

THE ANALYSIS OF TOURIST REPRESENTATIVENESS OF "BAILE FELIX" TOURIST COMPLEX

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Abstract: Baile Felix resort can be considered a real "health spring" due to the therapeutic richness of the existing thermo-mineral waters known since the beginning of the 20th century. The research carried out aimed to identify the peculiarities of the Baile Felix complex in terms of facilities related to tourist activity, the to analyze the status of tourist demand for the specific services offered by the complex and to identify the visibility in case of accommodation, food and leisure services.

Key words: Baile Felix, representativity, tourist demand

INTRODUCTION

Tourist activity is among the few phenomena that have imposed themselves in the contemporary era, [3,5,9,13] its spectacular development being a characteristic feature of our century and especially of its second half. One of the forms of tourism that, in the last 20 years, has been remodeled at the European level, [2,4,11,14] thanks to the concept according to which "health is a state of well-being", is spa tourism. On this direction, Romania has the advantage offered by the quantity and quality of natural healing factors, [6,7,8,11,15] some with unique value, [1,11] but also the disadvantage of an outdated technical-material base. After a period of growth and modernization in the 70s, when it benefited from the socialization policy of this form of tourism, simultaneously with the development of international tourism, Romanian spa tourism entered, after 1989, in a period of crisis.

Baile Felix is located 10 km south of Oradea city. It is the largest spa resort with a permanent regime in Romania, ranking second, after the Black Sea coast, in terms of the number of accommodation places in Romania. Available to tourists all year round, the Baile Felix spa resort offers conditions for relaxation, vacation, rest and recovery. Baile Felix resort is part of the balneo-climate resorts in Eastern Europe, whose tradition was and is still strong. The basic services provided are accommodation services, catering services, spa treatment services and transport services. The quality of tourist services is organically conditioned by the existence of a material base, along with natural factors. The structure of the services offered by the complex can be summarized as follows [10]:

- international tourism:
 - spa treatment;
 - cure with Gerovital, Pell Amar, Boicil Forte;
 - groups in transit.

The complex also offers service packages for a period of 14-21 days consisting of accommodation, meals, treatment, leisure, excursions, etc.

- domestic tourism:
 - rest;
 - treatment;
 - groups in transit;
 - symposia, conferences;
 - festive meals (anniversaries, banquets, weddings, etc.).
- laundry: linen washing insurance;

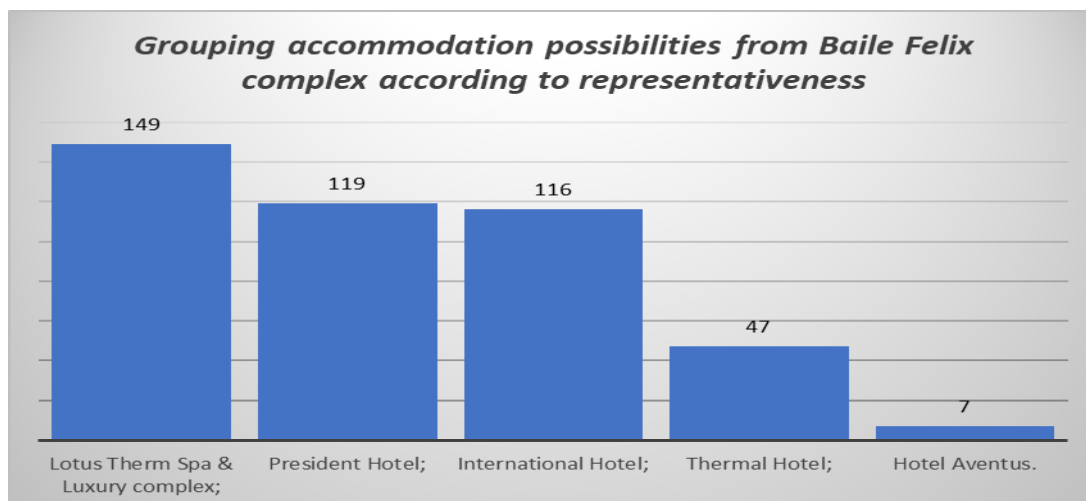


Figure 2. Grouping accommodation possibilities from Baile Felix complex according to representativeness

Based on the appreciations received from tourists, it can be seen that the Lotus Therm Spa & Luxury Complex is situated on first place, with 149 appreciations. At the opposite pole, with 7 likes, is the Aventus Hotel. We considered that it would be interesting to see on each unit how the situation presents itself.

Thus located near the edge of the forest, the *Lotus Therm Spa & Luxury Complex* is the only 5-star thermal resort in our country and has an advanced spa treatment center, its own water park, comfortable rooms, special suites and conference rooms. Based on the 149 reviews, and taking into account the location, cleanliness, service and overall value, the complex gets a rating of 4.0-very good.

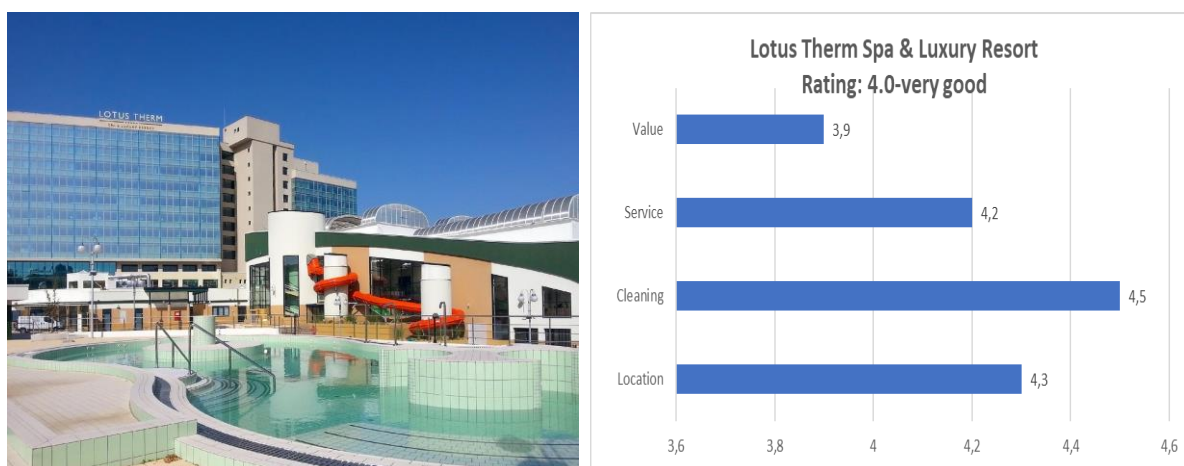


Figure 3. Tourists' reviews of Lotus Therm Spa & Luxury Complex

The President Hotel, offers an ideal combination of value, comfort and convenience, and gathers 119 likes from tourists, and adding up the marks obtained for location, cleanliness, service and value as a whole, an average rating of 3.0 is obtained.



Figure 4. Tourists' reviews of the President Hotel

International Hotel gathers 116 appreciations from tourists, and for the services offered and the related facilities (oriented towards families), it gathers a rating of 3.5-very good.



Figure 5. Tourists' reviews of the International Hotel

The Termal and Aventus hotels, both located in the category of four-star hotels, even if on Tripadvisor they gathered a lower number of appreciations from tourists, 47 and 7, respectively, manage to achieve a very good rating of 4.0 and 5.0, respectively.

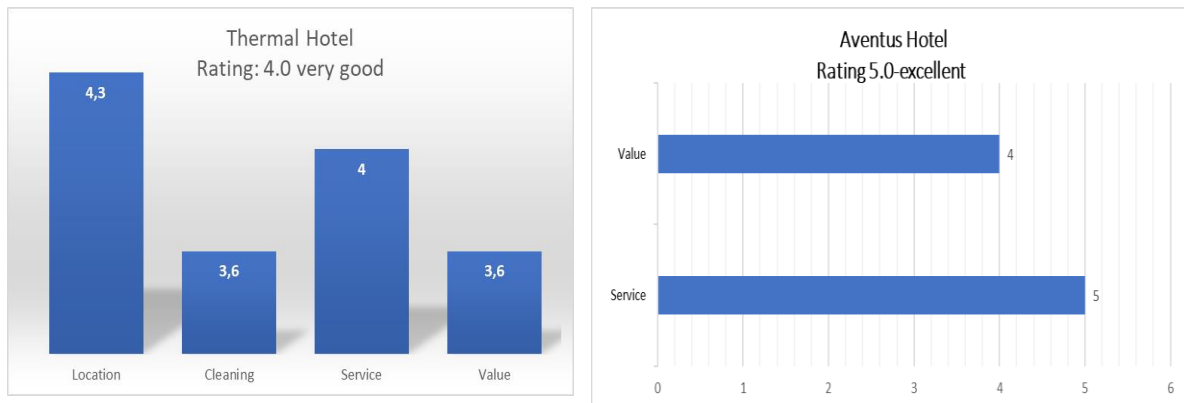


Figure 6. Tourists' ratings for Termnal and Aventus Hotels

2. Analysis of food units according to representativeness

Regarding the food options, 5 units received appreciation from tourists:

- Casa Romaneasca;

- Rustic Restaurant;
- Aventus Restaurant;
- La Ceaune;
- Art Club.

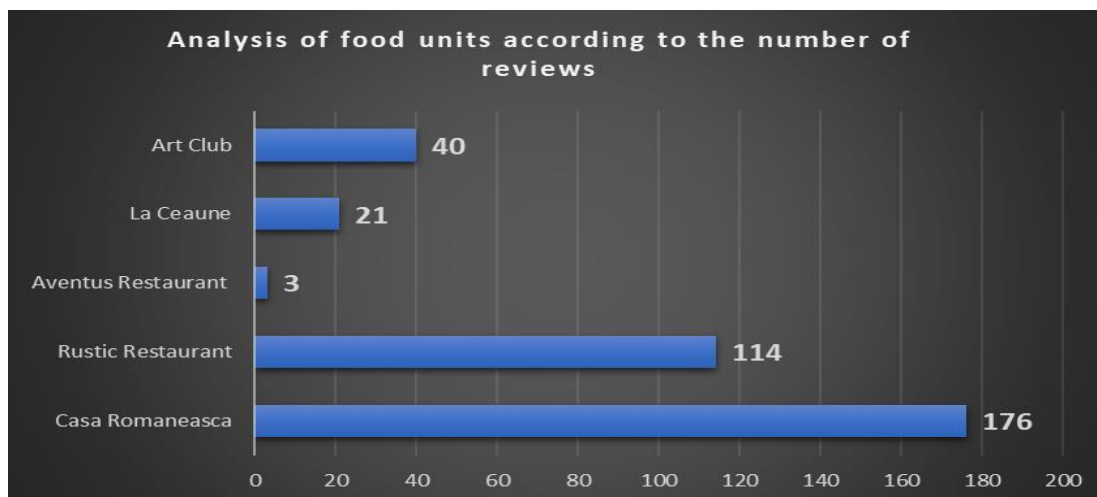


Figure 7. Analysis of food units according to the number of reviews

Table 1. Presentation of food establishments rating according to representativeness degree

	Casa Romaneasca	Rustic Restaurant	Aventus Restaurant	La Ceaune	Art Club
Food	●●●●○	●●●●○			●●●●○
Services	●●●●○	●●●●○			●●●●○
Value	●●●●○	●●●●○			●●●●○
Atmosphere	●●●●○	●●●●○			●●●●○
Rating	4.0	4.0	4.5	3.5	4.0

Source: processing after www.tripadvisor.com

Analyzing the information gathered, it can be seen that the Casa Romaneasca Restaurant gathered the most likes, 176, followed by the Rustic Restaurant with 114 likes. In terms of rating, Restaurant Aventus is the one that gets the highest rating 4.5.

3. Identifying the attractions of the complex by attractiveness

The main attractions from Baile Felix complex, appreciated by tourists through various comments, are:

- Apollo-Felix water park;
- FELIXARIUM;
- Aqua Park President;
- Lake with water lilies.

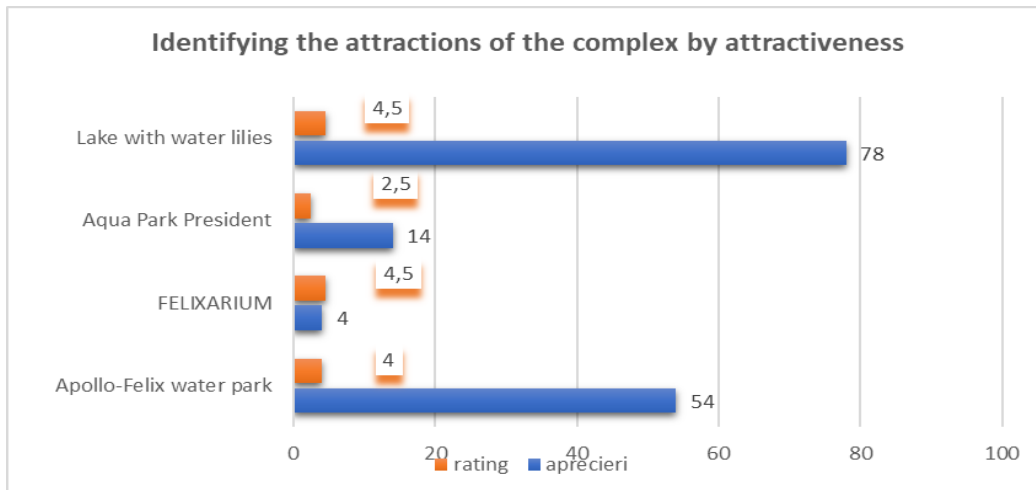


Figure 8. Identifying the attractions of the complex by attractiveness

According to the number of reviews, on the first place is situated Lake with water lilies, with a number of 78 likes, 51 being excellent, 19 very good, 7 average and 1 poor. Averaging the reviews, Lake with water lilies gets a rating of 4.5-excellent.

In second place is the Apollo-Felix Aquatic Park, with a total of 54 reviews, 19 excellent reviews, 23 very good reviews, 9 average reviews and 3 poor reviews. The combined ratings give this objective a very good 4.0 rating.

Aqua Park President collects 14 likes, with which it receives a rating of 2.5. FELIXARIUM has 4 likes, with which it gets a rating of 4.5.

4. Analysis of tourist demand

At the level of 2022, the tourist demand for the Baile Felix resort reveals the fact that from the total of those who arrived here, 75% are Romanian tourists and 25% foreign tourists. Among foreign tourists, Hungarian tourists stand out (58%), due to the proximity of the resort to the border, and tourists of German nationality (25%). Among other nationalities, Austrians, Italians, Slovenians, French are worth mentioning, but their percentages are much lower.

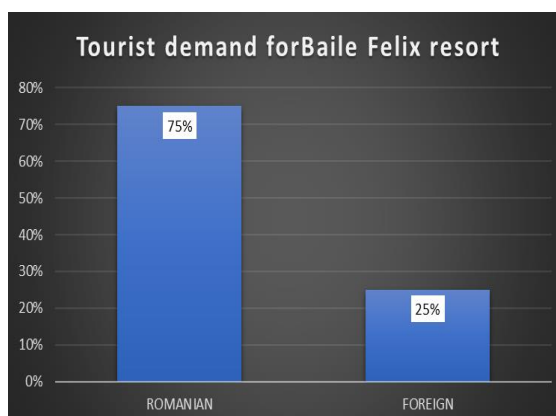


Figure 9. Tourist demand for Baile Felix resort

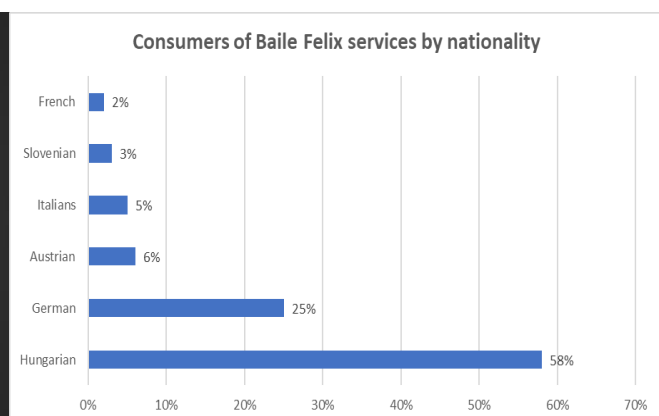


Figure 10. Consumers of Baile Felix services by nationality

From a quantitative point of view, meaning the number of tourists arriving at the complex, for the year 2022, 34,660 arrivals were recorded, of which 29,461 were Romanian tourists and 5,199 were foreign tourists.

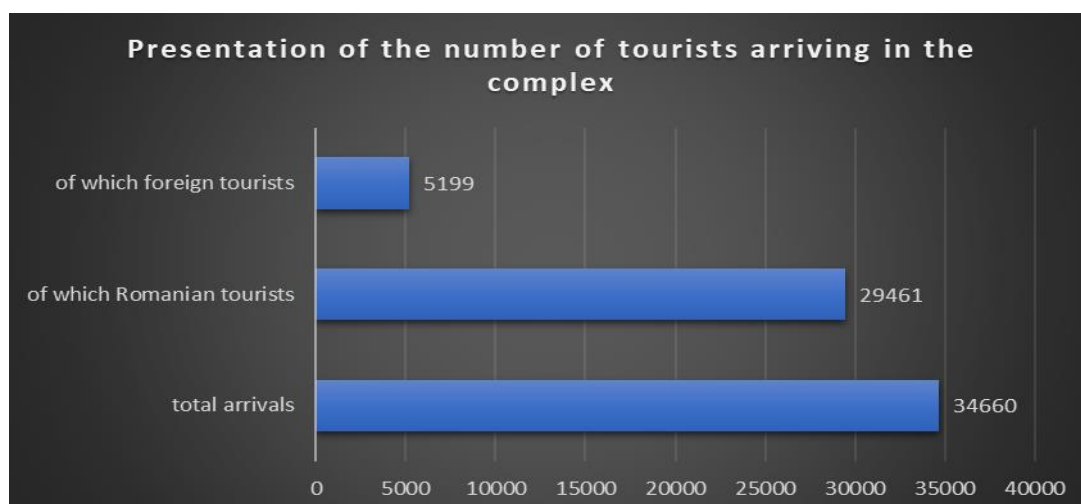


Figure 11. Presentation of the number of tourists arriving in the complex

If we do a more detailed introspection, regarding the types of tourists who arrived in the Baile Felix complex, during 2022, and consider the division by gender, it can be seen that the male sex predominates, with a weight of 71% from the total. Female tourists represented 29% from the total. By age group, the situation highlights the level of health of the population. Thus, the most representative share of tourists arriving here is held by the 40-50 age group, followed by the 50-60 and over 60 age group.

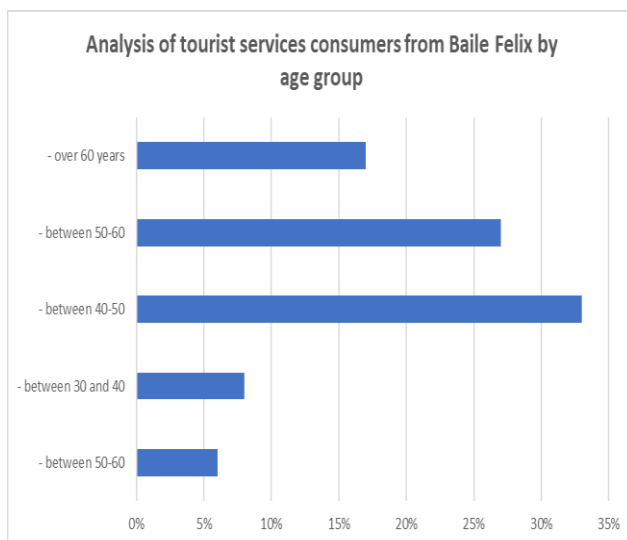


Figure 12. Analysis of tourist services consumers from Baile Felix by age group

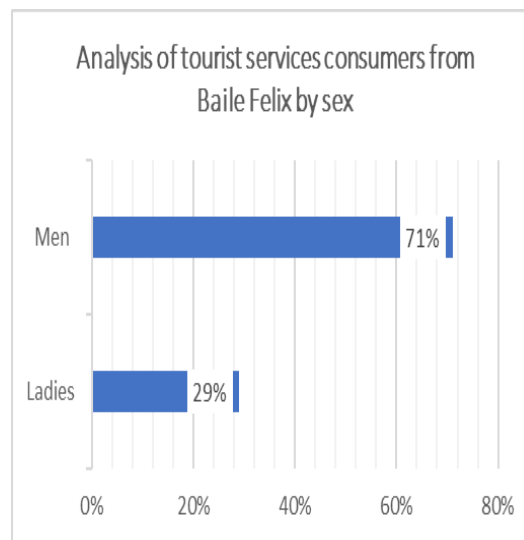


Figure 13. Analysis of tourist services consumers from Baile Felix by sex

Regarding the motivation, driving the tourist demand, 49.55% of the tourists arriving here are in transit to other destinations, therefore the time spend here is reduced. 34% of tourists arriving here practice health tourism, and came for therapeutic treatment, 16% arrived with various business motivations.

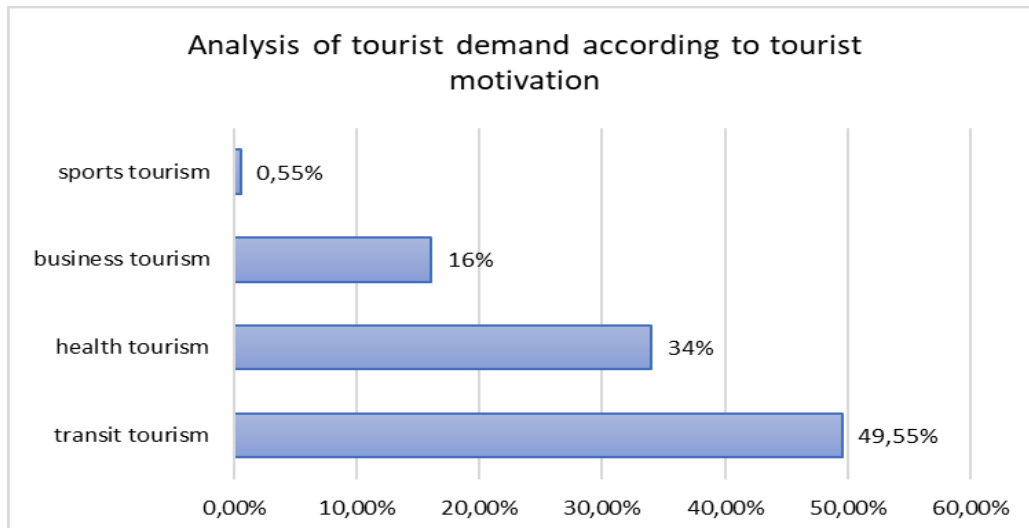


Figure 14. Analysis of tourist demand according to tourist motivation

Analyzing tourist demand from the Baile Felix complex according to travel habits, it was found that for the "group arrivals" category, 91% of tourists arriving in groups come unaccompanied. Only 9% of those who arrived with the group came accompanied, according to the information provided by the hoteliers. For the category that travels "individually", the situation is somewhat maintained, 86% of the tourists who arrived here in this form coming unaccompanied.

CONCLUSIONS

The complex is individualized by its physical size, totaling 5900 accommodation places, 5920 places related to the food service, and for the treatment facilities there are a number of 9 treatment bases.

At the level of 2022, the tourist demand for the Baile Felix resort reveals the fact that from the total of those who arrived here, 75% are Romanian tourists and 25% foreign tourists. The male gender predominates, with a share of 71% from the total. Female tourists represented 29% of the total. The most representative share of tourists arriving here is owned by the 40-50 age group, followed by the 50-60 group and over 60 years, underlining the complex's profile. 49.55% of the tourists arriving here are in transit to other destinations, 34% of the tourists arriving here practice health tourism, and came for therapeutic treatment, 16% arrived with various business motivations.

The improvement of collaborative relations with the entities that act as intermediaries, whether Romanian or foreign, have led to the use of up to 50% of the complex's capacity, and the fact that it is open all year round is a great facility, especially in the case of combining several forms of tourism. Hoteliers consider that another cause of success is also represented by holiday vouchers, in the case of Romanian tourists.

A more detailed analysis of the representativeness of the complex for tourists, carried out using the information provided by Tripadvisor highlights:

- Among the accommodation possibilities, the Lotus Therm Spa &Luxury Complex has gathered 149 likes, the President Hotel 119 likes, the International Hotel 116 likes, the Thermal Hotel 47 likes and the Aventus Hotel 7 likes.
- Regarding the food options, 5 establishments received appreciation from tourists: Casa Romaneasca 176, Restaurant Rustic 114, Restaurant Aventus 3, La Ceaune 21, Club Art 40.

- The main attractions from Baile Felix complex, appreciated by tourists through various comments, are: Apollo-Felix Aquatic Park, gathering appreciations, FELIXARIUM 4 appreciations, Aqua Park President 14 appreciations and the Water Lily Lake centralizing 78 appreciations.

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