

The Role of Economic Efficiency of Accommodation Units in Determination of Purchase Intentions of Tourist Services

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Abstract

The indicators of demand distribution for various types of accommodation provide information regarding changing tourist preferences for different ways of tourist accommodation. Appreciation of economic efficiency for hotels activity is done through quantitative results obtained in accommodation units. For this purpose it uses, currently, a partial or synthetic indicators system.

Taking into account the fact that, in appreciation of hotel business, it must start from the premise that it may not be fully reflected only in terms of economic results, but also through social results, appear obvious the need to maintain costs at a level that satisfies both requirements at the same time.

Achieving superior social-financial indicators, remains one of the main goals also in hotel activities, but do not be overlooked the fact that it is necessary that these indicators must be obtained by ensuring a higher level of satisfaction of consumers requirements. Only simultaneous achievement of these two objectives can provide raising efficiency in accommodation sector.

Keywords: economic efficiency; indicators of efficiency; accommodation units; satisfaction degree of tourist.

1. Introduction

The efficiency problem is widely recognized, being analyzed everywhere the natural and material, human and financial resources are consumed and where social work is spent, because any economic activity must meet certain requirements imposed by society. Although the correct assessment of efficiency in services is not an approach easy to achieve, due to the particularities presented by this type of economic activity, it is required to the substantiation process of any decision that must be taken both at enterprise and macroeconomic level. [1]

The efficiency, in its general sense, being applicable to the entire socio-economic life, also presents, in services, the same defining features common to all branches and activities in the economy. [2] The "efficient" attribute applied to service activities must be regarded in a nuanced

understanding by taking into account all categories of resources as well as their structure, direct and indirect effects produced by services activities, quantitative and qualitative aspects of the effects, time factor - which may differently act on resources and effects - and economic and social impact of these activities. [3]

2. Materials and methods

First, it was used the calculation of some indicators of accommodation activity, followed by a descriptive research where it was used the survey based on a questionnaire. The questionnaire was personally administered by the operators of sample in the area of research, represented by Hotel Ferdinand, Baile Herculane. The sample size was 700 tourists checked in the Hotel Ferdinand, their selection being randomly realized, and data collection period was October-December 2013, each sampling unit being surveyed during this period. Data processing was performed using SPSS.

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3. Results and discussion

1. Indicators of accommodation activity

1.1. Indicators of relationship demand - offer
This category of indicators is important because it informs about the activity of accommodation unit, being particularly useful in practice.

Within these indicators, only the tourist demand is taken into account, materialized by consumption, so they refer to actual customers and not to the potential one. [4]

Development index of hotel client in 2012-2013

$$\frac{TH_{2013}}{TH_{2012}} \cdot 100$$

where TH is the number of tourists in the Hotel Ferdinand, in 2012, respectively 2013.

So:

$$\frac{TH_{2013}}{TH_{2012}} \cdot 100 = \frac{2985}{2764} \cdot 100 = 107,99\%$$

This indicator shows in 2013, compared to 2012, an increase of the number of overnight stays with 1387 nights. These indicators can be calculated and broken down by type of tourist customers, being important as a criterion, the area (country) of provenance of tourists. In this regard, the following table presents the structure of clients by provenance country during the two years: 2012 and 2013, for which we make this analyse.

Table 1. Number of arrivals and overnights of tourists in 2012

No.	The provenance country of tourists	Number of arrivals	Number of overnights
1	Total Tourists (2+3)	10079	17796
2	Romanian Tourists	8175	13896
3	Foreign tourists	1904	3900

Source: Internal data provided by the hotel

Table 2. Number of arrivals and overnights of tourists in 2013

No.	The provenance country of tourists	Number of arrivals	Number of overnights
1	Total Tourists (2+3)	11100	18975
2	Romanian Tourists	9125	14985
3	Foreign tourists	1975	3990

Source: Internal data provided by the hotel

1.2. Employment indicator of accommodation capacity

Employment indicators of accommodation capacity refer to the part of the tourist offer materialized in consumption, defining a proper solvent demand. [4,6]

It must be calculated both for the installed capacity and for the effective one. It is expressed in the occupancy rate:

$$Go = \frac{\text{occupied capacities}}{\text{total capacities}}$$

Index calculation of employment is made after the principle of the following formula:

$$Go = \frac{N}{K} \cdot 100$$

Where: N - number of tourists – days; K - offered capacity;

The most used method of calculating the occupancy rate of accommodation capacity is:

$$Go = \frac{N}{L * t} \cdot 100$$

Where: N - number of overnights; K - number of beds; t - the time referred.

In the case of Hotel Ferdinand, Baile Herculane, we have the following situation:

$$Go_{2012} = \frac{17796}{112 * 365} \cdot 100 = 43.53\%$$

$$Go_{2013} = \frac{18975}{112 * 365} \cdot 100 = 46.41\%$$

It can be calculated the evolution over time of the occupancy rate, as follows:

$$\frac{Go_{2013}}{Go_{2012}} \cdot 100 = \frac{46.41}{43.53} \cdot 100 = 107.82\%$$

2. Results interpretation of the questionnaire

The questionnaire was used to collect information from a sample of 960 subjects of which 700 respondents. After processing data from the questionnaire, the obtained results were:

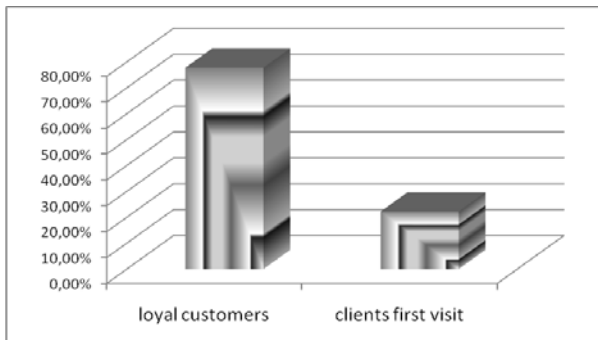
Question 1 - Have you ever stayed at Hotel "Ferdinand"?

At this question, 700 respondents have affirmative answer, all using the Ferdinand Hotel as accommodation unit during their stay.

Question 2 - What type of customer are you?

As a result to this question, it is noted that the customers of Hotel Ferdinand are mainly

composed of loyal clients, in a percentage of 77.8%



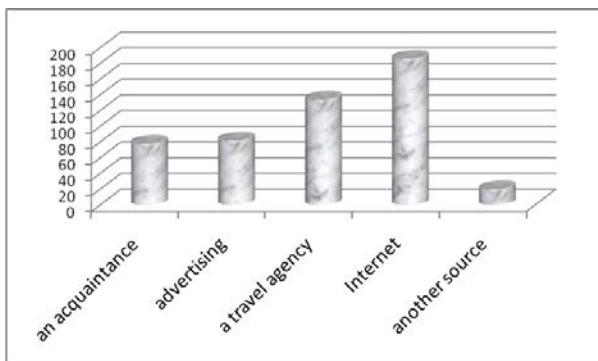
Source: author's data after processing the questionnaire
Figure 1. Types of customers

Question 3 - Where did you hear about the Hotel Ferdinand?

Advertising media which led to the tourists information were:

- an acquaintance15.6%
- advertising16.4%
- a travel agency26.8%
- Internet37.2%
- another source4.0%

As a result to this question, it is found that the most tourists inform from the internet.



Source: author's data after processing the questionnaire
Figure 2. Means of Information Advertising

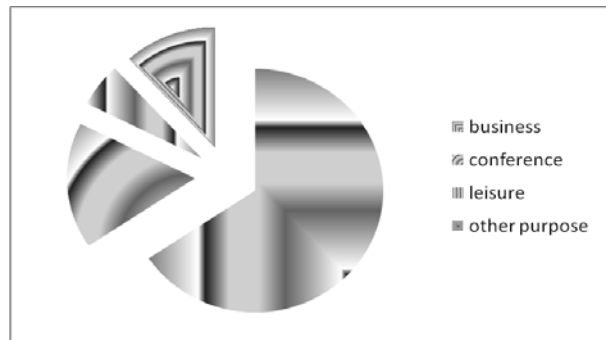
Question 4 - What was the purpose of your visit?

The reason for which the respondents have traveled was:

- business..... 65.6%
- conference..... 16.8%
- leisure 5.8%
- other purpose..... 11.8%

As a result to this question, it is found that tourists have traveled for a business reason in a greater

percentage than the leisure (5.8%) or conferences (16.8%).

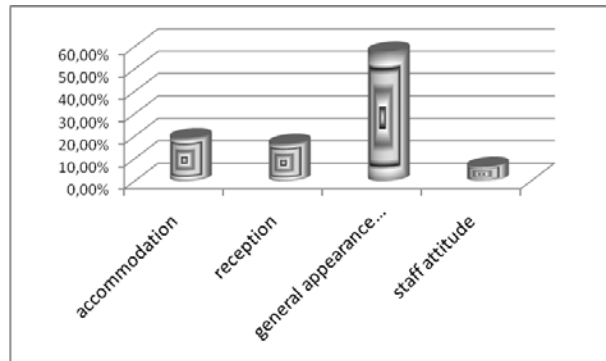


Source: author's data after processing the questionnaire
Figure 3. The reason for which the respondents have traveled

Question 5 - Which services of Ferdinand Hotel do you appreciate?

- accommodation.....19.2%
- reception.....16.6%
- general appearance (mode of fitting rooms).....57.8%
- staff attitude.....6.4%

As a result to this question, it is found that tourists appreciate the most the interior fittings of the rooms (57,8%).



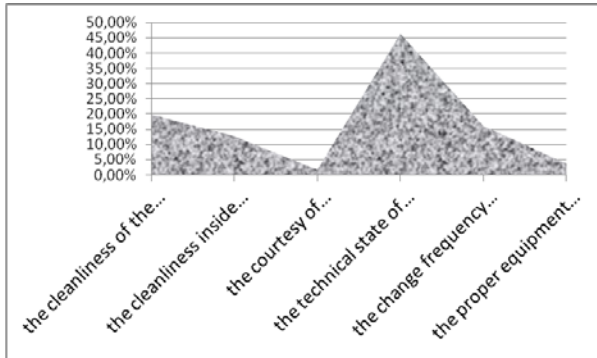
Source: author's data after processing the questionnaire
Figure 4. The appreciation of services at Hotel Ferdinand

Question 6 - Please arrange the following features on the administration mode of the rooms. Place 1 is the most important, 6th least important.

As a result, the most popular responses of customers are:

- The cleanliness of the rooms and bathrooms.....19.8%
- The cleanliness inside the hotel12.6%
- The courtesy of chambermaids.....1.6%

- The technical state of facilities in rooms.....46.4%
- The change frequency of bed line.....16.0%
- The proper equipment for the minibar....3.6%



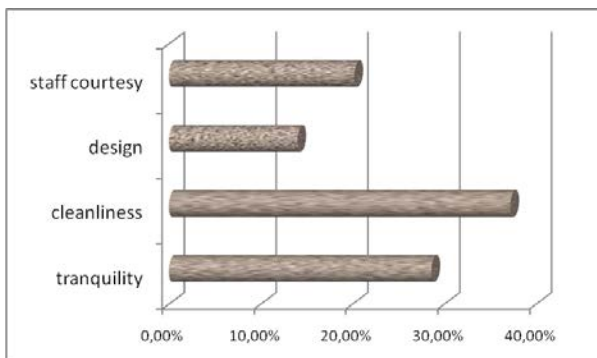
Source: author's data after processing the questionnaire
Figure 5. The administration mode of chambers

Question 7 - What made you choose the Hotel Ferdinand?

Guests of Hotel Ferdinand chose this location due to:

- tranquility.....28.6%
- cleanliness.....37.2%
- design.....14.0%
- staff courtesy.....20.2%

From the analysis, it is observed that the respondents are interested by the cleanliness of the hotel (37.2%) and the staff courtesy (20.2%).



Source: author's data after processing the questionnaire
Figure 6. The determinants factors in choosing Hotel Ferdinand

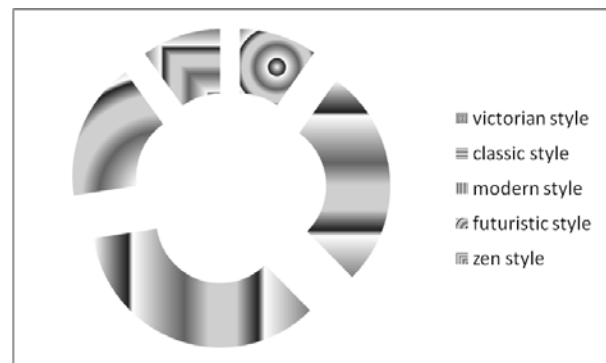
Question 8 - What decorating style of the room you prefer?

At this question, hotel guests responded:

- victorian style 9.8%
- classic style 27.8%
- modern style 35.0%

- futuristic style 17.4%
- zen style 10.0%
- other 0%

From the analysis, it appears that 35% of respondents prefer modern style, 27.8% of respondents prefer the classic style, and only 17.4% prefer futuristic style.



Source: author's data after processing the questionnaire
Figure 7. Decorating style of hotel room

Question 9 – Does the decoration style of the hotel room influences your decision of accommodation?

- yes, it is an important factor 48%
- no, there are more important aspects that lead me to choose a hotel 12%
- I don't know, I never thought 40%

After analyzing the answers given by the respondents, it appears that the way it is decorated the hotel room plays an important role in their decision of accommodation (48%).



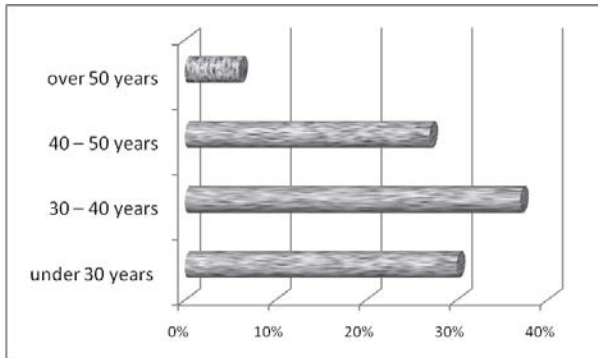
Source: author's data after processing the questionnaire
Figure 8. The influence of room decoration in the decision of accommodation

Question 10 – Your gender.

- female 49%
- male 51%

Question 11 - Please, choose the age group to which you belong:

- under 30 years30%
- 30 – 40 years.....37%
- 40 – 50 years27%
- over 50 years..... 6%



Source: author's data after processing the questionnaire

Figure 9. Structure of respondents by age

Question 12 - Your net monthly income falls within the following range:

- under 1000 RON.....6.8%
- between 1000 -3700 RON.....30.8%
- between 3700-4000 RON.....25.4%
- over 4000 RON.....37.0%

From analysis carried out, it is noted that the income of hotel guests of Hotel Ferdinand is above average (37%), being more than 4000 RON.



Source: author's data after processing the questionnaire

Figure 10. Income structure of respondents

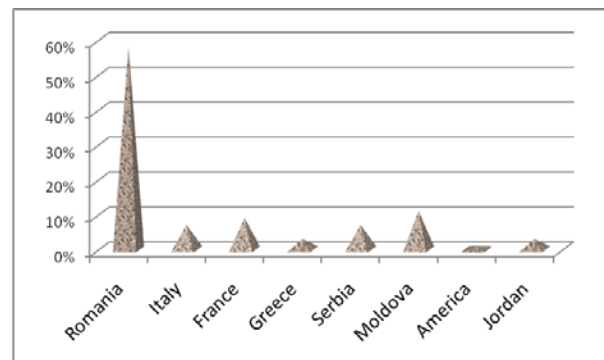
Question 13 - Please, specify the provenance country

According to the responses of surveyed tourists, those are coming from:

- Romania 58%
- Italy 7%
- France 9%

- Greece 3%
- Serbia 7%
- Moldova 11%
- America 1%
- Jordan 3%

It is noted that the most customers of Hotel Ferdinand are Romanian customers.



Source: author's data after processing the questionnaire

Figure 11. Nationalities structure of respondents

4. Conclusions

"Hotel Ferdinand tourism product - Baile Herculane" has a special resonance, recognized both nationally and internationally.

By a strategy of superior reevaluation of the "tourism product Hotel Ferdinand - Herculane" means a coherent and well grounded program in contemporary reality that, through appropriate management concept to include ways and means of implementing concrete measures, strategic objectives, embodied in the short, medium and long term, in order to regain a dominant position on the internal and international market.

Poor procurement of the tourism facilities and poor staff training adversely affect quality of accommodation, food, etc.. and through its tourist traffic size and the degree of modification of the heritage, the final effects embodied in the volume of sales / receipts (CA), profitability, productivity, profit, employment / hiring labor.

It requires raising the quality of all services imposed on "tourism product Ferdinand - Baile Herculane", while pricing and rates that reflect the reality of value for money. In the international tourism plan, the focus on quality of service will allow increased foreign exchange earnings resulting from the tariffs and hence their products, to support the work of investment financing in the medium and long term.

The quality of services will contribute to customer loyalty, increase the number of foreign tourists to the development of business tourism, the increasing competitiveness of the tourism product in the internal and international market.

Researching the environment of the operating unit, identifying market requirements, modelling products, programs and services to these requirements, opening a new network of travel agencies or offices, providing their customers additional services or support successfully of advertising campaign for turnover growth. For the success of these efforts Hotel Ferdinand Baile Herculane must know the external factors influencing the marketing activity and which are the forces that affect its economic performance.

In this paper we have tried to emphasize the importance of planning the hotel room to increase the number of customers, retention of existing, and thus increasing turnover and profit. We conducted a case study which showed that for tourists, the room arrangement is important and a special design of the hotel rooms would make them choose the Hotel Ferdinand.

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