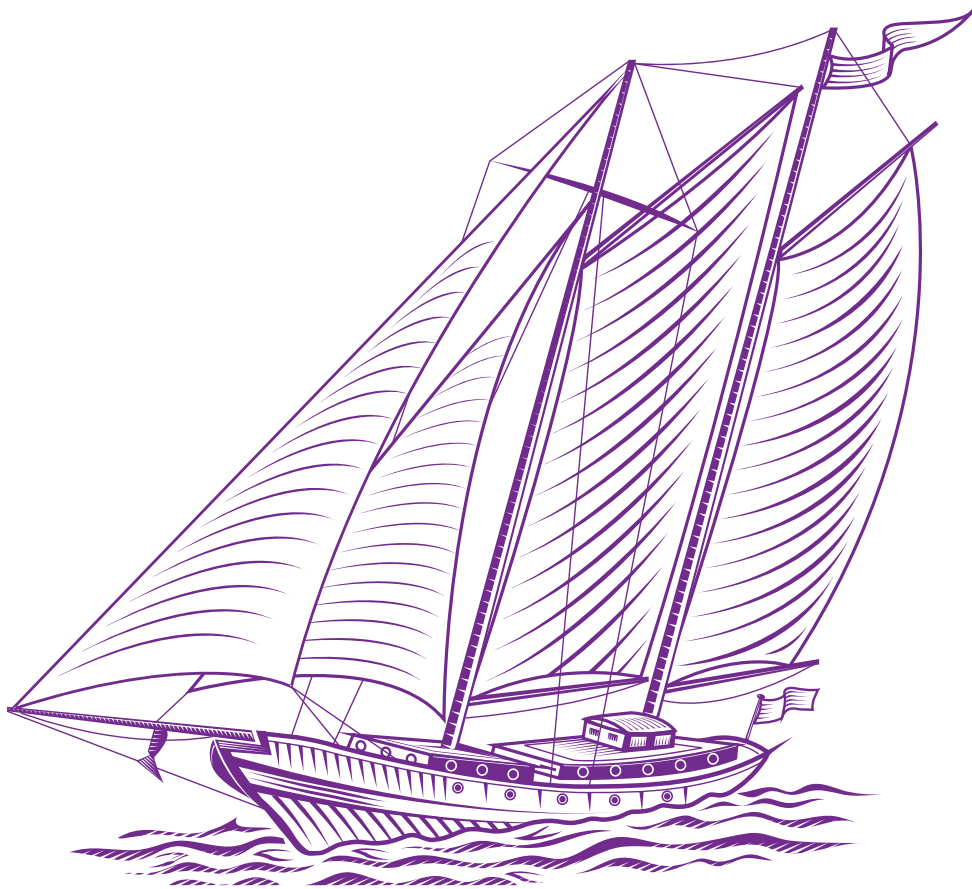




STUDIA UNIVERSITATIS
BABEŞ-BOLYAI



NEGOTIA

4/2010

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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INVESTIGATING THE PERCEIVED SERVICE QUALITY IN CROATIAN RESTAURANT INDUSTRY USING DINESERV MODEL

SUZANA MARKOVIĆ¹, SANJA RASPOR²

ABSTRACT. The purpose of this study is to assess perceptions of restaurant customers and to determine the factor structure of perceived restaurant service quality. A modified DINESERV model was applied. The model was tested on the sample of 32 restaurants on the Opatija Riviera (Croatia), resulting with 156 usable questionnaires on which statistical analysis was performed. Results suggest a rather high perceived service quality, explained with two main dimensions, namely “overall dining experience” and “restaurant ambience”.

Key words: service quality, DINESERV, statistical analysis, restaurant industry.

JEL classification: C49, M31

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BLOOMING TULIP: A DECADE OF TURKISH TOURISM

MEDET YOLAL¹

ABSTRACT. Turkey is a vast and varied land boasting incredible landscapes and natural beauties bordered by three different seas. Site of some of the world's most ancient civilizations, as intricate and colorful as the pattern of an oriental carpet, Turkey is one of the top destinations of the Mediterranean region. Myth and legend interwoven with the history and the heritage of six civilizations shape the background of this vast land. Although Turkey is a newcomer to the tourism industry, compared to other Mediterranean destinations, she has experienced a rapid tourism development in the course of time. In other words *the tulip is bloomed*. In this vein, the objective of the paper is to make a short summary of tourism development in the country and to analyze the tourism industry in the first decade of the new millennium. The paper ends with a discussion of trends and shortcomings of tourism development in Turkey.

Keywords: tourism development, historical perspective, Turkey.

JEL Classification: L83

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E-TOURISM – AN IMPORTANT ELEMENT BETWEEN HOTEL AND TRAVEL AGENCY PROFESSIONAL RELATIONSHIP

**CARMEN BĂBĂIȚĂ¹, ANDREIA ISPAS²,
RALUCA FLORENTINA GHENESCU³, ALEXANDRA HĂLĂLĂU⁴**

ABSTRACT. This paper work presents e-tourism as an alternative for business and tourism promotion travel agencies. In the past 10 years electronic commerce has developed, and travel agencies can join this trend expanding international tourism markets. E-tourism represents the digitization of tourism industry leading to increased competitiveness and to globally expand the tourism agencies. Acceptance of electronic commerce in tourism industry is so large that industry structure and how it operates is changing constantly. The Internet is not only used to obtain information but as a way to command services. Users become their own travel agents and they design their own custom packages. The main objective of this paper is to examine the implications of e-tourism development of tourist industry in the knowledge society. As a secondary objective, the present work aims to provide an accounting of travel agencies in Romania that enables customers to personalize the holiday and facilitate quick search on the site of an offer and give online support. Was also carried out a pilot survey for the hotel market segment 3*, 4* and 5* in Timisoara on the quality of professional relationship between hotels and travel agencies.

Key words: e – tourism, eCommerce, web services.

JEL Classification: L81, L83, L84

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ANALYZING THE CHANGES IN REASONS FOR TRAVEL OF THE ROMANIAN TOURISTS

IULIANA POP¹, ANDREEA MARIN- PANTELESCU²

ABSTRACT. The paper aims to conduct an analysis regarding the changes registered in the reasons for travel of the tourists in general, and of the Romanian tourists in particular. The analysis aims to present the characteristics of the main categories of tourism by the purpose of trip (holiday, business, VFR, and others) and also to calculate the share of these categories in 2004 and 2008 for better understanding of the transformation in the tourism structure. The paper is important for the hospitality sector because there customer mix is based of these major segments and the changes need to be taken into consideration for the following years.

Key words: tourism, holidays, leisure, business, VFR (visiting friends and relatives).

JEL classification: L83, L830

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ROMANIAN STUDENTS AS CULTURAL TOURISTS

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ABSTRACT. Students could be important clients for travel agents since they do not have strong family - or even professional - responsibilities, they are more flexible in terms of the available time, they are more dynamic and eager for new experiences. Still, travel agents seem not to target them so much, probably considering that they prefer self-organized travels. In order to attract this special segment of tourists, more exploration is needed, to develop the profile of students as tourists, to uncover their interests in the field. The present study investigates the profile of Romanian students, both undergraduates and master-degree students, as cultural tourists. The research reveals that students are generally interested in all forms of tourism, including cultural tourism, they tend to travel more since their affiliation to the university, including for cultural reasons. The differences among male and female students are not so much related to traveling patterns but to the reasons and context of it. Young cultural tourists tend to be more self-concerned than other student tourists. The interest in traveling abroad for cultural reasons increases with the frequency of cultural travel in Romania as well as with the interest in culture in general.

Keywords: students, cultural tourism, tourism patterns, Romania.

JEL classification: L83

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DEMAND INFLUENCE ON TOURIST ACCOMMODATION CAPACITY DEVELOPMENT

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CARMEN MARIA GUT³

ABSTRACT. Belonging to the tertiary sector of the national economy, tourism plays the role of a barometer that strictly measures its development, and the changes that occur in the economy bear upon it. Tourism plays a dual role: a direct economic role, which consists in generating revenues and creating receipts that feed the national income and an indirect economic role, that assumes the development of other branches of the national economy. The purpose of our paper is the analysis of the touristic demand and supply in Transylvania, more specific in North-West, Centre and West regions. We used the information provided by the National Institute of Statistics and data were processed using Excel Office. As the data shows the touristic demand growth started with 2002, while it took one year for the supply to respond to this trend. The biggest increase of touristic supply was registered in Centre Region (17.38%), and this seems obvious given that this region has enjoyed the highest demand for tourist services.

Key words: tourist arrivals, overnight staying, length of stay, accommodation capacity, touristic demand, touristic supply.

JEL classification: L83, O18

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AN EMPIRICAL INVESTIGATION OF ROMANIA'S COUNTRY BRAND AS TOURISM DESTINATION

OVIDIU I. MOISESCU¹

ABSTRACT. Considering the essential role that country brands as tourism destinations play in generating incoming tourism, this paper reveals useful information for entities concerned with promoting a tourism-based country brand for Romania. The paper represents an exploratory research, data being collected from a sample of Internet users from Netherlands, Spain, Poland and U.S.A., using an on-line questionnaire-based survey. The paper focuses on exploring Romania's country brand association as they reside in the minds of the actual and potential international visitors, their beliefs regarding Romania's potential tourism resources and attractions, and, respectively, its local factors that may influence travel experiences.

Key words: country brand, tourism destination, brand associations, tourism attractions.

JEL classification: M31, L83

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**THE ONLINE PRESENCE OF THE HOTEL UNITS:
COMPARATIVE STUDY BETWEEN
CLUJ-NAPOCA AND BUCHAREST**

CRISTINA BALINT¹, MIHAELA TUTUNEA²

ABSTRACT. The starting point of this study represents the observation and the analyses of the hotel units' websites within different cities in Romania. In the first part of the study it is presented the analyze of the hotel web presences from Cluj-Napoca, in order to obtain a general image of the digital supply, followed by the comparative study made between Cluj-Napoca and Bucharest, for the digital presences from the hotel industry. Finally, the result and the conclusions of the research conducted are presented.

Keywords: Tourism, supply, online tourism.

JEL Classification: L83

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BENCHMARKING ELEMENTS FOR CLUJ-NAPOCA HOTEL INDUSTRY

ALEXANDRA URCAN¹, SMARANDA COSMA²

ABSTRACT. Seen from the perspective of tourism potential, Cluj-Napoca, one of the main cities in Romania, taking into account several factors such as economics, education, recreational opportunities, green space, trade, healthcare and climate, has a comparative advantage because of the varied landscape and geographical position. The city also has a rich historical and cultural heritage, materialized in monuments, museums, memorial houses, medieval churches and cathedrals, monuments, architecture, etc. In this manner, Cluj-Napoca gained a significant competitive advantage and so, the city is considered the center of tourist development in its region, a starting point to target tourist areas.

The paper focuses on the development of the city's competitive advantage by implementing elements of the benchmarking process to identify local best practices, operational policies and marketing activities leading to improved quality of hotel's services and hence the formation of differentiation strategies.

In conclusion, the research stresses the importance of knowing what kind of connections can be developed between tourism and hotel industry and why is necessary its inclusion as an essential part in shaping the brand of the country. Hospitality, service quality accommodation are some of the elements that may influence not only the dynamic of tourism as an industry, but also its efficiency. Experienced travelers know the importance of the role that quality plays in strengthening the tourism infrastructure of the country's image. Identifying some examples of good practice in hotels, using benchmarking process could encourage the formation of a competitive domestic environment, that is open to changes for improving national tourism infrastructure, but also targeting the tourist and setting internal policies on meeting its expectations and not least, to differentiate and get to a high level of inter-regional competitiveness.

Keywords: benchmarking, quality, tourism infrastructure, country brand, hotel industry.

JEL Classification: L83, M31

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MODERN SOLUTIONS FOR ONLINE PROMOTION OF TOURISM OFFERS

MIHAI FLORIN TALPOS¹

ABSTRACT. The paper highlights a set of actions that should help hospitality industry managers implement and maintain online promotion techniques and strategies in order to positively influence the rate of clients' adoption. Some of these suggestions, namely using artificial intelligence software to alert Internet Banking users that they can find better tourism deals than the ones they are about to pay or using similar software to notify online buyers of different products (egg: bags) that they can benefit from great tourism offers, are new approaches to modern and really interactive online marketing.

Efficiently integrating online marketing in the general marketing strategies of the companies within the tourism sector is a challenge for all hospitality industry managers, even if Internet marketing is a complementary part of the classic marketing.

Therefore, hospitality industry managers should pay special attention to creating permanent harmony between the classical marketing and the online one, in terms of company identity, marketing instruments or clients' attraction impact.

The companies within the tourism sector must develop their marketing strategies in a modern manner and the role and importance assigned to each type of marketing instruments - classical or virtual – should be seen exclusively through the total efficiency indicator.

The main objective of the paper is to identify possible solutions to efficiently promoting tourism offers online.

The approach proceeds from advancing the main ad-ons that online marketing can bring in terms of marketing mix, followed by concrete suggestions and examples, supported by a consistent literature survey, over the possible modern online promotion solutions to be considered by the managers (Pay-Per-Click, Pay-Per-Lead, Pay-Per-Sale, Google AdSense etc).

As a result, the paper can represent a fresh and innovative perspective on the online promotion techniques and strategies, which might be of interest to hospitality industry managers, Internet Banking providers, academics and researchers. Some of the solutions offered by the author are original.

Key words: tourism, online promotion, clients' adoption rate, high efficiency.

JEL classification: L83

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