

THE STUDY OF COMPLAINTS RECORDED IN A ACCOMMODATION UNIT

MAREAN MARINA*¹, MARIN DIANA¹

¹*Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Agricultural Management*

*Corresponding author's e-mail: marina.marina@yahoo.com

Abstract: *A unit of accommodation from Hunedoara offers 18 studios and a deluxe apartment with 3 matrimonial bedrooms. There is the possibility of serving breakfast in the room, at the guests request. The kitchen is equipped and includes microwave and kitchen tools, while the private bathroom has a shower, a hairdryer and bathrobes. All guests have access to a common lounge, the reception is open 24 hours a day. The problems are due to the non-observance of the detailed offer, the signaling of the inconsistencies by the clients, and the direct complaints are made within the unit as well as through the online.*

Keywords: *complaints, accommodation, clients, problems, online*

INTRODUCTION

Due to the fact that the tourism branch has expanded both nationally and internationally, the movement of tourists within their country or other countries they want to visit for personal or business purposes, attract and does not meet the expectations of everyone or the legal requirements.

Tourism should be tailored to market requirements, consumer wishes, but also practiced at the specific level, given the permanent economic, social and personal changes. This adaptation also raises problems in the event of not meeting all the tastes and regulations currently in place. Being an important branch of the national economy, tourism must be treated with increased attention and compared to the level of other countries. Tourists coming from abroad in our country can compare the existing conditions at the levels of accommodation and not only those, the Romanian tourists can also do [3,5,6].

Problems encountered during a touristic visit may turn into complaints, which is why tourists' dissatisfaction leads to negative publicity or the notification of authorities in the field [1,2,7].

Tourists who encounter such problems call for their instant resolution at their place of deployment, and then, dissatisfied with what they have found during their visit, they turn to online promotional forms where they can express their opinions and suggestions as a result of their experience [4,8].

Authorities receiving such complaints in Romania are: the Ministry of Regional Development and Tourism (MDRT) and the National Authority for Consumer Protection (ANPC).

MATERIAL AND METHOD

In order to accomplish this scientific work, we have conducted studies at an accommodation unit in Hunedoara County, following its work from the point of view of consumer protection, finding a series of complaints from the tourists who were accommodated in this unit.

RESULTS AND DISCUSSIONS

The complaints were recorded directly by the clients at the reception, the contact person: *Baba Lucian Marius*, finding the following:

SUMMER:

- mosquitoes, existing on the ground floor of mosquito swaths
- there are no checks on the sewage system

- deficient number of housekeepers
- GENERAL:
- noises, nearby rooms, thin walls, being a block of studios
- worn mattresses, scraping
- dust deposited on the parquet, easily observed in the sun
- poor organization, manager cannot be found
- dishes are not replaced, although they are worn, burned, scratched, dirty dishes always (there is a kitchen in each room)
- lack of elevator in 5 floors
- the panic button is in a reception closet (not available)
- Price too high for the hunedoara (140 lei per night)
- staff found very hard, new receptionists who do not know foreign languages

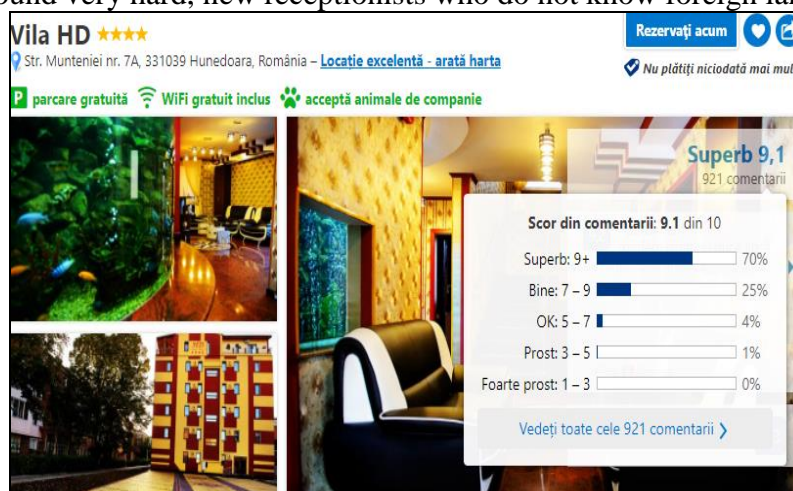


Figure 1. The score of the tourists' notes, analyzed on booking.com

Source: www.booking.com

WINTER:

- the plant is set at 23 degrees, if someone wants warmer, each grade is 30 lei per night
- lack of promotion, only few entries
- Issues frequently reported through booking.com
- lack of the elevator (Daniel Lobont - Romania, Celia - Great Britain, Alex - Romania, Ktysiek - Poland)
- mosquitoes (Oktav - London)
- the room was not ready in time for accommodation (Alan-Australia)
- the air conditioner did not work (George Simion - Romania)
- mosquitoes present in the room, lack of window net, "between blocks" location, lack of elevator (Anca - Romania)
- worn furniture (Moldoveanu-Romania)
- poor cleaning, dampness in the bathroom (Dragos - Romania)
- noise (Vlad Andrei - Romania)
- worn mattress, lack of insect screen from the balcony (Stelian - Romania)

It can be seen that in the year 2017 within the unit were registered 23 complaints, out of which 4 were regarding the lack of elevators, these complaints being submitted by both Romanian tourists and tourists from Poland and Great Britain.



Figure 2. The view of the tourists about the company analyzed on booking.com

Source: www.booking.com

Table 1.

Issues signaled over the last 5 years during the summer/winter season directly or online

Year	Period	Problem	Nr. complaints / country of origin of the customer
2017	March-August	Lack of elevator	4- Romania, UK, Poland
		Mosquitoes	3- Romania, London
		Sewage odor	2- Romania
		Lacking of personal	1- Romania
		Noise	1- Romania
		Worn mattresses	2- Romania, Serbia
	January, February, September, October	Worn and dirty pots	1- Romania
		Pay extra heat	2- Romania
		Noise	2- Romania
		Lack of elevator	3- Romania, Italy
2016	March-August	Worn mattresses	1- Romania
		Worn and dirty pots	1- Romania
		Lack of elevator	3- Romania
		Mosquitoes	4- Romania
		Sewage odor	1- Romania
		Lacking of personal	3- Romania
	January, February, September, October	Noise	2- Romania
		Worn mattresses	1- Germany
		Worn and dirty pots	2- Romania
		Pay extra heat	8- Romania, Germania
2015	March-August	Noise	2- Romania
		Lack of elevator	3- Romania, Italy
		Worn mattresses	2- Romania
		Worn and dirty pots	1- Romania
		Lack of elevator	4- Romania, Germany
		Mosquitoes	6- Romania, France
	January, February, September, October	Sewage odor	2- Romania
		Lacking of personal	3- Romania
		Noise	2- Romania, Germany
		Worn mattresses	3- Romania
2014	March-August	Worn and dirty pots	2- Romania
		Pay extra heat	6- Romania
		Noise	3- Romania
		Lack of elevator	3- Romania
		Worn mattresses	2- Romania, France
		Worn and dirty pots	1- Romania
	January, February, September, October	Lack of elevator	3- Romania
		Mosquitoes	5- Romania, Poland
		Sewage odor	3- Romania
		Lacking of personal	2- Romania
2013	March-August	Noise	1- Romania
		Worn mattresses	2- Romania
		Worn and dirty pots	2- Romania
		Pay extra heat	4- Romania, Italy
		Noise	2- Romania
		Lack of elevator	5- Romania, Germany
	March-August	Worn mattresses	3- Romania, Germany
		Worn and dirty pots	1- Romania
		Lack of elevator	4- Romania
		Mosquitoes	6- Romania, France
March-August	Sewage odor	2- Romania	
	Lacking of personal	3- Romania, Germany	
	Noise	1- Romania	
	Worn mattresses	3- Romania	
	Worn and dirty pots	2- Romania	
	Lack of elevator	4- Romania	

January, February, September, October	Pay extra heat	5- Romania
	Noise	2- Romania, Germany
	Lack of elevator	3-Romania
	Worn mattresses	1- Romania
	Worn and dirty pots	1-Romania

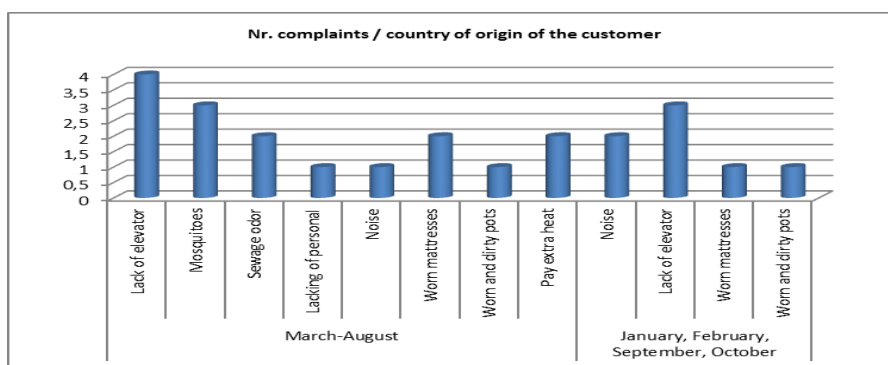


Figure 3. The situation of complaints registered in the year 2017

CONCLUSIONS

Following the analysis of the last five years with regard to registration complaints at the unit of accommodation shown above, it can be noticed that in the years 2013-2014 the number of complaints was somewhat constant, just over 30 complaints, dominating the problem of lack of elevator and the existence of mosquitoes.

The following year, most of the complaints were registered, 37, predominantly the need to pay each extra degree of heat and the existence of mosquitoes, but these problems diminished in 2016 when there were over 30 complaints which mainly referred to the heat problem.

Concluding the analysis over the last five years, we can say that this unit of accommodation from Hunedoara is trying to solve these problems, resulting in reducing the number of complaints from year to year.

REFERENCES

- [1]. ANDREI T., 2009, Protecția consumatorului, Editura Cetatea de Scaun
- [2]. DUSSART CH., 1993, Comportement du consommateur et strategie de marketing, MC, Graw Hill,
- [3]. DIANA MARIN, 2015, Research Regarding the Purchase Decision Process of Consumer of Food Products, *Lucrări Științifice, Zootehnie și Biotehnologii*, ISSN print 1841-9364, ISSN online 2344- 4576, ISSN-L 1841-9364, vol. 48 (1), pg. 328-332
- [4]. PATRICHE D., 1994, Protecția consumatorilor în economia de piață — București, Editura Academia Universitară Athaeneum, București, 1994
- [5]. PETROMAN CORNELIA, PETROMAN I., MARIN DIANA, GABRIS DELIA RAMONA, CIOLAC RAMONA, VĂDUVA LOREDANA, 2013, Consumption of Food in Quantitative Terms on Average of Origin, *Lucrări Științifice Zootehnie și Biotehnologii*, ISSN 1221-5287, vol.46 (1)
- [6]. PETROMAN CORNELIA, PETROMAN I., MARIN DIANA, CIOLAC RAMONA, VĂDUVA LOREDANA, 2013, Frequency of consumption of meat and meat products in Timis county, *Lucrări Științifice Zootehnie și Biotehnologii*, ISSN 1221-5287, vol.46 (1)
- [7]. PETROMAN CORNELIA, BRAD I., MARIN S., PETROMAN I., IOSIM IASMINA, FIRU A., MARIN DIANA, 2017, Types of consumers of agroturism, *Lucrări științifice Management Agricol*, ISSN 1453-1410, Seria I, Vol.XIX (1), pg. 177-180
- [8]. STANCIU C., 2008, Protecția consumatorilor, o nouă abordare, Editura Oscar Print