

## QUALITY OF SERVICES IN HOTEL INDUSTRY - THE VOILA CARAIMAN COMPLEX, MAMAIA RESORT, ROMANIA

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### **Abstract**

*The present study is a study on the organization of tourist services in the hotel industry. The study refers to the Voila-Caraiman Complex in the resort of Mamaia, addressing the economic and tourist situation as well as the services offered to the tourists within this complex. The data used were provided by the following institutions: Constanța County Council, the Constanța County Development Strategy 2007 - 2013, National Institute of Statistics, Constanța. The data were processed and converted into tables, graphs and then interpreted and analyzed. Data used in this study are part of the textbook on the desk. The Voila-Caraiman Complex has a favorable location, especially for young people, located in the northern part of Mamaia resort, the entire complex having 316 accommodation rooms. The Voila-Caraiman Complex, from year to year, has met with more and more Romanian and foreign tourists. This resort offers accommodation offers, offering the possibility to accommodate all types of tourists.*

**Key words:** hotel, tourists, favorable, conditions, facilities

### **INTRODUCTION**

The Voila-Caraiman Complex is located in the northernmost part of Mamaia resort in Constanta County, about 13 kilometers from the railway station and Constanta city center and 200 meters from the Black Sea's sandy beach.

The Aqua Magic Park Aqua Park is 3 km away, the Dolphinarium is 7.5 km away and the Ovidiu Island Pier for departures is 3.8 km away [1].

The unit is composed of three building bodies, being very close. They are classified into a 3-star system.

Being located in Mamaia Resort and benefiting from a favorable natural environment with moderate continental temperate climate with maritime influences, the Voila-Caraiman Complex presents all the auspices favorable to the development of a prolific tourist activity [2].

The purpose of the paper was to analyze the hotel services quality in Romania's tourism industry in a case study in Mamaia, the most beautiful seashore at the Black Sea.

### **MATERIALS AND METHODS**

Consultation of the specialized bibliography was the starting point for research conducted with simpler or more elaborate scientific papers, statistical information and data, some data requiring careful filtering.

Tourism is analyzed and tracked through a system of specific indicators based on a methodology of calculation recognized and used worldwide (tourist capacity, tourist demand).

Thus, in order to obtain data on accommodation and tourist movements, we consulted the data sources provided by the Ministry of Tourism, the County Statistics Department of Constanța, the National Statistical Institute and the consultation of non-official sources of data.

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The data were processed and converted into tables, graphs and then interpreted and analyzed. The data used in this study is part of the textbook on the desk.

## RESULTS AND DISCUSSIONS

Tourism development influences the hotel industry. This is evolving due to a complex of socio-economic factors and phenomena where tourism has an important place. The services offered by the hotel units are diversified to address all categories of tourists [4].

Several factors that influence tourism demand include accommodation, transport, food and leisure. These services are determined by the fact that the place of accommodation fulfills the role of temporary residence for tourists and must provide complex services [5].

In order to meet the demands of the tourists and to satisfy their maximum degree of comfort, there are created several services present in the tourist resorts: initial accommodation, nutrition, agreement activities, information services regarding: the means of transport, the program of the restaurants in the area, the location of shops, ATMs and foreign exchange units in the surroundings.

Accommodation is the main service offered by hotel units, this means the existence of a space that ensures all conditions of rest and hygiene.

The rest of the tourists in the accommodation places is their location in relation to the distance to the high-traffic areas, such as: stairs, lifts, spaces with intense movement of the staff. Hygiene conditions depend on the quality of the sanitary equipment and its maintenance, but also on personal hygiene items. In addition to the two services provided, it is necessary to have spaces for social relations, so there is a need for a special space for the reception of tourists, as well as for business meetings (conference rooms).

Other complex services for completing the accommodation function could be: foreign exchange service, keeping of valuables, clothes cleaning, luggage handling, car parking.

The public catering service is not compulsory in all accommodation units. Where it is present, it must satisfy all the tastes of tourists. The organization of the space for the provision of this service must take into account the location and functionality in order

not to affect the qualities of the other services offered [5].

Another service that can be offered by the accommodation but is not compulsory is the pleasure, it ensures during the stay the amusement of the guests, organizing entertainment evenings such as: dance nights, carnivals, competitions, etc. Provides space for satisfying passions (billiards, table tennis, pool and more) [9].

The Voila-Caraiman Complex is made up of three bodies, Voila Hotel, Caraiman Hotel and Luminița Villa. In 1995, there were Caraiman I and II, a nautical base and a disco.

The Voila-Caraiman Mamaia Complex is part of the New-Hotels group, which owns the hotels: Chalet Three Hera, Hera, Comfort Suites and Belvedere in Predeal, also the Florida Hotel in Mamaia.

Hotel Caraiman I, now the Voila Hotel, was built in 1970 and Caraiman II, currently the Caraiman Hotel, in 1975, both on an area of 13,452 m<sup>2</sup>. Concrete and brick were used to build it.

Hotel Caraiman is built on a smaller area than the Voila. It is built on 4 levels (ground floor+ 3).

Hotel Voila is built on the largest area here. It is divided into several bodies (A, B, C, D), but it has only two or three floors, depending on the bodies. Corpses A and C have 3 floors (P + 2), and B and D have 2 floors (P + 1).

Villa Luminița is built on the smallest area of 13,452 m<sup>2</sup>. It has 2 floors (P + 1) [8].

**The accommodation capacity** of the complex varies from one body to another. The complex was provided with spacious rooms and hallways, but being buildings of different sizes, and the number of rooms is different.

Hotel Caraiman has 99 rooms, Voila hotel of 200 rooms, and Luminița villa of 16 rooms.

Hotel Voila has 78 rooms with 2 separate beds, 104 rooms with matrimonial beds and 18 connecting rooms, all of which have their own bathroom.

Hotel Caraiman has 50 rooms with separate beds, 45 rooms with matrimonial beds and 4 suites, all of which have their own bathroom.

Villa Luminița has 16 double rooms with matrimonial bed, all of which have their own bathroom.

The complex has a total of 315 rooms [10].

### Restaurant and car service

The restaurant at Voila Caraiman Mamaia is a place that combines three important groups of food in the same space. The preparations are made from fresh beef, but also matured from 14 days to 40 days, prepared from fish and fruits, but also sushi. The menu presents Romanian, Lebanese, Chinese and Italian specifics [3].

Compared to the restaurant, the self-service of the complex offers only Romanian dishes, according to the same recipes of the restaurant.

### Organization of departments

The Voila-Caraiman Mamaia complex is made up of 6 departments: managerial, economic, accommodation, sales, food and technical.

The management department is headed by the general manager.

The economic department consists of 5 employees: a chief accountant, an accountant, a cashier, and two people dealing with the supply of the complex.

The accommodation department is made up of two compartments: front office and housekeeping. In these compartments are hired: a receptionist, eight receptionists, two governors, a launcher and 20 maids.

The sales department consists of 2 booking managers.

The food department is composed of: a head of the hall, two chefs, eight cook chefs, three bartenders, eight waiters, two self-service cashiers, 6 staff assigned to the line, 8 picots and 4 people hired for cleaning.

There are 2 plumbers, 2 electricians and one engineer in the technical department.

Categories of tourists

### Categories of tourists accommodated in the complex

The Voila-Caraiman Complex, from year to year, has met with more and more Romanian and foreign tourists.

Table 1 represents the percentage of Romanian tourists but also of those coming from other countries during 2013-2015 within the complex [6].

Table 1. Percentage of Romanian and foreign tourists accommodated in the Voila-Caraiman complex between 2013-2015

Name of hotel space	Romanians 2013	Foreigners 2013	Romanians 2014	Foreigners 2014	Romanians 2015	Foreigners 2015
Voila Hotel	85 %	15%	88%	12%	81%	19%
Caraiman Hotel	92%	8%	95%	5%	88%	12%
Luminița Villa	97%	3%	99%	1%	95%	5%

Source: National Institute of Statistics, Constanța, 2015 [7].

According to Table 1, between 2013 and 2015, the percentage of foreign tourists increased from year to year in each hotel space in this complex and due to the location of the complex near the nightclubs, but also near the venues where festivals are organized of music.

According to Figure 1, it is noticed that the percentage of Romanian tourists is higher in 2014, and the percentage of foreign tourists arriving in the complex is more pronounced in 2015 [6].

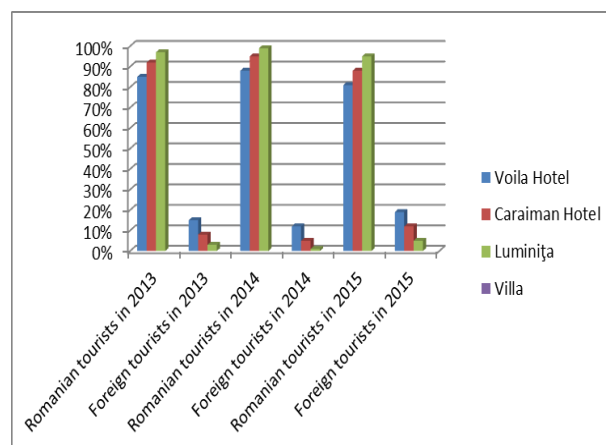


Fig.1. Average number of Romanian tourists arriving in the Voila-Caraiman complex between 2013-2015  
 Source: Own determination.

In Table 2, after a detailed study of the information taken from the fact sheets of the complex, complemented by tourists accommodated between 1 June 2016 and 30 August 2016, we analyzed an average of tourists coming from all regions of the country, but also from outside the country.

Table 2. The structure Romanian tourists by the region of origin, arrived in 2016

Regions in Romania	Percentages
București	27%
Muntenia	28%
Dobrogea	1%
Moldova	18%
Maramureș	2%
Transilvania	14%
Banat	3%
Oltenia	7%

Source: National Institute of Statistics, Constanța, 2015 [7].

According to Table 2, the percentage of Romanian tourists arriving at the Voila-Caraiman Complex varies according to the area they come from. The regions in Romania where most of them come from have the higher average wages [6].

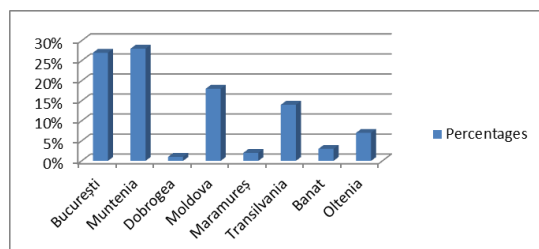


Fig.2. The structure of tourists arriving from Romania in 2016

Source: Own determination.

As can be seen in Figure 2, the percentage of tourists coming from Bucharest and Muntenia was the highest accounting for 55% in 2016.

Table 3. The share of foreign tourists by continent of origin in 2016

Continents	Percentages
Europa	88%
America de Nord	5%
America de Sud	2%
Asia	3%
Africa	2%

Source: National Institute of Statistics, Constanța, 2015

According to Table 3, the highest percentage is that of tourists coming from Europe, 88%,

because those in Europe have easier access to Romania.

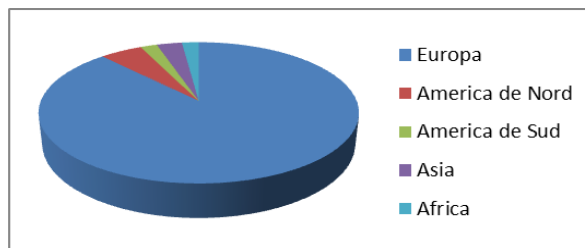


Fig.3. Structure of tourists by continent of origin, accommodated in 2016

Source: Own determination.

The resort has been welcoming tourists since early May, when the three bodies are fully occupied. At this time, most tourists are young people and couples who come to this part of Mamaia resort for nightclubs and music festivals.

In the following period, 3 May-24 June, and 30 August-20 September, is the off-season, also called "The Seaside for All", a program aimed at families with a low budget. During this time, the tourists passing the threshold of the complex are the families, but also the older ones. These days, the complex is not as populated as in the mini-holiday of May 1 and full season, with the possibility that one of the hotels is closed.

Beginning with the busiest season from June 15th to August 31st, the resort becomes the relaxation spot for many tourists, with even the possibility to have more requests for accommodation than the seats in the rooms offered by the 3 bodies. This period is chosen not only by young people who come for fun, but also for families, the elderly and those attending the professional courses organized here by different training agencies.

Next we will analyze the average of nights spent by tourists in the complex during 3 seasons, 2013-2015 [7].

Table 4. Average overnight stays of tourists in the Voila-Caraiman complex during 2013-2015

Year	Voila Hotel	Caraiman Hotel	Luminița Villa
2013	5	5	5
2014	4	4	4
2015	4	5	4

Source: National Institute of Statistics, Constanța, 2015 [7].

As can be seen in Figure 4, the difference between the nights of accommodation in each body is approximately equal.

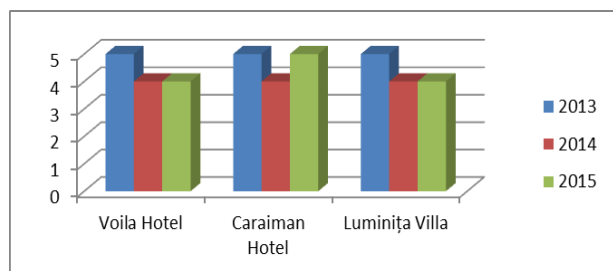


Fig.4. Average overnight stays of tourists in the Voila-Caraiman complex during 2013-2015

Source: Own determination.

### Accommodation offers. Advantages.

Accommodation rates start at 70 RON / night with breakfast included (in extra season) up to 450 RON / night without breakfast (during the full season) or approximately 600 RON / night with full board included. All the above mentioned prices include swimming pool, terrace, garden, barbecue and children's playground.

The best price offers are found by those who reserve a room in the complex several months before the time they want to spend time here.

The complex offers are also available on its website ([www.voilamamaia.ro](http://www.voilamamaia.ro)), enabling potential tourists to consult the available offers.

Offer typology differentiates: Summer Love offer for couples; "Pentecost at Mamaia", "The seaside for all", with price variations according to the number of meals.

For each of the above offers, there is free access to the pool, sun loungers by the pool, playground and parking (within the limits of available seats).

The profit of the complex is based on all the services offered, against cost. Depending on the offers made available to tourists, as well as the flow of tourists, profit may increase from year to year or from month to month if the services offered are of good quality. In the period under review, 2013-2015, the profit was also high due to the modernization investments of the complex in 2014, thus 2015 having a high profit [6].

### The SWOT analysis.

#### Strengths:

- Location of the complex near the clubs in the northern resort of Mamaia;
- Provides many facilities, including: children's playground, swimming pool, parking;
- The existence of a restaurant and self-service in the establishment;
- Has many conference rooms;
- Snack bar on the shore of Lake Siutghiol;
- Managed by highly trained people;
- Wireless access to the entire complex.

#### Weaknesses:

- The complex does not have employees on bellboys;
- One of the two receptions does not have a safe;
- Does not have a fitness room and a sauna;

#### Opportunities:

- High potential of the tourist market;
- Various events can be organized;
- Improving customer service;
- Increase in number of tourists

#### Threats:

- The risk of competition in the field, especially of the Black Sea, Commandor and Savoy hotels.

## CONCLUSIONS

The Voila-Caraiman Complex has a favorable location, especially for young people, located in the north of Mamaia resort.

The entire complex has 316 accommodation rooms.

The restaurant is a place on the Romanian seashore that combines preparations from several corners of the world.

Voila-Caraiman Mamaia Complex is made up of 6 departments: managerial, economic, accommodation, sales, food and technical.

The complex fulfills 95% of the requirements imposed by the Ministry of Tourism for holding 3 stars.

From year to year, the complex has encountered more and more Romanian and foreign tourists.

This resort offers accommodation offers, offering accommodation for all types of tourists.

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