
**THE ANALYSIS OF THE MAIN INDICATORS OF TOURIST TRAFFIC WITHIN
THE STOKKER HOTEL IN ORADEA DURING 2019-2021 PERIOD**

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***Abstract:** The city of Oradea, within the tourist destinations in Romania, in 2020 was on the 6th place, with a total number of 113 122 tourists, in the top of the cities-designated as important tourist destinations. The Stokker Hotel is recognized among tourists but also amidst the locals due to its authentic restaurant and winery, respectively due to its strategic location in the middle of the city, surrounded by lot of green spaces. Through this study we made a punctual analysis of the tourist traffic within the Stokker hotel in Oradea in the 2019 - 2021 period, and the results highlight significant changes in tourist traffic indicators within the Stokker Hotel, caused by the SARS Cov 2 pandemic, a pandemic that had a negative influence all over the tourist sector. The conclusions of the study highlight the need to encourage tourism in both the unit and the area analysed.*

Key words: tourist sector, indicators, Stokker hotel, Sars Cov 2 pandemic

INTRODUCTION

The importance of tourism in economy and society, its perspectives on the world plan, how much especially in our country reached the highest peak in 2019 both for the number of tourists who traveled in our country, and for those who came to Oradea and to the analyzed public catering unit [3,7,12].

The development of tourism was also achieved through the participation to the tourist movement of some growing social categories associated with the variety of demand motives, which led to emergence of new forms of tourism. In this economic sector, the requirements of tourists and the conditions of hygiene of travel are especially important especially in these times [2,6,9].

Oradea, the county capital of Bihor, is one of the important economic, social and cultural centers in NW Romania that tends to keep these characteristics throughout history. It has always been one of the most prosperous cities in Romania and one of the most significant economic centers, mostly due to the proximity to the Hungarian border, thus becoming a gateway to the West. The city has a network of institutions and services of general public interest: transport, design, construction, installations, tourism, hotel activity, import-export.

In the last 8 years through local policies Oradea has developed as a connected city, competitive, intelligent, with public services and quality tourism. [11,13,14]. Through to the prism of these premises, the objectives for the tourism development strategy in the area are:

- Increasing economic competitiveness;
- Improving the quality of life;
- Protecting and highlighting the city's patrimony through by tourist promotion;
- Increasing the quality of public services;
- Tourism of events development;
- Inclusion of the city in national and international tourist circuits;
- Improvement the infrastructure of access towards to the touristic objectives;
- Rehabilitation/restoring/modernisation/proper arrangement of heritage touristic objectives;
- Rehabilitation of the facades of historical buildings in central area;

- Development of leisure tourism infrastructure;
- Harnessing the balnear potential in Oradea [8,15].

At this time, the city Oradea cannot compete with the country's capital, Bucharest or with Timisoara, in terms of foreign investment and business opportunities or with Brasov and Sibiu for leisure and cultural tourism.

Accommodation structure in Bihor County on 31 July 2020 is 278 units, the number of existing rooms was 6889, and the number of places is 14304. In the case of touristic reception units at county and municipality level, 3-star hotels predominate, which of which in the analyte period was 860 units [1,4,5].

Among the 3-star accommodation units in Oradea is counted: RHC Royal Hotel, Impero, Hotel Lyra, Hotel Stoker each with its own specificity.

Rhc Royal Hotel offers guests a wine cell and free parking. Guests can take advantage of free transfer service and 24-hour security at the property.

Hotel Impero has an elegant restaurant and a seasonal terrace where different events are also organized. Other facilities that it includes are a fitness room and a sauna. Parking and massage services are available.

Hotel Lyra offers air conditioning and mini-fridges in every room, plus flat-screen TVs and free Wi-Fi. One-bedroom apartments have separate living rooms. One of the facilities that this hotel offers is the transfer from the airport.

Stokker Hotel is located in the city center and is the most recommended 3-star hotel in Oradea. The reviews on the booking, but also the facilities it offers highlight the profitable management, the care and interest in customers and the very well-trained staff. All these strengths make this unit one to turn to every time.

The position, across the street from the Petőfi Sándor Park and a 10-minute walk from the city center, gives this hotel the ideal accommodation for a city break as well as for a business trip.

Classified in the 3-star category, Hotel Stokker offers accommodation in 17 rooms, of which 9 single rooms, 7 double rooms and an apartment. The rooms are equipped with private bathroom, hairdryer, carpet, LCD TV, mini-bar, telephone, central heating and air conditioning. Double rooms and suites have a balcony and access to Wi-Fi is available for free in the entire location.

The restaurant of the hotel has 40 seats inside, 50 seats in the wine cellar and 120 seats on the covered terrace. For children was arranged in the yard a special place with toys where they can carry out various activities. For parking there are 5 places designed strictly for the hotel, in front, at the street, and another 8 parking spaces in the inner courtyard. The green space next to the terrace offers a special ambience.

The gastronomic offer is fabulous, having a diverse and attractive range of dishes. The main menu is based on veal, chicken, pork, and fish, as well as for dessert. There is a menu for each day that is served in the form of a business- lunch. In addition, the hotel also offers terrace, garden, luggage room, non-stop open reception, playroom, smoking room, family rooms, non-smoking rooms.

MATERIALS AND METHODS

For this work I used statistical data offered by the national institute of statistics and the statistical department of Oradea and statistical data for Stokker Hotel. The paper covers well the field of qualitative research, seen as a first-order alternative, but also as a necessary complement to the quantitative methods. For the research method I used qualitative exploratory research.

RESEARCH RESULTS

The touristic circulation participates, along with the touristic fund and the material base, in defining the touristic phenomenon. The flow involves the movement of visitors between the locality of residence and the place where the tourist attractions are located. The volume of touristic circulation is not always directly proportional to that of the value of the touristic patrimony. [1,7] A significant role is played by the action of stimulating the touristic circulation, by promoting the visited objectives. The main indices that characterize the touristic circulation are: the evolution of the number of tourists, the number of overnight stays, the degree of use of accommodation capacities, the place of origin of the tourists (internal or Stranger's tourists) [3].

The touristic potential in Oradea area, ensures the motivation of triggering the recreational act, favors its development, but only in the context of the tourist's existence as a dynamic element. Increasing the number of tourists is the main objective both at the level of Oradea city and at the level of the analyzed unit.

Regarding the number of arrivals at the Stokker Hotel, between 2019-2021 the situation is presented according to the table number 1:

Table 1.

Number of arrivals during the period 2019-2021

| Years | Number of tourists | Romanians | Strangers |
|-------|--------------------|-----------|-----------|
| 2019 | 3019 | 1654 | 1365 |
| 2020 | 1571 | 967 | 604 |
| 2021 | 1587 | 1118 | 469 |

Source: Stokker Hotel

As we can see the number of tourists accommodated in this public service unit has decreased in the years under review, a decrease caused by the appearance of sars cov 2 virus. In 2020, there was a decrease in half of the number of Romanian and foreign tourists who arrived at the Stokker Hotel, compared to 2019. This significant decrease was due to the measures taken by the Romanian state to combat the pandemic with SARS COV 2 virus namely, the establishment of a total lockdown for a period of 3 months that involved the closure of all activities in public food and tourism throughout the all country.

However, there is a minor increase for 2021 because the sanitary rules imposed by the legislation in force have been strictly observed. Increasing the number of arrivals is the main goal for the future and even if the increase in the number of arrivals is small, it makes us optimistic for the coming years. It is estimated that the number of tourists both foreign and Romanian tourists will start to increase during 2021 from the moment the Romanian state will reduce the restrictions due to the pandemic.

City Oradea is visited to the greatest extent for its tourist attractions. Foreign tourists who come to the city and who become clients of the Stokker Hotel are equally businessmen or investors who have a professional objective, but also people who choose the city and the hotel for personal reasons.

We analyzed the number of tourists who arrived in the unit during the analyzed period by country of origin according to table number 2.

Table 2.

Number of arrivals of foreign tourists based on the country of origin

| Country | 2019 | 2020 | 2021 |
|----------|------|------|------|
| Austria | 34 | 10 | 8 |
| Germania | 41 | 13 | 32 |
| Italia | 33 | 5 | 30 |
| Ungaria | 153 | 2 | 73 |
| Spania | 7 | 2 | 4 |
| Franța | 11 | 3 | 6 |
| Anglia | 6 | 1 | 0 |

Source: Stokker Hotel

As we can see most of the tourist who arrived in this hotel are from neighboring country, followed by Germans and Austrians.

Also analyzed the number of overnight stays at the Stokker Hotel and presented it in table number 3.

Table 3.

Number of overnight stays

| Years | Number of tourists | Romanians | Strangers |
|-------|--------------------|-----------|-----------|
| 2019 | 8604 | 4940 | 3664 |
| 2020 | 4467 | 2858 | 1609 |
| 2021 | 4389 | 3130 | 1259 |

Source: Stokker Hotel

The number of overnight stays shows the number of nights spent by tourists in the hotel. The number of nights has a significant decrease during the years 2020,2021 compared to 2019, which is entirely due to the restrictions to combat the pandemic.

Stokker Hotel is mostly chosen by tourists, due to its location in the central area of the city near the main cultural tourist attractions. Those who choose to spend a night or a stay here, have the guarantee that their requirements will be met and will choose this hotel again the next time they come to Oradea.

Regarding the foreign tourist who spent the night in the analyzed hotel by country of origin, we have presented in table 4.

Table 4

Number of overnight stays of foreign tourists depending on the country of origin

| Country | 2019 | 2020 | 2021 |
|----------|------|------|------|
| Austria | 95 | 22 | 22 |
| Germania | 64 | 35 | 35 |
| Italia | 78 | 6 | 6 |
| Ungaria | 252 | 55 | 55 |
| Spania | 32 | 9 | 9 |
| Franța | 36 | 7 | 7 |
| Anglia | 17 | 2 | 2 |

Source: Stokker Hotel

As can be seen from the table, most of the tourist who spent the night in this hotel were from Hungary. The situation changes during 2021, compared to 2019, regarding those who came from Austria and Germany.

The average length of stay shows on average how many days the tourists were accommodated in the hotel and we analyzed it in table number 5.

Table 5.

| Years | Average length of stay | | |
|-------|------------------------|-----------|-----------|
| | Average length of stay | Romanians | Strangers |
| 2019 | 2,8 | 2,9 | 2,6 |
| 2020 | 2,8 | 2,9 | 2,6 |
| 2021 | 2,7 | 2,7 | 2,6 |

Source: Stokker hotel

The average length of stay in this unit is more than 2 days. Tourists who stay usually stay a weekend, but during the holidays they also stay 4 or 5 days. We can also see that Romanian tourists stay longer for days than foreign ones. Certainly, the tourists who stay here are not those who stay but those who prefer city breaks.

We have analyzed in this paper the most important indicator, the occupancy rate of the hotel, presented in table number 6.

Tabel 6.

Occupancy rate of the Stokker hotel between 2019-2021

| Years | (%) Hotel occupancy rate |
|-------|--------------------------|
| 2019 | 74,26% |
| 2020 | 41,45% |
| 2021 | 50,53% |

Source: Calculation taken from Stokker Hotel registers

The occupancy rate in 2019 shows us that the number of tourists accommodated here was 74.26% a very good share, which brought profit to this unit. The degree decreased significantly in the 2020 with the introduction of restrictions caused by the pandemic. It is estimated that in 2021, the occupancy rate will gradually increase due to the gradual cancellation of some restrictions. The occupancy rate of 2021 is calculated without the last quarter, but we can see that it is higher than that of 2020.

CONCLUSIONS

Tourism had the most spectacular growth in 2019, in the world and in our country and in the analyzed unit. Regarding the tourist traffic in the Stokker hotel, the trends are to increase the number of tourists this year.

The period we are going through is an extremely painful blow for the Incoming Romanian tour operators, for the accommodation and food establishments that are struggling to survive from day to day in a chaotic industry, lacking regulations or coordination.[10]

The advantage of the collaboration, using different types of attractions, one can make packages of richer common programs whose tourist attractions (attractiveness) is much higher than the homogeneous individual tourist offers. The complex and complementary tourist packages are in accordance with the new vision of the tourist demand, the most frequently accessed, they offer to the tourism consumer a multitude of opportunities.

Finality of calculating statistical indicators, regardless of the phenomenon pursued, is to meet the requirements of economic practice. In this case, the phenomenon pursued is the study of the origin and destination of tourists, of the reasons for travel, of the average stay and of the fidelity to a certain destination.

We can see that tourism in Oradea had a high share in 2019 compared to 2020-2021. The numerical decrease of tourists in 2020 was negatively affected at the level of tourism both at the level of Oradea Municipality and at the level of Stokker Hotel due to the appearance of SARS COV-2 virus. In 2021, a solution is being sought that aims to regulate the numerical growth of tourists.

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