

## ANALYSIS OF THE EFFICIENCY OF TOURISM IN ORDER TO OPTIMIZE ACCOMMODATION SERVICES

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***Abstract:** Tourist services are very diverse and together form a complex. The content of the hotel industry has evolved in parallel with the development of accommodation capacities and their involvement in the tourist activity, enriching itself with new functions and forms of services. The hotel industry, although it does not exclusively concern the provision of accommodation and accommodation services for tourists, is very receptive to their needs and evolves in interdependence with tourism. The hotel industry and respectively the quality of the accommodation service influence not only the development of tourism in general, but also the efficiency of this activity.*

**Key words:** *tourist services, hotel industry, tourist activity, efficiency*

### INTRODUCTION

Hotel accommodation services represent, along with those of transport, food and leisure, basic services requested by the tourist during his trip and stay and at the same time an important factor in stimulating the tourist demand. The content of these services is determined by the fact that the accommodation objective fulfills for tourists the role of temporary residence and must therefore have a complex functionality. The organization of accommodation services will also take into account the fact that almost half of the actual holiday time is spent by tourists inside the hotel unit [2,5,6,9,15].

The development and quality of the accommodation service are dependent, first of all, on the existence of an adequate technical-material accommodation base (hotels, motels, etc.), with adequate endowments, which will offer tourists optimal conditions and meet, as the case may be, other functions. Secondly, the accommodation service is influenced by the staffing of the accommodation capacities, the level of qualification of the workers and the organization of the work in the hotel units [1,4,5].

In this context, the insufficiency of accommodation spaces, their inadequate equipment, the mismatch between the comfort level offered and the demands of tourists, as well as the small number of workers or their poor training, negatively influence the quality of the tourist service and through it, the size of tourism of heritage [1,3,7,8,11,17].

The content of the hotel industry has evolved in parallel with the development of accommodation capacities and their involvement in the tourist activity, enriching itself with new functions and forms of services. The hotel industry, although it does not exclusively concern the provision of accommodation and accommodation services for tourists, is very receptive to their needs and is evolving in interdependence with tourism [5,10,12,13].

### MATERIALS AND METHODS

Our investigation includes two successive researches: a qualitative research is typical exploratory which has as primary purpose the highlighting of the qualitative aspects of the moment investigated and a descriptive quantitative research conducted in the form of a selective survey.

## RESEARCH RESULTS

The mission needs to be clarified because the environment, which is constantly changing, in many cases, requires some reformulation of it [14,16].

The mission of the hotel is oriented towards:

- the segment to which it is addressed;
- the geographical area for the sale of services, the hotel being centrally located;
- the technology adopted, which is efficient;
- concern for profitability;
- values, aspirations and ideas promoted;
- continuous concern for image, a decisive activity in society;
- concern for employees, essential activity, the employees being the ones who sell the hotel services and they are motivated and adequately remunerated for the activities performed.

The mission of the hotel helps to shape the strategic goals and how to achieve them, determining the decisive impact in imposing strategies.

The SWOT analysis of an accommodation unit is presented in figure 1.



**Figure 1. SWOT analysis of the accommodation unit**

*Source: own creation*

In order to calculate the efficiency of the hotel accommodation activity under study, the goodwill of the hotel management team was used in order to obtain information for 2019, information related to: number of tourists arriving, number of overnight stays, average length of stay, accommodation capacity ( number of places available per day), number of operating days of the hotel, average rate per room, average rate per accommodation place calculating the degree of occupancy.

Thus, in 2019 for hotel services we have:

- the number of tourists (number of people accommodated) was  $N_t = 15,089$  tourists;
- the number of overnight stays was  $N_{zt} = 75,445$  tourist days - see figure 2;

- the average duration of the stay was  $S_j = 5$  days;
- accommodation capacity  $C_n = 500$  places;
- number of operating days  $n_z = 365$  days/year;
- average rate per TMC room = 250 lei
- the average TML accommodation rate = 125 lei

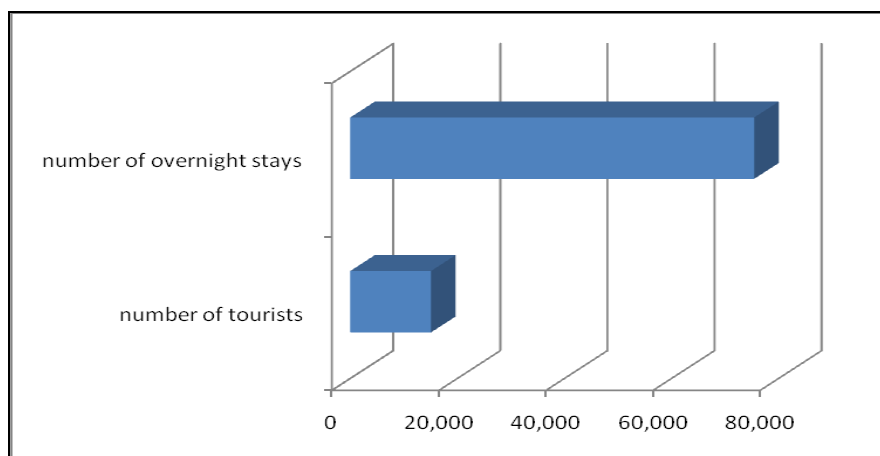
Occupancy rate was calculated using the formula:

$$Goc = (N_{tx}S_j)/(C_n \times N_z) \times 100$$

$$Goc = [(15,089 \text{ tourists} \times 5 \text{ days}) / (500 \text{ seats/day} \times 365 \text{ days/year})] \times 100$$

$$Goc = [75,445 / 182,500] \times 100 = 41.33\%$$

$$Goc = 41.33\%$$



**Figure 2. Number of overnight and number of tourists in 2019**

*Source: own creation*

The efficiency of the accommodation activity. General indicators used in the administration of the tourist accommodation business:

1. The volume of total revenues, in accordance with the balance sheet for 2019 was:

$$V_{it} = 114,425,852 \text{ lei}$$

2. Average revenue per tourist Average revenue per tourist - the indicator that controls the effectiveness of the activity. The higher the number of tourists, the higher the total revenues.

$$I_{mt} = V_{it}/N_t = 114,425,852 \text{ lei} / 15,089 \text{ tourists} = 7,584 \text{ lei/tourist}$$

3. Average daily revenue-tourist

$$I_{zt} = V_{it}/N_{zt} = 114,425,852 \text{ lei} / 75,445 \text{ tourist days} = 1516.68 \text{ lei/tourist days}$$

4. The volume of total expenditures, in accordance with the balance of 2019 was:

$$V_{Cht} = 80,035,594 \text{ lei}$$

5. Average expenditure per tourist

$$C_{hmt} = V_{Cht}/N_t \text{ lei} = 80,035,594 \text{ lei} / 15,089 \text{ tourists}$$

$$C_{hmt} = 5,304.23 \text{ lei}$$

6. Average daily tourist expenditure

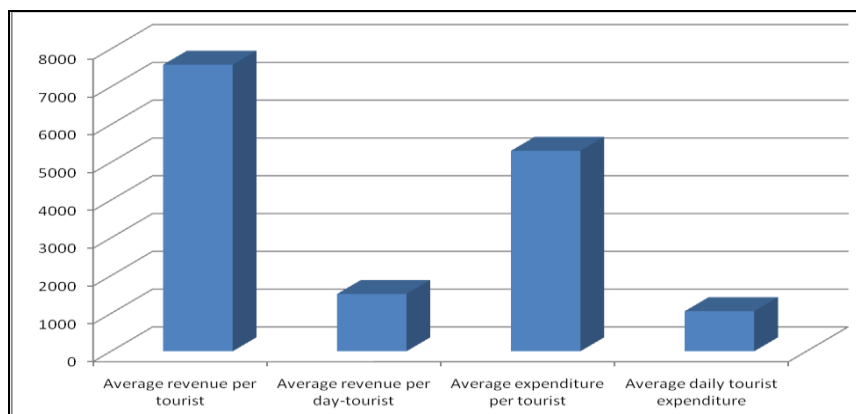
$$C_{hmzt} = V_{Cht}/N_{zt} \text{ lei} = 80,035,594 \text{ lei} / 75,445 \text{ days-tourist}$$

$$C_{hmzt} = 1,060.85 \text{ lei}$$

7. Come net, in accordance with the balance for 2019:

$$V_n = 34,390,258 \text{ lei}$$

Figure 3 shows some general indicators of accommodation.



**Figure 3. Graphic representation of the main indicators used in the accommodation service**

Source: own creation

Calculation of indicators of the efficiency of the accommodation activity

8. Labor productivity  $W$  - value and physical – see figure 4

$$W_v = V_{it}/N_p \text{ lei/employee} = 114,425,852/155 = 738,231.30 \text{ lei/employee}$$

$$W_v = C_a/N_p = 28,866,065/155 = 186,232.67 \text{ lei/employee}$$

$$W_f = N_{z\text{tan}}/N_p = 75,445/155 = 486.74 \text{ days-tourist /employee}$$

9. Average collection per benefit unit ( $I$ ) - see figure 5

$$I = I_t/NL_c = 114,425,852/500 = 228,851.70 \text{ lei/place}$$

$$I_{\text{mup}} = I_t/L_{c_z} = 114,425,852/75,445 = 1,516.68 \text{ lei /place-days}$$

10. Expenses per 1000 lei receipts ( $C$ ) – see figure 4

$$C = (Ch/L) \times 1000\% = (80,035,594/228,852) \times 1000 = 349.75 \text{ per thousand}$$

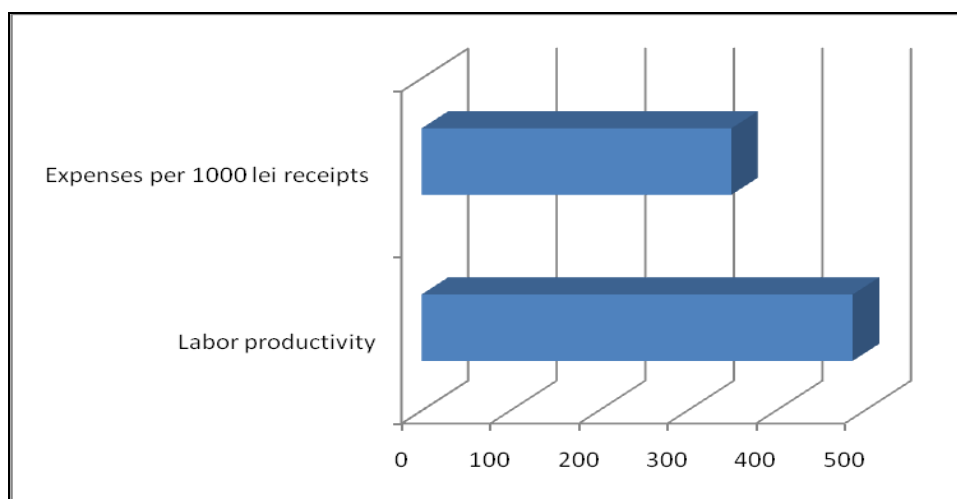
11. Average costs per unit of service ( $c$ ) - see figure 5

$$c = Ch/NL_c \text{ lei/places}$$

$$c = Ch/NL_c = 80,035,594/500 = 160,071.19 \text{ lei/places}$$

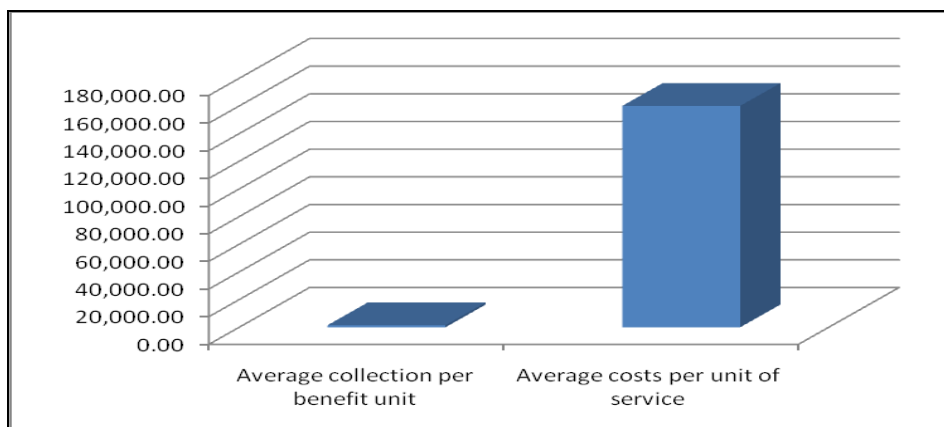
12. Rate of return or profit ( $r\%$ ) per unit of benefit

$$r\% = (P_b/L) \times 100 = (34,390,258/228,852) \times 100 = 150\%$$



**Figure 4. Labor productivity and expenses per 1000 lei receipts**

Source: own creation



**Figure 5. Average collection and average costs per unit**

*Source: own creation*

It is plausible that some business people may own second homes if they do not live in the locality and that tourists who come on holiday, most often do not stay in 4-star hotels, due to the economic situation and the rather low income levels.

The knowledge of the hotel guests is based on a systematic, daily collection of information on:

- nationality of consumers (country of origin);
- modes of transport used;
- types of customers (individual or group, regular consumer, with or without reservation, V.I.P.)
- by whom the reservation was made (a travel agency, the consumer himself);
- sources of information on the existence of the hotel.

The collection of the necessary information is done in writing, by each consumer/customer. It responds to the arrival and departure receipt. They are also asked to answer a questionnaire on customer satisfaction (for a determination of the opinion on the quality of all services provided by the company). All this made available to the consumer of tourist services.

## CONCLUSIONS

Its brand and notoriety as well as the quality of the services offered, at high standards, have determined a recognition of the international hotel by a very large number of foreign consumers (businessmen, sportsmen, personalities of political life), a fact proven by the continuous increase of occupancy rate, annual average.

The existing equipment as well as the discounts offered, rise to the required international standards, offering multiple possibilities of organization in order to host the various activities (conferences, meetings) within the hotel.

Also in order to meet the consumers, the marketing department creates different loyalty programs, granting various facilities, aiming, in this way, to keep the existing consumers and attract new ones, coming from all over the world.

Successfully managing to meet the same standards of competition, the hotel has experienced a steady activity in all years of operation, evidenced by a high level of turnover for accommodation services and other services, as well as rates profit increases, which have seen notable increases from year to year.

Among the reasons for the stay and travel of the guests can be listed: business, vacation (stay and transit), sports trips. The most numerous consumers are those whose

main motive is business and professional motives: meetings, fairs, various missions, congresses, seminars, colloquia, professional meetings, which include all stays in the interest of service.

Business people are proving to be very sensitive to the efficiency of the reservation systems and the comfort of the hotel's facilities.

The results of the good organization and the superior offer of very good quality services are also visible in the balance sheet situation.

The new internal policy of the hotel is the consequence of the changes brought in the human resources policy of the companies in the tertiary sector, from the last decade, as well as the emphasis on satisfying their own employees, because they, in turn, the prestige of the hotel among all consumers.

Optimal organization of hotel employees is the merit of the company's management team. The team is made up, for the most part, of young people, with great receptivity to all changes that occur in the external environment. Each employee has very well established tasks/responsibilities, emphasizing, in particular, quality in work, professional training, consumer orientation.

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