

THE STRATEGIC DIAGNOSIS OF THE INDUSTRY AND THE CONSUMPTION OF TOURIST SERVICES IN ROMANIA

Nicoleta Isac,
Waqar Badshah*

Abstract

Romania has rich and varied natural and anthropogenic resources that represent a chance in the development of tourism. Economically, tourism is a factor in the progress of the country's economy, with broad and positive implications for the development of the entire society, acting in the direction of introducing tourism resources into the economic circuit. Every enterprise in the tourist complex must constantly demonstrate its ability to compete and adapt, attract new customers and keep old ones, upgrading new services, implementing development strategies, and gaining a larger market share. The aim of this paper is to analyze the consumer satisfaction of tourism market in Romania and I considered that one of the most relevant methods of analyzing the Romanian tourism vision is the method of survey. Research is based on an analysis of social, psychological, economic, managerial and cultural aspects. The purpose of applying this questionnaire was to determine how it can contribute to achieving performance in the development of Romanian tourism by knowing the peculiarities of the motivation of tourists to choose the local tourism, starting from the idea that the permanent implementation of new development strategies is the secret of an efficient management.

Keywords: Tourism, Development, Strategic management, Consumer satisfaction.

Jel: M14, M30

Introduction

Tourism is one of the industries that must be involved in sustainable development, as a resource industry, dependent on the endowment of nature and the cultural heritage of each society. (Stănciulescu G., Emilian R., Ōigu G., Nistoreanu P., Diaconescu C., Grofu M., 2000)

The tourist market can be defined as the set of transactions (sales and purchases) the object of which is tourism products, viewed in connection with the relations it generates and the geographic space in which it takes place. (Daniela, Turcu, Janeta, Weisz, 2008).

The tourist market becomes the seller's market during the tourist season (when demand is high) and the buyer's market - in the off-season (when supply

* The authors are at the Istanbul Sabahattin Zaim University, Turkey. E-mail: nicoleta_isac2004@yahoo.com, waqar.badshah@gmail.com

exceeds demand) justifying differentiated product, price, distribution and promotion policies to optimize the activity of tourist units. (M. Bucur, 1994)

In this context, strategic management occupies an important place being the process by which managers establish the organization's long-term direction, set specific performance objectives, develop strategies for achieving these objectives (taking into account internal and external circumstances) and undertake the execution of the chosen action plan. (Dan Anghel ,Constantinescu, Ana Maria, Ungureanu, Adina, Ghenciu, Mirela ,Dimofte, Emilia, Breban, 2000).

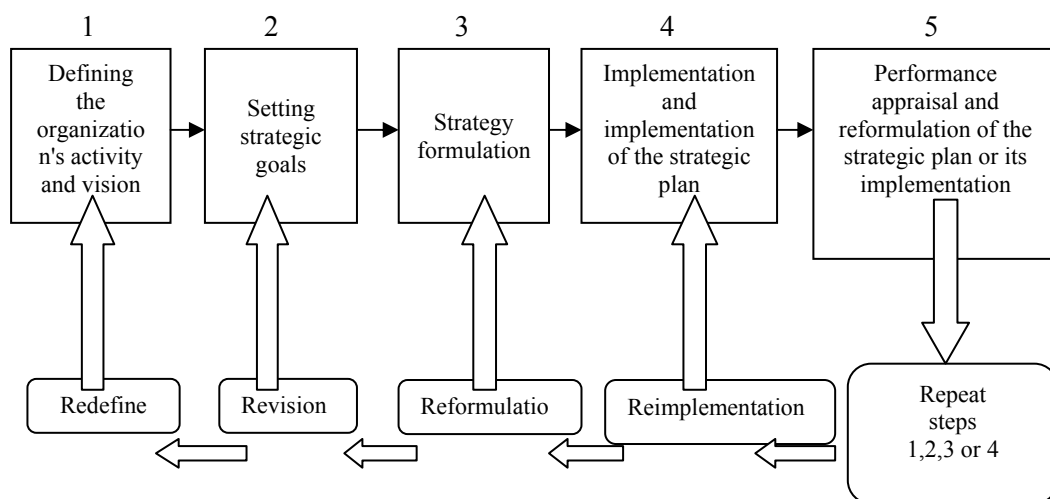


Figura 1. The model of strategic management proces

Sursa: Dan Anghel ,Constantinescu, Ana Maria, Ungureanu, Adina, Ghenciu, Mirela ,Dimofte, Emilia, Breban – *Strategic management, National Colection, București, 2000*

In terms of services, several approaches to defining them have been attempted. In an economic sense, the service is defined as follows:

- As an activity of the result of which is non-material and does not concentrate on a product with its own existence (M. Ionciă, 2002);
- The service within the national economy can be defined as the transaction of a non-material asset organized with the participation of the beneficiaries, a transaction which is addressed to a diverse but segmented audience with a personalized offer. (Diaconu Mihaela, Micu Cristina, 2010, pp.11).

The economic agents in tourism are divided into direct agents of tourist services and intermediary agents between economic agents direct providers of tourist services and tourists whose role is to promote and commercialize tourist arrangements. (Diaconu Mihaela, Micu Cristina, 2010, pp.26) Agents providing

tourist services has a great diversity of economic activities with character total or partial tourism. (Drăghici C., Mihai D., 2007). The development strategy is based on the market strategy that represents the key elements and defines the attitude of the organization towards its customers, but also to competitors, suppliers and distributors. (Ionică M., 2004)

In relation to customers, the criterion of structuring management strategies is the structure of the market according to which differentiated, undifferentiated or competitive strategy can be applied. The most commonly used is the differentiated one. If you are considering the position towards the client, you can apply the strategy of attraction, maintenance, recovery or indifference strategy. (Olteanu V., 2005)

There is a link between tourist demand and supply that leads to the formation of market relations between the production of services and their consumption, viewed from the point of view of consumers and tour operators. In order to observe the fluctuations of the number of tourists from one year to the next, the following two graphs were constructed, which show the number of tourists in Romania's areas registered by the tour operators and the sales companies.

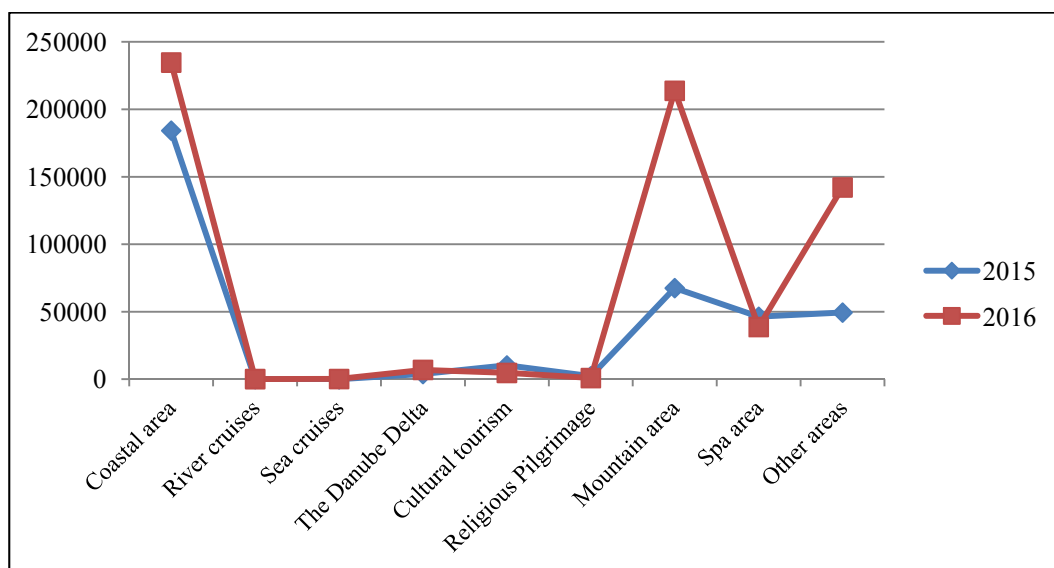


Fig. 2 Number of tourists participating in domestic tourist activities, by tourist areas of tour operators

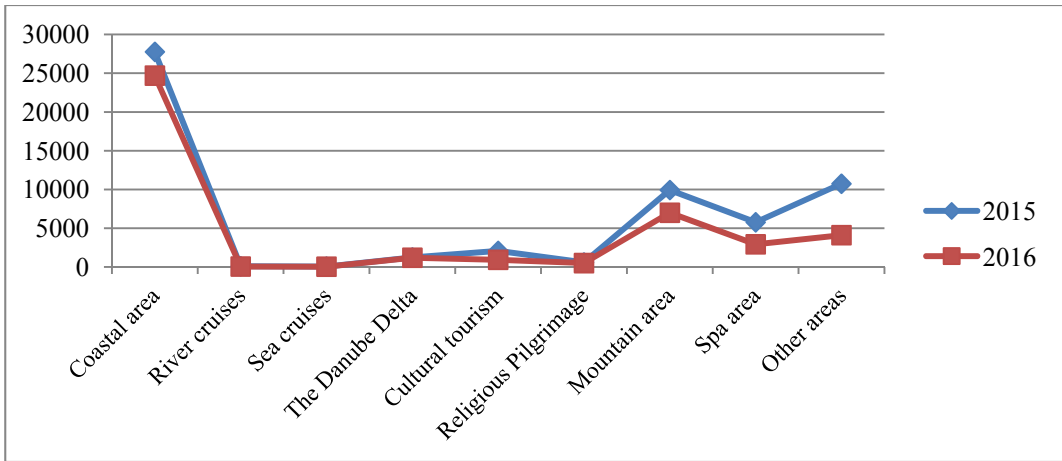


Fig. 3 Number of tourists participating in domestic tourism activities, by tourist areas of agencies for sale

Taking into consideration the very varied tourist potential and favorable climatic conditions, a large variety of types and forms of tourism are met in Romania. Annually, there are a large number of foreign tourists and Romanians who spend their holidays or business trips either in different localities of Romania, or in the seaside or mountainous area, etc. These forms of tourism are divided into areas of: seaside, mountain, balneary, rural and agrotourism.

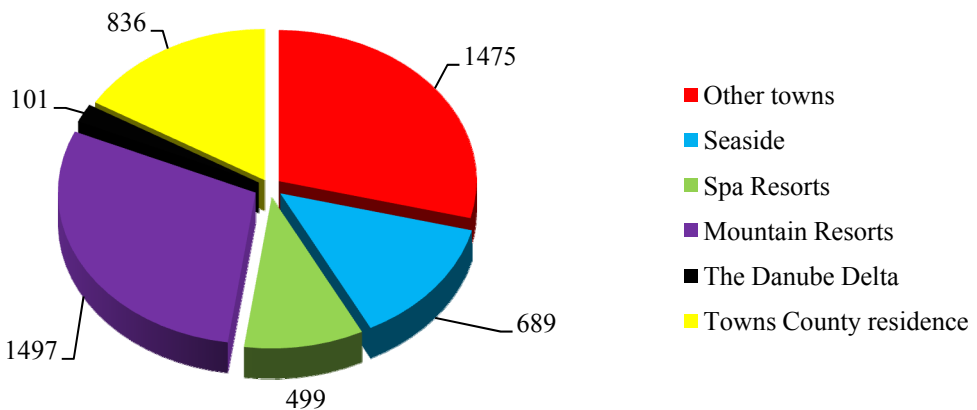


Fig. 4 Touristic reception structures with functions of tourist accommodation (number)

RESEARCH METODOLOGY

The research aimed at highlighting the mechanisms that increase the performance of the economy in the tourism field, as well as the generalization of the current trends.

Objectives:

1. Knowing the opinion of the tourists regarding the perceived reality within the tourist complex in Romania;
2. Identifying the motivating and demotivating factors existing in each form of tourism and generating customer satisfaction;
3. Awareness of social relationships, processes and phenomena that contribute to creating a motivating, competitive and stimulating environment;
4. Implement strategic development management and motivate clients to achieve the performance of organizations in the tourist complex.

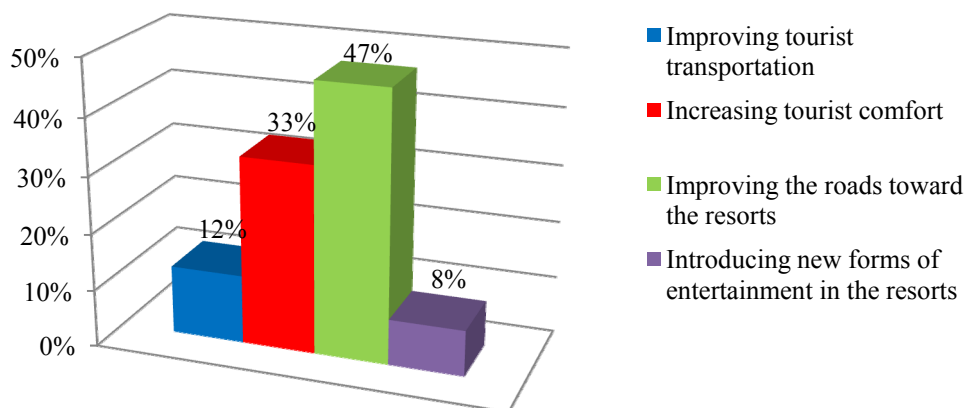
Working hypotheses:

1. The innovative system is the fundamental element that allows for the radical change and transformation of the economic indicators in the tourist complex. In order to cope with current competitiveness, today's tourist accommodation facilities need to invest in both new forms of staff development and in attracting new investment. This process is continuous, and is in a state of permanent change. An important role for achieving appreciable performance is the implementation of effective motivation techniques.
2. There is a direct link between the level of motivation of success with foreign investors and the future performance of a collaboration with them.

The analysis of the motivation of the tourists to choose the Romanian tourism involves the realization of a research at the country level in terms of the general appreciation of the results obtained through the questionnaires administered by the tourists. Thus, it can be highlighted whether Romanian tourists are or not satisfied with the services offered by the enterprises in the tourist complex. The method used for building the sample is random sampling (probabilistic). The questionnaire was applied to a sample of 200 people using the questionnaire survey technique online and is doing so. It has been used as a method of collecting information, quantitative, direct and processed by means of statistical-mathematical methods.

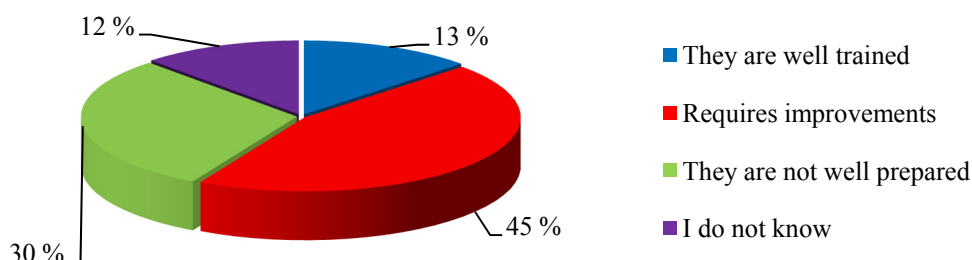
THE INTERPRETATION OF THE RESULTS

1. What changes would you make in Romania tourism?



This first question is intended to perceive the opinions of Romanian tourism and what improvements would be well received for tourists. Thus, 47% of those interviewed believe that improving the infrastructure that lead to resorts should be the first measure that should be taken for tourism development and 33% believe that increasing comfort is a important measure to develop the current tourism. The remaining 12% and 8% are of the opinion that one of the reasons for the decrease in the number of tourists would be caused by uncomfortable tourist transports and the lack of entertainment in the resorts.

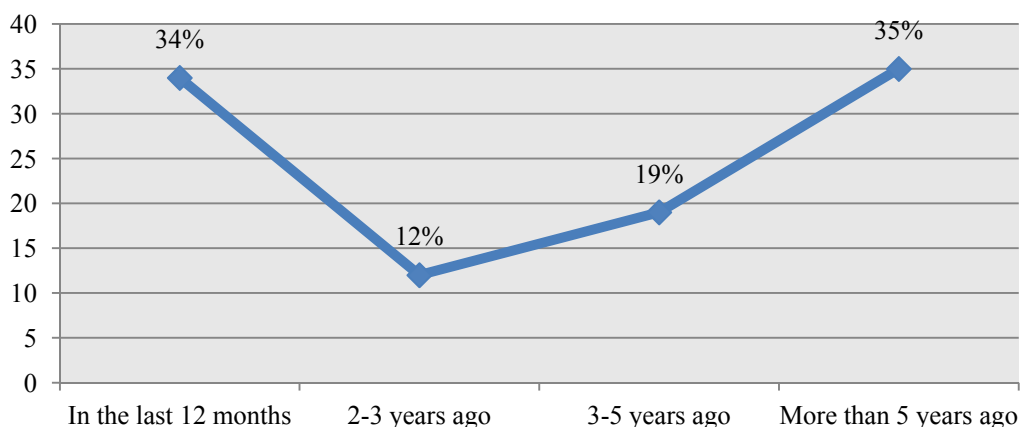
2. Specify the level of training of the Romanian tourism staff:



According to the chart, approximately half of respondents responded with "Necessary improvements", which means that they are not or have not been satisfied with the services provided by businesses in the tourist complex, which is

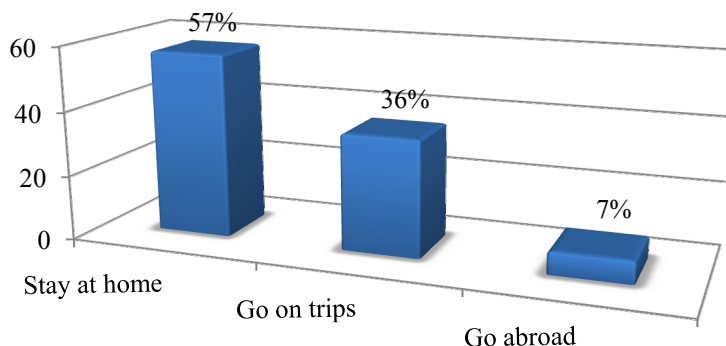
why they register 45%. Another 30% responded categorically to "NO" to this question, arguing that tourism staff were not well prepared and were not satisfied with the services they provided. A very small percentage of 13% responded that they were satisfied with the services they provided, and the remaining 12% did not know how to respond. From the results obtained it can be concluded that the tourists who have chosen the Romanian tourism are not satisfied with the services offered by the tourism enterprises and that they need a change in the degree of satisfaction of the clients' needs.

3. Indicate the time period when you spent the last holiday:



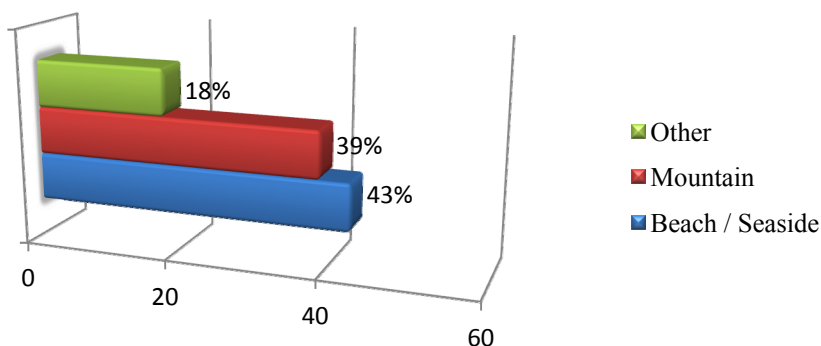
The graph shows the evolution of the data when the potential Romanian tourists spent the last holiday. As you can see, they are grouped into two groups: non-seasonal or occasional tourists and tourists. Those in the non-attendant group or occasional tourists are the ones who spent their last vacation 3-5 years ago (19%) or 5 years ago (35%) who gathered a total of 54% and the others of the tourists category and who have spent their last vacation in the last 12 months (34%) or 2-3 years ago (12%) have a 46% share. Because of the small budget of families in Romania, it can be noticed that not all of them can afford a holiday at the sea side or in the mountains area every year.

4. How do you prefer to spend your holiday / holiday?



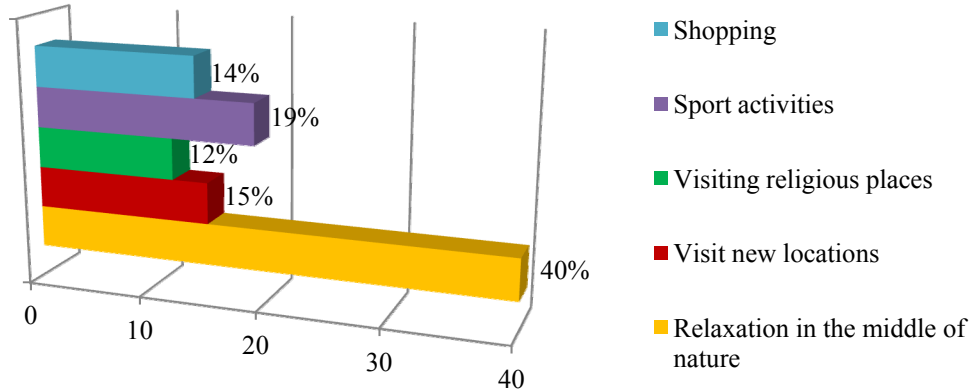
On the chart I have presented the tourists' holiday preferences. It can be seen that more than half, 57% prefer to stay home on their free days. This may be due to several reasons such as lack of money, too high prices, lack of transport and much more. According to interviewees, excursions are welcome both in Romanian families and among young people. It has been found that 36% prefer resting to clean, practicing various sports and visiting scenic spots. The remaining 7% responded that they preferred to go abroad.

5. Where you spend your holiday?



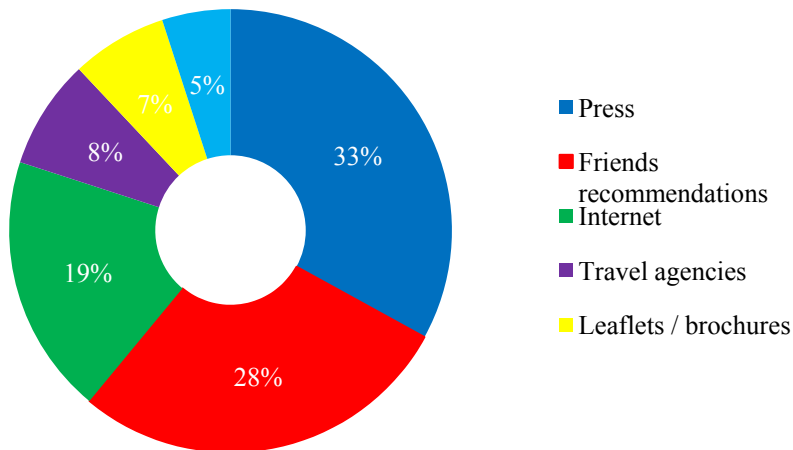
Most tourists already have their preferences when it comes to vacation. As Romania owns part of the Black Sea coast, many tourism businesses operate in its various resorts. 43% of respondents said they prefer to spend their holidays on the Romanian seaside. 39% prefer to spend their holiday in the mountains and the rest 18% have other preferences.

6. *During holiday / vacation what activities do you prefer to do?*



The answer with the highest percentage of 40% is "relaxation in the middle of nature", this being the preferred activity of the interviewed during the holidays. The 19% sports activity is the second activity to be classified in your favorite activities. The rest of the responses were shopping by 14%, visiting religious places by 12% and visiting new locations by 15%.

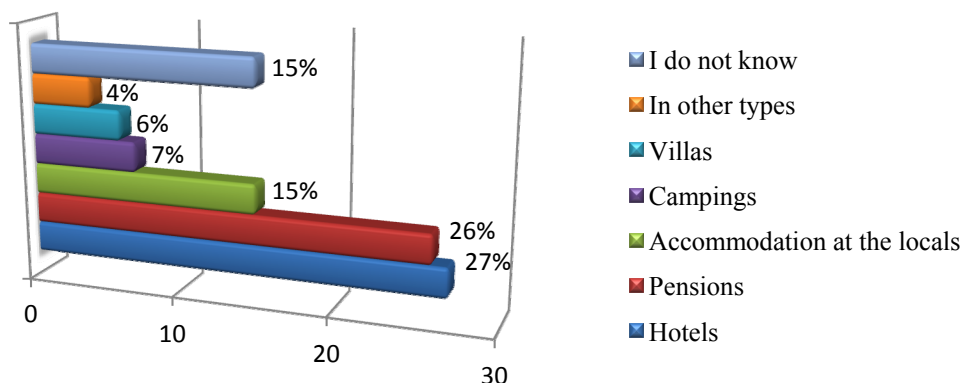
7. *Indicate the source of information on tourist resorts.*



Personal experience or friendship recommendation (28%) are the main sources of information for tourists about how to spend their holidays. According

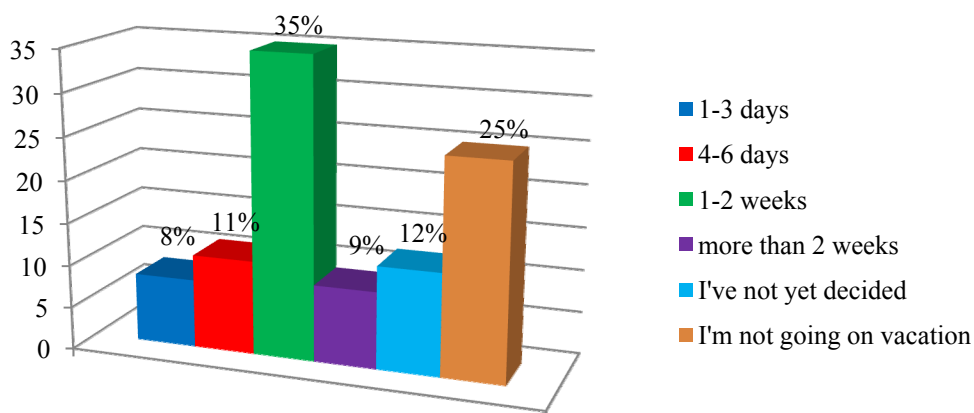
to the answers we can find that the most widespread source of information is the press (33%), after which the internet is classified with 19%. But it was found that the least profitable sources of information are tourism agencies (8%), flyers or brochures (7%) and other ways (5%).

8. *Traveling on holiday where do you prefer to stay?*



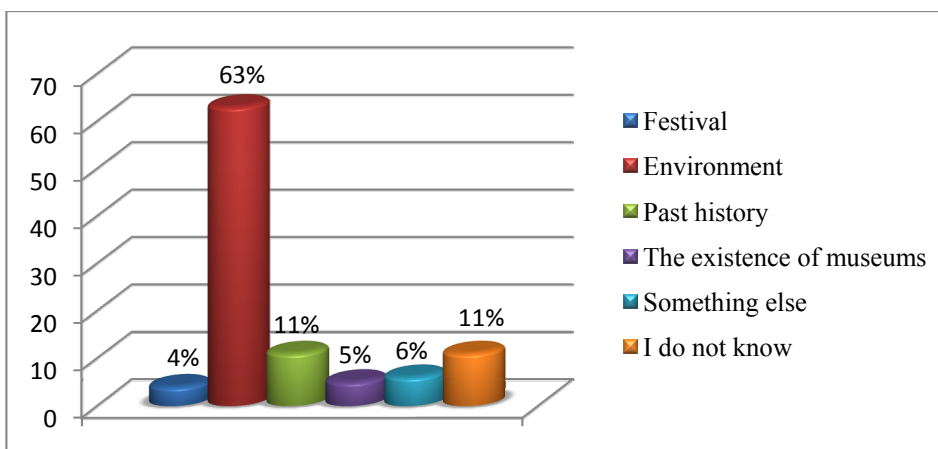
The hotels (27%) and the pensions (26%) are the preferred accommodation units of the Romanian tourists. 15% of the respondents do not know in advance where they prefer to be accommodated, this shows that they choose their accommodation depending on which budget they have allocated for a holiday and prefer to choose it directly at the chosen resort. 15% prefer to stay with locals for financial or other personal reasons. Very few tourists prefer to stay in camps (7%), villas (6%) or other types of accommodation (4%).

9. *What holiday period did you plan for the next year?*



To this question, 35% of the interviewees responded that they planned a 1-2 week holiday period, this is the approximate average of the holiday time for a Romanian. It is noticed that 25% do not go on vacation for various reasons, such as financial or time indispensability. 12% are not decided if they go on a holiday or not. 11% prefer a 4-6 day holiday. 9% prefer a vacation longer than 2 weeks and the rest 8% 1-3 days.

10. What types of tourist attractions influence your choice of holiday destination?



The choice of holiday destination is influenced by different factors or different tourist attractions. For 63% of the interviewed the environment is the decisive factor in choosing the tourist destination. 11% are undecided in the destination choice, and 11% motivate the destination's past history. 6% are influenced by other attractions. 5% prefer those tourist destinations where there are museums or other cultural attractions and for the rest 4% the decisive factor in choosing the destination is the festival.

The age of the respondents is between 18 and 56, the occupation varies (student, employee, retired), the income is between 800 and 3000 Ron, and the gender is 53% females and 47% male.

Conclusions

Romania is trying to develop its defining criteria for recognition at a global level, and the quality of its services offered. According to the Romanian Tourism Development Strategy published by the National Authority for Tourism, this attempt to develop certain criteria is served as the reason why Romania is no longer an attractive tourist destination because of competition, limited supply, infrastructure and inadequate services.

The existing tourist offerings on the Romanian market meet with harsh competition on Western European markets compared to competing destinations offering a much wider range of services and facilities for all categories of tourists.

After the quality-price ratio, Romania no longer represents an attractive tourist market and one of the problems of Romanian tourism have is the lack of a strategy promotion.

Tourism businesses need to adapt their investments to counter threats and capitalize on opportunities. Romania has an essential advantage over other countries, because, thanks to a rich and varied tourist potential, it can offer practically all the required forms of tourism. That is why we need to improve the following actions:

- Increasing the importance of the promotion strategy and of the promotional communication at the level of the tourist unit;
- Important investments in promotional activities of rural tourism;
- Diversifying the supply of tourist products due to the increasing demands of consumers and improving the tourist offer in terms of entertainment;
- The consolidation of the tourist product in those areas that are the best known for foreign and Romanian tourists and where already exists a certain structure;
- Developing and modernizing the tourism product so that Romania is distinguished from other countries of tourist destination;
- Raising the standard of services according to the category of tourist unit and the tariff used;
- The maximum development of the cultural component of the tourist product in the specific area;
- Developing those forms of tourism that address the low income population category;
- Increasing quality and increasing the capacity of tourism development;
- Promoting tourism products with impact on the foreign market;
- Tour operators to be good acquaintances of the tourist routes;
- Creating a strategy for improving the quality of services in hotels and restaurants;
- Collaborating with regional partners to sell multiple destination packages;

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