

The "Customer Orientation" Principle – A Prerequisite for Increased Efficiency in Tourism

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Abstract

In present, the tourism sector presents on a world scale, the most dynamic field of activity, tourism products and services, are constantly demanded by an increasing number of the population, tourist attractiveness being a priority for the national economy. The aim of the study is to identify the needs of today's client to develop and refine the "customer orientation" principle for better tourist efficiency and the impact on accommodation units. In order to ensure competitiveness by managing the company's resources, a full corollary has been achieved throughout the effort orientation enterprises. In the literature three concepts are used: marketing orientation, market orientation and customer orientation

Key words: tourism, customer orientation, principle, quality management, efficiency

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1. Introduction

The success of any business is determined by the way we offer our services and their quality to our customers. Studying consumer needs is essential for a good marketing policy to meet and anticipate their needs.

The world economy has passed the stages of production orientation that was essential for half a century now, towards the marketing phases, competition reaching the hypermarket phase, which led to the strong orientation of the enterprises to meet the customers' requirements. The concern of tourism organizations to find solutions in maintaining economic efficiency and limiting negative effects in the Romanian hotel industry, reconsiders the principles of quality management in general the "customer orientation" principle, a prerequisite for increasing the competitiveness and tourism supply.

Client orientation means continually and comprehensively identifying and analyzing customer expectations, translating them into product and service delivery, and interacting with customers, with the goal of developing and maintaining long-term and cost-effective relationships with customers.

Customer focus is one of the most important principles of quality management, being a very important aspect for organizations that depend on their customers and should therefore understand current and future customer needs, meet customer requirements, and should be concerned to exceed the customer's expectations.

2. Methodology of research

In order to accomplish this article we used a diagnostic analysis of the principle of Quality Management "Customer Guidance", consulting the specific bibliography of previous years on this topic. As a main objective, I aimed at identifying the needs of the customer customers, for the decision of the business managers of facilities that have a positive customer assessment, we formulated our own conclusions regarding the impact of improving the quality management principle.

2. The need for a new approach to the "customer orientation" principle in tourism

Customer orientation (the user of the product or service) must take into account its needs and objectives. The needs in JURAN vision are of two types:

- Necessities expressed (needs expressed by the client);
- Real needs, (are the needs determined by the organization in view of the needs expressed by the client);

Differences between them can have serious consequences both for the client and for the organization

Table no. 1: Example of differences between necessities expressed and real needs

Necessities expressed	Real needs
Home	Living space
Thermal installation	Comfort
Car	Transport
Furniture	Comfort, relaxation
Computer and internet	Communication
Education	Training Careers and Characters

Source: Author's contribution

The provider of tourist services must ensure the needs of the client so that there are no differences between the two needs. Fulfilling the customer's needs determines its main objectives by purchasing a product or a service!

Business objectives and indicators must match the default customer targets and indicators indicated below.

Table no. 2: Default customer targets and indicators

CUSTOMER	ORGANIZATION
Necessities expressed, PRICE, Deadlines, Availability in use, Expenditure on use, Safety and security, Environmental Protection (Expenses),	<ul style="list-style-type: none"> ▶ The real need, ▶ Expenses, ▶ Time (s), ▶ After-sales support, ▶ Technical performance, ▶ Legal requirements, security performance, ▶ Legal requirements, average performance,

Source: Author's contribution

In order to buy a customer, he / she must receive the solution best suited to his or her needs, or later defined with the help of the sales representative.

Increasing the efficiency of an enterprise consists in developing and maintaining a very good customer relationship, an advantageous offer of products / services to the required and expected quality, and the ability and ability to deliver that quality level that will bring customer satisfaction (Bruhn, M., 2001).

Figure no. 1: Relation between customer satisfaction and efficiency of the enterprise



Source: Author's contribution

Customer focus is strictly conditioned by the "degree of satisfaction of other stakeholders of the organization" (Loghin, O., 2000)

* Accrual competition on the specific tourism services market implementing Quality Management

* Involving local authorities with the results of the company

* the investment of tourism enterprises (accommodation units) in its overall human, technical and technological humanity.

3. Benefits of the tourist enterprise following the use of the "customer orientation" principle

These benefits are as follows:

- Growth of income and market share in relation to market opportunities;
- Enterprise resources used at a high level for customer satisfaction
- Customer loyalty to the business allows for continued collaboration relationships

Practicing the customer orientation of the tourism company leads to the search and understanding of the needs, expectations, customer satisfaction, ensuring that the objectives are in line with customer needs and dissemination, customer satisfaction measurement and outcome action, systematic customer relationship management, a professional approach by staff to customers.(Bojanic, D., 2008)

Four important steps can be identified in the customer orientation process:

- * Analyze customer information
- * planning the client-oriented process
- * Implementing the client-oriented process
- * managing process implementation through evaluation

The first stage has several dimensions:

- * customer satisfaction analysis
- * customer loyalty analysis
- * Customer migration analysis
- * Analysis of customer structure
- * image analysis

Planning, the second step of the client-oriented process is a quality management system that applies its principles by ensuring the quality desired by the client and maintaining it in optimal efficiency conditions along with the human, material and financial resources used efficiently.

The implementation of the process, the client orientation, is achieved only with the continuous support and support from the leadership, maintaining an open, communicative relationship with the employees, and the ways of realizing it.(Chen, C.F., Rothschild, R., 2010)

The systematic assessment of the customer orientation of tourism enterprises is based on three formulas:

- * formula based on information
- * formula based on culture

- * Interaction formula (-receptiveness to customer requests, client receptivity in complaint handling, staff contacts in non-marketing compartments, and customer sales).

4. Pricing policy and rates in tourism

The price was the main element in the substantiation of the purchasing decision, a situation that still exists today, when we have low-income, medium-income and high-income consumers and presents a privileged position in the structure of the tourism marketing mix being characterized by a much higher flexibility, derived from the possibility to change it more easily depending on the evolution of the external components of the tourist company.

Pricing and competition are the most important issues in a company's marketing business, but despite this, they remain the least explored and understood. The price is an important strategic alternative, because depending on the price, the components of the product are assembled tourism, being a determining factor of market positioning. This not only generates revenue, but can also be a communication tool, an important competitive advantage.(Cristea, A., 2007)

Managers of tourism enterprises build and approve the facilities offered to their clients for their satisfaction and improve the company's performance, facilities that have to be used by the clients and evaluated positively to their satisfaction.

It is important to understand what the customer perceptions are about each of these price aspects: what features the customer is willing to pay more and what features are not important to the customer. Decomposition of the total price by multiple features can be done using the hedonic price method (MPH). This method identifies those features of the accommodation unit for which the customer is willing to pay in addition, features that lower the fare and features that are not considered important by the customer. Accommodation managers can use the information resulting from applying this method as a basis for the pricing strategy.

5. Conclusions

This article aims primarily to identify the needs of customers that contribute to increasing efficiency in accommodation units and how management practice can contribute by marketing-specific actions to achieving growth targets on tourism supply.

Knowledge of the component elements and the peculiarity of the tourist market is of major importance for the clients and the marketing activity of a tourist accommodation unit. The study of the customer orientation principle on the tourist market is an intense and continuous concern for the management of accommodation units, exerting a strong influence on the activities and strategic decisions. Tourism is an area that contributes substantially to the national economy in the context of its place, role and importance in the economy. This study, which deals with the consumer's motivation to choose one or more tourist services, is an important element to be account is taken especially of investors in this industry.

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