



QUALITY OF ACCOMMODATION AND FOOD SERVICES IN A RURAL TOURIST PENSION

CONSTANTINESCU SIMONA CRISTINA*¹, DUMITRESCU CARMEN SIMONA¹,
 IVANIC ALEXANDRU², FIRU-NEGOESCU GHEORGHE ADRIAN¹

¹*University of Life Sciences „King Mihai I” from Timisoara,
 Faculty of Management and Rural Tourism, Romania*

²*University of Life Sciences „King Mihai I” from Timisoara,
 Faculty of Food Engineering, Romania*

Abstract: Rural tourism, together with agritourism, have the advantage of not creating, in particular, the products they offer to tourists, as big hotels do, the two forms of tourism capitalizing on what exists, in order to further develop them. However, in the absence of services, it is difficult to develop even these branches of tourism. Rural tourism means a lot of work, a lot of energy, a special passion and less money as a result. Taking into account all this, the elements that make up the set of components of the development of the rural space must be analyzed in order for it to become the integrative pole of economic and social activity in the rural areas, with a touristic vocation, which will attract a part of the urban population in the area and not only, to spend their free time in the most natural conditions, specific to the existing rural environment, with acceptable comfort for modern, civilized tourism. The continuous evaluation regarding the preferences of the customers, in parallel with their degree of satisfaction, is of particular importance for the rural tourism unit, helping it to maintain its competitive position on the tourist services market.

• Introduction

In its evolution, rural tourism has had periods of growth as well as periods of decline. It is certain that it was never on the verge of extinction. The forms of rural tourism are currently experiencing the greatest momentum so far, due to the desire for freedom and the lack of rigid programs. Carried out as complementary activities, the forms of rural tourism do not break the balance of peasant life, do not cause the disappearance of the activities existing until then, but allow the superior valorization of the products obtained and implicitly their development, simultaneously with the appearance of others.

• Material and method

The orientation of the rural tourist guesthouse taken into analysis by us towards the customer and towards satisfying their needs is conferred by the demands of the customers which are constantly growing, determining the continuous and appropriate adaptation of the services they offer.

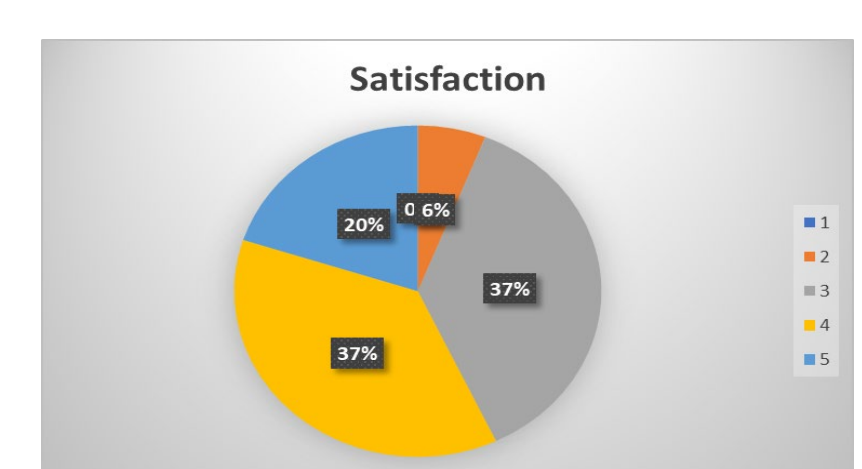
The main objectives that we pursued in carrying out this research regarding the satisfaction of the customers of a rural tourist guesthouse, refer to the quality of the services that the guesthouse offers to its customers, to the performance of the staff employed in the guesthouse and to the quality-price ratio of the service provided by the guesthouse.

The first objective we chose was the assessment of the overall satisfaction level of the guesthouse's customers. The second objective refers to the need to evaluate satisfaction according to the chosen items and the third objective is to evaluate the importance of each factor, the importance of each characteristic in determining satisfaction.

We have chosen, to determine the degree of satisfaction of the customers of the rural tourist guesthouse, a number of 20 characteristics

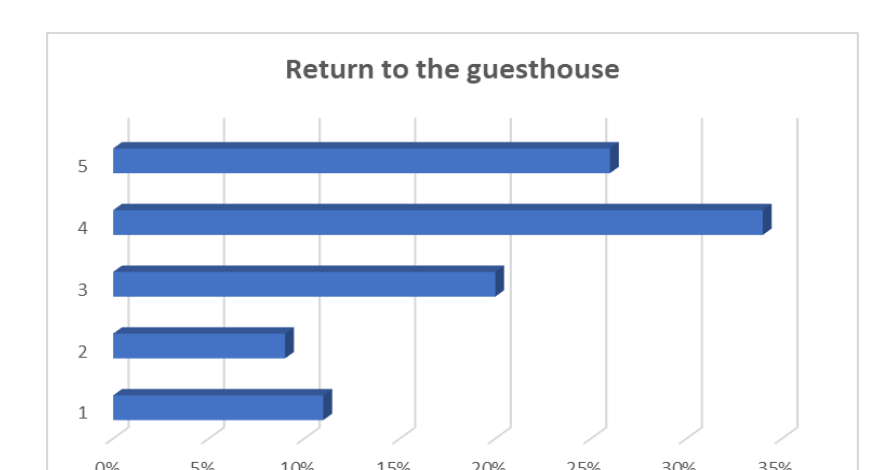
• Results and discussions

Satisfaction	% (relative frequency)
1	0%
2	6%
3	37%
4	37%
5	20%
Total	100%



The level of satisfaction

Return to the guesthouse	% (relative frequency)
1	11%
2	9%
3	20%
4	34%
5	26%
Total	100%



Return to the guesthouse

Recreation and relaxation facilities	% (relative frequency)
1	11%
2	9%
3	6%
4	37%
5	37%
Total	100%



Recreation and relaxation facilities

• Conclusions

For this purpose, our research has identified the extent to which customers are satisfied with the services offered to them, noting their high level of satisfaction vis-à-vis the services they have received or are receiving within the guesthouse.

Thus, we reached the following conclusions:

- the characteristics of low importance and low satisfaction are represented by the thermal atmosphere in the restaurant and the capacity of the restaurant. These attributes do not contribute in a significant way to the overall quality of services, but, in addition to other attributes, they can become quite important in terms of overall satisfaction, which is why it is necessary to keep them under surveillance.

- the characteristics of low importance and high satisfaction are represented by the access to the guesthouse, the parking lot of the guesthouse, the surrounding landscape, the rates charged, the politeness and promptness of the staff, the appearance, the food, the cleanliness, the general ambience, the privacy, the sanitary facilities and others. Increased satisfaction for features of low importance to customers indicates that they have probably overinvested in these attributes. A fairly large importance is represented by the access to the penione, an attribute that is on the same level as the diversity of the menu.

- the strong attributes of the boarding house are represented in our case by the recreation and relaxation facilities, an extremely important reason for spending time in the boarding house.

- the attributes with great importance but with little satisfaction represent threats for the boarding house, but we observe that our boarding house does not have characteristics for such attributes.