

The Role and the Importance of Managers for the Diversity of the Touristic Services

Corina Constanta Sîrbu

USAMVB Timisoara, Faculty of Agricultural Management, Calea Aradului, 119, România

Abstract

In the present, due to the competition, the managers of touristic units have to focus more on developing attractive touristic services. Because tourism is a complex activity, the managers have to insure high quality services at low prices and in the meantime to motivate the employees so that their services to meet the tourists expectations.

In this study we used the questionnaire as research method and the geographical area of the research is Orsova from Mehedinți county, which has a significant touristic potential due to the natural environment where it is placed.

Keywords: managers, touristic services, quality services

1. Introduction

The tourism managers are in general the owners of pensions or hotels. They must be able to lead the companies to achieve the established objectives, whether they relate to improving services, developing the managerial team, rapid growth of revenue and profit, etc. [1,2].

The managers from tourism services have to consider first that the tourists are human beings and in order to understand the behavior of these consumers of tourism services they have to take into account this and understand the human psyche and its functions.

The valuation of tourism resources and the efficient promotion of the studied area, both on the domestic market and on the international one, represent a source to increase the revenues [3-5].

In any business there are four major challenges: clients, competition, technology and legislation [6, 7].

2. Materials and methods

In this study we used as research method the survey and the research area was Orsova city from Mehedinți county, which due to the natural environment where is located has a significant touristic potential.

Mehedinți county has a surface of 4.933 km² and adjacent to Caraș-Severin county in the West, Gorj in North, Dolj in South – east and in South to Bulgaria and Serbia.

One of the attractions is the Boilers Danube, a picturesque geographical area of the Danube Gorge, located between Dubova and Ogradena.

The consisted in questions with simple variant and the subjects were asked to mark the correct answer.

The research sample consisted in 100 tourists split in different categories according to age, sex, education level, income and nationality.

3. Results and discussion

The management activities from the touristic units have to be directly correlated with the consumers' desires and needs. Through this study the touristic pensions and hotels managers can anticipate the

* Corresponding author: Corina Sarbu,
rusetcorina@yahoo.com

clients' needs and helps them improve the services they offer for tourists.

The questioned tourists were asked to answer to the first question related to their nationality: In which category of tourists you belong?

In the period when the study was realized we can notice from figure 1 that 93% of the tourists were

Romanian and only 7% were foreign tourists. The managers should try to advertise more the touristic area in order to attract tourists of different nationalities because it is an area which can offer many attractions for tourists.

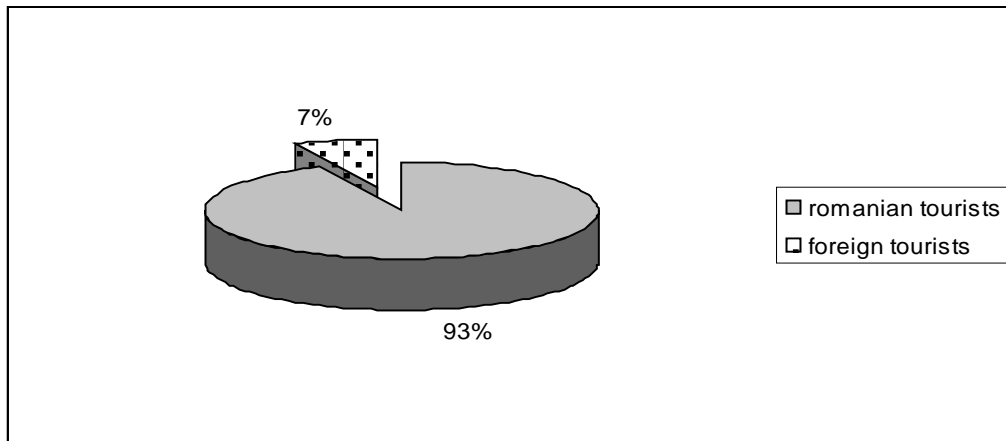


Figure 1. Sample structure according to nationality

Question: How many times you visited the studied area?

Related to the frequency of visits in Mehedinti county we can notice that 42% of the tourists visited the area twice, 20% visited the area only once and 38% of the tourists visited the area

several times (fig. 2). Most of the Romanian tourists liked the visited area and expressed their wish to visit it again but they are not satisfied by the services offered by the touristic units which are very expensive related to the tourists' incomes.

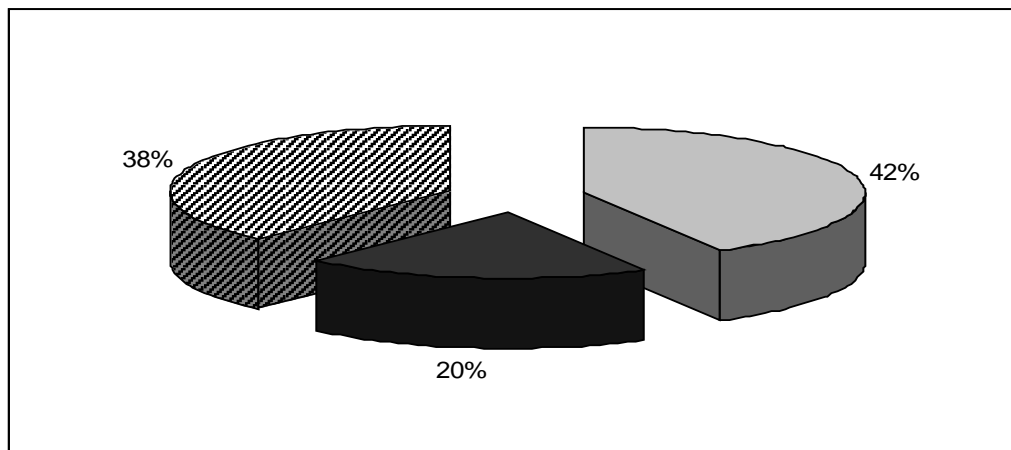


Figure 2. Sample distribution according to visits' frequency

The next question was: do you think that the touristic potential of the area is advertised enough by the managers and the local authorities?

As we can notice in figure 3 there were 2 answer variants (affirmative and negative). The next figure shows that 75% of the tourists consider that

the area is not advertised enough by managers and local authorities, as a result the number of foreign tourists is lower than in other domestic or international touristic areas, and 25% states that the area is advertised enough.

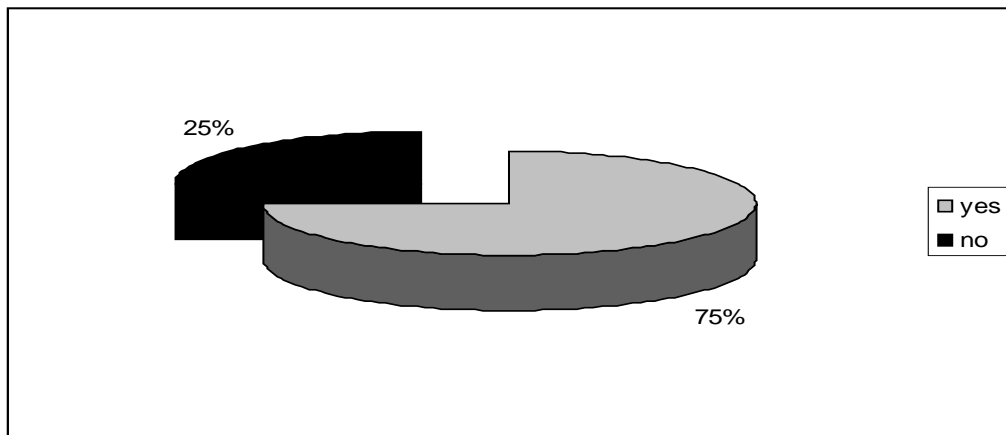


Figure 3. Subjects' structure according to the touristic potential

Question: Which are the touristic attractions that make you come back in this area?

In figure 4 we can notice that the tourists chose nature as the most important touristic attraction (47%), 34% of the tourists consider as attraction of the area the fact that the managers of the pensions and hotels offer various facilities

(bicycles, pools, playing ground for children, internet, etc.) in order to satisfy them and make them return, 7% are fascinated by the churches and monasteries from the area especially Saint Ana monastery from Orsova, and 12% chose sports and leisure activities.

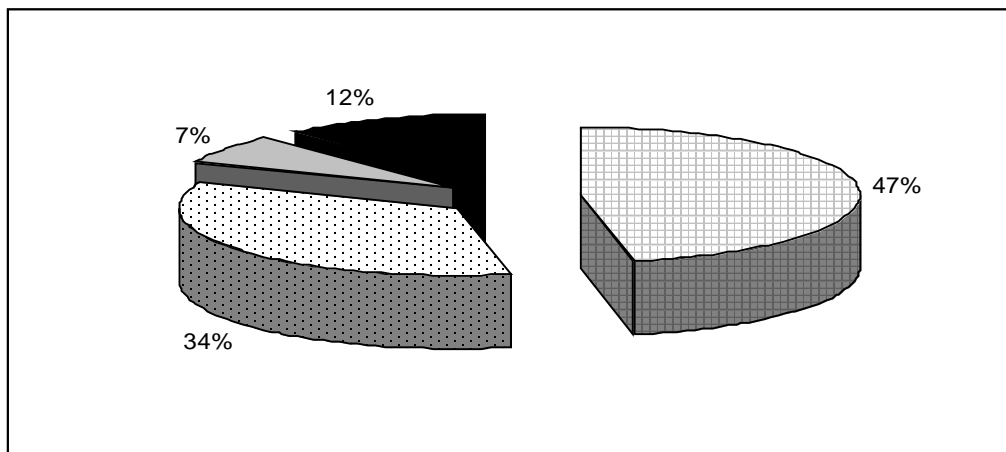


Figure 4. Sample distribution according to touristic attractions

Next question was: Are you satisfied by attitude and behavior of the employees?

The attitude and the behavior of the employees who provide touristic services are very important and represent one of the factors which influence the increase of the tourists' number in the area and the profit increase.

From figure 5 we can notice that 41% of the tourists are satisfied by the attitude and the

behavior of the employees, and 10% are fully satisfied, but 38% of the tourists state that they are less satisfied and 11% are not satisfied.

We consider that the managers which have touristic businesses should employ qualified and trained personnel in order to satisfy all the requests of the clients.

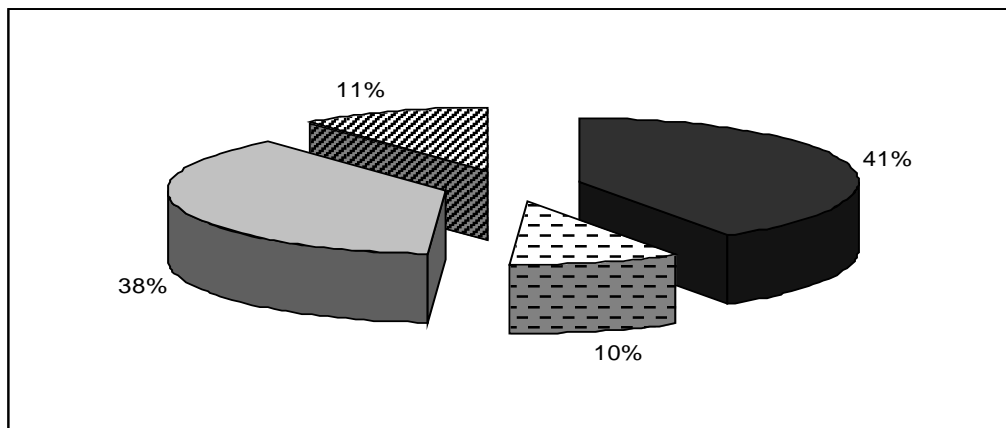


Figure 5. Distribution according to the employees' behavior

Question: which are the elements that have a negative influence on the tourism from Mehedinti county?

From figure 6 we can notice that the majority of the tourists (55%) consider that the infrastructure (roads, bridges) is the most important element which has a negative influence on the tourism in

this area, 27% state that the accommodation and alimentation conditions are poor compared to the very high prices, 10% consider that the deterioration of the traditional specificity is a negative element and 8% state that the lack of touristic arrangement (touristic marks, touristic information centers, etc) is a negative element.

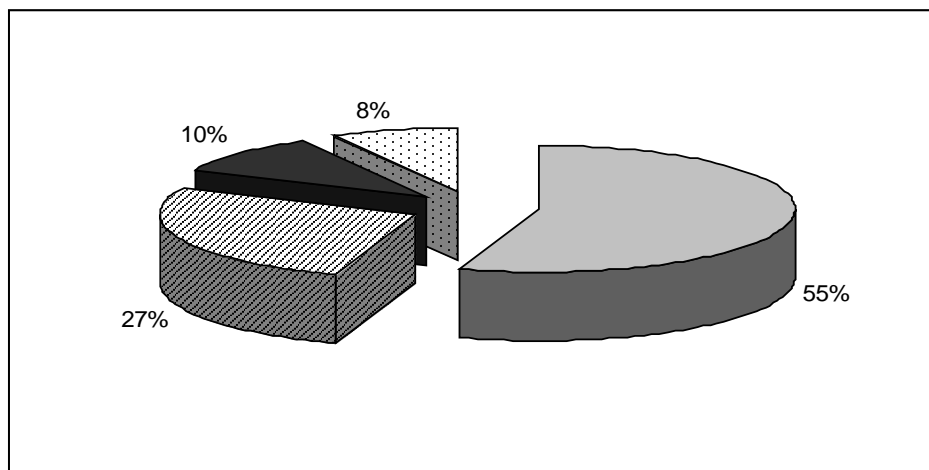


Figure 6. Sample distribution according to negative elements

The subjects were asked express their satisfaction degree related to the quality of services (accommodation, meals, treatment and leisure facilities, organization of special events, etc) which represents the most important factor that stimulates the touristic growth.

Analyzing the answers we noticed in fig 7 that 47% of the subjects are not satisfied by the

accommodation and food services, treatment facilities and by the fact that there are no special events organized, 18% of the subjects are very satisfied and 35% state that they are satisfied.

The touristic hotels and pensions managers should take measures and try to offer high quality services at lower prices especially for the Romanian tourists with very low incomes.

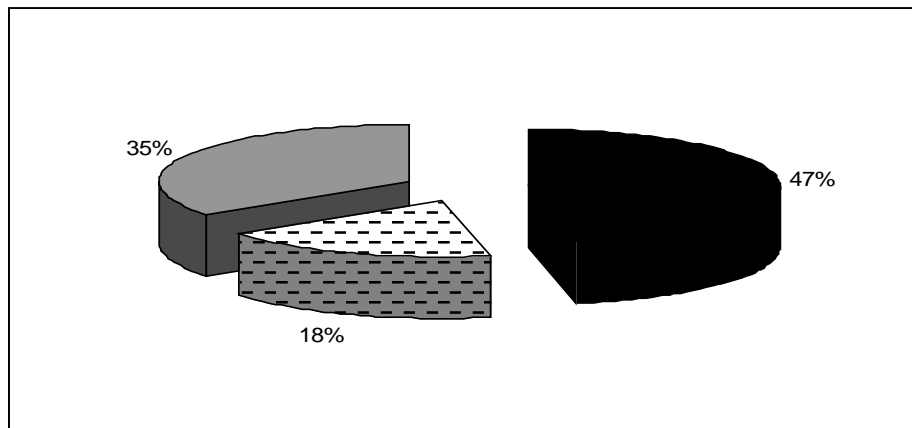


Figure 7. Sample structure according to the quality of services

4. Conclusions

The managers should advertise more the touristic area in order to attract tourists of different nationalities because it is a geographic area which can offer many touristic attractions.

We consider that the managers with touristic businesses should employ qualified and trained personnel in order to satisfy the clients' demands.

The managers should also improve the comfort and the quality of services because the tourists are very exigent and will choose other domestic or international hotels and pensions where they have many facilities.

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