

## SUGGESTIONS FOR IMPROVING THE ENTERTAINMENT ACTIVITIES IN THE STOKKER HOTEL IN ORADEA

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### *Abstract*

Tourism is a sector, in the current period, in continuous modernization. Tourism service providers compete with each other by offering the widest possible range of tourism products and services. Together with accommodation, food and transport, entertainment services and agreement come to offer a completeness of the tourism industry.

In tourism, entertainment and leisure, it is the way to distribute tourist offers, through the diversity of its forms and applicability, it determines in itself an attraction, attracting an increasing number of tourists.

The tourist product that includes accommodation, meals and entertainment. In terms of accommodation, the hotel has 4 stars and this part corresponds to this classification. For meals, there is a restaurant with 40 seats, a wine cellar with 50 seats and a terrace with 120 seats. The food served is a traditional menu as well as chefs' specialties. As part of the agreement offered by this hotel, there are possibilities to visit the city of Oradea, both for the cultural and the historical side.

I conducted the research, through a questionnaire, on a number of 31 responses staying at this hotel during June 2023.

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**Keywords:** guesthouses, summer months, entertainment program, various recreational.

### INTRODUCTION

Oradea, formerly known as Oradea Mare, is the seat of Bihor County. It is located in the west of Romania, on the two banks of the Crișului Repede, in close proximity to the border with Hungary. For centuries, Oradea represented an important point in the area, being the most important commercial, social and cultural center.

Tourism in Oradea started to develop more and more since 2015, when together with Băile Felix, it participated in the Tourism Fair in Vienna.

Oradea is a point of attraction in tourism, thanks to its vast architectural and leisure offer. Here you can find 89 Art Nouveau buildings and monuments, 26 objectives classified as historical monuments, 25 objectives proposed for classification as historical monuments and 38 objectives with indisputable architectural value. Oradea also offers a wide range of opportunities to spend time outdoors, with numerous parks, an aqua park, over 30 km of bicycle track, and 8 km away from the city are Băile Felix and Băile May 1. Oradea offers numerous accommodation possibilities, starting with

two, three, four star hotels, guesthouses, aparthotels.

Among these offers is one of the most recommended three-star hotels due to its good positioning, Hotel Stokker.

Hotel Stokker located in the center of the city, on the European road E60, in the immediate vicinity of the Petofi Park, lends itself perfectly to both a one-night stay and a long-term stay.

The Stokker Hotel offers 8 parking spaces in front of the hotel exclusively for hotel customers, but also with the possibility of parking in public parking lots.

The Stokker Hotel has 9 single rooms, 7 double rooms and an apartment. The rooms are recently renovated, all have a double bed, minibar, air conditioning, LCD TV, private bathroom. And the double rooms also have a balcony. The apartment consists of a living room, a bedroom with a balcony. The hotel has WIFI throughout its location.

Within the hotel there is an "à la carte" restaurant with a superb terrace where there is also a mini play area, a wine cellar, which have also been recently renovated.

The restaurant has a capacity of 40 seats, 50 seats in the cellar, 120 seats on the terrace and 10-12 seats in the private event room.

To carry out this research, we used data from the company's registers, the register of entries, where we have total arrivals, total overnight stays and calculated the degree of occupancy of this unit. To create the customer portrait, we also took data from the hotel records.

The questionnaire is one of the most used methods in quantitative psychosociological research and our preferred tool. For this reason, we created a questionnaire with 13 questions, which we applied to the customers of this facility in June 2023.

The restaurant offers a traditional menu combined with current trends.

Material and method

### RESULTS AND DISCUSSION

The tourist product represents a set of tangible and intangible elements that procure certain services sought by one or more well-defined customers. All the tourist product is defined as a set of material goods and services capable of satisfying the tourism needs of a person between the moment of arrival and the moment of departure from the tourist destination.

Considering the above, we analyzed the situation encountered in the Stokker Hotel and tried to find suggestions for improving the tourist product offered.

**Table no 1**

**Arrivals, overnight stays and occupancy of the Stokker Hotel in 2023**

Month 2023	Total arrivals	Total nights	Occupancy
January	138	375	43.83 %
February	116	330	41.81 %
March	149	412	45.54 %
April	191	552	60.59 %
May	240	684	79.89 %
June	238	669	84.12 %
July	280	737	83.87 %
August	276	748	87.67 %
September	244	665	81.57 %
October	246	662	76.47 %
November	157	414	47.84 %
December	106	268	40.41 %

As we can see in the summer months, i.e. in season, the degree of occupancy is very good but does not reach 100%. We will suggest some proposals so that the degree of employment increases.

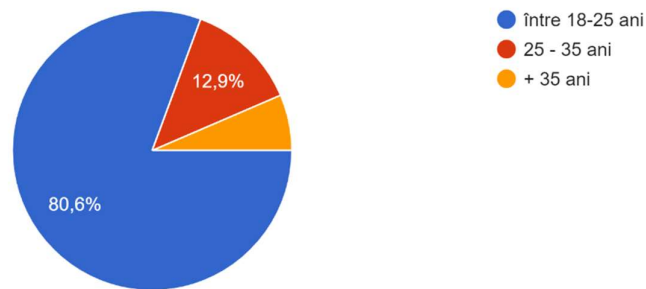
Regarding the country of origin of the customers of this unit, the majority are Romanians, followed by Hungarians and Spaniards, Germans, Poles.

Most of the customers book their stay by themselves and about 10 percent every month is contracted through booking, usually foreigners.

Following the questionnaire, we could see that the majority of those interviewed were between 18-25 years old, this confirms to us that the youth are much more open to appreciation and that they travel.

Your age is included:

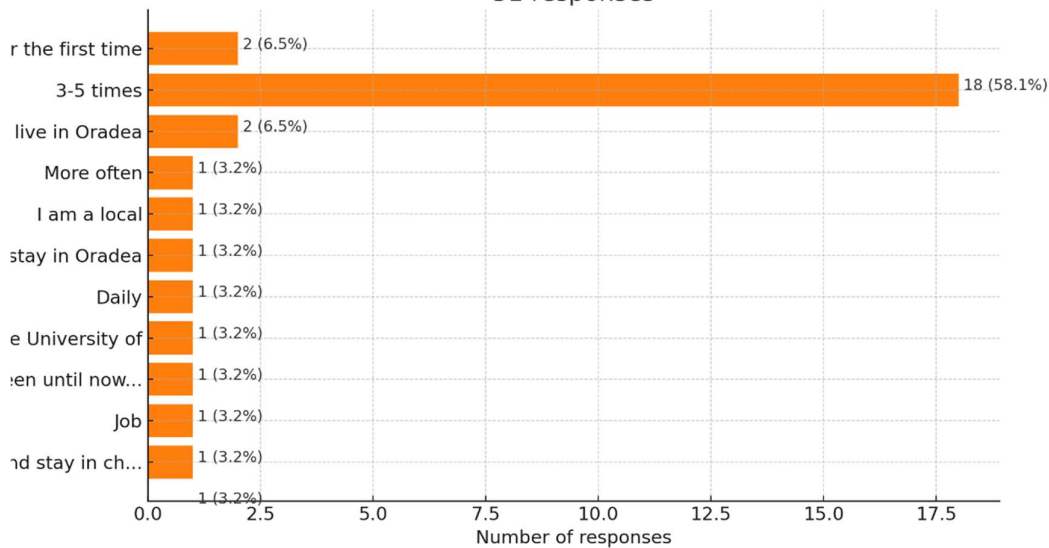
31 de răspunsuri



For the second question by which we determine if they are in Oradea for the first time or if they have returned, the dominant answers show us that the majority of

respondents are at least 3 to 5 times. This response tells us that the establishment has loyal customers, so things can only get better.

Are you visiting Oradea?  
31 responses

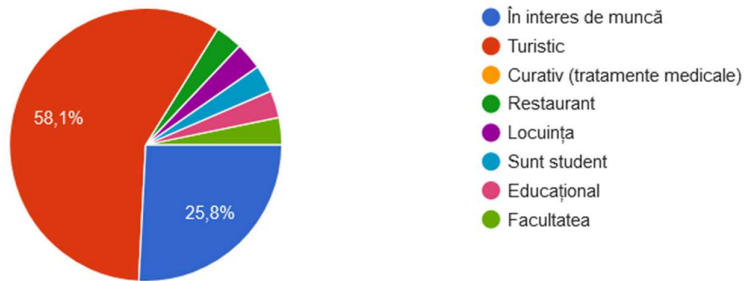


For 58% of the respondents, the purpose of this trip is tourism, followed by those who travel for work

## Care este scopul călătoriei



31 de răspunsuri



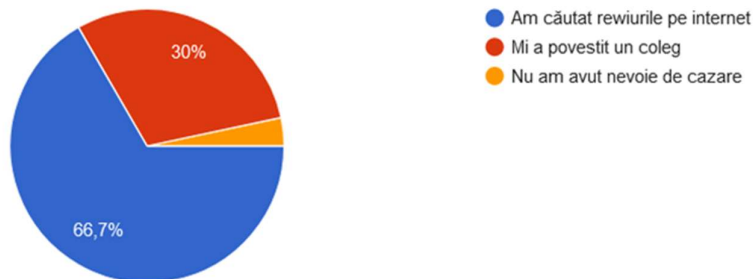
We wanted to see why these respondents chose to stay at this unit and most of them looked for the reviews on the Internet, that majority who have an average age of 18-25 years, for whom they most easily come into contact with the phone and for any confusion

ask questions on the internet. In second place, they found out about this hotel from friends, relatives, former customers who were satisfied and recommended.

## De ce ați ales să vă cazați la Hotelul Stokker?



30 de răspunsuri



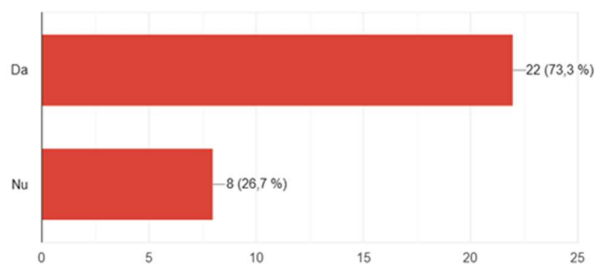
In terms of accommodation, customers already know what to expect regarding the rooms from the pictures on the internet. For the table, the clientele is larger than what is accommodated considering the number of seats at the restaurant, terrace and wine

cellar. The part we are trying to improve is the entertainment part. and here we see that 73.3% of the respondents believe that a playground would be necessary, so in the future this aspect should also be taken into account.

## Unitatea la care v-ați cazat ați dori să dispună de un loc de joacă special pentru copii?



30 de răspunsuri



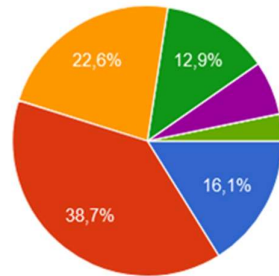
The respondents' favorite activities are quite well-arranged and cultural activities predominate at 38.7%, followed by

recreational ones such as Spas, but culinary experiences are also ranked third.

La ce activități ați dori să luați parte pe perioada șederii d-voastră în Oradea?



31 de răspunsuri



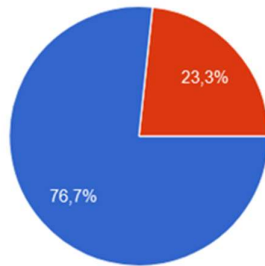
- activități sportive
- culturale (teatru, opere cinematografice, muzee, etc)
- activități recreative (piscina)
- activități în natură
- monumente istorice
- experiențe culinare
- Parc distracții
- Toate menționate mai sus

We also wanted to find out if those who dined in this establishment would like a live music

program or not. 76.7% said they wanted live music.

Unitatea la care v-ați cazat ați dori să aiba program de muzică live la cină?

30 de răspunsuri

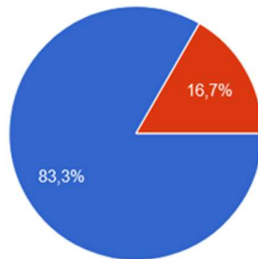


- Da
- Nu

For the SPA center a number of 83.3% are willing, more than those who want live music.

Unitatea la care v-ați cazat ați dori să fie un centru SPA?

30 de răspunsuri



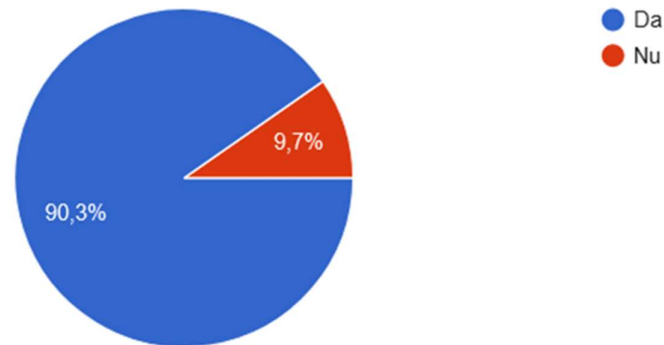
- Da
- Nu

Due to the fact that the city of Oradea through visit Oradea already has a tourism development plan in this area, we were thinking of a collaboration so that customers

can benefit from free or reduced entrance fees. 90% of respondents would like to have freebies in their entertainment program.

Dacă ați beneficia de activități cu intrări gratuite la diferite obiective a-ți dori să vizitați orașul în extra sezon?

31 de răspunsuri

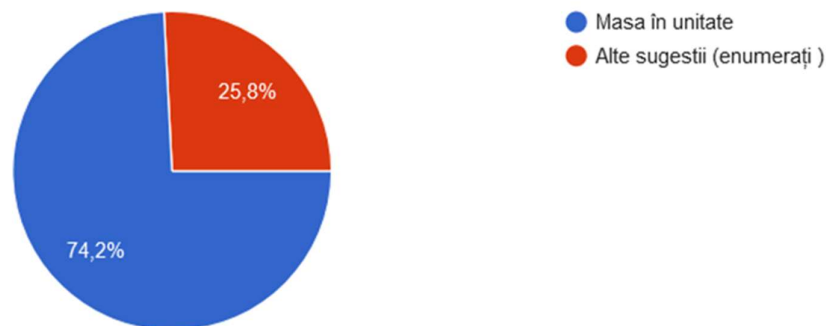


The fact that 74.2% I have mass in the analyzed unit indicates that there is no need for improvements in this chapter for the time

being. We also consider the number of accommodation places is much smaller than the number of chairs for serving the table.

Pentru a lua masa iei în considerare oferta unității de cazare sau alte sugestii?

31 de răspunsuri

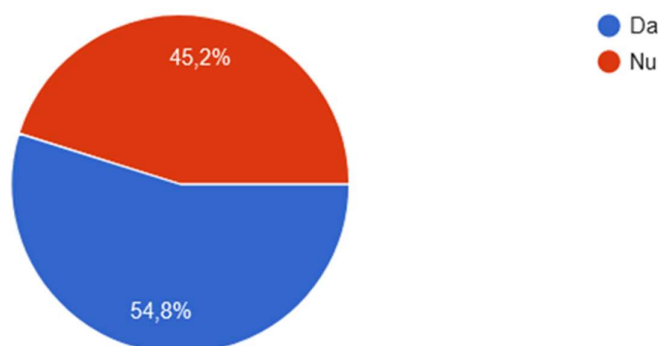


For the next question, we thought that there are customers who estimate their minimum and maximum spending for the stay and whether this is an obstacle that affects the

desire to visit. We could solve this fact with a collaboration contract between state institutions and our society.

## V-ar afecta cheltuielile dorința de vizitare?

31 de răspunsuri

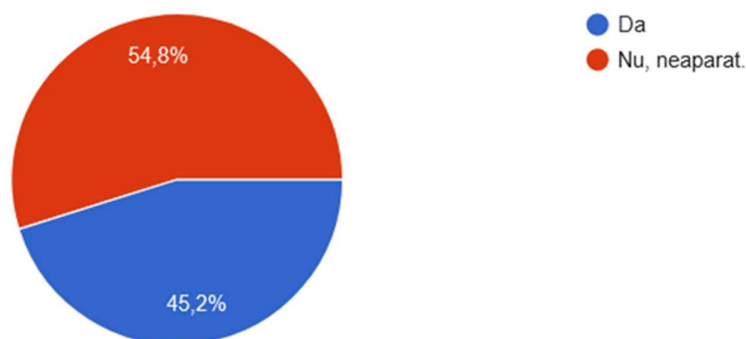


We would be interested if these customers already come with some well-defined points of visit, that is, surely if they go to Oradea I

would like to come here, or leave this aspect of things to chance. 54.8% know what to do if they arrive in Oradea.

## În momentul în care ai ales să vii în vizită în acest oraș ți ai făcut un itinerariu?

31 de răspunsuri

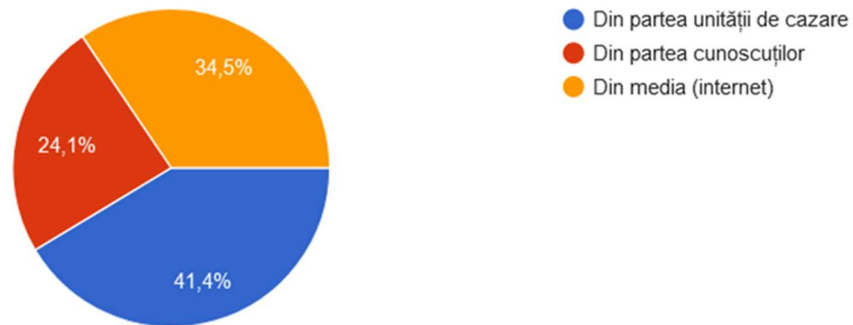


Customers generally form their opinion before arriving in the locality, respectively in the accommodation unit, but they still take into account the opinions of others. 41.4% take into account the suggestions of those at the reception of the accommodation unit,

which make the unit responsible in this regard as well. 34.5% take into account the suggestions of those on the Internet, especially the young ones. 4.1% are those who spoke with people who have already been here.

## Sugestiile pe care le iei în considerare sunt:

29 de răspunsuri



### CONCLUSIONS

Leisure tourism is a trip made for the purpose of recreation, rest or spending free time. The development of activities and services that meet these requirements is determined, on the one hand, by the trends of evolution in the content of vacations, which, today, can no longer be limited to offering tourists only accommodation and dining conditions, and, on the other hand, part, of reconsidering the value of free time.

The deepening of the competition in the field of tourism offer, as well as the changes that occurred in the consumption behavior of the customers, determined the approach in a new vision of the hotel product. In order for activities as active or passive participants; training clients in new activities, other than those they carry out in the usual way during the year, returning to childhood and to the essence of things; creating a pleasant atmosphere throughout the stay

The clients of this hotel are some of those who visit the city of Oradea as the purpose of this trip, another part travel because of their workplace and others because of some events that take place in this locality.

For all customers, the management of the Stokker hotel will prepare flyers with the locations to visit at smaller mats due to the introduction of the hotel in the visit Oradea network, a live music band during dinner in principle at 18:00 and 23:00 on weekends and a playground near the terrace. With these improvements, it is hoped to increase the number of guests of the boarding house during the off-season as well.

the hotel offer to become more attractive, it was structurally enriched, adapted and enhanced by the use of new animation techniques. Today, animation is a mandatory component of the activities carried out by all types of hotels and adapted to the specifics of the offer and the customers. Animation in the hotel is an organized and adapted activity that aims to: creating all the conditions for the party in a way that is as pleasant and useful as possible; informing customers and stimulating the consumption of hotel services with and without payment; training clients in various recreational, cultural - sports

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