innovation of the leisure offer can be decisive factors in attracting tourist flows.

Oradea is among the top destinations for tourists, and in addition to everything to visit, tourists can also benefit from leisure and entertainment services at the accommodation unit.

Through this work we tried to make an analysis of the possibilities of animation and entertainment in three four-star hotel-type locomotives in Oradea, Bihor County.

Keywords: (max. 5) regardless, Provide significant keywords, preferably different from those in the title and reasonable for the subject.

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INTRODUCTION

The leisure can be defined by all the means and forms capable of ensuring to the individual or a social group a state of good mood, pleasure, giving the feeling of satisfaction, of fulfillment, to leave a pleasant impression and memory – this acceptance highlights, on the one hand, the variety of leisure activities and the multitude of plans on which they operate, and on the other hand, the fact that the approval is a fundamental element for satisfying the need of tourists, which gives it the status of a basic component of the tourist performance.

Viewed as a basic component of the tourist service along with transport, accommodation, food, the leisure fulfills a series of customized functions in relation to the requirements of the tourist or organizers.

Thus, in accordance with the tourist's requirements, the approval aims at its relaxation and physical comfort, stimulates the tourist circulation, is the main means of individualizing the tourist offer, of diversifying the products. The development of the approval meets the requirements for increasing the attractiveness of tourist resorts and is a means of ensuring the competitiveness of tourist resorts.

In this case we focus on tourists coming to Oradea and staying at one of the 4

accommodation and food units, the Hotel doubletree by Hilton, Hotel Nevis, Hotel The Elite Boutique & SPA, Hotel Ramada by Wyndham. We analyzed what possibilities for approval the accommodation unit offers as well as what possibilities are at the level of Oradea.

Carrying out the leisure activity presupposes the existence of adequate equipment, staff with specialized training, programs (excursions, contests, exhibitions, festivals).

Another aspect to consider is ensuring the effective involvement of the tourist in the development of entertainment programs.

MATERIAL AND METHOD

For this work we used the qualitative research method using as working tools observation, field work and webography.

We collected the data from the analyzed hotels as well as from the internet sources, we analyzed them and we interpreted them based on the entertainment and the specific tourist animation.

RESULTS AND DISCUSSION

Oradea is a city that can be visited in every season, the beauty and history of the city can be admired regardless of the weather, and there is never time for boredom, especially because there are events every month.

Table 1

Presentation of the tourism units analyzed from the point of view of the leisure

	Hotel doubletree by Hilton- Oradea	Hotel Nevis Oradea	Hotel The Elite Boutique & SPA Oradea	Hotel Ramada by Wyndham Oradea
Place	banks of Crişul Repede, a 5-minute drive from the city centre	The hotel is a 7-minute drive from Oradea Airport and a 15-minute drive from the Hungarian border.	Overlooking the Crişul Repede river, the hotel is adjacent to Ion C. Bratianu Park.	Conveniently located in Oradea, within a 2-minute drive from the historical city centre.
Cuisine:	Mediterranean	International	International	Italian, steakhouse, local, international, European, grill
Menu	à la carte	Buffet and à la carte	Buffet and à la carte	Breakfast, Lunch, Dinner
Entertaining	Indoor swimming pool Wellness Fitness centre Beauty Services Meeting room	Fitness Spa/wellness packages	Spa/wellness packages Outdoor pool Heated pool	Spa and wellness centre Meeting room

Source: internet

In the analyzed units we noticed that the entertainment part is quite well designed due to the thermal waters in the area. In addition to the activities inside the units, there are also those outside that Oradea offers.

The best way to discover a city is by walking, only in this way you will be able to notice the discreet elements of the local architecture, the people in their daily activities and the way the natural beauty embraces the urban.

Oradea, the Art Nouveau capital of Romania, is simply an architectural gem. You will notice this by observing the imposing buildings, which have become symbols of the city, but also in many details that preserve the traces of history, with all its charm. This route will take you through the essence of the city's history, harmoniously manifested in its architecture.

Starting point- Turnul Primariei Oradea (Oradea City Hall Tower)

Piata Unirii (Union Square)- Palatul Vulturul Negru (Black Vulture Palace)- Palatul Moskovits Adolf si Fiii (Moskovits Adolf and Sons Palace)

Piata Ferdinand (Ferdinand Square) – Hotel Astoria – Hotel Transilvania (Pannonia) – Casa Poynar (Poynar House)- Casele Adorjan (the Adorjan Houses)

Calea Republicii (Republicii Walkway) - Palatul Ster (Ster Palace)- Palatul Apollo (Apollo Palace) –Palatul Moskovits Miska- Palatul

Rimanoczy Kalman, Sr.- Palatul Episcopiei Ortodoxe (the Palace of the Orthodox Bishopic)

The duration of this tour is two hours, the tour can be scheduled at contact: contact@oradeaheritage.ro

In May 2023 (4.05-7.05), the Street Food Festival takes place at the Oradea Fortress, a festival that brings culinary experiences from all around the world and music for everyone's liking.

Another festival that takes places in May, at the Oradea Fortress, is the Oradea Coffee Festival (26.05-28.05), an event made for the coffee lovers and award-winning baristas to enjoy specialty coffee together.

In June 2023 (6.06), in Piata Unirii, the Atipic Beauty event promotes the idea that beauty is an attitude and not a physical state, supporting the idea through a fashion show where the models are in wheelchairs.

In July 2023 (7.07-9.07) at the Oradea Fortress, the audience participates in an unique medieval experience, where the fortress is the residence for camps of craftsmen, knights, damsels, minstrels, firebenders, and open stage for fierce battles and noble tournaments.

In August 2023 (16.08-20.08), the Oradea Summer Film event gives the opportunity to enjoy a movie under the starry sky at the Oradea Fortress.

In October 2023 (12.10-15.10), the anniversary of the city is celebrated in Piata

Unirii with concerts, art expositions, food trucks and bars.

In November 2023 (17.11-19.11) at Filarmonica de Stat festival, the audience can enjoy the music and the creative energy of the people.

In December 2023(26.11-26.12), the Christmas Fair takes place in Piata Unirii and Piata Ferdinand, where the Christmas lights, the handmade gifts, the shows make you feel the magic of the holidays.

These representing only a part of the events that can be attended when visiting the city. It doesn't matter what time of year you visit Oradea because there is always something to do

Oradea is a famous location for thermal curative tourism. The Nymphaea water park comes to reinforce this idea.

Equipped with outdoor pools, ideal for cooling off during the summer, but also indoor pools perfect for the cold season, Nymphaea is the perfect place to combine fun with relaxation. While the slides and wave pools will appeal to the kids, the SPA services will offer a relaxing experience through saunas, Turkish baths with geothermal water pools, steam rooms, jacuzzis, water therapies and massage rooms.

Oradea is also a suitable place for walks, both on foot and by bicycle or electric scooter. You can take walks on the shore of the Cris, through or the parks, for example I. C. Brătianu Park, where you will find a route to Ciuperca Hill, from where you can see the entire panorama of the city, place where the magic is not lost once the evening falls. On Ciuperca Hill, the restaurant at the top of the hill offers a chic setting, matching refined food with a view to match, and the city lights ensure a fascinating show.

Among other activities that can be done by anyone, families with children, young people, adults, pensioners, one can be a visit to the museums in Oradea, a few of them are:

- The Art Nouveau museum Casa Darvas-La Roche - historical and architectural monument in Oradea, considered one of the most original architectural projects from the beginning of the century, due to the concrete slabs visible on the facade;
- The museum Tarii Crisurilor - art and science museum;
- Achvas Rein Rein Synagogue - Jewish History Museum in Oradea;
- Temple of Freemasonry - the only building in the city built according to the typical

strict Masonic style. Therefore, the facade is completely devoid of windows. It is bordered by 2 lateral pilasters, and towards the center it has 2 colonnades finished in sober Doric capitals, in the spirit of ancient Greek temples. The upper part of the portico includes neoclassical elements that combine with the ornaments specific to masonry.

- Oradea Military Museum
- The Roman-Catholic Palace of Oradea, also called the Baroque Palace of Oradea, represents one of the most precious buildings built in the Baroque style on the territory of Romania.

- Iosif Vulcan Memorial Museum
- Ady Endre Museum

Another emblematic tourist attraction for Oradea is the Orthodox Cathedral ' Adormirea Maicii Domnului', also known as the Moon Church.

The church houses under its dome an ingenious mechanism installed in the church tower, which is said to be unique in Europe. It is a clock created in combination with a lunar globe, half black, half golden, located in the wall of the church tower, visible from the outside, which works by itself; every 28 days, the globe makes a rotation around its axis, indicating the phases of the moon.

The Moon Church is open to the public both for service and visits.

Departures take place from Unirii Square, in front of the Moon Church.

The Cabrio bus will stop at the following stations on the route: Unirii Square - Partium University - Decebal Bus Station - Zoo - Museum of the Country of Crişurilor - Cadastre Office - University - Rulikowski Cemetery - University - Cadastre Office - Museum of the Country of Crişurilor - Moon Church - 1 Decembrie Square/Bloc Tower - Civic Center/CEC - Crişul Store - Şirul Canonicilor - Central Station - Orthodox Episcopate - Traian Park - Iosif Vulcan - Ferdinand Square - Unirii Square.

We also analyzed the opinions of tourists on the sites of the units presented because they are very important to realize what needs to be improved in entertainment so as to attract a larger number of tourists.

Regarding the Hotel Doubletree by Hilton-Oradea, the opinions are as follows:

- ' The breakfast wasn't so good.
- Too expensive for the cheap food they offered.
- The water in the pool was smelly.
- The staff from the pool was unpleasant.

- 'The Spa- swimming pool access was expensive for the guests - same price per person as the outsiders.'
 - 'The hotel restaurant was nice'
 - 'incredible food'
 - 'Breakfast was good. Pool and spa area were clean and looking good.'
 - 'the spa and the sauna were good as well and so the jacuzzi'
- In the case of the Nevis-Oradea hotel, customers say the following:

- 'SPA very nice'
- 'The swimming pool has a strange smell and color'
- 'good sauna'
- 'Very good breakfast and very nice view from the rooftop jacuzzi.'
- 'Food was excellent and the restaurant on the rooftop was great.'
- 'Good Spa facilities overall. Tasty food at the roof top restaurant. Excellent idea with the refreshments in the spa area.'

Analyzing the opinions of the clients of The Elite Boutique & SPA Oradea, these would be:

- 'Great location, next to a large park. Quiet and clean air. Swimming pool with heated water';
- 'The Jacuzzi and sauna did not work'
- 'The spa and pool are very clean and nice and the breakfast is wonderful with many options.'
- 'The pool jets were broken, and the spa was closed by 5:30 pm.'
- 'The pool was nice but not so maintained as in the past (seemed not that so clean as we knew it and the bubbles and the "fountain" that the pool had did not function anymore); Breakfast was good but not with many variants.'; 'We had a "jacuzzi" bathtub but we never used it, the visible nozzles in there were quite dirty.'
- 'Nice warm water outside pool'; ' Rich but mediocre breakfast.'
- 'Loved the pool, the breakfast and the location''

For the Ramada by Wyndham Oradea hotel, most customers say that

- 'Very nice Spa services, extremely pleasant massage, very nice hotel restaurant and very good food' ; 'We didn't like the fact that there were only two Jacuzzis available in which we had to sit together with other people staying at the hotel'

- 'Location very close to the city center. Quiet, clean, friendly staff. Breakfast more than enough.'

- I would have liked to have been able to stay longer and enjoy the SPA with wines, on the top floor, not only the restaurant with excellent food, on the ground floor. The chef/chef cooks fine dining for the general public, and the aged Argentine beef is something particularly tasty, it simply melts in the mouth!

- Very good, very varied breakfast, delicious and special à la carte dinner, exceeded our expectations in terms of food'

- 'Excellent restaurant!'

- 'Gym is nice'; ,unreal rooftop jacuzzi'

Based on the reviews it can be concluded that most of the reviews were positive, the cleaning of the swimming pools and Jacuzzi can be improved, the menu can be enriched but without increasing the prices.

CONCLUSIONS

In addition to the improvements to the services they already offer, these accommodation units can also choose to diversify their offer:

- They could provide bicycles for rent at a lower price;
- They could provide groups of tourists staying with a tourist guide;
- They could organize folkloric evenings specific to different areas of the country;
- They could make playrooms and entertainers available to tourists with children;
- They could organize reading and puppet theater evenings in the park.

From our point of view, a closer collaboration between local institutions would be needed, which try to offer a great diversity of entertainment in Oradea and hotels in order to make the offer of recreation of the area. This collaboration from our point of view could increase the number of weavers accommodated in these units as well as the number of tourists in the area.

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