

ANALYSIS OF CONSUMERS SATISFACTION DEGREE IN TOURISM SERVICE

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Human resources (employees) are the ones who know best the problems of each tourism unit; the satisfaction degree of the consumers of tourism products depends on them. This work intends to analyze the satisfaction degree of the consumers of tourism services, what are employees' reasons for dissatisfaction, the factors that generate lack of motivation and employees' recommendations for the management. The investigation method relied on questionnaires, and the main subjects were represented by travellers and also by employees of some tourism units from the resort Băile Felix, Bihor County. The staff that performs services for travellers, beside experience and professionalism, must be able to work, to be in a very good health condition, in order to avoid sickening the travellers, to provide a nice work background and ambiance, to be able to combine all qualities in order to create a good background for their activities. The questionnaires destined for the travellers who visited Băile Felix from Bihor County included some questions related to travellers' satisfaction degree on the organization way of the human resources in the hotels they lived in, another question referred to the relationships between travellers and employees, afterwards the travellers were asked to select the satisfaction degree with regards to the special endowments for children and for the handicapped ones as well. The most important factor for the tourism unit success, in order to increase travellers' satisfaction degree, is represented by the quality of the services performed.

Keywords: *satisfaction, human resources, tourism services*

Practice has proven that the existence of a valuable tourist heritage does not automatically lead to profitable tourism unless it is accompanied by proper services that make them accessible to the tourists and that valorise them. The responsibilities of the managers of tourism activities are largely related to holiday dreams, to tourism services, to the image of the firm they represent, to the responsibilities of the subordinates, etc. [2].

The role of the human factor increases with the increase of consumer exigencies toward service quality and participation in the tourist movement of wider and more diverse segments of the population.

MATERIAL AND METHOD

The investigation method relied on questionnaires, and the main subjects were represented by travellers and also by employees of some tourism units from the resort Băile Felix, Bihor County.

RESULTS AND DISCUSSIONS

The first question in the questionnaire was, “How many times have you been visiting the Felix Spa?” The tourists answered as follows: 20% - once, 36% - twice, and 44% several times (*figure 1*).

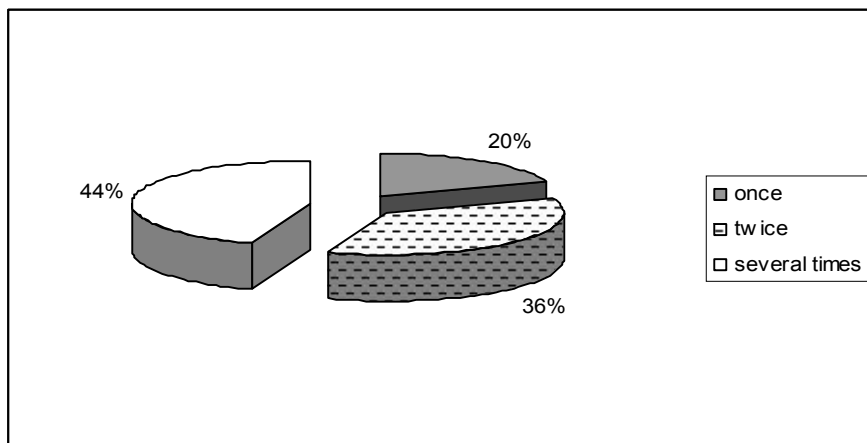


Figure 1 Number of visits to the Felix Spa

Another question in the questionnaire was, “Why have you chosen the Felix Spa (Bihor County) as a tourist destination?”:

- a) for the quality of the environmental factors?
- b) for the customs and traditions specific to the area?
- c) for the beauty of the landscape?
- d) for the history of the area?
- e) for the prices accessible comparing to other areas?
- f) for other reasons?

The tourists interviewed answered as follows: 45% - for the quality of the environmental factors, 20% - for the beauty of the landscape, and 25% for the prices accessible comparing to other areas, while only 10% chose other reasons (*figure 2*).

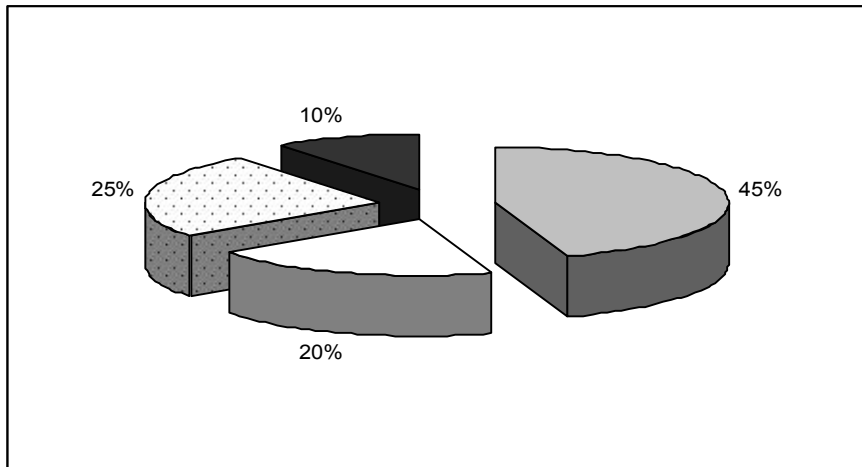


Figure 2 **Reasons for choosing the Felix Spa as a tourist destination**

The question “What do you think about the quality of the services in the accommodation establishment?” got the following answers: 65% - satisfied with the services, 25% - dissatisfied with the services, and 10% - very dissatisfied (figure 3).

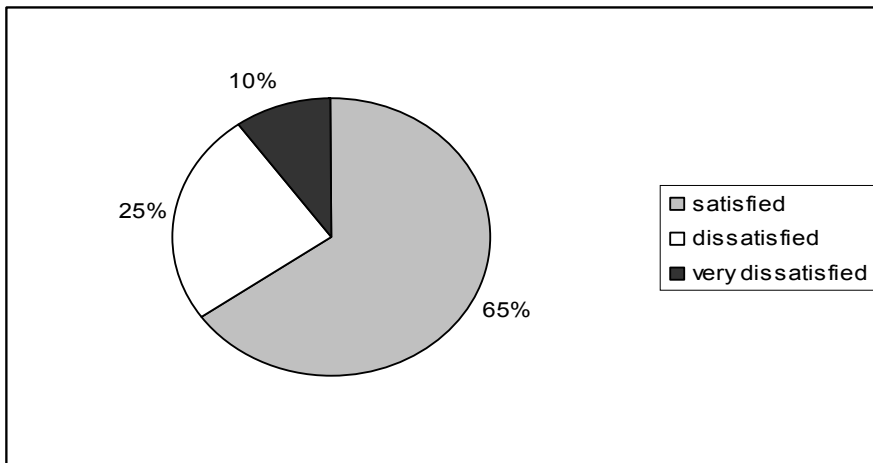


Figure 3 **Degree of satisfaction regarding the services**

The question “Do you think human resources supplying services to tourists in the Felix Spa need supplementary training to meet the requirements of their jobs?” were as follows: 70% - yes, 20% - no, and 10% - no comment.

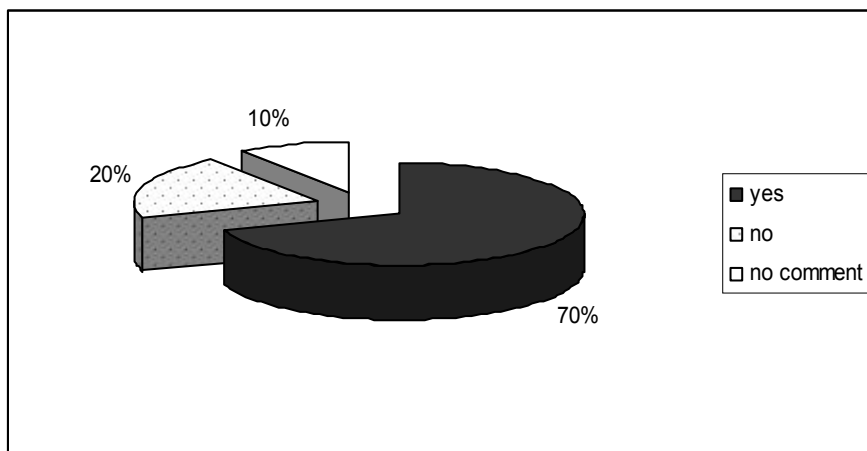


Figure 4 **Tourists' assessment concerning employee training level**

CONCLUSIONS

The questionnaire contained questions that allowed us to draw the following conclusions:

- 65% of the tourists answered they were satisfied with the services supplied by the tourist establishments in the Felix Spa;
- 45% of the subjects chose the Felix Spa for the quality of the environmental factors;
- 70% of the tourists consider human resources supplying tourist services in the Felix Spa need supplementary training.

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