

TOURISTIC ACTIVITY IN HOTELS

Liliana, Gherghina¹

Submitted: 3rd October 2018

Revised: 19th November 2018

Approved: 3rd December 2018

Abstract

By the paper entitled Touristic Activity in hotels, we want to highlight the importance of the hotel activity in the touristic development of a certain area. The hotel is considered as being the most important structure of touristic accomodation by which the tourists are offered accomodation services, public alimentation, recreation, treatment as well as additional services. Nowadays, most of the population satisfy their superior needs by practising several forms of tourism but they do not have knowledge about the touristic activity in hotels developed on the hotel's departments.

The present research has aimed the touristic activity of the Aquaris Hotel in the Resort Crivaia, Caraș-Severin, being considered the most endowed hotel in the area. We have observed that in order to operate, the hotel observes some minimal obligatory criteria, imposed by the legislation in force, respectively it disposes of its own technical-material base and offers qualitative touristic services. Due to its favouring position, its setting near several touristic sights and developed recreation areas in the period 2015-2017, the number of tourists accomodated in the hotel increased, a proof being the increase of the turnover, of total income and recording profit in 2017.

Keywords: hotel, restaurant, bar, accomodation services, alimentation, classification, activity, department

JEL : L8, L83

1. THEORETICAL NOTIONS REGARDING THE TOURISTIC ACTIVITY IN HOTELS

The Hotel is one of the most important touristic accomodation structure which during the time has known many significant transformations, so that, it must be led by a manager, qualified and patented and well prepared profesionally, able to take optimal decisions and to intervene in the appearance of irregularities in the management system, in order to achieve the proposed objectives.

*In the technical-material base of a hotel there are different acitivities, based on types of services, so it must dispose of a qualified staff, according to the attributions and responsibilities of the position held. The collaboration relations on departments are stipulated in the hotel organisational chart which “allows the manager to know the position of the workers in the hotel as well as who is resposible to whom.” (Baker S. et. al (2002), p. 20). It is important to define the *hotel, hotel-apartment and motel.**

”The hotel is a structure which receives tourists and which offers to these ones space for rest, alimentaion for serving meals and also makes available for the tourists a series of additional services in accordance to their needs » (Types of structures of touristic receiving with accomodation structures, available on 01.05.2015 at <http://www.tur.md/rom/section/689>)

“The hotel is the structure of touristic receiving arranged in buildings or blocks of buildings which make available for tourists the accomodation spaces (rooms, studio apartments, apartments, duplexes) adequately endowed, ensuring

¹ Lecturer PhD, Faculty of Economics, University “Eftimie Murgu” of Reșița, Romania, l.gherghina@yahoo.com

specific services, it disposes of a reception hall land according to the case of space for public alimentation.

The hotel-apartment is that hotel composed only of apartments and/or studios, endowed in such a way as to ensure the keeping and preparation of food and serving the meals in these ones or which have their own restaurant with permanent serving through room-service. The motel is the hotel unit placed usually outside the towns, very close to the most circulated roads, endowed and arranged both for ensuring the accommodation and alimentation for tourists and for the safe parking of means of transport.” (The decree of the president of the national authority for tourism no. 65/2013, available on 27.02.2018 at <http://turism.gov.ro/wp-content/uploads/2013/05/Ordin1.pdf>).

By the developed activities and its operation, the hotel is a touristic product. Gabriela Stănciulescu understands by touristic product “*a bunch of material and imaterial elements offered to the consumption and which should bring some benefits to the buyer, meaning to satisfy him/her*” (Stănciulescu G. (coord.) (2002), p. 177). Nowadays the development of tourism is very important because “*tourism represents today, by its content and role, a distinct field of activity, a component of prime importance of economic and social life for a larger number of countries in the world.*” (Minciu R. (2005), p. 11).

The specialists in the field of tourism support that the touristic offer refers to “*the totality of goods and services which satisfy at a certain moment the touristic demand*” (Mărculescu I., Nichita N. (1977), p. 192), or represent “*the totality of touristic elements (attractions) which can motivate the tourists’ travel and the elements destined to value pleasure*” (Olteanu V., Cetină I. (1994), 119). The level and structure of the touristic offer are determined, mainly, by the natural, anthropical, economic, technical and human capital factors without which the services can’t be achieved.

Regarding the touristic demand, this “*expresses a circle of needs of superior order*” (Florescu C., Snack O. (1967), p 10) and “*is formed by the assembly of people who manifest the desire to travel periodically and temporarily outside their own residence, for other reasons than rendering some activities remunerated at the destination place*” (Minciu R. (2000), p. 45). The touristic demand “*is very elastic, being determined by different touristic needs*” (Olteanu V., Cetină I. (1994), p. 121).

Generally “*between the demand and touristic offer there can be the following situations:*

- offer > the demand is manifested in the case of touristic structures in the dull season;
- offer = demand, the ideal case when there is a balance of the touristic market;
- offer < demand, in the situation in which the structures of touristic accommodation are overloaded, respectively during the height of the season.” (Baker S. et. al (2002), p. 20).

The hotel is organised on operational and functional departments and having in view to obtain the classification category it must fulfil a minimal of obligatory categories regarding the existing technical-material base for the achievement in good quality conditions of the accommodation services, those of public alimentation and the additional services.

The hotel must have a very good aspect (3-5stars), good (1-2 stars) of the building, a bright or lighting brand with the type, denomination and sign of the unit category, set up green spaces, recreation areas, surrounding fields and other outdoor endowment well maintained. Likewise, the hotel must have a car parking with demarcated parking places of minimum 20%-50% of the number of accommodation

spaces, endowed with trash bins and ensure the ward of the vehicles. The entrance in the hotel must be separated: tourists (including an access ramp for the disabled people), the staff, merchandise and material.

The accomodation department is the first operational department, in the framework of which the employees of the hotel are permanently in contact with the tourists and have as attribution the achievement and merchandising of the hotel accomodation services and the additional services with or without fee. The reception desk is *“the focusing point of the activity inside this department. This is the place where the clients form their first significant impressions about the hotel”* (Stănciulescu G., Micu C. (2012), p. 94).

The accomodation spaces and services must be organised in the following way:

- a minimal number of 5-15 *accomodation spaces*. *The minimal surface of the accomodation spaces* must be of 10-20 mp for rooms with 1-4 places, 12 mp for the living of the apartment, 11 mp for the bedroom of the apartment of the studio. The rooms must have a minimal endowment: good quality furniture (wardrobe, bed, night tables, armchairs/chairs/stools, small table, hanger, desk with a chair, spring bed, mattress and covering), wall-to-wall carpet or carpets, mirror, reading lamp, glasses, ash-tray, telephone, TV, min-bar fridge (3-5 stars), bed sheet, big pillow for every person, cover, curtains, drapes, insect screen;

- *Reception hall (reception)with a space* for keeping the tourists' luggage and sport materials. The reception must have a minimal surface of 1-2,5 mp on accomodation space, respectively big hotels with over 200 accomodation spaces – 150-400 mp, and for small hotels with less than 200 accomodation spaces – 15-80mp. At the reception, there is a desk, electrical appliances to pay by card, safe for depositing values, telephone, fax, medical kit. It is important to mention that the reception hall and the halls of the floors have only: sofas, armchairs, hall table, light fitting. The reception service must be ensured by the receptionist 24 hours a day for a 2-5 stars hotel, with a split program or the reception service accessible by bell or phone outside the operation hours of the reception for a 1 star hotel. The staff hired as chambermaid (1-5 stars), doorman (5 stars), porter (3-5 stars) and commissionaire (4-5 stars) also belongs to the reception;

- *The bathrooms* should have at least 3 mp and can be for tourists at the hotel reception or in the room proper/ communal separated on genders, for the staff of the hotel (locker room, showers, WC separate on genders). The bathrooms of the accomodation spaces must be endowed with: bath/ shower enclosure and non-slip mat, washbasin, WC, WC broom and deodorant, mirror, dustbin, 3 towels and towel horse, bath wraps (4-5 stars), hanger, toilet paper, soap or soap dispenser;

- *Space for the service of warding and security*;

- *Space – dining area* for the meals of the hired staff (4-5 stars)

- *Administration space*

- *Office for the chambermaids*.

Hotel installation: ventilation system, heating system admitted by the P.S.I. norms, phonic isolation of spaces, there should be at least a main source of lighting in accomodation spaces and an individual source for each place, lifts for tourists and staff, luggage, room service.

The accommodation department is in charge with *the activity* of the following services:

✓ *Serviciul front-office*, care își desfășoară activitatea pe secțiunile: *recepție, concierge, casă-facturare, rezervări și centrală telefonică*. Acest serviciu are ca principale activități:

✓ *The front-office service which develop its activity on the following sections: reception, concierge, cash-desk, reservation and telephone office*. This service has as main activities:

- promotion and merchandising of hotel services;
- receiving, processing orders and administering bookings;
- receiving and registering clients;
- receiving and solving the clients' complaints;
- making the evidence of the number of clients and of rooms;
- achieving the internal and external communications of the hotel by phone, fax, internet;
- achieving the additional services for tourists: renting laptops, purchasing tickets for events, sending messages, correspondence, information, waking up at fixed hours etc;
- recording in the client's account the payment for the provided services;
- drawing invoices, bills and receiving payment for the provided services;
- the elaboration of the daily reports and the specific statistic situations etc

✓ *The housekeeping* has as specific activities: cleaning, arranging, administration of linen and towels, maintaining the rooms and other spaces in the hotel and achieving some additional services. "*Maintaining the rooms and renewing these ones represent a major objective of the hotel activity*" (Zaharia V. (2002), p. 59). The activities of housekeeping are developed on the following sectors: rooms accommodation for tourists, spaces for common use, storage rooms, expendables and linen, dry cleaners.

For an optimal operation the hotel should also detain a department of public alimentation, this being *the second operational department*. The main activities of this department are: production, merchandising and serving different courses and beverages. The spaces afferent to the alimentation department are: space for alimentation- restaurant, placed in the structure of touristic reception, *bar/cafe, spaces for the organization of events/conferences* at hotels of 4-5 stars. Likewise, for the 5 stars hotel they must offer at least *3 services of recreation/relaxation* and for 3-5 stars hotels *the space should include a computer and internet connexion*. For obtaining the classification category, *the restaurant* should have:

- signs by which you can distinguish the type and category of the unit;
- separate entrances for the supply with products and the possibility of the staff circulation;
- reception and waiting hall for the customers including a dressing room;
- reception room, bar, bathrooms, an office for the manager, an office for the master chef and office for the waiters or distribution space;
- climatization systems, installation of air-conditioning in spaces for serving and production, central heating, current water installation, lightning in all the rooms for serving, production, anexes, protection system against insects in the departments of production and storage;
- kitchen for the production of the courses, endowed according to the specific of the food prepared fulfilling all the sanitary-veterinary norms, dish-washer, space destined to the storage of food and beverages. Having in view the production, the

kitchen is organised on work sectors for the preparation: warm menus, cold menus, meat products, pastry and confectionary;

- spaces for the reception and storage of food;
- tablecloths or other objects of hygiene and decor;
- menu list in which there are presented the culinary preparations with their denomination, composition and quantity;
- *servicing inventory* for: *beverages* (champagne cups, jugs, glasses, cups, mugs, pints, cans), *food* (bowls, pans, trays, plates, covers, salt cellar, toothpicks support), *equipment or uniforms* for: waiters, barmen, cooks and under-cooks.

Cleaning is achieved daily or whenever necessary in: bathrooms for tourists and employees, serving rooms, spaces destined for production and storage. Rooms destined for production must be cleaned and ventilated so that the smell from the kitchen should not enter the serving and accommodation spaces.

The department for supplementary services is the third *operational department* of the hotel by which we can offer to the tourist: *post services, telecommunications and advertisement* (telephone, internet, cable TV, promotion materials), *personal services* (laundry, cleaners), *renting* (laptop, fridge, sport equipment and materials, boat, chaise longue), *sport and physical education services* (swimming, skating, ski), *cultural and art services* (organisation and purchasing of tickets for shows, concerts), *diverse other services* (room-service, washing and ironing laundry, parking, transport hotel-airport, swimming pool, sauna, solar, money exchange, selling products and items of strict necessity), *free services* (charging, discharging, transport and keeping luggage, keeping valuable things, sending messages, parking services).

The attributes of the employees of the operational department

„*The whole staff which are in contact with the clients (permanently or occasionally) must have an adequate professional behaviour.*” (Lupu N. (2010), p. 148).

Administrator/general manager: organises and leads the whole activity of the hotel, establishes the objectives and strategies of development, elaborates the budget, evaluates periodically the employees performances, signs the contracts with the suppliers/ interagents/tourist of the hotel and ensure the observance of internal operation norms by the hotel staff.

The receptionist: meets and distributes the tourists in rooms, ensures the phone services of the hotel, supplies the solicited information, keeps the evidence of the phone numbers/fax and the addresses communicated by the tourists, makes out documents for the hotel.

The governess: ensures the security of the tourists and their goods, checks the optimal functioning of the installations in the accommodation places and from the other spaces of the hotel, achieves the service according to the tourist requirements, surveys the activities in the floor compartment, manages the resources in the accommodation department.

The chambermaid: cleans and disinfects the rooms, halls, annexes and toilets, changes laundry and towels, replaces the soap, toilet paper and other products in the room and bathroom.

The restaurant chief: coordinates and surveys the barmen and waiters' activity, programs and organises events and maintain optimal work relations with the employees.

The waiter: it takes the orders and serves the menus and drinks to the clients, presents the bills to the tourists, the invoice, takes the payment and then gives the encashed sums to the restaurant chief.

The Barman: serves the beverages to the tourists, keeps the hygiene and cleanness at the bar, cash the payment of beverages and achieves the control of the drinks stock.

The cook: receives the food and stores them, prepares the courses in the order of the orders reception, gives the menus to the waiter, respect the hygiene in the kitchen, personal and clothes hygiene (wrapper, cap).

Under cook: ensures the hygiene of the kitchen, maintains the tools and equipment in the kitchen, it accomplishes the preparations for cooking (sorts, peels, washes) participate in establishing the demand of raw materials and achieves the supply orders, and he fulfils other tasks given by the cook.

The functional departments of the hotel can be:

- *The sales-marketing department* by which there are developed activities such as: the transaction of contracts regarding the organisation of congresses, conferences, symposiums, organisation and assistance in the development of actions contracted, creation and promotion of the brand image, elaboration of studies regarding profile and clients preferences;
- *The department of human resources* has as role to achieve: selection, recruitment and the staff's work regulation, the elaboration of the performance standards, improvement etc;
- *The commercial department* fulfils supply activities and administration of stocks;
- *The financial-accounting department* has as main attribution the administration of financial resources, and the evidence and control of payment;
- *The security department* answers to the safety and security of tourists and employees inside the hotel, using modern means of surveillance and alarm. Likewise, it achieves instruction programs of the hotel staff regarding the prevention and way of action in case of danger (fire, earthquake, flood, theft, terrorist attack);
- *The maintenance-technical department* has as specific activities to fix the defaults and maintenance: of sanitary and electrical installations, heating and ventilation systems, specific equipment in the launderette and cleanser.

2. TOURISTIC ACTIVITY OF THE AQUARIS HOTEL

The Aquaris Hotel started its activity in June 2011, being authorised to develop activities according to classification *CAEN 5510 - Hotels and other similar accomodation facilities* is placed in Crivaia Resort on the banks of Gozna Lake at a distance of 25 km from the town of Reșița and 20 km from the Semenec Resort. According to the information on the date 17.08.2018, on the site of the Public Finances Minister, Fiscal Information and balance sheets, <http://www.mfinante.ro> and on the site of the Tourism Minister, Authorization tourism, <http://turism.gov.ro/web/autorizare-turism/>, the Aquaris Hotel has as economic operator S.C. Lis Consulting S.R.L. The management of the hotel must observe the increase of the turnover and implicitly of the profit thus the economic activity must be efficient.

The Aquaris Hotel offers the tourists a services paquet formed of: *accomodation services, services of public alimentation, recreation services and services for renting conference rooms.* At the development of the hotel they had in view to correct combination of colours, forms and the correct placement fro the technical and ergonomic point of view of the furniture and lamp fitting. These have the purpose to create a very pleasant environment for the tourists.

The Aquaris Hotel, classified with 3 stars, offers acomodation services in 27 rooms with or without terrace, with a view to the garden or to the lake, from which 3 appartments and 24 double rooms: 13- with twin beds, 7- with queen size bed, 4- with king size bed. The hotel disposes of 54 acomodation places, with an average length of the sojourn of 1-5 days, an occupation degree of 50% in October-March and April-September.

Based on the information found, the hotel disposes of: luggage room, approach slope for the people with locomotive disabilities, baby chairs and baby beds, room service during night, launderette, safe at the reception with individual boxes for valuable things, pay parking for 26 vehicles, 2 conference rooms completely equipped with a capacity of 50 places. Rooms are endowed with: system of hotel television with access to different TV channels, access to internet, minibar, telephone with direct line for national and international conversations, hair dryer and towels. According to the information available on the hotel site starting with 01.01.2018, the price list for acomodation are presented in the table below.

Table 2 Prices for the acomodation services at Aquaris Hotel

Day	Type of room	Price for double [lei]	Price for single [lei]
Monday, Tuesday, Wednesday, Thursday	Apartment	260	240
	Room	210	190
Friday, Saturday, Sunday	Apartment	360	340
	Room with terrace	300	280
	Room without terrace	250	230
1 night in Weekend during season	Apartment	500	480
	Room with terrace	450	430
	Room without terrace	400	380

(Source: **Price list for rooms** available on 18.08.2018 on <http://www.aquaris.com.ro/main.php>)

We should mention the fact that breakfast is included in the acomodation price including VAT and the hotel acomodation starts at 16⁰⁰ and finish the next day at 12⁰⁰. Bookings are available until 21⁰⁰ of the first acomodation day. For special situations, according to availabilty, you could solicit the delay of the client's departure until 16⁰⁰, free or paid, for half of the room price, until 18⁰⁰. Children under 8 years old benefit of gratuitousness in the parents' room respecting the condition of using the existing beds and at the tourist demand some extra beds for chidren can be installed in the room. The price for the extra bed in the double room or apartment is 110 lei/day with breakfast included.

The Aquaris Hotel can commercialise touristic services for the following methods:

- booking made by phone, fax or internet;
- without previous booking;
- based on some contracts with tourism agencies.

Based on the direct negotiations between the tourism agencies and acomodation units, there are also certain provisions of the contracts which in time were uniformised due to: long collaboration between the tourism agencies and

accommodation units; understanding between the accommodation units on the one side and the professional associations of agents on the other side. It is important to mention that the access with pets and smoking are forbidden inside the complex.

The following types of rooms are arranged in the hotel:

- *The standard double rooms* without terrace with a surface of 15 mp, dispose of a matrimonial bed or two separate beds with comfortable mattresses, 2 low night tables, 2 lamps above the bed, 1 wardrobe, a work space with chair and area for stocking the luggage. The setting of the room is an elegant one, in warm and pastel colours creamy and white and the thick wall to wall carpet offers a streak of colour being red, green or blue.

The bathroom is lighted and endowed with quality furniture in different colours and a toilet basin, sink and shower enclosure.

- *The superior double rooms with terrace* are set up in the same style with elegant furniture in neutral colours, combinations of pastel and light colours and a pleasant and light setting. The beds also contain a relaxing area and the beds are either matrimonial or single.

- *Luxury apartments* which have as component a living room and a bedroom. The bedroom has : 1 matrimonial bed, 1 wardrobe, 2 night tables, 2 lamps, a chest-of-drawers for TV, office space with chair and air conditioning. The bathrooms of the luxury hotels are very joyful due to the shade of the floor tile and make available for their clients, towels, hair dryer and free cosmetics. The living room is the area of recreation and relaxation for the client and it is endowed with: 1 sofa which cannot be opened but it can be used as bed by a friend or child of the couple, chest-of-drawers for TV, coffee table and work table.

The services of public alimentation of the hotel are commercialised through:

- *The classic restaurant Aqua-Aqua Restaurant*: 3 stars, 54 places.. It is considered as the main restaurant which makes available to their clients both Romanian and international cooked meals.

The cooks of this restaurant have a thorough professional preparation, being responsible in the first place by the quality of the menus prepared and also by the services of high quality they offer. The restaurant panorama is towards Văliug Lake and in the hot summer evenings it is a real delight to have the meals on the enchanting terrace with a view on the lake.

- *The day bar Aqua-Aqua Bar*: 3 stars, 90 places it is a bar set on a pontoon where you can rent chaise longues, towels, umbrellas and you can buy refreshments.

- *Lounge Bar* is a bar placed at the third floor where you can have an appetizer or a digestive drink which enchants the senses, the tourists enjoying the enchanting panorama of the lake. This bar being destined exclusively to the tourist accommodated in this hotel.

- *Garden Place* (the terrace bar) is an inner garden full of colour and joy where you could serve the meal in a marvelous setting, during the summer you can serve the famous cocktails martini, mojito, margarita, cosmopolitan etc. The cold season is given the same importance, because in winter this garden is the ideal place to have hot tea or boiled wine after the effort on the ski slope or after a walk in the snow.

- *The Wood Bar* is built in wood trying to create a space full of warmth and intimacy having a simplified menu.

The recreation services play an important part in the share of services offered within this hotel putting a large accent on the diversification of their offer, having in view the beneficial effects on the way of spending the summer. Tourists have at their disposal:

- *Aqua Kids*, swimming pool outdoors for children endowed with chaise longues and playground;
- two beach terraces;
- locker for sport equipment;
- locker for the ski equipment.

The development of the activities which regard spending a pleasant sojourn and especially agreeable of your free time at the place of the touristic destination consists in the organisation of hikings on marked tracks with experienced guides, trips by bikes, safari raids with vehicles available by Polas Xperience Center.

This wonderful area in which the hotel lies, gives opportunity to have very many activities such as:

- *nautical sports* by the experience of 4 *pontoons for sunbathing and swimming* on the lake Văliug's banks, all being endowed with the necessary equipment.
- *winter sports* by the inauguration of 2 ski slopes: *The Slope Semenic-Văliug*, which is 5.800 km long.

At 11 km of the Acuaris Hotel there is Gărâna, a village, which also represents a touristic attraction very famous in the Mountaineous Banat for the lovers of jazz, rok and folk. The village is best known for the organisation of the *Jazz International Festival*.

Services for renting the conference rooms at:

- *Conference Club* which is used for the organisation of some conferences, presentations or workshops being endowed with a modern system of video projection and sound. Likewise, the bar of the Conference Club is the place in which you can spend your free time with friends on a terrace outside and in the evening there are karaoke shows. The price list for renting are differentiated: 500 lei between 10⁰⁰-18⁰⁰, respectively 250 lei between 10⁰⁰-14⁰⁰.
- *Conference Room*, which has a capacity of maximum 10 persons this space is dedicated exclusively to the small meetings. Due to the technical endowment of high quality, the modern design, the Conference Room is the ideal location for business discussions, project presentation, analysis sessions, professional prognosis and formation. The renting price is reported to the number of the hours solicited, respectively 200 lei/hour.

We mention as *arch of touritic interest* close to the Acuaris Hotel we have the following:

✓ *Crivaia Resort* – placed on the banks of the Gozna Lake at an altitude of 650 m, Crivaia resort is part of the National Park Semenic- Caras Gorge an area with the largest surface of quasi-virgin forest in Europe. The resort is recommended to those who suffer from nervous asthenia, physical and intellectual fatigue, respiratory and endocrine diseases.

✓ *Văliug Lake* – is wonderful and it is placed in the top of the tourists preferences who come in this area especially in summer for peace, coolness, vegetation, fishing, swimming and sunbathing on the set pontoons. This denomination is given by the inhabitants after the name of the village it is placed on. Placed at the bottom of Semenic Mountain with a surface of 13 mp and an altitude of 600m the accumulation Lake Văliug was built for the supply with water of the area but also for the production of electrical power.

✓ *The Semenic Mountain* – is placed at approximately 20 km from Acuaris Hotel. It hosts the resort with the same name and it can be proud with the three peaks with maximal atitude: Semenic 1446m, Piatra Gozna (Gozna Cliff) 1447m and Piatra

Nedeia (Nedeia Cliff) 1437m. It is among the few places in the country where the snow persists around 6 months of the year.

✓ *The lake Three Waters* – is the biggest accumulation lake in the Semenik Mountain, it is placed in Gărâna depression at around 37 km from Reșița and it is situated at an altitude of around 835 m on a region of 45 hectares. After this lake was also given the name The Resort Three Waters placed at around 18 km from the Aquaris Hotel.

✓ *Gărâna Holiday Village* – named also Wolfsberg, the holiday village Gărâna is known mainly as it is yearly the host of one of the most important events in the South-East of Europe and namely The International Jazz Festival in Romania, but it can be remarked by its architecture specific for the German mountain villages. The holiday village Gărâna can be found at around 16km from Acuaris Hotel.

✓ *Comarnic Cave* – it is the longest cave in Banat having a length of around 4.040 m and it is placed on the left side of Comarnic Valley at 440 m altitude. On a marked touristic track you can reach at the cave in 3 hours. It was declared a nature's monument.

We mention the fact that during the summer season and the winter season, the touristic demand for *Aquaris Hotel* is rather high from the part of the tourists who come from other counties of Romania but also from the nearby areas. The management of the hotel aims at the business segment sector, interested to organise meetings, presentations or conferences and individual tourists. According to the age criterion and the motivation for travel the touristic demand for Acuaris Hotel is from the part of the following people:

- *young* wanting to spend free time in the winter season practising sports specific for winter (ski, sledging) and summer season for hikings, bike trips, safari raids with vehicles;
- *middle age and families with children* who benefit of a swimming pool outside, playground and trips with the hydro-bike on the lake;
- *seniors (old people)* who come here for quietness, walks outside and for the mountain air which is beneficial for the body.

The competition of Aquaris Hotel is from the part of the owners of guesthouses, villas, rooms to rent and chalets in the area, the nearest are:

➤ *Dorf Haus Văliug* is a type of house with *rooms to rent*, with the registered office in Văliug, no. 806, operator type Registered Sole Trader, classified with 3 stars, disposes of 6 rooms and 8 places of accommodation. It is situated at 2 km from the ski slope Văliug and the Lake Gozna. Rooms are endowed with TV, microwave oven, Wi-Fi and a relaxation area with fire place. The tourists accommodated can rent from the owner equipment for ski and bikes. Facilities offered by the villa: terrace for serving meals, garden, their own parking, bar, party facilities.

➤ *Gasthof Tirol Guesthouse* belongs to S.C. Crivaia Agro Tour S.R.L., classified 3 stars, it is one of the most searched for guesthouses in Văliug and offers to their guests a pleasant sojourn in a pleasant, relaxing and quiet atmosphere. The guesthouse disposes of 14 rooms out of which 7 with matrimonial bed and 28 accommodation places. The restaurant of the guesthouse offers only traditional food prepared by the guesthouse staff. The Tyrolese aspect which predominates in each room of the guesthouse is especially attractive. Facilities offered by the chalet: swimming pool access, parking with 20 places room service, business facilities, conference rooms and parties.

➤ *Cusma Villa* belongs to S.C. Berghaus Zum See S.R.L. with the registered office in Văliug, Str. Văliug, no. 332, classified 2 stars, there are 9 rooms and 24

accommodation places in two houses set in a rustic style. It has a large living room where you can serve the meals, independent sanitary unit, kitchen endowed with all the necessary tools, central heating, parking place, garden with a playground for children, grill with wood and coal placed in a corner of the garden.

➤ Sara Guesthouse belongs to S.C. Sara Investment S.R.L with the registered office in Văliug , no. 706, classified 3 daisies, disposes of 10 rooms and 20 accommodation places. The restaurant of the guesthouse has a capacity of 50 places offering cooked meals from the Romanian but also the international cuisine.

3. CONCLUSIONS

Created in order to satisfy the needs of superior order, the touristic services can be: information, organisation, transport, accommodation, alimentation, relaxation and treatment.

Most of the people, who practise any form of tourism, for one or more days, know the touristic activity of a hotel, respectively how the reception/room look like, what services do they offer and the accommodation services, alimentation and recreation. The activity of the hotel services are developed on operational departments, by which we ensure the accommodation services by which they insure the selling, merchandising and promotion of services, administering human and financial resources, tourists security, and the technical maintenance of the hotel's endowment.

Indubitable in order to obtain the classification category, the hotel must dispose of endowment and obligatory minimal services, having in view to achieve quality touristic services.

Having in view the improvement touristic activity, the hotel owners must achieve a superior qualitative differentiation of the services in relation to the competition which should lead to the determination of the intention to buy and the client's satisfaction. Likewise, the hotel owners must identify the main factors which contribute to the obtaining of the desired quality, according to the tourists' expectations. Although there are more factors of negative influence on the qualitative accomplishment of hotel services, in practice the most important being considered the reduced number of hired staff, without which the service cannot be achieved. Besides the performance of superior quality services, another important element is the optimal endowment of the technical-material base, the quality of the products used for the preparation of menus and their diversification, thus, tourists should not choose other touristic units for their meals. Moreover for the department of public alimentation the room-service should not miss, because it is an obligatory criterion for a 3 stars hotel and serving breakfast in the room should be done based on the order note deposited by the tourists at the hotel reception.

The Aquaris Hotel is the first touristic complex which belongs to the new concept Aquaris Hotels&Resorts, has an inner and outer beautiful design, with the aim to create an environment very pleasant for the tourists for spending free time, keeping a balance reported to the elements from the nature. The hotel detains a very developed technical-material base with a capacity of 54 places in the 27 accommodation services, with or without terrace, respectively luxury apartments, double standard rooms and double superior rooms. In the hotel there are authorised to function also the two units of public alimentation, respectively the classic restaurant Aqua, with a capacity of 54 places and the bar Aqua, with a capacity of 90 places. Besides these two there are also: Lounge Bar (for the accommodated tourists), Garden Place (bar on a terrace), Wood Bar (wooden rustic construction), and for relaxation Aqua Kids

(swimming pool for kids), terraces on beach, lockers for sport equipment, renting conference rooms Conference Club and Conference Room. The tourists of the Aquaris Hotel can visit: Crivaia Resort, Văliug Lake, Semenice Mountain and Resort, Lake Three Waters, the Holiday Village Gărâna, Comarnic Cave and other touristic objectives in the area.

The prices practised are accessible to more segments of consumers and through the offered facilities including the access of people with locomotive disabilities.

Regarding the touristic activity of the Aquaris Hotel the management must implement techniques of attracting tourists by: the reduction of the accommodation services or the prices of the menus, the free lengthen of the hotel accommodation until 18⁰⁰, the free serving with fruit/water/ coffee in the room, spaces set for tourists' pets, spaces for smokers, diversification of the recreation services. These techniques must be promoted using advertisement by internet, TV, radio or through printed materials offered to the hotel reception: brochures, flyers or visiting cards.

As a threat for the activity of the Aquaris Hotel can be considered: the poor developed transport infrastructure, the low income of the population, the changing of the tourists' preferences, the tourists' solicitation to increase the quality of services, the lack of qualified staff available to work in seasons more than 8 hours per day, the competition existing in the area leads to high expenses in order to keep the leading position, and the poor promotion of the tourism in the area. Having in view the increase of the turnover, the leadership of the hotel must not be based on the Romanian tourists who come every year for their holiday at Aquaris Hotel due to the setting and the endowment, but they should perform other measures of attracting also the foreign tourists.

REFERENCES

- Baker S. et. al (2002), *The principles of the operations at the hotel reception*, București, Editura All Beck.
- Florescu C., Snack O. (1967), *The population's demand for merchandise*, București, Editura Științifică.
- Lupu N. (2010), *Hotel– Economy and management*, București, Editura C. H. Beck.
- Mărculescu I., Nichita N. (1977), *Services and modernisation of the Romanian economy*, București, Editura Științifică și Enciclopedică.
- Minciu R. (2000), *Economy of Tourism*, București, Editura Uranus.
- Minciu R. (2005), *Economy of Tourism*, București, Editura Uranus.
- Olteanu V., Cetină I. (1994), *Services marketing*, București, Editura Marketer&Expert.
- Stănciulescu G. (coord.) (2002), *Lexicon of touristic terms*, București, Editura Oscar Print.
- Stănciulescu G., Micu C. (2012), *Management of operations in hotels and restaurants*, București, Editura C. H. Beck.
- Zaharia V. (2002), *Economy and organisation of hotel and alimentation services*, București, Editura Lumina Lex.
- *** *The decree of the president of the national authority for tourism no. 65/2013 for the approval of*
- Methodological norms regarding the issue of the classification certificates of the touristic accommodatin structure with accommodation and public alimentation functions, of licences
- and patents in tourism available on 27.02.2018 at <http://turism.gov.ro/wp-content/uploads/2013/05/Ordin1.pdf>.

- *** *Minister of Public Finances, Economic agents and public institutions – identification data, fiscal information, balance sheets, available on 17.08.2018 at <http://www.mfinante.ro>.*
- *** *The Minister of Tourism, Autorisation in tourism, accommodation structures classified on 06.07.2018; Structures of public alimentation classified on 21.05.2018, available on 14.07.2018 at <http://turism.gov.ro/web/autorizare-turism/>.*
- *** *Prices for rooms, available on 18.08.2018 at <http://www.aquaris.com.ro/main.php>*
- *** *Types of de structures of tourist reception with accommodation functions, available on 01.05.2015 at <http://www.tur.md/rom/section/689>*