

MANAGEMENT STRATEGIES FOR TOURIST ATTRACTING

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Abstract: In this study we have set ourselves to ensure the satisfaction or dissatisfaction of the clients and the managerial strategies of attracting tourists make sure to visit the pensions in the Caras Severin county: rent a bicycle, boat, organize trips in the care of tourists can ride horses, various sports, or for young people is attracted for example volleyball, football, gymnastics, hiking organize and entrepreneurs also more outdoor activities to attract tourists.

Key words: managerial strategies, tourists, entrepreneurs

INTRODUCTION

Tourist pensions are very profitable businesses especially when these are driven by intelligent and creative entrepreneurs, original, consumer-oriented persons. The most important thing is to meet customer needs. [15]

All tourism organizations should conduct an analysis of the quality of its activities, because this analysis is the starting point in improving strategic leadership.[12]

Tourism products offer additional services, for example travel assistance services, information services as well as brokerage services, all of which are necessary for the comfort and the tranquility of tourists.

There are many materials in literature that addresses such theme. [1,2,4,5,8,13]

From literature [14] we can observe that tourism development, and the workload has increased the number of employees in the tourism industry.

MATERIALS AND METHODS

In this study we analyzed consumer satisfaction of travel and leisure services that make available accommodation managers to attract more tourists. The research method used was survey. This was applied to 40 respondents and the data processing was performed by the application Microsoft Word document and Microsoft Excel.

RESEARCH RESULTS

In terms of analyzing and interpreting the results we can see that the first question refers to the way of receiving tourists in the boarding area (Caraș Severin).

By analyzing tourist responses we can note that 35% responded that they had a warm welcoming, 30% answered with "good". 24% of subjects considered that they had a "satisfactory "welcoming, and 11% chose the answer "not satisfactory".

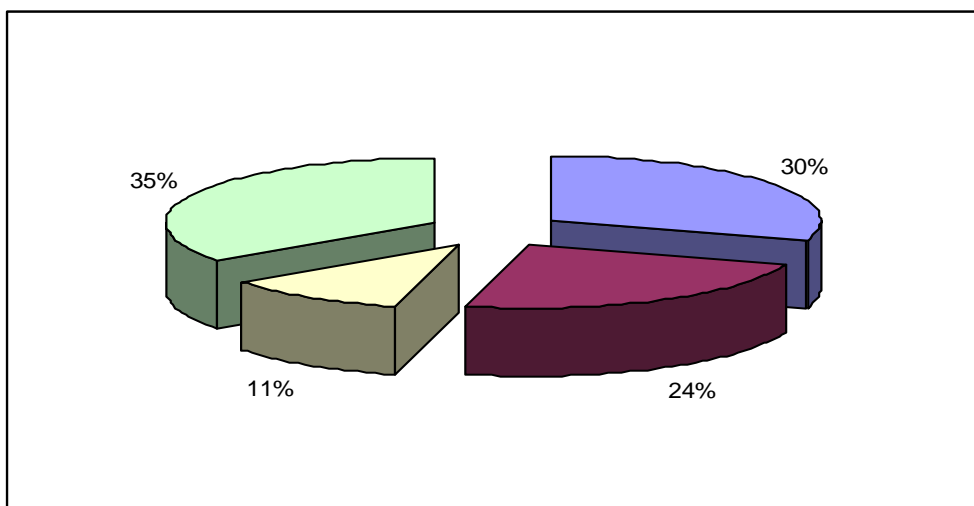


Figure 1. Frequency of responses by the receiving mode of tourists

The second question in the questionnaire was: "How many times have you visited this area?"

From the answers given by respondents we noted that 42% of them visited only once this area, 26% of the tourists were twice in this area and 32% of them have been several times here.

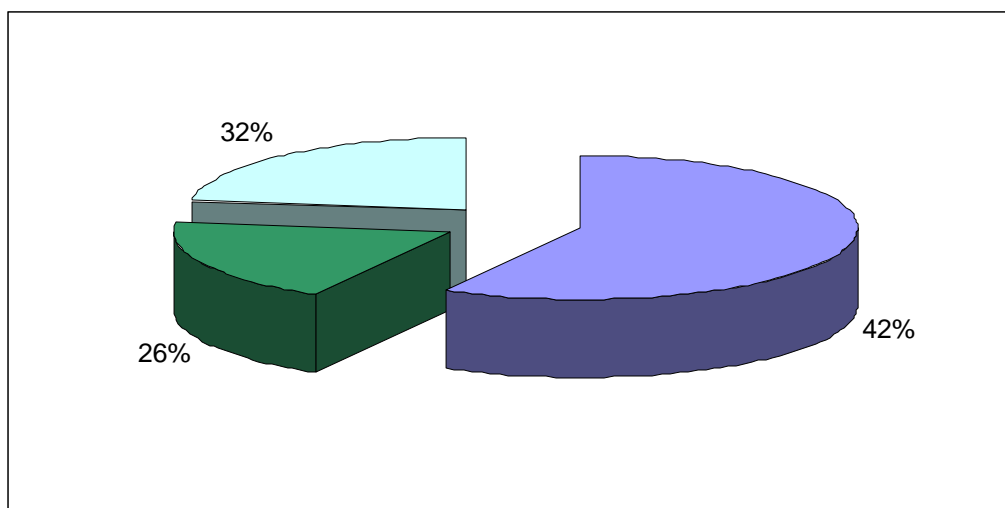


Figure 2. Frequency of responses according to the number of visits

Question 3 was: "What were the sources of information used to select the desired pension?"

From the analysis of responses we observed that 32% of them contacted several travel agencies, 46% of respondents used the internet and 22% of respondents have heard these information from friends or acquaintances.

Internet is the main source of information for tourists and still there they can find reviews about the pensions they want to visit.

In the specialty literature [3,6,7,9,10,11], there are several studies which make reference to the election of tourist services.

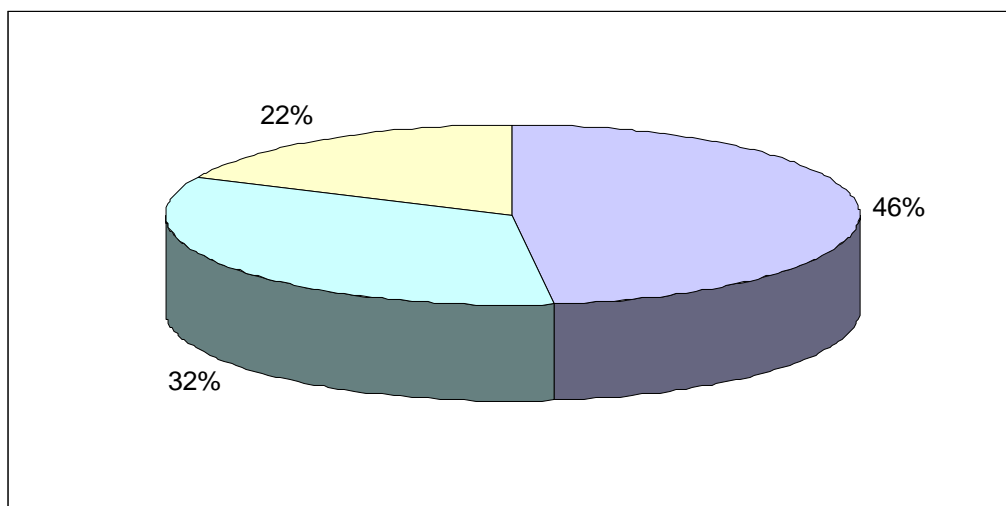


Figure 3. Distribution of answers by the type of information sources

The next question in the questionnaire was: "How good were the accommodation services in the studied area?"

Concluding the answers it can be observed that 27% of respondents said that the service accommodation was very good, 38% out of the 100 % thought that the accommodation services were good, 19% chose the answer "satisfactory" and 16% were dissatisfied with the services offered by the pension owners, considering that managers need to invest more in their pensions to provide better conditions for accommodation of tourists.

Managers need to focus more on the quality of the services they want to offer, because nowadays tourists travel a lot and they are very pretentious.

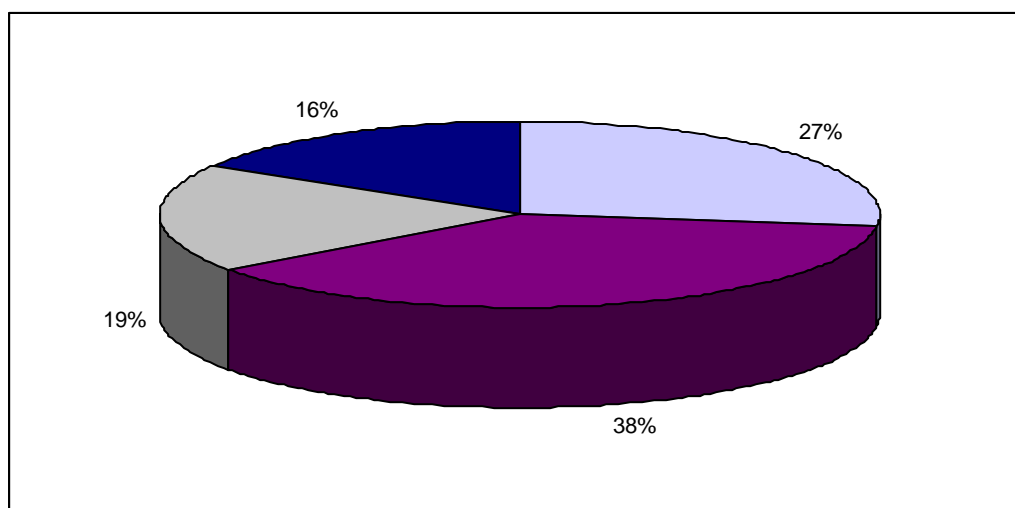


Figure 4. Frequency of responses according to the quality of accommodation services

The next question asked was: "Are you satisfied with the leisure services provided by pension owners?"

Analyzing the responses we observed that 51% of respondents are satisfied with everything that was offered to them by owners in order to make them feel more relaxed and to make them feel good, but there are also tourists (49%) who are not satisfied, considering that managers can provide more services to meet their needs.

The study area (Caras Severin county) comprise several pensions that provide accommodation and extra services: agreement (rent bicycles, boats, horseback riding, table tennis, volleyball, badminton, swimming pools for practice as well as hiking and walking outdoors.)

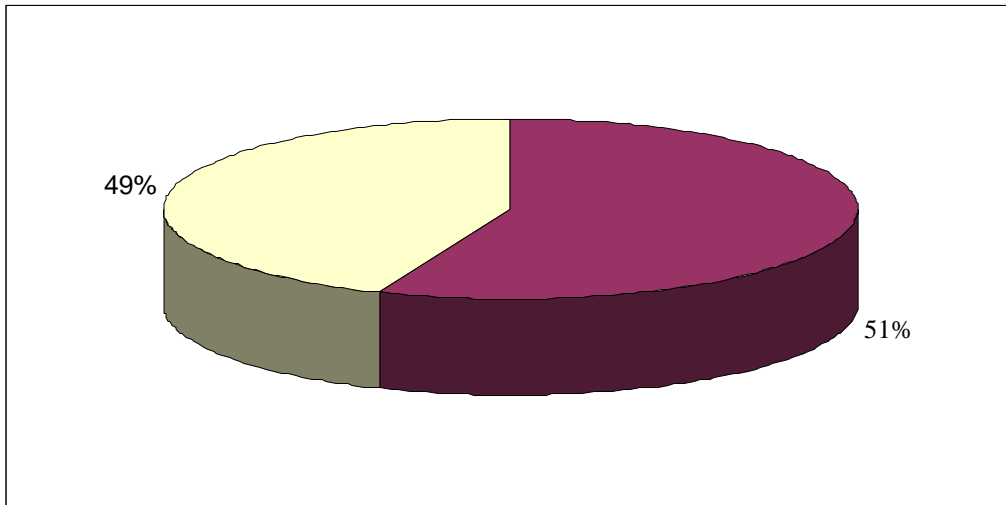


Figure 5. Distribution of answers according to service satisfaction

For the question "You will return to this area in the future?" 57% of the tourists responded positively. They want to return to this area. 25% said that they would like to visit other areas and 18% of them selected the answer "I don't know".

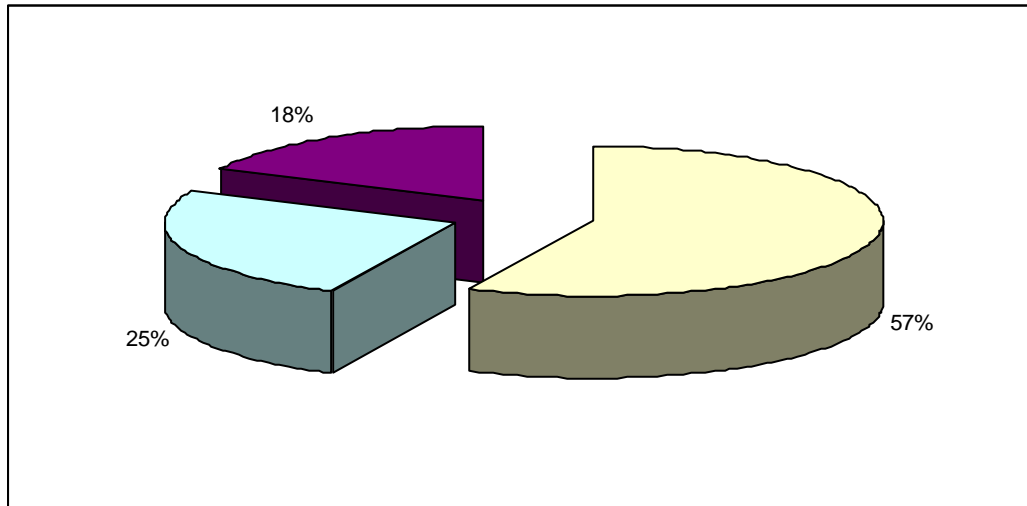


Figure 6. Distribution of responses by the intention of returning to this area

The questioned tourists also answered the following question "Will you recommend the pensions in the area visited to your friends?"

From figure 7 it is observed that 85% of the respondents answered "yes", while the 15% chose a "no" answer, considering that managers have to invest more to attract tourists.

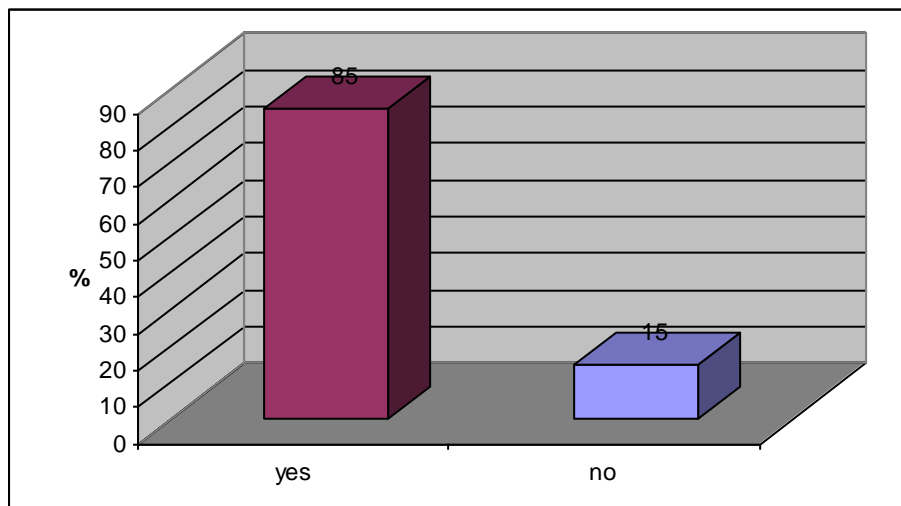


Figure 7. Frequency of responses regarding the recommendation of friends area

CONCLUSIONS

Romanian tourists of any age appreciate entrepreneurial potential and the services offered in the study area.

Managers need to offer for guests, besides accommodation services and food, other activities to make them want to return in this area.

Internet is the main source of information for tourists and still there (they) can find reviews about the pensions they want to visit.

Managers need to focus more on the quality of the services they want to offer, because tourists travel so much lately and they are very demanding.

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