

The Quality of Tourism Products and Services in the Accommodation Units of Prahova County

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Abstract

This article aims at inventorying the main elements, attesting the quality of tourism services, and presenting various ways to improve it, a subject that has raised many controversies, requiring research in the field. I have presented the region the determinants of quality in the accommodation units in the county Prahova and economic efficiency, as well as research methods, we used diagnostic analysis of quality development (presenting the existing situation and indicating the possibilities for development), consulting the specific bibliography of previous years on this topic and using statistical data for Prahova County.

Towards the end of the paper, I described ways to increase the quality of tourism that I hope will be applicable to better economic efficiency.

Key words: tourism, tourist services, quality of tourism services, growth strategies, accommodation units in Prahova county

J.E.L classification: Z32

1. Introduction

The present paper aims at inventorying the main elements that attest to the quality of tourism services in Prahova County, and the presentation of the various ways of growth and improvement, a subject that sparked controversy, requiring research in the field. Tourism has grown from desire and need people of knowledge, to travel and explore new places unknown, and to give them a sense of escape, relaxation, to disconnect for a few days from everyday stress. Tourism has long been viewed as an agent of economic development that has not managed to offer the services expected by its customers at all times and has produced unintended impacts, but nowadays tourism has become a global phenomenon that helps to develop the economy, representing one of the largest economic sectors that helps economic growth in an area or city. The rise of 89 'and so far in the tourism sphere has determined the leadership of the tourism enterprises to adopt a quality of tourist services with zero defects, a quality management system that ensures a good evolution and functioning of the products and of tourism services. If Romanian tourism service providers are constantly accused of very low quality of performance compared to international competitors, similar management is probably the solution. The realization of this desideratum implies a greater number of human resources in the tourism industry.

2. Short presentation of the study area

Prahova County is located on the southern slopes of the Carpathians, not far from the curvature, with an area of 4,694 sq km and over 873,000 inhabitants, being the most important county of Romania as a population and as an economy, it has two municipalities and another 12 cities, , which contains in equal proportions mountains, hills and plains.

The county is also known for the main tourist areas: Valea Prahovei, Valea Doftanei, Valea Teleajenului, Valea Slanicului and Drajna - Cerașu - Starchiojd area, which are part of the mountainous and submontane area; Valea Cricovului Sărat belonging to the hilly area and Ploiești area - Balta Doamnei located in the Prahovean plain. Prahova County, recognized as a tourist

destination since the end of the 19th century. the 19th century has been a great tourist infrastructure, both quantitatively and qualitatively, mainly in recent years. The touristic network available to tourists in Prahova county, according to the latest updated data from INNS, includes:

Table no. 1. Total of accommodation units:

YEAR 2017	Romania	Prahova County
70% Classified 2-3 stars	structures	structures
22,5% 4 stars	number	number
4,3% 5 stars		
Total	6946	347
Hotels and Motels	1551	80
Hostels	266	7
Apartment hotels	118	3
Motels	100	16
Tourist villas	635	53
Tourist cottages	194	8
Bungalows	288	1
Campgrounds	44	1
Tourist stops	55	1
Camps for pupils and preschools	101	3
Tourist guesthouses	1530	132
Agrotourist hostels	2028	42

Source: INNS

Table no. 2. Tourist accommodation capacity

Prahova County	Tourist accommodation capacity	Arrivals	Net capacity utilization indices (%)
	Existence (Places)		
2016	12229	329,7	23,5
2017	9906	318,8	22,2

Source: INNS

Table no. 3. Overnight stays number 2016/2017

Number of overnight stays in Prahova county		
Category of tourists / year	2016	2017
Total overnights	1019988	1107656
From which:		
Romanian	865293	927408
foreigners	154695	180248

Source: INNS

3. Methodology and data

The methodology used for the realization of this article was based on the study of the papers in the literature on the subject chosen. In order to accomplish this project, we used a diagnostic analysis of the quality development (presenting the existing situation and indicating the possibilities for development), consulting the specific bibliography of the previous years on this topic and using statistical data for Prahova County, based on which we identified the accommodation in Prahova county, accommodation capacity, number of overnights. As a final goal, I set out to study the improvement of quality, including minimizing losses due to poor quality,

increasing market share, profit, number of employees, available resources, and so on. which bring with it vitality in the organization because it creates challenges, raises ambitions and gives satisfaction to accomplishments.

4. Determinants of tourist quality

Customer's safety, product or tourist service must not endanger the life, health and integrity of the consumer, Hygiene-cleanliness rules, regardless of the type and classification of the facility, Accessibility - All products, Transparency - providing real information, Authenticity - Personalized tourist products, Harmony with the natural and human environment is a feature of sustainability, a concept that is valid in the medium and long term. Integration of information society technologies into tourism is a priority area for improvement The quality of service is not sufficient to increase the perception of the quality of the tourist product, although an excellent service can positively impress the consumer so that he overlooks irregularities As part of the tourism product, "Service Requirements" correlates with the human and personal dimension, often intangible and apparently difficult to quantify and evaluate, compared to the physical attributes used mainly in the classification of tourist facilities. (Atanase, I., 2004)

The result can be measured both by the satisfaction of the consumer, as well as the economic, social and environmental effects of the respective tourism activity, Process - the quality results obtained are temporary and therefore work in this direction must be carried out continuously, Satisfaction - subjectivity in perceiving the quality, Depending on the characteristics of each, consumers have different requirements and expectations, Needs - highlighting the basic, vital needs of people, which should not be overlooked in introducing into the tourist programs new attractions, experiences Expectations - fall within certain limits, correlating with the need for effective communication, the consumer must receive what was promised, Acceptable Price - customer expectations reflected in the price offered. In this context, the quality of accommodation services takes a number of forms: I. Spatial Quality {-Access Facts, Clarity of Signals, Car Parks and Other Facilities, Opportunities offered by the hotel's immediate environment} II. Relational quality {Direct-to-customer relationship-customer quality, Indirect relationship quality - Benefits take place in common spaces where other clients are served} III. Quality of choice {Variety of proposals, Variety of services}.(Bălăsoiu V., Dobândă E., Snak O., 2003)

Figure no 1. Ways to increase service quality



Source: Author's contribution

I. Growth in the current market of the product is achieved by:

a. Increasing the market share by promoting offers in specialty magazines, brochures, brochures, presence in various charities, temporary discounts from one day to 3 days of tourist packages (accommodation, food, recreation, fun activities for children), raffles, miss / mystery contests, fairs, festivals within the accommodation unit that aim to loyalty to current clients and attract new clients, respectively to increase turnover!

b. Increasing total consumption by implementing the pricing policy, the tourism products must be able to achieve the final consumer's goals and correspond to the target segment of the tourists, they react not only to the characteristics of the product or to the promotional actions with which it is surrounded, but and at its price!

c. Increasing the amount used to use can be generated by techniques similar to those designed to increase the frequency of use, namely: modifying people's perception of the "normal amount" used in use, mitigating perceptions of unwanted consequences of excessive consumption, developing associations positive feedback between the user and the usage situation, and stimulation through the pricing policy.

II. Market development using the current product

Market development involves simply multiplying commercial operations, possibly with small adjustments, using the same technical knowledge and even the same production capacities. Basically, market expansion can be done either to new geographic territories or to new segments within the current territory. This is achieved by:

a.- Geographical expansion involves changing operations from a local scale to a national and then international scale. All major companies known today for global scale operations followed this strategy in stages.

b. - Expansion on new segments can be achieved in several directions depending on how the market segments are defined: by product characteristics, by price sensitivity, by religion, by anthropometric dimensions, by age, and so on .

III. Vertical integration

Integration can be done downstream or upstream. Downstream integration takes place if the accommodation unit extends with the same product line, involving other sectors and industries that are involved in their development, trade, transport, culture, sports, agriculture. (Croitoru G., Duica, A., Duica, M., 2004)

Upstream integration consists in extending backward, at an earlier stage of the product circuit, the managers of the accommodation establishments find that the previously used tourist packages yielded more return than the current models.

IV. Diversification of accommodation activity

Is in fact a harmonious combination of the following packages of services in order to ensure a pleasant stay for tourists using a form of accommodation, the diversity and quality of services provided by tour operators.(Popa, I., 2004)

Accommodation services (Hotels, Villas, Summer Holidays, Cottages, Hostels, Bungalows) - equipment of all rooms with color TVs and remote control, minibuses (mini-refrigerators) and stock of goods, telephones via automatic call centers, changing of the worn-out area of the rooms, hallways-color, trolleys with trolleys and cleaning utensils (vacuum cleaners, dust, etc.)

The arrangement of reception halls to meet the current requirements: -phone cases; - luggage storage rooms; - day bars with an appropriate range of specific merchandise; - Commercial spaces, including newspapers, magazines, envelopes, stamps, views; - replacing used furniture from all common areas; - endowment with P.S.I materials (dust fire extinguishers, color water curtains, smoke detectors / alarms, etc.); - arrangement of common spaces with advertising and tourist propaganda devices (display panels, spots, paintings, etc.

Public catering services in accommodation establishments (classical restaurants, specific restaurants, traditional, lacto-vegetarian, confectioneries, buffets, bar, hazel, beer).

- endowment of production areas with modern high productivity machines and the necessary utensils for different kitchens; - endowment with dishes and cutlery both to the requirements of

national and international tourists; - installation of ventilation and air conditioning devices and equipment in all the restaurant halls; - devices and means P.S.I.; - the surrounding of the halls in the restaurants; - equipment for trolleys / guides for serving and discharging.

Recreational services. Replacement of worn out equipment from clubs, casinos, polyvalent halls, facilities and facilities specific to children's recreation (trampoline, children's park, bicycles, cars, competitions) spa, jacuzzi, massage room, fitness room, sauna, Turkish bath, ambient musical!

Commercial services related to the supply of tourists with a supply of goods necessary during their stay, with strict tourist necessities, small shops present in the premises of the accommodation units

Information services to meet the tourists in order to better guide them, in terms of the services that the tourist requires and which the accommodation unit offers.

V. Fusion and Horizontal Acquisition

Merger is a transaction through which two nearby accommodation units in the same industry accept to integrate their operations to create competitive avatars by pooling their resources and capabilities. Mergers are, in most cases, mutual agreements between the two tourism enterprises, whereas the acquisition is based on the imposition of force on the part of the purchasing tourist business. As a frequency, acquisitions are more numerous than mergers.

5. Conclusions

The evaluation of the quality of tourism services in Prahova County, as well as the approach of modalities in order to capitalize on the quality of tourism, represented the initial purpose of this work, which led to the highlighting of some key conclusions.

- In the Prahova County region, tourism can grow satisfactorily also on the assumption that there are enough possibilities for accommodation (rest), food and admittance to visitors. -From the basic forms of accommodation, the accommodation capacities, the quality of the services provided, the diversity of the tourist products make the tourism activity, to the greatest extent, conditional on the economic efficiency!

- The study presents a source of relevant information and decision-making tool for a wide range of economic agents and organizations (operators of accommodation, catering and transport, local governments, investors).

Quality in reception facilities involves both the quality of reception equipment and the quality of linen, furniture, equipment, and last but not least staff.

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