

**THE QUALITY OF THE SERVICES OFFERED IN THE BALNEO-CLIMATE  
RESORT BĂILE FELIX, BIHOR COUNTY**

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**Abstract:** *The number of tourists after the pandemic period in Romania began to gradually increase with the observation that tourists were more focused on their motivations. During 2022-2023, the number of tourists whose objective was the spa treatment increased. Nationally, the Băile Felix resort is one of the most sought after for this type of treatment. In Băile Felix resort, a significant increase in the number of customers and also a different structure, was observed. If until 2019 the main weight was represented by people between the ages of 50 and 70 years old, with the modernization of accommodation structures and the improvement of the quality of services, tourists aged between 35 and 55 years dominated as weight. Considering this situation, we proposed to carry out a study on the quality of the services offered by the accommodation and food establishments in the Băile Felix Resort[1]. Thus, we applied a questionnaire to a number of over 100 respondents, which includes 14 questions. As a result of the analysed study, it appears that the respondents rely more and more on the quality of the services, most of them declaring that they would return to the resort.*

**Key words:** *services offered, sustainability, reception tourist, quality of services, guesthouses*

## **INTRODUCTION**

Starting from the definition of sustainability, "satisfying today's needs without sacrificing the ability of future generations to satisfy their own needs", also known as sustainable development, we analysed the situation of tourist services in the Băile Felix resort [3].

The main pillar in this resort is SC Tourism Felix S.A. which emphasizes the importance of a policy of developing the quality of the services offered. The sustainable development policy helps the organization to avoid, reduce or control the harmful impact of its activities on the environment and the population even if the main motive of every entrepreneur is the maximization of profit. The company complies with applicable legal requirements and may be part of a trend that customers appreciate [1].

The basic pillars of sustainability are:

- increasing competitiveness through innovation and transfer of new technologies;
- environmental protection by implementing environmental management systems, by streamlining processes or by reducing the consumption of natural resources;
- organizational development and the integration of IT in the company, through the development of IT personnel that will substantially increase the department's added value in the company, respectively the ability to adapt to market requirements [2]. The implementation of the integrated IT system, with competitive ERP-type programs, which ensures the management of relations with clients and collaborators, economic management, business administration;
- communication and development of human resources through interactive methods and simulations of key situations [5,6].

The reception tourist structures with accommodation, food, spa treatment and leisure functions in the Băile Felix resort, mainly those of the SC Tourism Felix company, have ISO 9001:2015 and Codex Alimentarius Certification, for the Food Quality and

Safety Management System, maintained and controlled by The surveillance audits carried out by Tuv Rheinland Auditors Romania [9].

The management of the organization considers the satisfaction of its customers' requirements a primary and defining element for its activity, giving particular importance to the knowledge, understanding and satisfaction of the implicit and explicit requirements of the customers [11,4].

Considering this context, we created a questionnaire to analyse the opinions of customers regarding the quality of services provided by hoteliers, public catering and entertainment within the resort.

### MATERIALS AND METHODS

In the current socio-economic conditions, because we need fast, complex information, the main method of obtaining statistical information is that of the statistical poll. We used a qualitative research method that is based on the analysis of statistical data taken from the INS and the opinion poll method with the customers of accommodation units as a representative sample. The questionnaire was applied in August 2023 among hoteliers and guesthouses in Băile Felix Resort.

### RESEARCH RESULTS

The arrivals registered in tourist reception structures in December 2022 totaled 807.2 thousand people, an increase of 39.3% compared to December 2021.

Of the total number of arrivals, in December 2022, the arrivals of Romanian tourists in tourist reception structures with accommodation functions represented 84.2%, and the arrivals of foreign tourists 15.8%.

The overnight stays recorded in the tourist reception structures in December 2022 totalled 1562.9 thousand, increasing by 41.9% compared to December 2021 [10].

From the total number of overnight stays, in December 2022, the overnight stays of Romanian tourists in tourist reception structures with accommodation functions represented 81.6%, while the overnight stays of foreign tourists registered a percentage of 18.4%.

**Tabel 1.**  
**Distribution of Romanian tourist arrivals in tourist reception structures, by tourist areas, in December 2022 compared to December 2021 %**

	%	
	Dec-21	Dec-22
Bucharest and the county seat cities, exclusive Tulcea	42.6	46.5
Other localities and tourist routes	18.6	17.9
Resorts in the mountain area	27.8	23.8
Resorts in the spa area	9.6	10.1
Resorts in the coastal area, exclusive Constanța	1.1	1.3
The Danube Delta area, including the city of Tulcea	0.3	0.4

Source: <https://insse.ro/cms/ro/content/seria-turism-%C3%AEn-anul-2022>

Regarding the distribution of foreign tourist arrivals in tourist reception structures, by tourist areas, in December 2022 compared to December 2021, we can observe the evolution in the following table:

Tabel 2.

**Distribution of foreign tourist arrivals in tourist reception structures, by tourist areas, in December 2022 compared to December 2021**

	%	
	Dec-21	Dec-22
Bucharest and the county seat cities, exclusive Tulcea	80.5	84.7
Other localities and tourist routes	12.0	8.9
Resorts in the mountain area	5.5	4.4
Resorts in the spa area	1.1	1.2
Resorts in the coastal area, exclusive Constanța	0.7	0.6
The Danube Delta area, including the city of Tulcea	0.2	0.2

Source: <https://insse.ro/cms/ro/content/seria-turism-%C3%AEn-anul-2022>

As we can see, the number of arrivals of both Romanian and foreign tourists in the reception structures in the spa resorts increased during the analysed period.

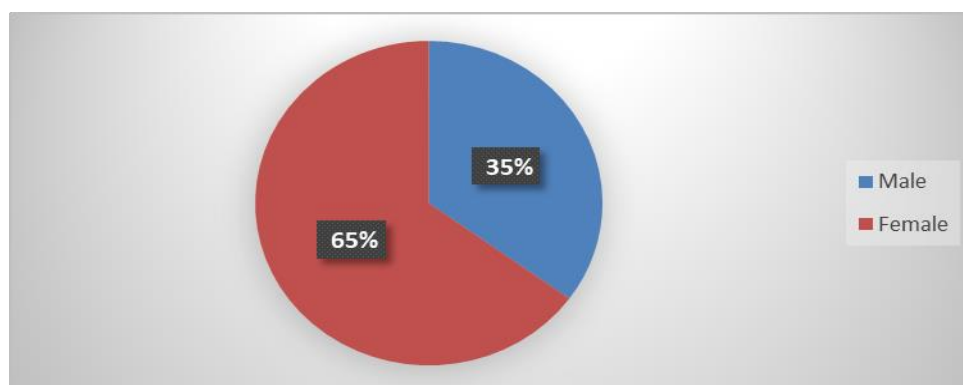
According to the data presented, Bihor County ranks 5th in terms of arrivals in tourist reception structures, with 526,848 arrivals in 2022 and according to the number of overnight stays in tourist accommodation structures and ranks 4th with 1,397. 692 overnight stays. We take into account the fact that the largest share of arrivals in Bihor County is represented by spa tourism, tourists arriving in Băile Felix Resort are representative [12].

Băile Felix is in 2022 the most visited spa resort in the country, known for its geothermal water springs, with curative properties, officially had business of only 93 million lei from accommodation and a net profit of 4.7 million lei. With an accommodation capacity of only 7,100 places, Băile Felix attracted 200,000 visitors to the accommodation units last year, that is, on average it had only 548 tourists daily [13].

Thanks to this information, those whose profitability comes from the provision of services in this resort and proposed to analyse the quality of the services undertaken [7,8]. In order to be able to establish the future policy and demonstrate that the responsibility of investors is primarily towards clients to whom we can offer safe and good quality services.

Quality in the hotel and restaurant sector is achieved by satisfying the needs, wishes and expectations of customers, through legal products and services, at a decent price, in accordance with the requirements of safety, hygiene, accessibility, transparency, authenticity and harmony of the tourist activity and concern for the environment [14,15].

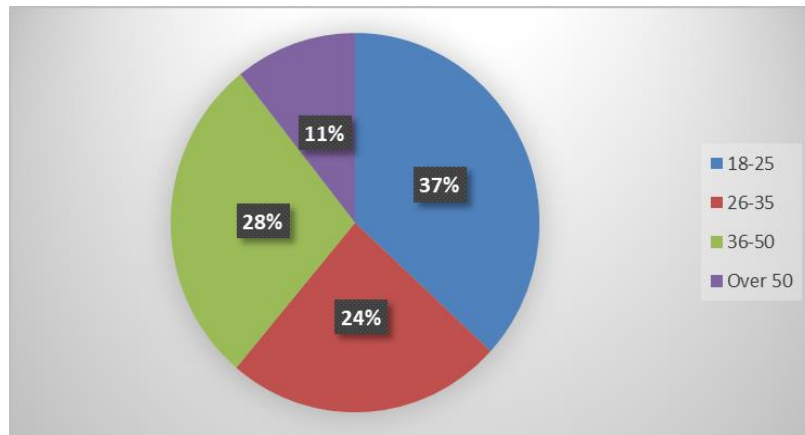
103 respondents took part in the questionnaire, most of whom 65% are female according to figure 1.



**Figure 1. Classification of respondents by sex**

We started this analysis in order to form a clearer picture of the customer who prefers the Băile Felix resort. We can see from the figure represented above that the

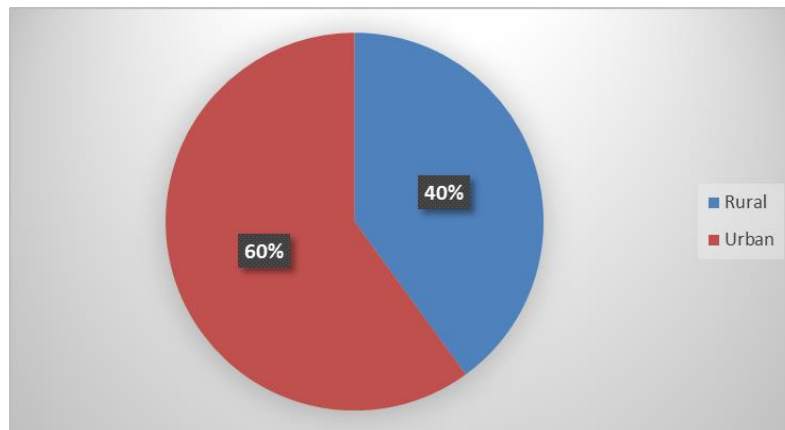
majority of those who answered this questionnaire are women. They are usually the ones who make the decisions in a family or in a couple for the location of a stay.



**Figure 2. Classification of the respondents by age**

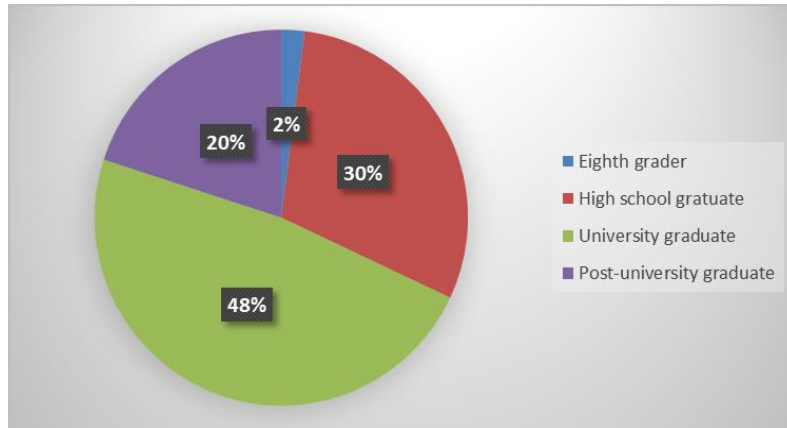
For this question, I followed the age categories of those who chose to spend their stay in this part of country, due to the fact that until 5 years ago, the large share of customers was represented by the third age group, they were the ones who could benefit from discounts due to retiree tickets.

Analysing the age of the respondents, 37% of them were 18 and 25 years old. This means that this resort has diversified its entertainment offer among young people by opening it swimming pool during summer and discos.



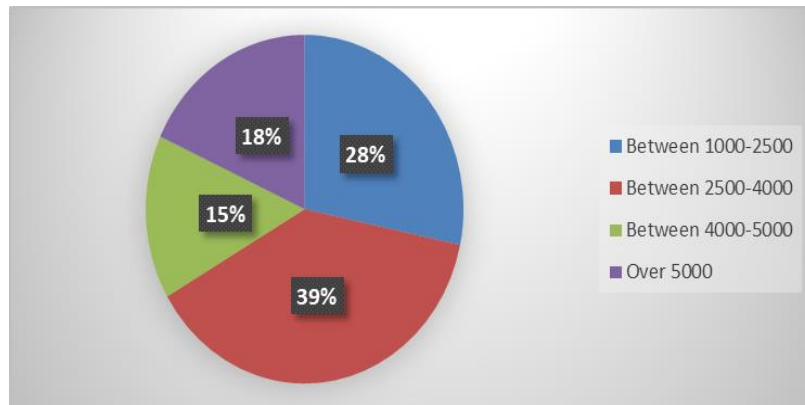
**Figure 3. Environment of origin of respondents**

In order to configure image of the client, we also needed to know the environment from which they come. Area of origin of the respondents is 60% urban, which indicates that those from the urban environment, due to daily stress, also turn to this form of relaxation and the 40% from the countryside due to the therapeutic effects of the thermal waters in this area.



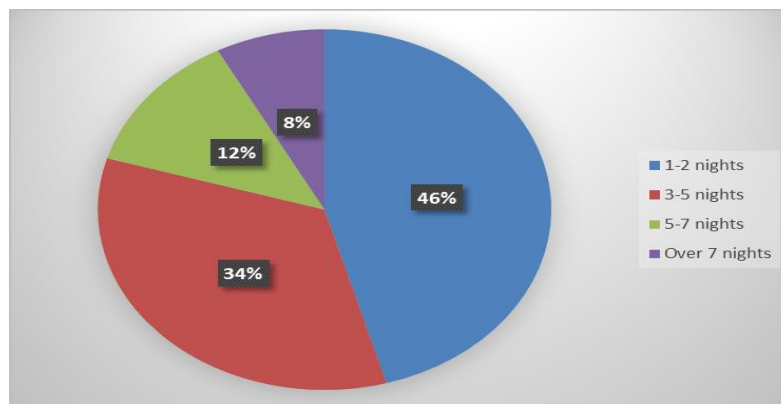
**Figure 4. Level of education**

Regarding to the level of education, majority is held by those who have a university degree. Share of educated people leads us to believe that these customers choose this resort with a specific purpose.



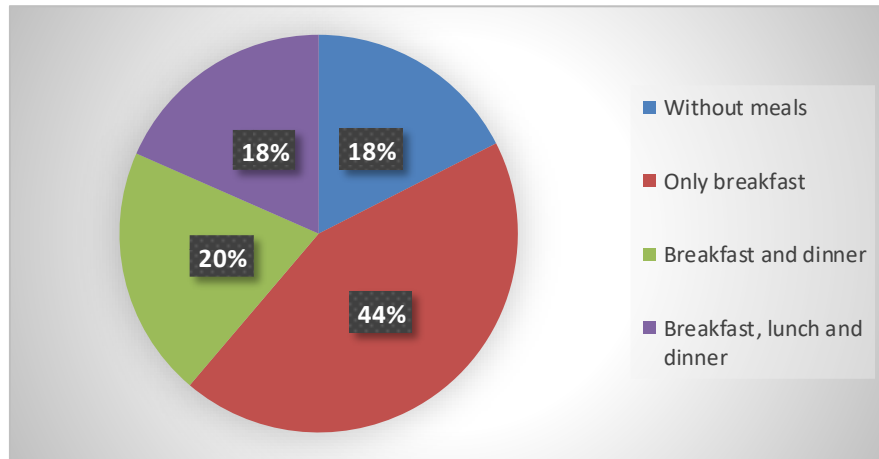
**Figure 5. Respondents income level**

Revenue of people who prefer to travel and who choose a stay in the Băile Felix resort is relevant to be able to make decisions related to the profitability of such a business. Regarding income, 39% have income between 2500 and 4000 RON.



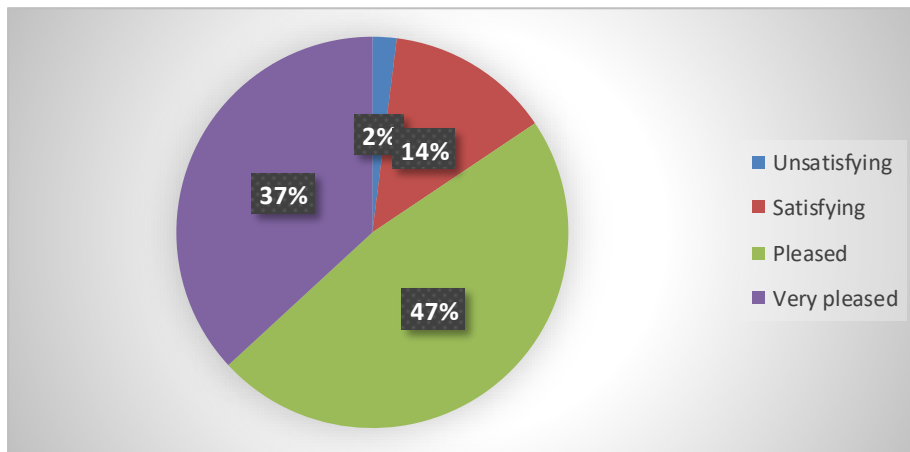
**Figure 6. Number of nights in the accommodation unit**

We can see that 45.6% of the respondents stayed 1 or 2 nights in the accommodation units in the Băile Felix resort. This short period of stay we attribute to the fact that these respondents are young and between 18-25 years old.



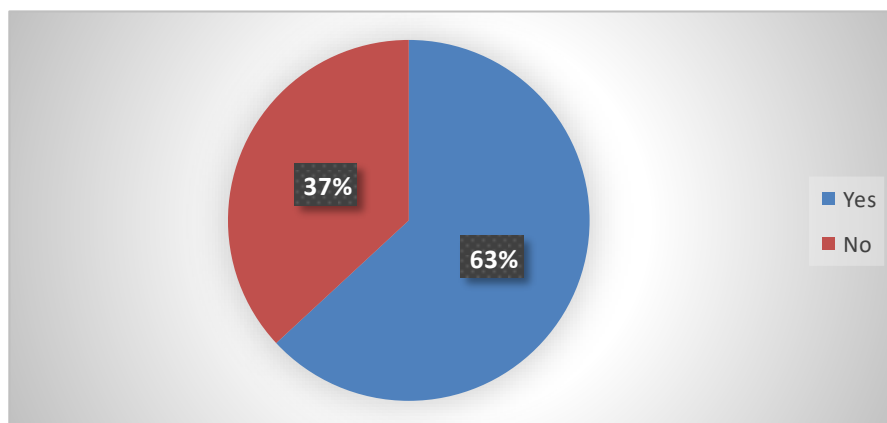
**Figure 7. Meals type preferred by customers**

It is well known that in the western part of our country the food is more substantial and filling. The percentage of 47.% were pleased with the quality of the food confirms this aspect.



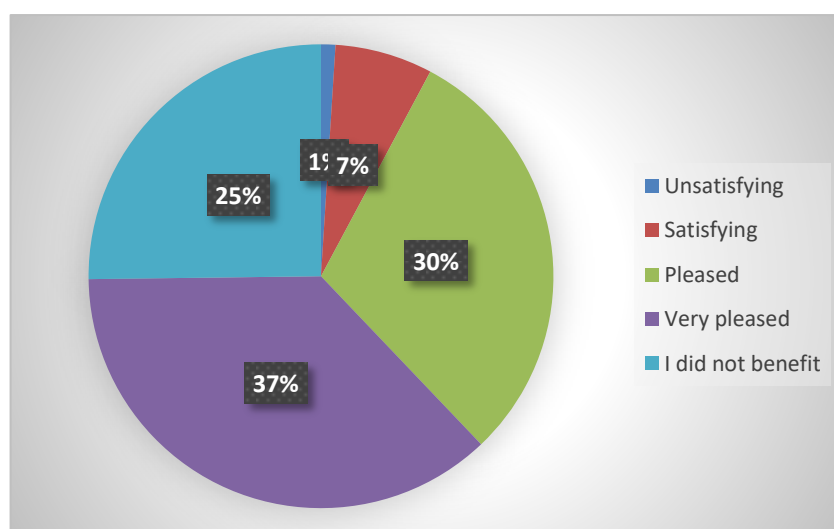
**Figure 8. Customers opinion regarding the food served in the power unit**

Analyzing the situation of the main meals, 43.7% of the respondents benefited from accommodation with breakfast, perhaps also due to the fact that there are many places in the resort where they could dine enjoying traditional dishes or fast food.



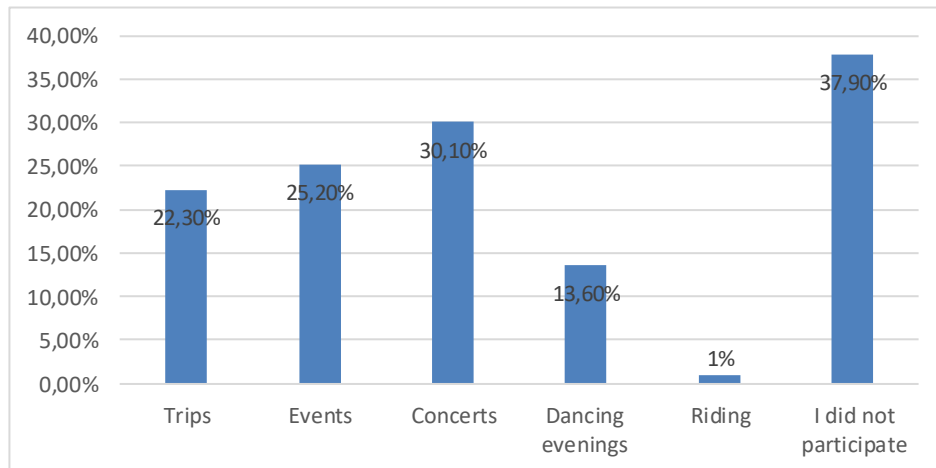
**Figure 9. Clients who have benefited from SPA treatment**

The presented resort is a balneo-climatic resort known for the curative effects of the thermal waters in the area. In this context, the resort is recognized for its SPA services. According to respondents only 63.1% benefited from SPA treatment, of which 36.9% were very pleased with these services.



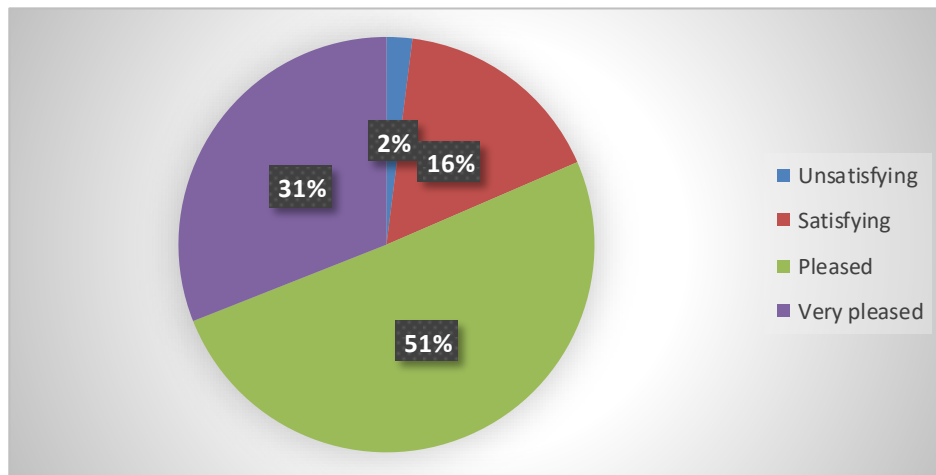
**Figure 10. Grade of satisfaction regarding SPA service**

Among those who have benefited from the SPA treatment in the units in the resort, we can see that most are satisfied. But we took into account the fact that 38% of respondents would improve something in this service.



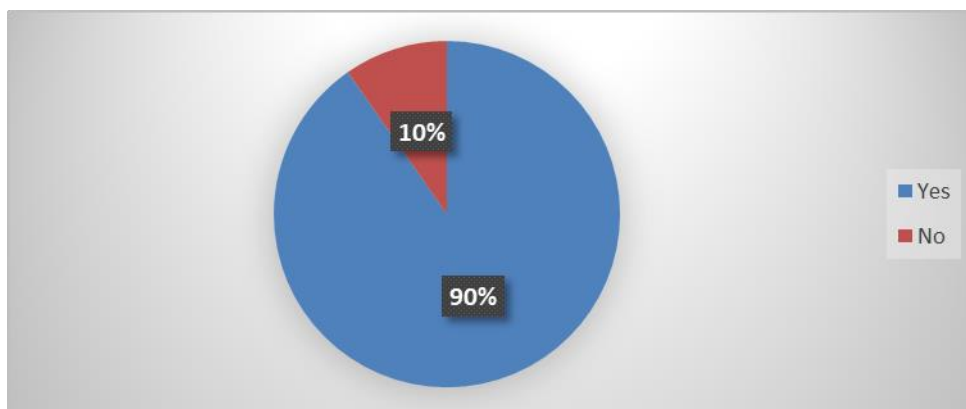
**Figure 11. Other forms of entertainment that respondents participated**

As we can see from the question, the entertainment possibilities in Băile Felix are diverse and suitable for all tastes, from concerts, visits to the bear cave or in Oradea to discos and events. We attribute the proportion of 37.9% of respondents did not participate in entertainment activities during their stay to the fact that the duration of the stay is 1 or 2 nights.



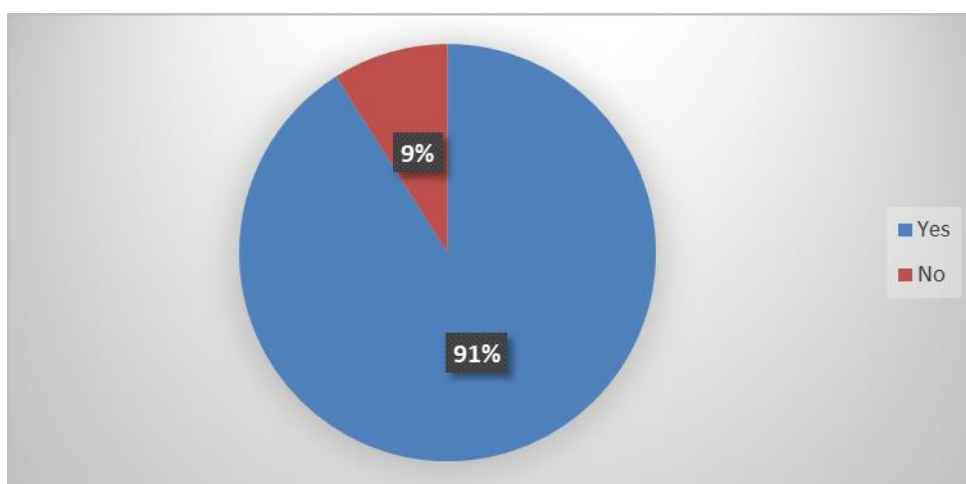
**Figure 12. Customers opinions on the degree of satisfaction of the staff they came into contact**

When analyzing the quality of services we can mention that these services are performed by people and therefore the opinions of the respondents regarding the staff are important. 50.5% were pleased with the staff during the stay and only 31% were very pleased, which means that this sector also needs to be improved.



**Figure 13. Analysis of impressions after the stay**

We can easily see that this resort is recommended by most customers who have spent at least one stay.



**Figure 14. Customer Loyalty Analysis**

I linked the respondents' answers to this question due to the fact that 90% of those who benefited from the services in this area would recommend and 91% would return, which means that in the future we will have tourists in the units of this resort.

## CONCLUSIONS

The activity of entrepreneurs in the service industry differs in many respects from the activities carried out in industrial enterprises producing material goods. As such, the profile, performances, organizational structure, perception of the quality of service providers will differ in many respects, from those of manufacturing companies. In the strict sense of quality characteristics, some specialists have identified the following dimensions of quality service: reliability, responsiveness, competence, access, communication, credibility, security, understanding/knowledge of the client tangibility. One of the most important resources in the service industry is human resources. This resource needs to be specialized and targeted to give customers what they want.

Băile Felix resort through the prism of its main pillar Sc Turism Felix has gained its prestige on the market of professional tourist services by promoting high quality standards of accommodation, food, spa treatment and leisure services, enjoying notoriety, credibility and recognition both nationally and internationally. SC Turism Felix owns 7

hotels with treatment bases and public catering units, beaches and swimming pools, but the most appreciated by tourists regarding the quality of services is Lotus Therm hotel, this hotel of 5-star received in 2019 four awards: Top Hotel Awards 2019, Bucharest, where it took 1st place in the Hotel of the year category in spa tourism; in the Top 50 Business Hotels that took place in Bucharest, it took the 1st place in the Crisana and Banat region, as well as in the Spa and SPA Tourism Awards in Romania from Băile Herculane, it took the Grand Prize in the Best Hotel (4\* or 5\*) category with a spa treatment base and at Termalia Awards 2019 in Bucharest it was a finalist in the BEST categories SPA HOTEL and BEST MEDSPA. All these awards denote the high quality of services offered within these tourist reception structures [12].

We believe that staff management of SC Turism Felix had an inclination towards to the open and honest orientation towards customers, the concentration of staff efforts to achieve superior products and services, so on quality and total services, as a source of satisfying customer requirements and as a means of establishing lasting relationships with them, represented and represents the major policy objective in the field of tourism quality service .

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