

## **ANALYSIS OF THE TOURISM PRODUCT OFFERED BY APPLES GUESTHOUSE IN ORADEA**

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### **Abstract**

The diversity and originality of leisure offerings can be decisive elements in attracting tourist flows and serve as a basis for evaluating a vacation or health resort, a tourist cabin, a cultural circuit, etc. The main dimension of the concept of leisure is fun and enjoyment, and any tourist activity or endeavor capable of relaxing an individual falls within the broad scope of leisure activities.

As an urban guesthouse, we would like to see how important leisure is within an accommodation and dining facility. The tourist product includes, besides accommodation and meals, this very important aspect from the visitors' perception. If we come to you, what could we do? The answer to this question can bring in additional customers or retain current clients.

Through this work, we have tried to provide an answer to this question for both the owners of APPLE Guesthouse in Oradea and other proprietors.

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*Keywords: guesthouse, clients, food, facilities, tourism, activities, proposals, improvements.*

### **INTRODUCTION**

A tourist product represents a set of services that can change over time and space to perfectly meet tourists' requirements. It has a complex structure, manifested in various forms of combinations of component elements (accommodation, food, transportation, reception, entertainment, landscape quality, excursions, spa treatments, winter sports, adventure, etc.). Depending on the qualitative and quantitative value of the tourist resources present in the area, one can speak of a broader or narrower range of activities and services that make up tourist products. Like any commercial product or other types, it must meet at least one of the following requirements: - Brand image;  
- Optimal price-quality ratio

### **MATERIALS AND METHODS**

For this work, we used an empirical, detailed research of the guesthouse market in Oradea, which reflects on the competition in this segment. We collected data from various accommodation units using the internet, but

When referring to accommodation facilities for vacations and short stays, this can include the provision of short-term accommodation, usually daily or weekly, for visitors, in independent spaces consisting of fully furnished rooms or spaces for dining and sleeping, with cooking facilities or fully equipped kitchens.

For a long stay of three days, in addition to accommodation and meals, leisure activities offered by the accommodation unit or opportunities in the analyzed area must be considered and prioritized.

Herbamon Apples Street Ltd. operates in Bihor County, Oradea, on Merilor Street, No. 10, with the headquarters on Merilor Street, No. 12, having social capital, and is registered with the Trade Register; with a unique registration code.

also by visiting competing guesthouses in our area, thus gathering all the information and aspects that each guesthouse offers separately, forming a complete picture of what exists.

## RESULTS AND DISCUSSIONS

The accommodation unit is well-positioned, has 3 stars, and is structured on 2 floors and an attic. On the ground floor, there is a kitchen with a refrigerator, table and chairs, microwave, oven, stove, and sink, where guests can prepare their own meals. Additionally, the unit includes 2 bathrooms, 2 rooms with double beds and children's beds, 3 rooms with double beds, and an apartment located in the attic. Each room is equipped with a TV with internet access. Only one room has a balcony with a view of the scenery and pool, but all rooms have their own air conditioning. The unit is connected to the city water supply, gas, and also has water heating via a boiler. Moreover, the unit has a small meeting room with a desk and the possibility of projecting presentations, as well as a living room where guests can have meals, watch various

programs on TV, with air conditioning, a fireplace, chairs, and armchairs.

Last but not least, the exterior features a large garden for the season, a pool with a view, bar/DJ, barbecue, pizza oven, 2 terraces, children's playground, video and audio monitored parking 24/7, and a boxing room. Guests have access to the pool and terraces, and we offer a promotional package for a fitness center located 2 km away, as well as a tennis court with or without a coach 300m from the guesthouse.

The guesthouse's facilities are:

- Air conditioning
- Food
- Accommodation
- Children's entertainment
- Transport
- Itinerary
- The possibility of booking activities in the city or metropolitan area

Table No.1

Age of Clients Who Stayed at APPLE Guesthouse in 2023

Age of Lodged Clients	0-18 years	18-35 years	35-66 years	66- years
Number of Guests	820	1250	1520	10

Data processed from the check-in register.

Regarding the nationality of clients who stayed at the guesthouse in 2023, the

majority are Romanians, but there are also Hungarians, Germans, and Italians.

Table No. 2

Nationality of Clients at Apple Guesthouse in 2023

Country of Origin	Number of Stays at the Guesthouse
England	50
Czech Republic	20
France	40
Germany	120
Italy	44
Lithuania	20
Netherlands	2
Poland	80
Moldova	8
Romania	2532
Slovenia	20
Spani	50
Sweden	8
Ukraine	60
Hungary	557

Tourism practiced in this area caters to both Romanians and foreigners. The segment that most frequently uses the services of the analyzed guesthouse comprises young people, those aged between 30-40, as well as those of the third age

Considering the fact that our accommodation capacity is fully occupied for

almost three months, we think that the added value we can bring is through organizing children's birthday parties. By renting out the dining hall and terrace, we can achieve higher profits.

Table No. 3  
Presentation of the Offer at APPLE Guesthouse in Terms of Tourist Product Offered in 2023

January	February	March	April	May	June	
<b>Occupancy</b>	60%	45%	-	-	80%	
<b>Meals</b>	Breakfast included, lunch	Breakfast included, lunch and dinner on	Breakfast included, lunch and dinner on	Breakfast included, lunch and dinner on	Breakfast included, lunch and dinner on	
<b>Menu</b>	Traditional	Traditional	Traditional	Traditional	Traditional	
<b>Accommodatio</b>	5 rooms, 10-12	5 rooms, 10-12	5 rooms, 10-12 beds	5 rooms, 10-12 beds	5 rooms, 10-12 beds	
<b>Entertainment</b>	Themed anniversaries, team-building	Themed anniversaries, team-building	Themed anniversaries, team-building	Themed anniversaries, team-building	Themed anniversaries, team-building	
	July	August	September	October	November	December
<b>Occupancy Rate</b>	100%	100%	95%	79%	-	-
<b>Meals</b>	Breakfast included, lunch and dinner on request	Breakfast included, lunch and dinner on request	Breakfast included, lunch and dinner on request	Breakfast included, lunch and dinner on request	Breakfast included, lunch and dinner on request	Breakfast included, lunch and dinner on request
<b>Menu</b>	Traditional	Traditional	Traditional	Traditional	Traditional	Traditional
<b>Accommodation</b>	5 rooms, 10-12 beds	5 rooms, 10-12 beds	5 rooms, 10-12 beds	5 rooms, 10-12 beds	5 rooms, 10-12 beds	5 rooms, 10-12 beds
<b>Entertainment</b>	Themed anniversaries, team-building	Themed anniversaries, team-building	Themed anniversaries, team-building	Themed anniversaries, team-building	Themed anniversaries, team-building	Themed

- Live concerts
- Thematic barbecues
- Thematic parties
- Club-type events

### CONCLUSIONS

Regarding tourism in the municipality of Oradea and the location of this guesthouse, we have a growing trend due to the fact that the municipality's policies are aimed at increasing the number of tourists who visit the city. The measures taken for this can be followed on the website [visitoradea.ro](http://visitoradea.ro). With this starting point, we looked at how we can increase the income of this guesthouse's owners without investing in modifying the accommodation capacity.

As we observed in the previous analysis, even in 2023, the guesthouse generated income from entertainment. We have proposals to improve activities in such a way as to increase the already obtained revenues. Our proposals are:

- Pool parties
- Thematic conferences
- Sports competitions

From a financial perspective, those who use these services fall into the category of people with medium and low material means, considering that tourism requires less money compared to accommodation in the hotel system. The category of tourists with higher incomes, who prefer medium-range tourism out of curiosity or for rest, should not be completely excluded either.

All these improvements can be made with minimal financial effort. The most important aspect would be the promotion method of this unit, which relies on the quality of the services offered and determines tourist satisfaction, which can turn them into loyal customers.

Moreover, they can recommend the guesthouse where they had a good time to other people, and through this word-of-

mouth advertising, the occupancy rate can increase considerably.

Of course, having an internet site that draws attention to the existence of the guesthouse and popularizes its offerings is always welcome. Less effective is costly promotion (print media, radio, TV), which often does not justify its very high costs through increased efficiency. Exceptions are magazines or shows that focus on travel, tourism, etc.

The advertising methods to be used will be: listing on tourism websites and portals in Romania, building a website, featuring ads in local publications as well as national magazines and publications, especially those with a tourism focus.

Another classic advertising method for the guesthouse would be for an employee to go to the train station and airport to promote

the guesthouse, directing tourists to it; they would ensure the tourists' transportation from the train station and airport to the guesthouse.

Upon arrival, guests will receive a leaflet with all the information about the guesthouse, a map of the area, and the entertainment schedule that will take place at the guesthouse and in which they can participate.

Discounts will be offered for children and loyal customers.

Upon departure, tourists will receive a souvenir from the guesthouse's pantry.

The accommodation forms have a field for the email address, so new offers will be sent to the clients' email addresses.

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