

THE INFLUENCES OF NEW TOURISTIC OBJECTIVES IN THE LOCAL BUDGET ECONOMY PERFORMANCES: EVIDENCE FROM BIHOR COUNTY

Gyula Laszlo Florian
Partium Christian University, Romania
gyulaflorian@yahoo.com

Abstract:

The proposed empirical research uses a local questionnaire on tourists and local inhabitants concerning the new local touristic facilities, objectives and so on from various organisations such as: aquaparks, new local coffeshops, new hotels to document the relationship between new touristic performances and profit in the context of Bihor county local budget. Empirical findings show that a good management strategy successfully mitigates the negative consequences of risks due to a swat analysis. My research underlines the changes necessary to maximize the benefits of touristic management integration throw a swot analysis. To extend the knowledge in this area my research is interdisciplinary, using a structural approach to model the determinants of organizational performances throw swat analysis and to measure the complex relationships among risks in tourism and different facets of organizational performances in the context of the benefit for Bihor county local budget.

Keywords : swot analysis, local budget, tourism

JEL CLASSIFICATION: M1, R1,O2

1. INTRODUCTION

I have started this study case beginning with a questionnaire research. The aim of the questionnaire was to pull out results for making a SWOT analysis concerning the influence factors in tourism, through which managers can improve better services in order to gain more profit. The purpose of the study is based on satisfying the needs of tourists and also the ones of local inhabitants, making it a target for gaining better profits out of local services offered by the local authorities or by the private sector.

2. LITERATURE REVIEW

Based on the role of Performance management which is in trend all over the world and it has a major importance of cut throat competition and the organizational battle for leadership, in this study case meaning that the private sector and the local council services of the Bihor region has the leadership on the regional market and also gains new development tourism fields in front of the other local regional markets.

I chose to use **SWOT analysis** also known as the **SWOT matrix** which is related to the following acronyms; strengths, weaknesses, opportunities, and threats that are developed in a structured planning method that evaluates the four elements of an organization, project or business venture. A SWOT analysis can be carried out for a company, product, place, industry, or person. It involves specifying the objectives of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. The importance of the SWOT analysis in this research is the finding of influence factors (social, functional, profit gaining) in the local tourism in order to establish the priorities on which local services providers should focus on and develop.

The degree to which the internal environment of the provided services matches with the external environment is expressed by the concept of **strategic fit**.

A short review of the SWOT analysis components:

- Strengths: characteristics of the business or project that give it an advantage over others
- Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others
- Opportunities: elements in the environment that the business or project could exploit to its advantage
- Threats: elements in the environment that could cause trouble for the business or project

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, decision-makers should consider whether the objective is attainable, given the SWOTs. If the objective is not attainable, they must select a different objective and repeat the process.

Users of SWOT analysis must ask and answer questions that generate meaningful information for each category (strengths, weaknesses, opportunities, and threats) to make the analysis useful and find their competitive advantage.

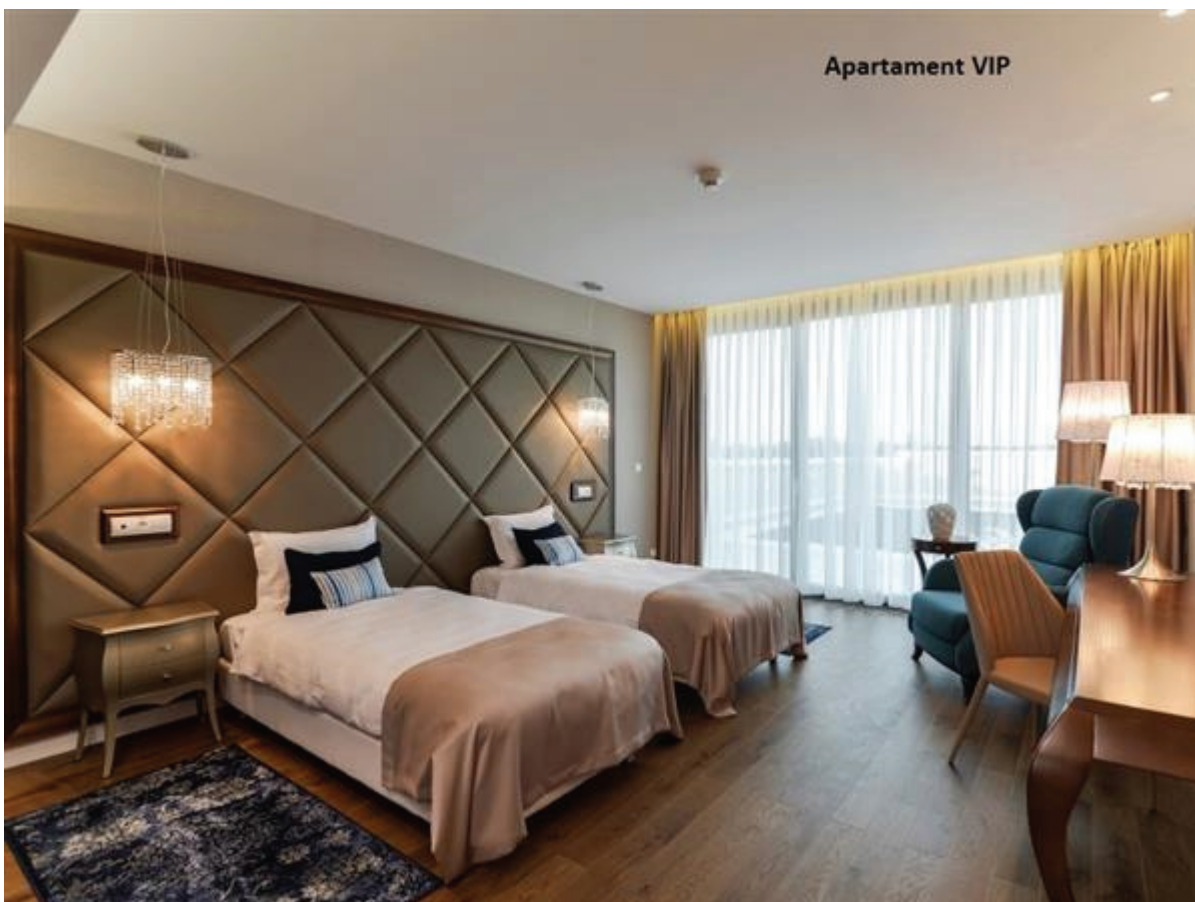
3. DATA AND METHODOLOGY

Given the excellent results at the end of 2016 Lotus Therm Spa & Luxury Hotel achieved year of functioning in the local industry of business, becoming the first 5 stars hotel from Felix resort and the second one from Bihor county, followed after Double Tree by Hilton from Oradea.

Situated close to the forest, near the sacred lotus lakes, white water lilies, thermal water lilies, the Lotus Therm Spa & Luxury Resort is a vitality and balance space.

	Helpfull to achieving the objective	Harmfull to achieving the objective
Internal origin (providing services)	Strengths -thermal water - a large pallet of providing services -satisfied customers	Weakness -not enough rooms for accomodation in the full seas on period
External origin (touristic services)	Oportunityies -gaining land on the local, regional and international touristic market	Threats -a new developer of providing same services -poor thermal water resource

The hotel's philosophy is based on the key principles of hospitality, Lotus Therm Spa & Luxury Resort impresses with the value and attention given to its guests. With a capacity of 180 rooms and 262 accommodation places (79 single rooms, 37 double rooms, 3 rooms for disabled people, 39 standard suites, 8 suites and 6 special suites - VIP, Honeymoon, Gold, Blue), Lotus Therm Spa & Luxury Resort is the most spectacular hotel in the western region of the country. The 7th floor of the hotel is made up exclusively of the VIP apartment, which has its own terrace. The Lotus Therm Spa & Luxury Resort welcomes you to the Crystal Café - modern and hospitable - is a bar for formal and informal meetings.



Felixarium Aquapark - relaxation and fun meet in a surprising aquatic concept



With an investment of nearly 30 million euros, Lotus Therm Spa & Luxury Resort includes a unique aquapark, unique in Romania. Felixarium is built and designed to the highest standards and offers fun and surprises, regardless of age. 14 indoor and outdoor swimming pools with recirculation and thermal water, jacuzzi, caves, waterfalls, 2 water slides, dining areas (Waterfall Bar, Yammi Grill, Tiki Bar), beach volleyball, GOLD SPA center with 3 types of sauna and room of ice. But the main attraction remains the retractable dome above the indoor swimming pools that leaves an impressive celestial, diurnal or nocturnal show.

Lux and Excellence in Spa and Spa Services



SPA and spa treatment center, Nelumbo Med-SPA, is perfectly connected with the 5-star hotel because the intimacy of our guests is supreme. The center has the most varied services and therapies: hydrotherapy, wraps and mud baths, paraffin wraps, electrotherapy, hydrokinetotherapy, kinetotherapy, massages, indoor thermal water pools, cosmetics, saunas and an ice fountain for the brave people who want to cool. The thermal waters of Baile Felix are the most curative and appreciated in the region, having miraculous properties for the majority of locomotor system diseases.

Latest technology in recovery - TECAR THERAPY - The Nelumbo Med-SPA center is the only device in the North-West region of Romania.

Memorable events

Versatile and unconventional, the 3 salons of Lotus Therm Spa & Luxury Resort easily adapt to various events. Capacity: Topaz Salon 100 seats, Opal Salon 150 seats, Onix Salon 200 seats. Events: conferences, trainings, courses, symposiums, seminars, weddings, banquets, baptisms, anniversaries.

Get ready for the highest expectations

Every moment spent in the Ambra Salon, the Lotus Therm Spa & Luxury Resort's restaurant, becomes a reference point for guests or those who decide to celebrate here personal or professional events. Culinary preparations are skillfully prepared by chefs with certified experience in gastronomy. Within a few hours, we transform Ambra Salon according to the most demanding customer requirements. Capacity: 180 seats

"Everything is specially designed to remind you every moment that you are a valuable customer for us. Brightness, pure elegance, relaxation that turns into restoration, refreshment and rejuvenation.

This is the promise of Lotus Therm Spa & Luxury Resort! "This system is applicable when it is not possible to install an underfloor heating, or when it is necessary to integrate an area heated, eg bathrooms or stairwells, The one which has floor surface insufficient, or When You Want To use a system heating exclusive installation costs. The system is ideal for Creating Also environments with similar features saunas, Turkish baths, etc.

This heater can be installed on the wall or ceiling and is based on the principle of heating by thermal radiation.

Thermal radiation is an exchange of heat through infrared waves, the station transfer vector. In fact, two bodies or two objects having different temperatures, radiating naturally heat each other, and the flow of heat moves from warmer to the body of the cooler. Ambient radiation emitted by the heating system turns into heat upon contact with an object, a colder wall or a person. Thus, the flow of energy is not absorbed by the whole surface of solids only encountered that turns it into heat. It is broadcast environment, creating in this way optimal comfort for residents.

DoubleTree by Hilton Hotel Oradea is located in the green area of one of the most beautiful cities in Romania, Oradea. Enjoy a delicious DoubleTree cookery at the time of arrival and let our friendly staff drive you to your room or apartment. All of the rooms in our hotel are modernly decorated with top-quality finishes, home-like internet access, large TVs and spacious desks to provide you with a comfortable and relaxing stay. Swim in the hotel's indoor pool or unwind in the hot tub. After a busy day, enjoy your senses with delicious Mediterranean cuisine in Laurus's hotel restaurant.

HOTEL CHARACTERISTICS

A short distance from the city center, on the banks of the Crişul Repede River

Located in the green area of the city, next to a large park

Five conference rooms to host large events or low-attendance conferences

eforea: spa at DoubleTree

Mediterranean cuisine in the Laurus restaurant

Free Wi-Fi throughout the hotel

Largest conference room: 216 square meters (2332 square feet)

Business center

Fitness center in the hotel

Wired internet and free Wi-Fi

Indoor swimming pool

Restaurant on site

3.1. Necessary data for making supply policy

Supply Policy of Lotus Therm Spa & Luxury Hotel company is subject to a number of parameters, which for supply officers are as many restrictions or options. Among them: the amount of capital available to be invested in stocks; consumption periods (volume and its regularity); costs, buying conditions and nature of the products.

3.2. Development of material supply strategy of the company

As a basic requirement to achieve the objectives of Lotus Therm Spa & Luxury Hotel company is to ensure timely, rhythmically, in quantity, quality of assortment and structure of all material resources for all consumption services.

This requirement imposed still ahead the development of the reporting period, a strategic plan and supply programs.

The strategic supply plan of the company nominates the resource materials for a certain period (usually up to 1 year) various categories of resources (raw materials and various materials, equipment, for the medical health services provided), their level and sources of coverage. Necessary data and information are estimates based on certain known elements and projections of company activity which is the tourism based on medical treatments. Based on firm production of offered services they can attract new clients, creating a degree of certainty in the provision of personnel and services resources.

The final content of the supply strategy, highlights a real situation, judiciously dimensioned in terms of volume consumption requirements, which will then correlate with the overall strategy of the company, trends and mutations that are registered on local tourism for local inhabitants and foreign tourists on the tourism market. Following supply strategy will be continuously under the influence changes in technical, technological and organizational changes as possible and depending on the volume and range of activities of the enterprise.

Supply strategy of this company is focused on a plane which in turn is defined by two categories of indicators:

- Indicator that reflects the needs (requests) consumption of services resources to fulfill the strategic objectives for the final (offered services)
- Indicator that highlights the potential sources of coverage quantitative and structural material resources of needs by the services offered due to thermal water resources.

Consumer needs the offered services which are based on the material resource (thermal water) express the quantities of raw materials, fuels, etc that will be consumed for the plan and the formation of stocks at the end of the reporting period.

Sources to cover consumer needs, according to their origin, can be internal (own) and outside the company.

The company tries to aim to its overall activity to take place in good conditions by having a perfect balance between needs and resources and stability throughout the reporting period.

Any deviation from this equality cause unwarranted material resources or assets or the occurrence of lack of materials. Both states generate adverse economic consequences. Usually, the more pronounced are economic consequences that lead to lack of materials. So most of the profit due to increasing the number of tourist is based on the thermal water resource.

In the calculations underlying the necessities of serviced resources for the plan using multiple methods, such as method of calculation directly (on the type of service), the calculation method based on analogy, method of calculation based on the assortment type, method of dynamic coefficients, etc.

Continuity of supply material consumption into a new reporting period requires the existence of a stock of services at the beginning of the reporting period.

In the reporting period is up stocks of provided services (current provided services, transport services, public safety, public health conditions, promotional tourist packages) with a view to ensuring continuity of consumption, etc. These provided services, the entire fiscal period, will experience a permanent process of formation and consumption.

At the end of the reporting period will exist for each type of provided service.

4. CONCLUSIONS

We can conclude that supply strategy applied by Lotus Therm Spa & Luxury Hotel is the science and art of starting all touristic company resources for assuring the necessary provided services on successfully achieving goals set by company management.

Company management is focused on various kinds of touristic markets, such as: recreation providing services, healthcare providing services, etc, even if it's the same or different consumers; providing land, equipped, especially in resorts areas.

The difference between the two analysed hotels stands in the fact that one is located in the resort area in Baile Felix and the other one is located nearby the downtown of Oradea city. Lotus Therm Spa & Luxury Hotel located in a resort area can gain more tourists by it's location, while Double tree by Hilton can gain more consumers from the local area being located in the city.

REFERENCE LIST

1. Antoncic, B. & Scarlat, C. (2005). Corporate entrepreneurship and organizational performance: A Comparison between Slovenia and Romania. In: Proceedings of the 6th International Conference of the Faculty of Management Koper. Slovenia, Congress Centre Bernardin, Slovenia, 24-26 November, 2005. Bernardin: Faculty of Management Koper.
2. Butilca, D., Crisan, E., Salanta, I. & Ilies, L. (2011). The adoption/adaptation of the „Supply Chain” concept in Romania. *Annals of the University of Oradea, Economic Science Series*, 20(2), pp. 650-60.
3. Lu, D. (2011). Fundamentals of supply chains. [Online] Available at: < <http://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf>> [Accessed 01 September 2014].
4. *Production and Operations Management*, 21(1), pp. 1-13.
5. Stank, T., Keller, S. and Closs, D. (2002). Performance benefits of supply chain logistical integration. *Transportation Journal*, 41(2), pp. 32-46.
6. Vij, S. and Bedi, S. (2012). Relationship between entrepreneurial orientation and business performance: A review of literature. *IUP Journal of Business Strategy*, 9(3), pp. 17-29.
7. Richard, P. J., Devinney, T. M., Yip, G. S. & Johnson, G. (2009). Measuring organizational performance: Towards methodological best practice. *Journal of Management*, 35(3), pp. 718-04.
8. Wang, H. and Yen, Y. (2012). An empirical exploration of corporate entrepreneurial orientation and performance in Taiwanese SMEs: A perspective of multidimensional construct. *Total Quality Management*, 23(9), pp. 1035-44.
9. Wright, J. & Datskovska, D. (2012). Addressing supply chain risks. *Risks Management*, July/August, pp. 63-65.