

Customer Satisfaction Survey to Tourist Destination Baile Herculane

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Abstract

The idea from which this paper starts is to discover the level of satisfaction of the consumer towards Baile Herculane tourist destination. Satisfaction, the main factor of this analysis was assessed by reference to services offered accommodation in Herculane, catering services, establishments of leisure, of treatment facilities and spa. Of the facilities they provide tourism, infrastructure and planning walking trails. Also the behavior and attitude of employees in the field to the consumer was introduced in the analysis, their preparation and how the institution / organization treats the customer. Appearance sightseeing and access to these objectives can also influence consumer behavior towards the destination.

Key words: consumer, satisfaction, tourism, research, behavior, advertising.

J.E.L. classification: M3

1. Introduction

Literature presents many views on the concept of satisfaction. Some authors believe that satisfaction is an outcome cognitive comparison between is and ought, others define satisfaction as a general attitude.

The difference between these views might be artificial. Satisfaction cannot be reduced to a simple cognitive individual transaction. It always has an emotional dimension. In case of positive refutation, emotional reaction can reach high enough levels when the consumer is surprised and delighted by the unexpectedly good performance of the product purchased. (Datulescu, 2006, p.331).

From a psychological perspective, the satisfaction achieved by using a tourist service is the result of differences between individuals, getting what estimate we should get by purchasing the service.

Since satisfaction - an element studied extensively by marketers - is a subjective phenomenon, although it is subject to determinism objective, the more it puts more emphasis on the influence of the senses, through the approach which transcends the classical five senses and more, making it possible to build tourism products starting right from the "activities [...] pinned by the philosophy of the six senses" - six senses, thereby ensuring a strong emotional bond with the consumer. (Stăncioiu et al, 2013, p. 7)

A direct method for assessing the degree of Customer Satisfaction is the regular survey. In the following we present a study on consumer satisfaction of tourism products to the destination Herculane.

2. Theoretical considerations

The study was conducted using a direct quantitative research through a questionnaire about customer satisfaction on destination tourism products to Herculane. The questionnaire was carried out after analysis of the literature in the field, and determining a number of targets and situations.

The questionnaire was applied in the online environment, by sending the questionnaire via Facebook platform, those who wanted to attend and answer the questions were part of the friends list, from lists of friends, so the diversity of the sample being provided, the sample being random.

Implementation study was a short-term one, the study was applied in early August, and is sent only during the two weeks in the online environment, the number of respondents reached 226, but of these only 194 gave valid responses, meaning that the remaining of 32 claiming never visited destination Herculane, so that their responses regarding the service are invalid.

The questionnaire was anonymous in the analyze of the given answers.

Of the 194 respondents in this research, most of them are male 112 and the remaining 82 were female. Age category was somewhat proportionally divided into four categories: 26 respondents are under 25 years old, 61 between 25 and 35 years old, 49 between 35 and 50 years old and the rest of 58 over 50 years old.

In terms of income per respondent, it has been selected as follows: less than 1500 RON 52 respondents, 134 respondents with an income between 1500 and 3000 RON and with over 3,000 RON remaining 8.

3. Method

The research presented in this paper is a direct and selective one wishing to identify the main dimensions of consumer travel behavior applied to Herculane location. In this sense, the implementations of the questionnaire were established the following objectives:

- O1: To determine the intention of buying a tourist service in Herculane location.
- O2: Identify the influences on the consumer attitude in choosing the right destination.
- O3: Knowledge of the main reasons for choosing this destination.
- O4: Identify key sources of information about the destination.
- O5: Identify the segment of consumers who prefer to travel in this area.
- O6: Identify the satisfaction of consumer on Herculane destination.

After an analysis of literature of the studies suggested by many marketers, the following assumptions have been established:

- I1: Most consumers planning holidays to places known and familiar.
- I2: satisfaction of consumer products directly influences the choice of tourist destination Herculane.
- I3: Most consumers choose Herculane for specific destination spa.
- I4: Most consumers choose destination Herculane for longer periods of time.

4. Results

The remaining questions in the questionnaire have been established to pursue the objectives set for this research and to check the fulfillment of the assumptions above. Thus, for the question about the reason of holiday were obtained the following results: Leisure, the holidays or resting is the reason chosen by 102 respondents, medical treatment was the next choice in number, namely 86, 3 chose as a reason visiting friends and three other for professional and business reasons.

Thus we can conclude that most choose to spend vacations or holidays in this location, even if the treatment spa is why Herculane is a known tourist location.

In the same vein, another question about motivation (Q6) seems to put location Herculane as the location specialized for resting and relaxation, the possibility of spa treatment, but also for adventure and relaxation in nature. Quantification of the main determinants was a difficult one because many options were selected by the participants, and even have been suggested: trails in nature, and adventure, in the sense that there are difficult routes that can not be taken by

anyone. Rock climbing mountains around were also mentioned, along with fishing activities, routes for cyclists, motorcycles or ATVs. The health benefits were also highlighted by: aero-heliotherapy; thermal baths; mineral waters; hydrotherapy and inhale therapy.

Although most of the answers have in common the rest, relaxation and health benefits, as I mentioned the exact number for each choice would be difficult to estimate, because the choices were many, most respondents ticking at least three of the proposals: the location; venture; relaxation, rest; spa treatment, even tradition and history, the possibility to visit various attractions offered by specialized websites and travel agencies.

Length of stay or the stay seems to be directly proportional to the question, as to why this location was chosen exceed one day, even those who only go to visit (3 respondents) did not choose this option. The variant of stay was the majority in the elections, 146 respondents choosing stay, and the remaining 48 choosing tourism weekend.

Regarding sources of information, perhaps because we live in an age of technology, media won in selecting the destination, even being offered explanations on the ease of booking, to contact a service provider; even travel agencies offering packages in this area were contacted with the media.

To give a figure, we can mention that the majority of the 105 respondents chosen destination with the media (mainly Internet), 68 selecting destination with friends recommendation (relatives), and the remaining 21 visited Herculane by tourism agencies.

Satisfaction, the main factor of this analysis was assessed by reference to services offered accommodation in Herculane, catering services, establishments of leisure, of treatment facilities and spa. Of the facilities they provide tourism, infrastructure and planning walking trails. Also the behavior and attitude of employees in the field to the consumer was introduced in the analysis, their preparation and how the institution / organization treats the customer. Appearance sightseeing and access to these objectives can also influence consumer behavior towards the destination.

A majority of more than 100 respondents remarked specifically for treatment facilities and their arrangement, and leisure spaces. Also the option of "very dissatisfied" was often circuitous, but it seems that some tourists had problems with staff and in terms of the support services offered. The biggest complaint may be barely visible in terms of promoting location and facilities provided by it.

For a detailed analysis, I mention that in terms of quality of accommodation, 85 of the respondents were satisfied, 22 very satisfied, 62 have chosen the middle, and 25 chose unhappy. According to these data, it seems that spatial planning was the one who gave these results because the figures obtained from this item have been completely different, 145 persons were very satisfied, 32 indifferent, 6 dissatisfied and 11 very satisfied.

Regarding services of the leisure facilities, treatment and spas, most respondents were happy and satisfied with the quality of services 95 being satisfied and 54 very satisfied. In the same category, treatment facilities were appreciated, 119 claiming that they were satisfied and 54 very satisfied and the arrangements of relaxation, recreation and treatment seems to satisfy 146 people and 21 of them were unhappy. It should be noted in this comparison that nobody chose the option "very dissatisfied" and in terms of facilities or to "dissatisfied" was not checked.

Less pleasant situations seem to occur if one compares attitudes and behavior of staff in tourism, training of these employees, how staffs organize special and major events, involving large groups of people. In this comparison can be introduced the consumer satisfaction regarding ancillary services offered by the staff. In all of these cases have also been found negative cases of satisfaction, although the majority remain positive responses.

Paradoxically, the behavior of employees in the tourism sector has received the most positive responses, 160 were satisfied, and most of "very dissatisfied", namely 5 people.

A negative quality seems to receive the promotion of tourism services in Herculane: 22 very dissatisfied with the way the destination is promoted, 78 dissatisfied, 45 indifferent and 49 satisfied.

To see more easily the results and achieve more comparisons of consumer satisfaction for Herculane location, we found easy to present the results in a table form as follows:

Table no. 1 Results for the travel consumer satisfaction in Herculane

	Very dissatisfied	Dissatisfied	Indiferent	Satisfied	Very satisfied
1. Quality of the accomodetion	-	25	62	85	22
2. Quality of the services offered by catering	-	12	81	72	29
3. Quality of the services units	-	9	33	98	54
4. Treatment facilities and SPAs	-	-	27	119	48
5. Leisure facilities	-	2	35	106	51
6. Services offered to the tourists	2	11	62	84	30
7. Tourist infrastructure, tourist routs	-	15	51	125	35
8. Attitude and behavior of	5	10	7	160	12
9. Training of the employees in the tourism sector	2	18	55	96	23
10. Organizing special events	2	22	54	95	21
11. Access to the tourist areas	-	23	29	131	11
12. Accommodation arrangement	-	6	32	145	11
13. Aranging relaxation/recreation/treatment space	-	8	19	146	21
14. Proper promotion of tourist attractions	22	78	45	49	-

Regarding the last question in the questionnaire, the responses are beneficial for destination Herculane, meaning that 181 of the respondents would recommend the destination to relatives or friends, while 152 of the 194 respondents would return to Baile Herculane.

5. Conclusions

According the data obtained by the questionnaire mentioned in the annex of the paper after analyzing the research results, all three hypotheses established were confirmed as follows:

I1: Most consumers are planning holidays to places known and familiar, this is confirmed in the last question of the questionnaire, which 152 of the 194 respondents said they would return in Baile Herculane, 181 of respondents even claiming they would recommend the destination to others.

I2: Satisfaction of consumers of tourism products directly influences the choice of destination Herculane was confirmed by analysis of customer satisfaction, comparisons were made regarding accommodation services, services provided by employees of state and other tourism issues, such as infrastructure, support services, access to tourist locations, etc. The fact that the majority of respondents tended toward the positive side of the graph, in other words being satisfied with what they have experienced, can only confirm that satisfaction directly influences the choice of destinations.

I3: Most consumers choose the destination Herculane for spa has been confirmed, even if the reason for the trip was especially spending free time, holiday, the following reason was medical treatment. For another question, the health effects were mentioned by the majority of respondents choosing more options related to motivate the choice of this destination, the positioning, the climate, the waters of healing, and many other forms of tourism added by the participants as suggestions, making it difficult to select a majority share in terms of reasons for the choice of such destinations. Another question that probably confirms that the effects of the spa location are

beneficial, confirmed by the last of the hypotheses set, namely I4: Most consumers choose destination Herculane for longer periods of time hypothesis confirmed by 146 respondents who chose the stay as alternatively holiday.

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