

Hospitality Industry

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Abstract

Development of accommodation, as basic services offered to tourists, led to the creation of a genuine hospitality industry.

Currently, the hospitality industry is no longer just the accommodation service itself but also requires an atmosphere that ensures leisure tourists in the hotel.

Thus, hospitable unit manager offers its service in addition to accommodation and catering services, leisure services, treatment services, business services required..

The existence of factors such as revenue growth, increasing leisure time, the development of transport services, the emergence of new tourist attractions have caused increasing international flows of tourists, with consequent development of units hospitable, and therefore a strong hospitality industry.

In Romania, after 1990, the tourism sector experienced a true expansion, both through the development of the hotel sector, but also by developing rural hospitality units.

Key words: hospitality industry, tourism, services, hospitality units, tourists.

J.E.L. classification: L80, L83

1. Introduction

Today, tourism plays an important role in the economy, with a significant contribution to growth.

Meeting the needs of tourists requires a set of services, such as transport, accommodation, food, leisure and entertainment and other services provided depending on the motivations of tourists.

Of these services, accommodation service is an essential service for tourism activity because without accommodation people moving from place of residence to the place for holidays would not have tourist status.

Accommodation involves satisfying the need for food and drink and recreation in and outside their hospitality units.

These services are aimed at meeting the needs of tourists' recreation and food, as well as the specific nutrition and recreational services that form the hospitality industry (Minciu, 2001,p.261).

2. Accommodation - basic service hospitality industry

Accommodation is the main service offered by the hospitality unit. Without accommodation service, hospitality unit did not exist.

But, the accommodation product consists of more than a room with a bed. A guest purchasing also receives other facilities and benefits, such as ambience, decor and security. While all hotels provide accommodation services for their guests, the type of facilities and benefits associated with that service can often differ greatly, even within the same hotel.

The accommodation product, therefore, does not just consist of a guest-room but also the additional facilities and services which are applicable to that room (Baker *et al*, 1996, p.29).

In this business the primary product is the guest-room and the service that goes toward making it a comfortable and attractive abode for the traveler (Podd *et al*, 1964, p.25).

The accommodation segment of the tourism industry consists of many popular alternatives such

as bed and breakfasts, condominiums, timeshares, conference centers, hotels, and motels, as well as recreational vehicle parks and campgrounds (Cook *et al*, 2010, p.157).

Accommodation has certain characteristics that are specific functional departments that make any hospitality establishment.

The main characteristics are (Ene, 2004, p.178-180):

- Ensuring the security of life and property of passengers
- Absolute hygiene in establishments of tourist reception
- Operation of equipment located in accommodation spaces.

These features of the accommodation must be found in any tourist reception establishments such as hotels, motels, tourist boarding houses, tourist villas, tourist inns, hostels, bungalows, tourist chalets, holiday villages, camping sites, school and pre-school camps, tourist halting places, agro-tourist boarding houses, houselet-type units, shipo accommodation places.

Failure to comply with these characteristics negatively affect the accommodation service and therefore reducing occupancy hospitable unit.

Accommodation is an element of the wider hospitality sector that is used by tourists. Hospitality is the very essence of tourism, involving the consumption of food, drink and accommodation in an environment away from the normal home base. The very nature of hospitality involves hosting and hospitality, provided by a host and involving a guest (Page, 2011, p.152).

Hospitality is the friendly and generous reception and entertainment of guests or strangers (Pearsall, 1999, p.687).

In essence hospitality is made up two distinct services, the provision of overnight accommodation for people staying away from home, and the provision of sustenance for people eating away from home. Both of these services meet very basic human needs – the need to sleep and the need to eat (Jones, 2000, p.1).

Hospitality is very important in attracting tourists, it is a determining factor in choosing a touristic destination and a hospitable units.

The most important influence on the development of shelters and inns as businesses was improved transportation. As road systems developed and more people moved about the world, providing overnight accommodations and food became a viable business. The choices the hospitality industry offers are fascinating: they range from very simple to extravagantly plush, from road-side to mountain top, from city high-rise to jungle thatch roof, from full-service resorts to kitchenettes (Landry *et al*, 1994, p.134-135).

The hospitality industry is a service industry, and the management of a service institution is different. Food is a restaurant's product, but most of the manufacturing is done right in the place that offers the service (Powers *et al*, 1999, p.7).

Immaterial nature of these services makes it difficult assessment of the quality of accommodation and food service. These services provider are closely related person, so in the hospitality industry worker has an important role. The worker must be trained and required to provide hospitality, customer or tourist.

In hospitality, accommodation and food is provided in hotels, which have the highest share as a form of accommodation. Therefore, we use the term the hotel industry.

The hotel was born carrying with it a culture of hospitality. The hotel industry grew and flourished through the centuries by adapting to the changing social, business and economic environment that marked human progress (Vallen *et al*, 2009, p.4)

Accommodation is only one component of the hospitality sector, as following typology of establishments providing hospitality services (Page, 2009, p.255):

- Hotels
- Restaurants
- Cafes and catering places
- Night clubs and licensed clubs
- Take-away food bars
- Public houses
- Canteens
- Camping and caravanning sites

- Holiday camps
- Short-stay tourist accommodation

The tourist is important for the tourism industry as benefits from accommodation and catering in hotels or other hospitality units. Hoteliers are important for all customers because it offers accommodation not only tourists but also other people receiving accommodation but not tourist status.

Hoteliers have to offer the same hospitality to all.

The reasons that cause customers to turn to a hotel are (Stanciulescu *et al*, 2002, p.130):

- Specifics and the hotel's location
- Classification Category
- The image of the brand
- Structure services offered
- Prices
- Facilities granted
- Ambiance, comfort
- Attitude of staff

These reasons are important for hoteliers because it adapts its marketing policy hotel services.

3. Hospitality industry in Romania

In Romania, after 1990, the tourism industry and hospitality industry have recorded numerous trends under the influence of many factors.

Thus, the transition from socialist to market economy has generated profound transformations in this sector.

Switching tourism enterprises in state ownership to private ownership and free enterprise have led, on the one hand, increasing the number of units hospitable and the number of tourists, and on the other hand, economic and political instability have even affect tourist flows, particularly those international, in terms of reducing the number of foreign tourists.

Increased investment in the tourism sector has led increasing number of tourist accommodation structures with functions of tourist accommodation.

Evolution of establishments of tourists' reception with functions of tourists' accommodation in Romania is shown in Table 1.

Table 1. Establishments of tourists' reception with functions of tourists' accommodation

	2004	2010	2012	2014
Number of establishments				
TOTAL	3900	5222	5821	6130
Hotels	928	1246	1400	1473
Motels	149	151	206	212
Tourist inns	15	4	3	5
Hostels	31	114	178	204
Tourist villas	691	768	621	624
Bungalows	279	267	242	242
Tourist chalets	132	134	146	162
Holiday villages	2	4	6	9
Camping sites	72	51	48	52
School and pre-school camps	157	92	70	62
Tourist halting places	25	32	39	35
Tourist boarding houses	461	949	1247	1323
Agro-tourist boarding houses	892	1354	1569	1665
Houselet-type units	53	49	36	53
Ship accommodation places	13	7	10	9

Sources: (National Institute of Statistics, 2007, p.15), (National Institute of Statistics, 2013, p.22), (National Institute of Statistics, 2015, p.22).

According to the data in Table 1 structures tourist accommodation in the period 2004-2014 increased by 57%.

This increase is due to the facilities granted for investments in tourism, but also due to the increasing number of boarding houses.

Observe that the number of hotels increased from 928 to 1473, representing an increase of 58.7%.

Observe that by 2010 there were more developed tourist boarding houses, an increase of over 86% in 2014 compared with 2004. This is due to increased investment for businesses of familiar type.

The increasing demand for hospitality services in rural areas and the existence of specific natural resources of rural areas in Romania has increased the number of rural locations (86.7% in 2014 compared to 2004).

Use of natural resources, traditions and hospitality offered by hosts rural prompted increasing accommodation capacity in rural areas and thus increase the number of tourists accommodated in these units hospitable.

Table 2. Existing accommodation capacity (number of beds)

	2004	2010	2012	2014
Number of beds				
TOTAL	275941	311694	301109	311288
Hotels	160370	185521	181702	186236
Motels	5992	6126	8078	7883
Tourist inns	385	97	81	143
Hostels	1180	5218	7562	9116
Tourist villas	16107	16822	14775	13812
Bungalows	4854	4565	2663	2722
Tourist chalets	6215	5667	5150	5128
Holiday villages	56	157	352	717
Camping sites	26894	25358	12816	12925
School and pre-school camps	30198	16874	10908	9759
Tourist halting places	1226	2043	1847	2209
Tourist boarding houses	8100	18422	25019	27295
Agro-tourist boarding houses	9405	20208	27453	30480
Houselet-type units	4365	4164	2199	2398
Ship accommodation places	594	456	504	465

Sources: (National Institute of Statistics, 2007, p.16), (National Institute of Statistics, 2013, p.22), (National Institute of Statistics, 2015, p.22).

Analyzing data from Table 2, we see that the highest share in the number of beds can be found in hotels. The number of beds in hotels, relative to the total, increased from 58.11% in 2004 to 59.82% in 2014.

Demand for rural tourism and agro-tourism generated increasing the number of beds in agro-tourist boarding houses of 3.24 times in 2014, compared to 2004.

It is noticed that the hospitality industry in Romania is represented by a variety of forms of hospitality units, which is an advantage for tourists.

4. Conclusion

For the tourism industry, the hospitality industry has a special importance as accommodation, food and leisure services that constitute a major contribution to meeting the needs of tourists.

Establishments of tourist reception with functions of tourist accommodation are very important because, provision of accommodation is closely linked to specific material-technical base of the industry.

In Romania, the numerical increase hospitable units is an important factor in meeting the needs of tourists depending on their preferences.

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