



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.