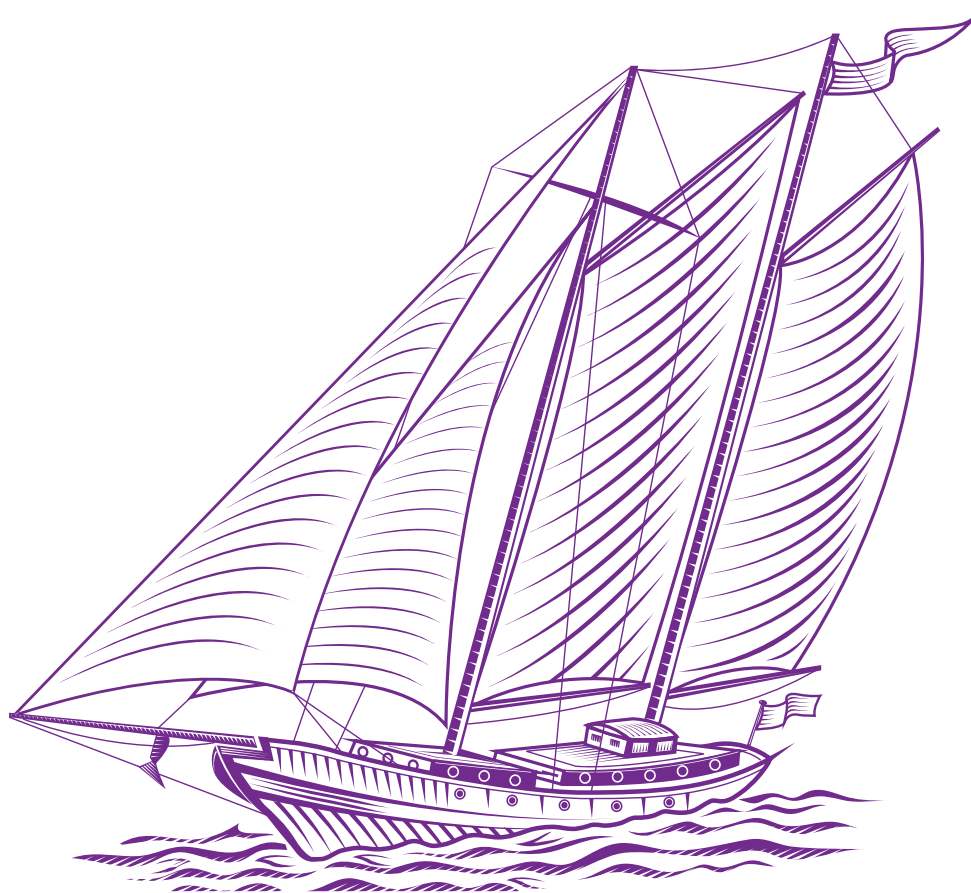




STUDIA UNIVERSITATIS
BABEŞ-BOLYAI



NEGOTIA

1/2011

**The current issue of Studia Negotia is dedicated to the papers presented
at**

THE INTERNATIONAL CONFERENCE

EHI '10

ENTREPRENEURSHIP IN THE

HOSPITALITY

INDUSTRY

First Edition

2010, October 14 - 15
Cluj-Napoca, România

Organized by the Faculty of Business

STUDIA

UNIVERSITATIS BABEȘ-BOLYAI

NEGOTIA

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Desktop Editing Office: 51ST B.P. Hasdeu, Cluj-Napoca, Romania, Phone + 40 264-40.53.52

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ROMANIAN ACCOMMODATION ESTABLISHMENTS – AN INVESTIGATION REGARDING THE REASONS FOR THEIR DEVELOPMENT

CORNELIA POP¹, MARIA MONICA COROS²

ABSTRACT. The number of Romanian hotels and other types of accommodation establishments has increased steadily over the past 10 years. However, the number of tourists, either domestic or foreign, has not increased at the same pace. Romania's position in available rankings, regarding the number of incoming tourist, their spending or referring to tourism competitiveness, is constantly overtaken by any of the neighboring countries. At the same time, the occupancy rate for Romanian accommodation establishments was constantly under 50 % (as reported by the Romanian National Institute of Statistics), and the average length of stay is also decreasing. Taking into account only these directly observable factors, one naturally asks: *Which are the motives that support the numeric growth of hotels and other types of accommodation facilities, while their overall performances remain low?* The present paper will try to identify several of the motives behind the development of the Romanian hotel sector using indirect observations and data available in Romanian media. A special focus regards the behaviors and attitudes of the main investors in this field.

Keywords: *hospitality, industry, investment, behavior, development, Romania.*

JEL Classification: L83

1. Introduction

The process of developing and operating a hotel/ accommodation establishment is a complex one and can be driven by a number of factors. The owner's objectives are among these factors and might be very important in the long run for the property management style and future strategy.

McDonough (2001) considers the following as being some of the major reasons for undertaking a hotel/ accommodation establishment project:

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**CONSUMER PROTECTION USING THE LEGAL INSTRUMENT
OF INFRINGEMENT, IN ORDER TO SANCTION MEMBER
STATES FAILURE TO FULFILL OBLIGATIONS OF DIRECTIVE
93/13 EEC ON UNFAIR TERMS IN CONSUMER CONTRACTS**

RUXANDRA-MĂLINA PETRESCU-MAG¹, DACINIA CRINA PETRESCU²

ABSTRACT. The paper comments on the importance of legal instruments in consumer protection field. We focused on the role of the European Commission, as guardian of European Union (EU) law and policies, which may initiate legal procedures to guarantee compliance with EU legislation. Thus, we analysed the provisions of articles 226-228 of the European Community Treaty, presenting the „infringement procedure”. Furthermore, a law case ended with the penalization of Kingdom of the Netherlands which failed to fulfill its obligations stated in Directive 93/13 EEC on unfair terms in consumer contracts, strengthens the imagine on the efficiency of legal instruments for consumers interests protection.

Keywords: *consumer, unfair clause, contract, infringement, directive 93/13 EEC.*

JEL classification: D1, D18, K42

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THE QUALITY OF THE SERVICES OFFERED BY THE RURAL TOURISTIC PENSIONS FROM GÂRDA DE SUS (THE APUSENI MOUNTAINS)

JANETTA SÎRBU¹, NICOLAE MĂRGINEAN², FLORIN RADU PINTEA³,
OANA ELEONORA GLOGOVETAN⁴

ABSTRACT. The article presents the quality of the services offered by the rural touristic pensions in Gârda de Sus (the Apuseni Mountains). The importance of the theme is also given by the fact that each year the number of tourists that turned towards this kind of rural touristic services has increased by 158% in 2008 compared to 2004.

In order to estimate the quality of the services offered by the rural touristic pensions a questionnaire for two groups of subjects has been used : the owners of the pensions and their customers – the tourists. The test sample used for the owners of rural touristic pensions from the studied area was formed by 27 people, the questionnaire's scope being that of testing the extent to which the owners are aware of the current Legislation as well as other aspects indirectly influenced by this: the quality of services – hospitality, the degree of receptivity to new, willingness to change, the importance of a close and friendly relationship with the customers etc. There have been 135 test sample tourists that have visited the studied pensions that have been asked questions regarding the quality of the services offered, the hospitality aspects, the pensions peculiarities and authenticity etc.

Keywords: *rural touristic pensions, tourists, services, quality.*

JEL classification: R11, Q13, Q26, Q01

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THE ECONOMIC EFFECTS OF TOURISM: THE CASE OF ROMANIAN ECONOMY

VALENTIN TOADER¹

ABSTRACT. The purpose of this paper is to evaluate the economic impact of tourism in the case of Romania. To fulfill its goal, the author will focus on three macroeconomic indices (GDP, employment and exports) and using statistical data will analyze the relationship between tourism and these three macroeconomic variables. The results demonstrate that, in the case of Romania, the tourism has a low economic influence. In the end, using the models developed during the analysis, it will be forecasted the value of GDP for 2010.

Keywords: *tourism, GDP, GAV, employment, exports.*

JEL classification: L83, E01, E17, E24

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TOURISM AND TRANSPORTATION MARKET TRENDS IN JAPAN BEHAVIORAL ASPECTS

IOAN ALIN NISTOR¹

ABSTRACT. Japan, a country with approximately 127 million inhabitants is a net exporter of tourists despite the high economic development of the country and state of the art transportation means and infrastructure. The paper looks at the domestic tourism as well as the behavioral aspects of the Japanese overseas travelers trying to determine the trends in these fields. The paper tries also to determine preferences and some tendencies of the Japanese travelers.

Keywords: *tourism, transportation, market trends, Japan.*

JEL classification: L83, L92, L93

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MOBILE-TOURISM IN ROMANIA

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ABSTRACT. In recent years we have all taken part in the construction of a mobile version for everything that was so far conceived only as digital; we could observe how in less than two decades, business has moved from its traditional form into an electronic, digital format, to assist now at the developing a new environment, namely the Mobile-business one; in this new context of and considering the growing individual mobility, but also the close relationships based on the well-known mobility the two main industries, those of IT&C and tourism, a study has been conducted to provide an image of the mobile-services market in Romanian tourism, its results highlighting the profiles of supply and demand for these services.

Keywords: *Mobile-tourism, supply, demand, tourism market.*

JEL Classification: L83, L86, L96

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CHANGES IN TOURISM CONSUMER BEHAVIOR

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ABSTRACT. Globalization has increased interdependence among countries, economies and people. It does not involve only giant corporations but also small and medium sized businesses, together with family-run firms. This process has led to the creation and operation of the global tourism market where destinations, which are expected to compete on equal basis regardless of the country of origin, function interactively. Globalization has opened a whole new world of development opportunities. 922 million people travelled abroad in the year 2008, by the year 2020 this number is expected to increase to 1.6 billion. The tourism turnover is US\$ 3,500 billion and accounts for 10 percent of the global trade. Tourism has become huge business and is run by great trusts.

Keywords: *tourism, tourist arrivals, tourism receipts, globalization.*

JEL classification: L83, D91

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THE COMPARATIVE ANALYSIS REGARDING THE SERVICES OFFERED BY THE INTERNATIONAL HOTEL CHAINS FROM ROMANIA

CRISTINA FLEȘERIU¹

ABSTRACT. The hotel services are a part from the tourism services, or can be defined as an independent offer. In the second place, the most important thing is the need of accommodation (probably also food and other additional services – conference room, recreational facilities, etc.) from those that are traveling for business or with some other personal problems. As follow, in Romania, all the hospitality business units must offer a range of additional services, with or without pay. Due to the fact that some hotels belong to an international hotel chain, mostly, this hotels offer about the same hotel services in addition to the basic service (the accommodation service). In order to attract more clients, many times the hotels offer to their clients more services then those established by the law. These services ensure the creation of a faithful clientele and attract more customers.

Keywords: *international hotel chains, additional services, hotel services, standard of comfort.*

JEL classification: M31, L83

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