

THE ANALYSIS OF RESOURCES, MARKET AND THE INDICATORS OF THE ACCOMODATION STRUCTURES FOR THE TOURISTIC PRODUCT BOCSA AREA

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Abstract

In the paper titled The Analysis of Resources, Market and the Indicators of the Accomodation Structures for the Touristic Product Bocsa area, I have highlighted the importance of this area which is valued as touristic product on the basis of the resources patrimony, of the infrastructure and touristic services which are available. I have shown that although the main attraction of tourists in an area is the touristic potential, however the seasons influence the touristic demand which leads to the increase of the use of the technical-material basis and touristic services.

Having in view the increase of the number of consumers, the offer of the touristic product Bocșa area must be adapted to the demand, taking into consideration the expectations, preferences and motivations of the tourists. I have observed that most visitors in the area develop activities such as: rest, trips, sport, swimming, fishing, hunting, they participate in cultural and religious events, attend meetings and conferences, do business, rent hydro-bicycles, kayaks and small boats. The prices are accessible to many categories of consumers.

Therewith, we have highlighted that any touristic activity of high quality must be developed in a controlled way without endangering the touristic patrimony which should be the heritage of the future generations. Presenting and analysing the natural and anthropic resources, the market dimensions and the indicators of the profit and loss account of the main structures of touristic accomodation in the area, we observed that most structures have registered profit in the last year, which proves that the demand for this product is in a continuous evolution.

Key words: *touristic product, natural resources, anthropic resources, touristic accomodation structures, market, indicators*

Classification JEL: *L8, L83*

1. Introduction

From the specialised studies and the legislation of tourism we know that a geographical entity of area type can be considered a touristic product if it disposes of material assets and basic touristic services which can be offered to the touristic consumption directly or through the means of tourism agencies in the form of touristic package. The material assets of the touristic product area type are part of the touristic offer having in their componence, on the one hand, the touristic potential of attracting tourists on the basis of forthcoming natural and anthropic resources and on the other hand, the general and specific touristic technical-material base which contributes to the satisfaction of the tourists' demands, respectively: structures of touristic accomodation, structures of public alimentation, means of transport, equipment of recreation and treatment, access roads, functional phone and internet networks. Among the basic touristic services of the touristic product, the recreation service is indispensable because it represents one of the reasons of the journey.

For the understanding of the concept of touristic product, we present below some definitions elaborated by the specialists in the field of tourism or forthcoming in the tourism legislation. Thus, the *touristic product*:

- represents “a complex of material assets and services focused in a specific activity and offered as a package to the touristic consumption” (The tourism law, art. 3 letter ee);
- represents “a cluster of material and non-material elements offered to the consumption and which should bring some advantages to the buyer, meaning to satisfy him” (Stănculescu G. (coord.), 2002, p. 177);
- can be regarded under the form of the results “of associations, interdependencies between the attractiveness of an area and the facilities offered to the buyer, where the resources will take the form of different products only through the means of specific services (accomodation, alimentation, transport, recreation)” (Costencu M., 2004, p. 101) a reason for the customization of the touristic products;
- can be defined as “the assembly of material and non-material services which are offered to the market with the aim of satisfying the desires or the expectations of the tourists” (Henche G. B., 2004, p. 112);
- is “through the measure of the touristic activity essentially regarded as economic activity in a certain dimension, volume, structure or quality, and by its destinations, the touristic product can be constituted as a message addressed to

tourists who concretized their presence in the moment of performing the component services” (Nistoreanu P., 1999, p. 97).

We observe that the touristic product in order to satisfy the requirements and demands of the consumers has in its composition both tangible and intangible elements. Thus, “knowing the expectancies, preferences and motivations of the consumers, the touristic offer must be adapted to the demand, in such a way that the touristic product should include the benefits both for the tourist and for the local population offering it” (Henche G. B., 2004, p. 121). We all know, that the objective of each economic operator is to obtain profit, this is the reason why it is very important that in the development of the touristic activity to highlight the relation quality-price. This relation depends in great extent on the experience and professional preparation of the employed staff because the tourists want to benefit of very good services at an acceptable price.

2. The analysis of resources, market and indicators of the touristic accommodation structures of the touristic product Bocșa area

2.1. The analysis of the natural and anthropic resources of the touristic product Bocșa area

Analysing the touristic potential of Bocșa area, we highlighted its importance for tourists because it is part of the touristic offer. Although the touristic potential, the natural and anthropic resources of Bocșa area *generate the main attraction for tourists* the tenderers know the fact that during the season the number of tourists increases as compared to the extra-season and thus, it also increases the use of the technical-material base and the services offered. In this way, due to the immobile character of the offer, the tourists should go in the basin of the offer for the achievement of the touristic consumption because the touristic service cannot be stored for a future consumption in the high season or low season period. So that the touristic product should be accessible for more segments of consumers, some optimal and efficient policies of prize, distribution and promotion should be practiced.

From the geographical point of view, Bocșa lies in the South-Western part of Romania, in Caras-Severin county, on the national road DN 58B which ensures the access of means of transport between the city of Timișoara and the town of Reșița. Its positioning between the two towns represents an advantage for the touristic product Bocșa area because it can attract a larger number of people from both towns. The touristic product Bocșa area disposes of a rich touristic patrimony, offering to the tourists a diversity of *natural resources* which can be admired due to *the relief* formed by hills and mountains, of its placement in the Northern part of the Dognecea Mountains which are formed of hard rocks crystalline schist and banatites. *The climate* is specific to the continental-submediterranean area, the yearly average *temperature* in Bocșa has values between -2 and +20 degrees Celsius, the average temperature of the air being +10,3 degrees Celsius. From the *hydrographic* point of view, the river Bârzava crosses Bocșa and it flows into the Timiș. There are some important lakes in the area namely: Ferendia Lake, Vârtoape Lake, Medreș Lake, Big Lake, Small Lake, the Lake with Water Lillies. Vârtoape Lake is a natural lake which was formed by the sliding of the cesspool favorising the appearance of the lake which is presently used for recreation both for tourists and for fishermen. The Medreș Lake is an artificial lake placed above the Vârtoape Lake and it is used for recreation during the estival season. In the neighbourhood of Bocșa, in the village Dognecea, there is the Big Lake which occupies a surface of 5,8 ha, having a volume of about 450.000 cubic metres and the Small Lake known as the Lake with Water Lillies which lies on a surface of 3,1 ha, having a volume of 156.400 cubic metres. *The fauna* in Bocșa area is much diversified, we can meet such *mammals* as: squirrels, wolves, deer, foxes, hares. In the category of reptiles we can include the grey lizard, snake or vipers, respectively fish: pike, chub or carp. *The flora* of Bocșa area is represented by leanders, lemon trees, meadow grass, magnolia as well as forests of linden, oak or hornbeam with a rich vegetation of fern, reed, clough grass or meadow grass. In the coniferous forests we find the pine, spruce, fir-tree while in the broadleaf forests we meet especially the oak, holm.

“The climatic town *Bocșa Montană* enjoys all the rights and endowments provided by laws and regulations regarding the hydro-mineral and climatic resorts” according to the Decision no. 46713 of 21.07.1931. In this sense, the tourists who got to Bocșa can visit the *Pringhel Area*, which represents an area which owns some features which are very similar to those of the climatic resorts. In the town *Bocșa Română*, the Pescăruș Park was achieved from European funds, and it is a place where the tourists can relax because there are benches, chess tables and an alley paved with square stones. In the Pescăruș Park there is a monument of nature *The Ginkgo Biloba tree*, which is very rare in the area and its extract is extremely beneficial for the treatment of various health problems such as: blood circulation, mental illnesses, lung illnesses. The most important *anthropic resources and historical monuments* in Bocșa area are:

- *The ruins of the Cuiști Fortress* „placed on a peak of the hill the Turk’s Lip, Cuiști fortress was the headquarters of a nobiliary castle with a polygonal plan, a long period of time being the home of a Romanian nobiliary family and the proper beginnings of its building remain unknown” (Jurjica T., 1981, p. 306). In the same time „some recent archeologic researches attest the fact that Bocșa was the center of the district Cuiști, which was documentary attested in 1349, but also a fortress, documentary attested in the 14th- 15th century in the ruins of the fortress at Turk’s Lip.” (Vișan M., Crecan D., 2013, p. 33);

- *Saint Ilie Monastery* built in the 20th century and whose “Church was sainted on the date of 19th June 1907 in the wake of Saint Prophet Ilie, by the archimandrite Filaret Musta, together with the prior PhD. Iosif Traian Bădescu and a synod of priests (Mureșianu I. B., 1976, p. 129-130). The Monastery Saint Ilie represents an oasis of spirituality for the entire area, this is the reason why “some places for accomodation were arranged for those who look for peace and they can stay for three days according to the monastery’s tradition. A library was also arranged and a monastery museum is going to be opened.” (Timiș C. A., 2011, p. 17);

- “*Constantin Lucaci” Museum – Space and Light*, museum where there are 17 sculptures of stainless steel realised under diverse forms and coal drawings. The tourists who visit the museum can feel the light in their soul which overflows on them when they look at the master’s cultures because the landscape from the light museum “resembles the one from the native garden, with plum-trees in Bocșa before the sunrise because under moon light, the plum-trees garden seems of steel. The moon landscape with metallic irisation” (Popovici G., 2013, p. 127);

- *The Wooden church the Birth of God’s Mother in Calina* represents a “reservation of religious popular architecture” (Potoceanu N., 2009, p. 23). Today the Church of Calina owns only two of the three bells that it had originally and it was decalred a historical monument. Its wake is God’s Mother Deliverance being the first church in Romania built of wood by intercalating on the walls the vertical pillars which are called “in little dogs”.

- *The Chapel of Dognecea* on which there are two miners made of plaster ”Bergmandl” is an important objective and “which must be linked to the valorization of religious habits, of local traditions specific for the miners community” (Ebert F., 2000, p. 110).

- *The Furnace of Dognecea* „built between : 1857-1858, *the residence of Maria Theresa*, the former prison dating from the time of the queen, *the ruins of the foundry*” (Ebert F., 2000, p. 108).

The folklore of Bocșa area is represented by the existing events during the time, namely: the Prayer of Bocșa Română, the Prayer Vasiova, the Prayer of Montana, the Festival of singing Aurelia Fătu Răduțu, respectively the Festival of Poetry in Banatian speech ,”Father Oancea” organised in October. In the neighbourhood of Bocșa, repectively the village Dognecea, there are numerous events such as: the Easter Prayer, the Prayer of the Izvor Community in Dognecea, the Prayer of Calina, the festival of donuts which is usually held in February, Fărșang which is celebrated in the first half of February.

2.2. The analysis of the touristic product Bocșa area

The market of the touristic product represents the geographical or virtual place where the needs and desires of consumers take the form of *the demand* and the totality of material assets and touristic services available to satisfy them form *the offer*. Thus, the market of the turistic product contains the totality of producers and beneficiaries of material assets and touristic services. The real offer represents the effective achievement of the touristic service by using the *equipment and the service staff* by the client. The real offer is identified with *the supplied effective product*. The demand of touristic services express the need of services of high order and it has a certain variability in space and time and a strong local character from the geographical point of view. Having in view the improvement of the quality of the touristic product Bocșa area it is necessary to know the motivations which are the base of taking decision of choice by the turists of that area. Therewith, we must know the preferances of the tourists having in view to ensure the necessary conditions which will determine them to come back with pleasure in this area. We all know that tourists want to find in the structures of touristic accomodation an ambient environment as pleassant as possible, silence, tidiness, a staff professionally prepared and polite of whose services they should benefit the whole period of staying.

By the dimensions of the market of the touristic product Bocșa area, we must analyse *the structure, the area and the capacity* of the market. *The structure of the market* of the touristic product Bocșa is formed from effective consumers, potential consumers and non-consumers. The segmentation of the tourists can be achieved taking into consideration *the needs and preferences* of the tourists, according to many criteria and it helps to establish the marketing policy. From the information gathered in the interview of the tourists who were in the area we observed that a part of the tourists prefer the Medreș Lake for fishing and recreation, the Pescăruș Park for walks and for rest the Bed and Breakfast Stejarul and Nufărul. Another part of the tourists who are accomodated at B&B Colț de Rai want to relax in nature or to benefit of the recreation services of the B&B’s or to go fishing on one of the two lakes: Small Lake and Big Lake. We observed that part of the structures of the touristic accomodation adopt a concentrated strategy thus, determining that the touristic services to be addressed between one and three segments of the market consumers and the other part should adopt a *differentiated strategy* which has in view the segmentation of the market and the orientation of the policies regarding the product, price, distribution and promotion for each segment. Thus, the touristic services are offered to consumers according to their preferences according to their age, social-professional category and the income they have because the touristic structures sell through the tourism agencies some touristic packages according to the tourists’ preferences. In *the market area* in Bocșa region there is the local market formed by tourists which prefer to spend the free time on the banks of the rivers but also the national market because in the town we meet tourists both from the Western part of Romania but also from other parts of the country, followed by the international market which bring foreign tourists in the area with the occasion of some yearly events for relaxation,

spending holidays or for business. According to the characteristics of services we can meet: *the market of the sojourn tourism, the market of circulation tourism, the market of business tourism.*

Regarding *the capacity of the touristic market* of Bocșa area, this is influenced by the low season and high season period. Meaning the high season, the months May-November the demand is continuously increasing, there are even periods when the demand cannot be covered, while during the low season the number of tourists is very low. According to *the geographical criterion*, most segments of consumers in the towns such as Reșița, Timișoara, Bocșa, and in a more reduced percentage from the other parts of the country or from abroad. Likewise, according to *the age criterion* most tourists are young and adults with the age between 25 and 59 and a reduced percentage of people over 60 years. The frequency of the consumers from the urban environment predominates, they declare that they are pleased with the touristic potential and touristic services which Bocșa owns and they will come back in other occasions as well. Most of the tourists have chosen to spend their *holidays* or their free time only in *week-end* by *mountain trips, rest and recreation* benefiting of *the recreation services near the lakes*, at an accessible price. Another segment of tourists are people from abroad or from our country who practice *the business tourism* and they appeal to the services of accommodation structures in Bocșa area. Other tourists choose Bocșa area for *fishing, trips or relaxation in nature*, without spending the night in the area, a situation in which they do not benefit of accommodation services. There are also tourists who spend *the night in a tent*, a fact which can have negative effects on *the environment* by *pollution and destroying the natural resources* which Bocșa area owns.

2.3. The presentation and analysis of the indicators of the profit and loss account of the touristic accommodation structures in Bocșa area

The analysis of the indicators of the profit and loss account of the firms which own the most used structures of touristic accommodation in Bocșa area was achieved on the basis of the information available on the site of Public Finances Ministry. Due to the fact that there are no statistical information in the Statistic Directory of Romania about the indicators of the touristic market capacity and not about the measurement indicators of touristic circulation on areas just on regions, we proceeded to the analysis of *indicators of the profit and loss account* of the most used structures of touristic accommodation in the Bocșa area. We have analysed *the turnover, total income, total expenses, gross profit, the average number of employees and we have calculated the work efficiency.* Information about the most used structures of touristic accommodation in the Bocșa area were taken from the firms and from the sites: National Authority for Tourism, *The list of classified touristic structures* <http://turism.gov.ro/informatii-publice/>; Public Finances Ministry, *Fiscal information and balances*, www.mfinante.ro.

Table no. 1 Indicators of the profit and loss account of the touristic accommodation in Bocșa area

Year	Rate of turnover [lei]	Total income [lei]	Total expenses [lei]	Gross profit [lei]	Average number of employees [persons]
<i>Bed and breakfast Stejarul</i>					
2011	3361692	3385931	3345667	40264	34
2012	2601123	2711027	2782713	0	32
2013	1830236	1872991	1989382	0	31
<i>Bed and breakfast Nufărul</i>					
2011	2392160	2374378	2368480	5898	31
2012	2970118	4390140	4354759	35381	31
2013	2525847	3175202	3169379	5823	36
<i>Bed and breakfast Lyn</i>					
2011	61828	61828	65694	0	3
2012	105997	105997	103655	2342	3
2013	88810	94196	84088	10108	3
<i>Bed and breakfast Izvor</i>					
2010	247529	247533	223952	23581	1
2012	92908	92919	98892	0	1
2013	70036	114441	100794	13647	1
<i>Bed and breakfast A Corner of Heaven</i>					
2011	3381604	3383843	3342138	41705	12
2012	2818218	2821511	2791167	30344	11
2013	2055048	2629226	2608782	20444	11

Source: The Ministry of Public Finances, Fiscal Information and balances, available on 12.01.2016 on www.mfinante.ro

The B&B Stejarul owned by S.C. DOLY COM S.R.L. is placed near the Lake Medreș in Bocșa, no. 27, Medresului Street is classified with 3 stars and has 17 rooms with a capacity of 35 accommodation places. It has a restaurant with 100 places, offering recreation services through means of a swimming-pool and a terrace in the yard of the guesthouse. In the B&B Stejarul the tourists are offered several means of spending the free time, namely: fishing, swimming, organisation of the trips in the neighbouring forests, respectively hunting in the especially arranged places. Besides accommodation and alimentation, in the guesthouse there can be organised some recreative activities, business reunions, baptisements, weddings, anniversaries, activities type team-building, conferences. The prices on rooms are differentiated according to the number of tourists, these prices starting from 70 lei/night.

From the indicators presented we observe that in the last three years of activity, *the turnover* decreased with 22,63% in 2012 and with 44,56% in 2013, as compared to the year 2011. The decrease of the turnover led implicitly to the decrease of *the income* with 19,91% in 2012 and in 44,69% in 2013, as compared to 2011. In the case of *total expenses*, they were in a continuous decrease. Thus, as compared to 2011 with 16,93% in 2012 and with 40,54% in 2013. The reduction of the income in relation to the expenses had unfavourable consequences on the guesthouse, registering thus a *gross profit* only in 2011, while in the other two years there was no profit. Regarding *the average number of employees*, in the firm there were decreases as compared to 2011, with 5,89% in 2012, respectively 8,83% in 2013. *The work efficiency* was : $W = 3.361.692/34 = 98.873,29$ lei/employee, in 2011; $W = 2.601.123/32 = 81.28,09$ lei/employee, in 2012; $W = 1.830.236/31 = 59.039,87$ lei/employee, in 2013. Thus, the reduction of the number of employees was determined by the reduction of the work efficiency as compared to 2011 with 17,95% in 2012 and with 40,29% in 2013.

The B&B Nufărul belongs to S.C. AUTO TRANS MAN S.R.L. and it is placed at the bottom of the hill Medreșul Mare, in the neighbourhood of Lake Medreș, the town of Bocșa, no. 25, Medresului Street representing a modern and elegant guesthouse being classified with 3 stars. We can say that in the guesthouse we find a whole touristic complex, which lies on a surface of 8.000 m², composed of a main building. The guesthouse has 5 rooms, with a capacity of 10 places, a restaurant with 90 places which can be anytime transformed into a conference room, due to the modular character of the room, a terrace with a capacity of 100 places, a swimming-pool and a lake with water lillies for recreation or pisciculture. The B&B Nufărul offers the tourists the room at the price of 120 lei/night with breakfast included.

On the basis of the presented indicators, we observed that in the last two years, *the turnover* has increased with 24,16% in 2012 and with 5,58% in 2013. Likewise, the increase of the turnover has led implicitly to the increase of *income* with 84,89% in 2012 and with 33,72% in 2013. *The total expenses* recorded increased as compared to 2011 with 83,86% in 2012 and with 33,81% in 2013. With the increase of total income, the expenses have also increased which has led to the obtainance of *the gross profit* which has registered a remarkable evolution, thus, as compared to 2011, the gross profit has increased with 499 % in 2012, while in 2013 there was recorded a small decrease of the profit with 1,28%. Regarding *the average number of employees* in the firm mentioned above, in 2011 and 2012 the firm had 31 employees while in 2013 there was an increase with 16,12%. *The efficiency of the work* registered by S.C. AUTO TRANS MAN S.R.L. was: $W = 2.392.16 /31 = 77.166,45$ lei/employee, in 2011; $W = 2.970.118/31 = 95.810,25$ lei/employee, in 2012; $W = 2525847/36 = 70.162,41$ lei/employee, in 2013.

The B&B Lyn belonging to S.C. LYN COM 2007 S.R.L is placed in Bocșa Română, Dacia Street, classified with 3 stars, offers to the tourists besides the accommodation and alimentation services, the possibility to organise diverse events. The guesthouse Lyn has a number of 10 rooms with a capacity of 20 places, a restaurant with a capacity of 80 to 100 places, respectively the conference room, with a capacity of 60 places. The guesthouse Lyn has a price of 80 lei/night/room.

Analysing the economical-financial indicators of society, we observe that in the last two years analysed, as compared to 2011, *the turnover* has increased with 71,43% in 2012 and with 43,64% in 2013. The increase of the turnover has also determined the increase of *income* with 71,43% in 2012 and with 52,35% in 2013. Although with the increase of income the expenses have also increased but in a more reduced rythm which has led to the obtainance of *gross profit*. Thus, if in 2011 the guesthouse has not recorded *gross profit*, starting with the year 2012 and this was even more decreased with 76,84% as compared to the year 2013. Thus, although income has increased with the expenses and the firm has not registered profit in the first year of reference, however due to the quality of tourisitic services offered it succeeded to attract the clients and maintain on the market. Regarding *the average number of employees* in the firm this was maintained constant during the whole period, there are no recordings of hiring or dismissing staff. Regarding *the work efficiency* recorded by S.C. LYN COM 2007 S.R.L., this was: $W = 61.828/3 = 20.609,33$ lei/employee, in 2011; $W = 105.997/3 = 35.332,33$ lei/employee, in 2012; $W = 88.810/3 = 29.603,33$ lei/employee, in 2013. Likewise, we observe that the constant number of employees has determined the increase of the work efficiency as compared to 2011 with 71,43% in 2012 and with 43,64% in 2013.

The B&B Izvor belongs to S.C. SI TOP TOUR S.R.L and is placed in Bocșa Montană, no. 51, Izvor street, next to the dam on Bârzava, it is classified with 2 stars, offering the tourists very good conditions for recreation and hiking towards Vârtoape Lake and the area Colțani. In the guesthouse many events can be organised: weddings, baptisms, anniverseries, thus, the tourists being both inhabitants of Bocșa but also Austrian, Serbian or Dutch people. It

has 9 rooms with a capacity of 22 places and in the restaurant there are 90 places. Besides the accommodation and alimentation services, the guesthouse has a terrace in free air, used in case of events but also a sport field which can be used to practice all kinds of sports. Because S.C. SI TOP TOUR S.R.L. did not have activity in 2011, we will take the indicators from the previous year 2010. The B&B Izvor has a price of 50 lei/night for single rooms and 80 lei/night for double rooms and the apartment for a price of 150 lei/night. In the case of the firm S.C. SI TOP TOUR S.R.L. we observe that in the last two years, as compared to 2011, *the turnover* has decreased with 62,47% in 2012 and with 71,71% in 2013, which has led to the decrease of the firm's *income* with 62,47% in 2012 and with 53,77% in 2013. In the case of total expenses, these were reduced as compared to 2011 with 55,85% in 2012 and with 55% in 2013. As compared to 2012, the firm registered a decrease of *the gross profit* with 42,12% in 2013, while in 2012 it had no profit. *The average number of employees* in the firm was maintained constant during the whole period, not recording changes with the employees. Regarding *the work efficiency* recorded by the firm in the period 2010-2013, this was: $W = 247.529/1 = 247.529$ lei/employee in 2010; $W = 92.908/1 = 92.908$ lei/employee, in 2012; $W = 70.036/1 = 70.036$ lei/employee, in 2013. Likewise, we observe the fact that the constant number of employees has determined the decrease of work efficiency as compared to 2011 with 62,47% in 2012 and with 71,71% in 2013.

The B&B A Corner of Heaven belongs to S.C. CLR-DENIS MONTAJ S.R.L being classified with 3 flowers, has 13 rooms with a capacity of 28 places. Tourists can serve meals in the alimentation unit of the restaurant A Corner of Heaven whose capacity is 100 places, thus, in the restaurant the tourist can have both Romanian type of food and international cuisine meals having to choose from a very diverse menu. The installation and equipment necessary for recreation are varied and can be put at the tourists' disposal at the complex "A Corner of Heaven" by renting. Thus, tourists that choose to spend their free time in a recreative way on the banks of the Big Lake, have at their disposal: hydro-bicycles, kayaks, little boats, ATV's, aquatic toboggans, equipment necessary for achieving horse rides. We recommend the analysis of indicators also for S.C. CLR-DENIS MONTAJ S.R.L. – B&B A Corner of Heaven in Dognecea, no. 782 because it is closest to Bocșa. The B&B A Corner of Heaven has a price of 150 lei/night per room. The recreation services have the following prices: horse ride with companion 70 lei/hour, renting hydro-bicycles 20 lei/hour, kayaks 15 lei/hour or boat 25 lei/hour for journeys on the lake and for billiard fans and ping-pong fans the price is 20lei/hour in the guesthouse. The guesthouse A Corner of Heaven, is available for the tourists must be paid with 150 lei/hour.

We observe that in the last two years as compared to 2011, *the turnover* decreased: with 16,66% in 2012 and with 39,23% in 2013. Likewise, the decrease of the turnover has led to the reduction of *income* with 16,62% in 2012 and with 22,30% in 2013. *The total expenses* decreased as compared to 2011 with 16,49% in 2012 and with 21,94% in 2013. From those presented above we observe that *the gross profit* decreased with 27,24% in 2012 and with 50,97% in 2013. The most important thing is represented by the fact that although the income has decreased, the firm had a profit, thus, succeeding to beat the concurrence by means of their services offered. Regarding *the average number of employees* in the firm mentioned above in 2011 the firm had 12 employees and in 2012 and 2013 the number of employees decreased with 8,33% (100%-91,67%), reaching 11 employees. *The work efficiency* was: $W = 3.381.604/12 = 281.800,33$ lei/employee, in 2011; $W = 2.818.218/11 = 256.201,63$ lei/employee, in 2012; $W = 2.055.048/11 = 186.822,54$ lei/employee, in 2013. Likewise, we observe that the reduction of employees number has led to the decrease of work efficiency as compared to 2011 with 9,08% (100%- 90,92%) in 2012 and with 33,70% (100%-66,30%) in 2013.

In order to improve the relation demand-offer in the Bocșa area I propose to improve the touristic product by the diversification of touristic services, which should lead to the enhancement of the quality according to the tourists' demands in accordance with the environment protection and natural and anthropic resources of the area.

3. Conclusions

From the specialised studies and the legislation in force we can conclude that the touristic product represents the complex of material assets and touristic services which generate the tourists' satisfaction. The touristic product Bocșa area owns a touristic patrimony which enforces to be protected against destructions and pollution because the quality of the touristic product depends the beauty of landscapes and the purity of the air. The tourists who want to benefit of spiritual enlightenment can visit the Monastery Saint Ilie, the Wooden Church the Birth of God's Mother in Calina and the Chapel of Dognecea, those who want to relax, to breathe fresh air can visit the area Pringhel, Pescăruș Park where they can see the Ginko Biloba tree and the fishing activities, recreation and walks can be achieved on the banks of the lakes: Medreș, Big Lake and the Lake with Water Lillies. Regarding the cultural-artistic events and the customs and traditions of the area, the tourists can participate in such events as: the Prayers of the towns, the Donuts Festival, the Festival of singing Aurelia Fătu Răduțu, respectively the Festival of Poetry in Banatian speech, "Father Oancea" The tourists interested in culture and history can visit the unique exhibits offered by the great master Constantin Lucaci to the town of Bocșa, in the museum which bears his name but also The ruins of the Cuiști Fortress placed on a peak of the hill the Turk's Lip. In order to rest the tourists can benefit of accommodation and alimentation services in the area the most used are: Stejarul B&B, Nufărul B&B, Lyn B&B, Izvor B&B, A Corner of Heaven B&B.

The main forms of tourism which can be practiced in Bocșa are the mountaineous tourism, week-end tourism, agroturismul, hunting and fishing tourism, cultural-historical tourism, religious tourism, hiking. The market of the touristic product is in accordance with the necessities and preferences of the tourists so that a durable balance of tourism should be beneficial both for tourists and for the local community. Known the fact that the main intermediaries of the firms of touristic accomodation in Bocșa area are the tourism agencies in Bocșa and Reșița and taking into consideration the facts mentioned above, we recomand the implementation of *a strategy of attracting and making the clients faithful*. Thus, the services offered to tourists must be achieved by qualified staff if you want to obtain a competitive advantage as compared to the competition and with the help of equipment and modern infra-structure and by offering touristic services of high quality and high personalised we can determine the clients' fathfulness.

Most tourists before choosing a certain destination for spending vacation informs themselves about the touristic potential of the area, reason for which it is necessary tat this one should be preserved and to benefit of improvement works where it is needed and where the touristic legislation in force allows. The consumption behaviour of the tourists in Bocșa area differ according to each tourist's demands, to their age and social category, observing thus that younger tourists when leaving the visited area they leave garbage on the green space, ignoring the negative effects of poluting the environment. Due to the patrimony of the existing resources in the area and the quality of services offered there appears the need for *the promotion* of the touristic product Bocșa area by means, techniques and instruments specific for marketing. We mention that lately the most efficient promotion of Bocșa area was achieved by the online environment on the sites of touristic destinations or structures of touristic accomodation.

From the marketing point of view, the tourists' behaviour is essential because nowadays the quality is the main aspect for which the tourist chooses a touristic area and the satisfaction of the tourist's needs being the only reason which guarantees the success on the market.

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