

# THE IMPORTANCE OF THE RATING ANALYSIS OF TOURIST RECEPTION STRUCTURES, COMPONENTS OF THE TOURISTIC OFFER IN RESITA

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## Abstract

*The objective of the paper The importance of the rating analysis of touristic reception structures, components of the tourist offer in Resita, was to highlight the fact that their higher rating level leads to increased flows of tourists in Resita. The legislation in force clearly specifies that in any structure of tourist reception rated in the 3-4 stars category, a level of comfort and services of superior quality is ensured.*

*At the level of the Resita Municipality, 47.62% of the tourist reception structures with accommodation functions are rated in the 3 stars or flowers category, and those for public catering, 5.66% received 4 stars, respectively 47.17% , 3 stars.*

*Most of the accommodations spaces are available in hotel type units, which represent 28.57% of the total units, 53.46% of the total spaces and 53.23% of the total touristic accommodation places. On the second place the touristic pensions are positioned with 38.10% of the total units, 29.62% of the total spaces and 29.28% of the total places.*

*Out of the total structures of touristic reception with public catering functions, most are classic restaurant type units, which represent 35.85% of the total units and 54.85% of the total public catering places. The bar catering unit is positioned on the second place with a percentage of 24.53% of the total units and 18.96% of the total catering seats.*

*The offer of the touristic reception structures in Resita can be capitalized and known through the ten travel agencies, organizers or intermediaries, functioning in the locality.*

**Keywords:** reception structure, category, rating, certificate, offer, comfort, tourist services

**JEL rating:** L8, L83

## 1. Introduction

Specialized studies mention that, in a touristic destination, the prices charged by the touristic reception structures have a special importance in attracting tourists. Currently, “increasing price competition and networks with better organized and cheaper destinations on other continents stress the pressure on the European tourism sector and traditional destinations” (Platon Nicolae, Special Issue / 2018) [6].

During the last 3 years “holiday vouchers have significantly stimulated the Romanian tourism market” (Enea Constanța, Issue 6/2019) [5], so that “the tourist products offer has become more and more diverse, more complex” (Băltescu Codruța Adina, Issue 6/2019) [2] and “the impact and influence of tourism is manifested both directly in economic growth and employment as well as in other areas” (Smarandache Marijana Cristina, Issue 4/2018) [9].

Currently, “smart tourism is considered customer-centered aiming to fully satisfy the tourists’ needs for food, accommodation, travel, shopping and entertainment” (Băltescu Codruța Adina, Issue 3/2018) [3]. In a touristic destination “local gastronomy is an essential factor to assess satisfaction at a tourism destination.” (Băltescu Codruța Adina, Issue 1/2020, p. 42) [1].

During recent years “the problems with which tourism is confronted are diverse, ranging from infrastructure to low employee wages, lack of motivation and imagination in the promotion of tourist objectives” (Carlan Nicoleta-Adriana, Special Issue / 2018) [4].

Romanian legislation on tourism underlines the fact that the touristic reception structures with accommodation or catering functions operate on the basis of the provisional operating

authorization and / or the rating certificate in original format, which represents the level of comfort and service offer, respectively the quality of facilities and of the services provided.

This is the reason for the analysis proposed, of the rating of touristic reception structures as well as the situation of existing travel agencies in Resita, based on information available on 05.01.2020 on the website of the Ministry of Economy, Energy and Business Environment - tourism authorization section (<http://turism.gov.ro/web/autorizare-turism/>) [10].

The locality of Resita, located on the river Barzava is the municipality of the Caras-Severin County in the Western region of Romania. As a result of the activity of the Machine Building Plant and the Steel Factory in Resita, until 2003, Resita was considered one of the most important industrial cities in the country, respectively the oldest steel city in Southeast Europe.

In order to develop tourism in Resita, touristic attractions need to be promoted and investments need to be made “in basic infrastructure, and in the accommodation structure (tourism infrastructure)” (Sanda Gheorghe Gabriel, Issue 3/2019) [7], respectively “in the physical tourism infrastructure (roads, cultural and historical sites, accommodation and leisure facilities)” (Smarandache (Păsătoiu) Marijana Cristina, Issue 1/2020) [8].

## 2. Analysis of the rating of touristic reception structures with accommodation functions in Resita

In order to realize an analysis of the rating of touristic reception structures with accommodation functions, from the Resita Municipality, Caras-Severin County, information updated on 24.12.2019 is presented in Table 1.

Table 1 Touristic reception structures with accommodation functions in Resita

No.	Unit type and name	Classification category	No. of spaces	No. of places
<b>Hotel</b>				
1.	Turist	2 stars	21	43
2.	Best Western Rogge	3 stars	34	68
3.	Boreal	2 stars	18	36
4.	Dușan și Fiul Nord	3 stars	35	70
5.	Dușan și Fiul Sud	3 stars	22	44
6.	Intim	2 stars	9	19
<b>Total 1 hotel</b>			<b>139</b>	<b>280</b>
<b>Hostels</b>				
7.	Timea	3 stars	5	10
<b>Touristic Villa</b>				
8.	Arsenal	2 stars	10	20
<b>Boarding house</b>				
9.	Hubertus	3 stars	6	12
<b>Rental apartment</b>				
10.	Central View Reșița	2 stars	1	4
<b>Total 2 Hostels, Touristic villa, Boarding house and Rental apartment</b>			<b>22</b>	<b>46</b>

No.	Unit type and name	Classification category	No. of spaces	No. of places
<b>Rooms for rent</b>				
11.	Dănuț	2 stars	8	16
12.	Ca La Mama Acasă	2 stars	4	8
13.	Europa	3 stars	10	22
<b>Total 3 Rooms for rent</b>			<b>22</b>	<b>46</b>
<b>Touristic pensions</b>				
14.	Flavia	2 stars	12	24
15.	Castillo	2 stars	9	14
16.	Club Castel	3 stars	15	33
17.	Gina	2 stars	4	8
18.	Memento	3 stars	7	12
19.	Mony Feith	2 stars	7	14
20.	Brândușa	3 flowers	15	33
21.	Casa Bănățeană	3 flowers	8	16
<b>Total 4 Touristic pensions</b>			<b>77</b>	<b>154</b>
<b>TOTAL GENERAL</b>			<b>260</b>	<b>526</b>

Source: Ministry of Economy, Energy and Business Environment, Tourist reception structures with accommodation functions classified on 24.12.2019, available on <http://turism.gov.ro/web/autorizare-turism/> on 05.01.2020

The number of accommodation spaces, of accommodation places and their percentages are presented in the graphs below. Depending on the classification category of hotels, the following were identified: 3 units rated 2 stars and 3 units rated 3 stars.

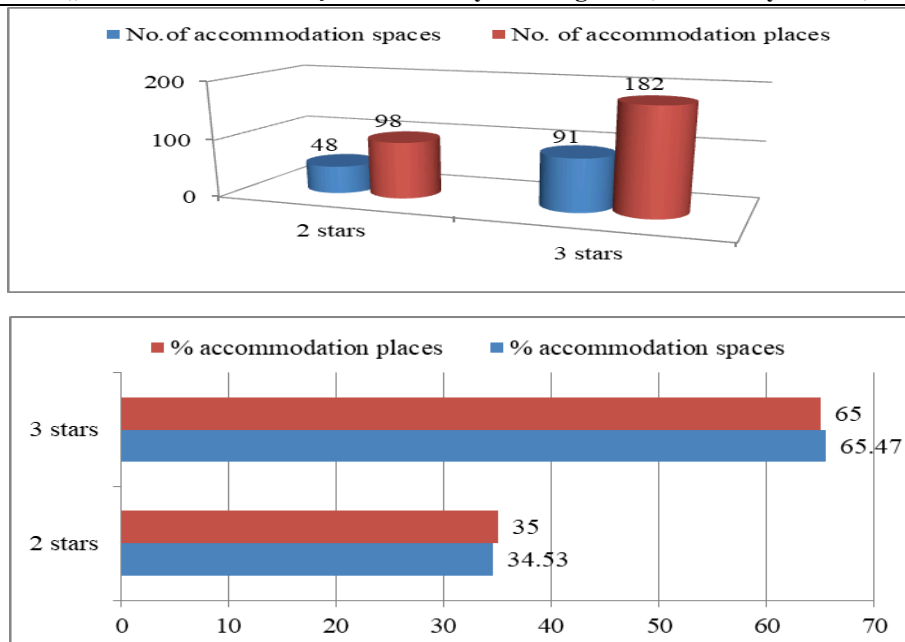


Fig. 1 - Hotel unit  
Source: realized by the author

The graphs presented show that in Resita, out of a total of 139 spaces and 280 places, the highest percentage in spaces and accommodation is held by 3 star hotels 65.47% - 91 accommodation spaces and 65% - 182 accommodation places, followed by 2 stars hotels, 34.53% - 48 accommodation spaces and 35% - 98 accommodation places.

Depending on the classification category, that of hostel, villa, boarding house and apartment rental units, the following were identified: 2 units rated 2 stars and 2 units rated 3 stars.

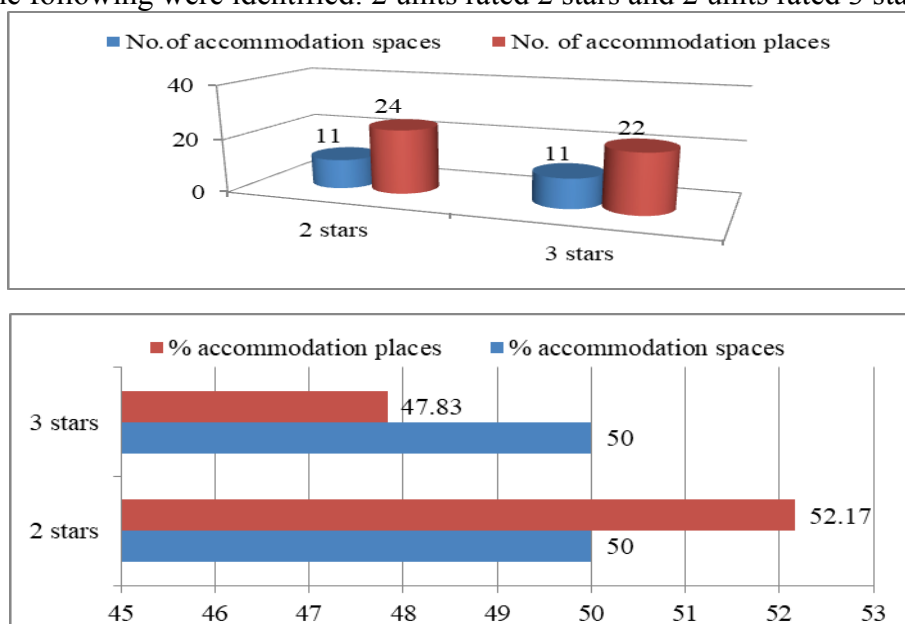


Fig. 2 - Hostel, villa, boarding house, apartment unit  
Source: realized by the author

According to the graphs presented, out of a total of 22 spaces and 46 places in the hostel, villa, boarding house and apartment type rental units, in Resita the highest percentage of spaces and accommodation places has the rating of 2 stars 50% - 11 accommodation spaces and 52.17% - 24 accommodation places, followed by 3 stars 50% - 11 accommodation spaces and 47.83% - 22 accommodation places.

Depending on the units classification category, for rooms to rent, the following were identified: 2 units rated 2 stars and 1 unit rated 3 stars.

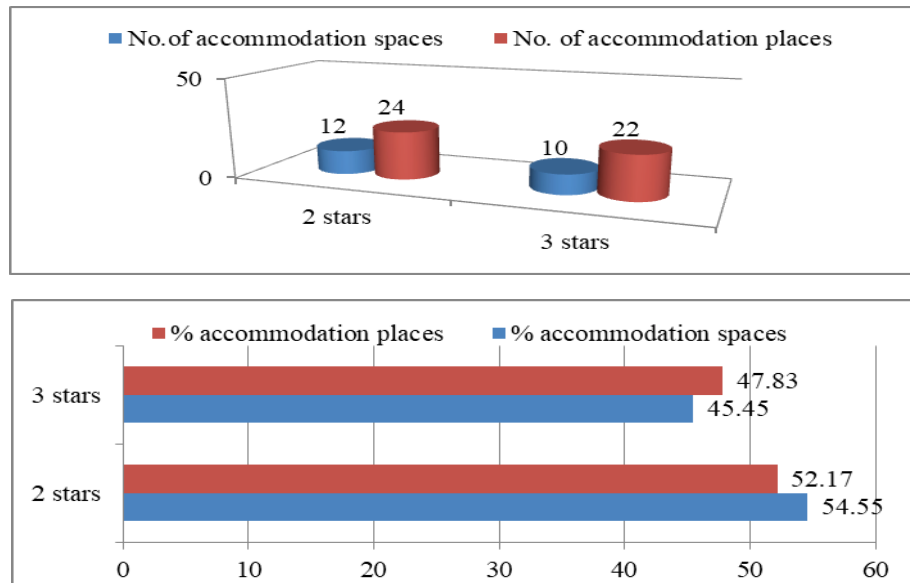


Fig. 3 - Rental room unit  
Source: realized by the author

According to the graphs, out of the total of 22 spaces and 46 places, the rooms for rent, in Resita, have the highest percentage in accommodation spaces and accommodation places belongs to those rated 2 stars 54.55% - 12 accommodation spaces and 52.17% - 24 places accommodation places, followed by 3 stars 45.45% - 10 accommodation spaces and 47.83% - 22 accommodation places.

Depending on the classification category for touristic pensions, the following were identified: 4 units rated 2 stars and 4 units rated 3 stars.

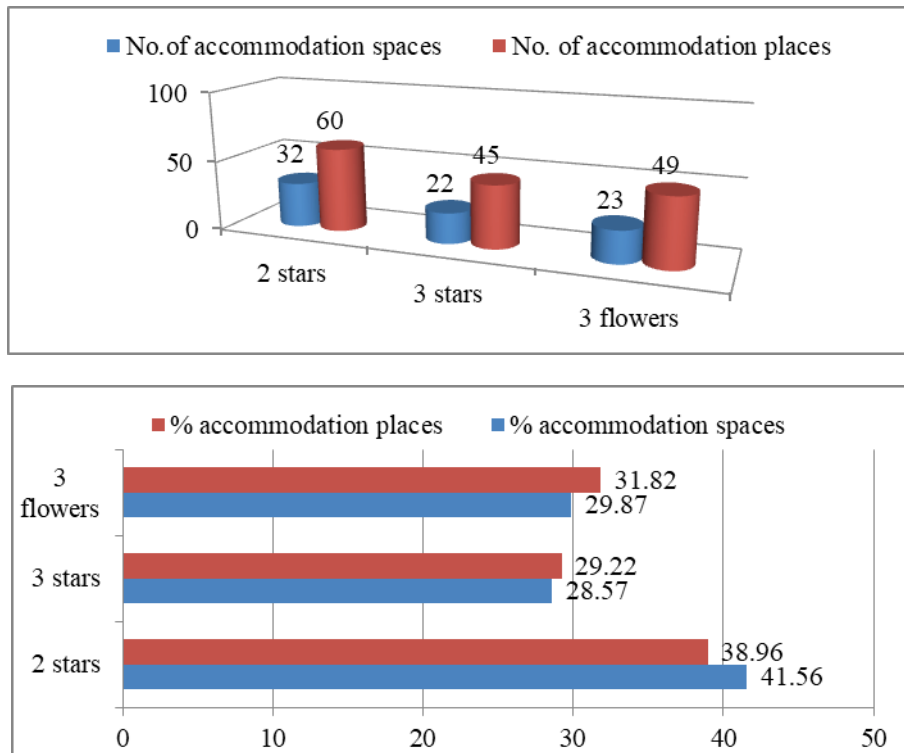


Fig. 4 - Boarding house unit  
Source: realized by the author

The graphs above show that, out of the total of 77 spaces and 154 places, in Resita, the highest percentage of accommodation spaces and accommodation places is held by touristic boarding houses rated 2 stars 41.56% - 32 accommodation places and 38.96% - 60 accommodation places, followed by those with 3 flowers 29.87% - 23 accommodation spaces and 31.82% - 49 accommodation places, as well as 3 stars 28.57% - 22 accommodation spaces and 29.22% - 45 accommodation places.

The overall total of accommodation places and their percentage are shown in the graphs below.

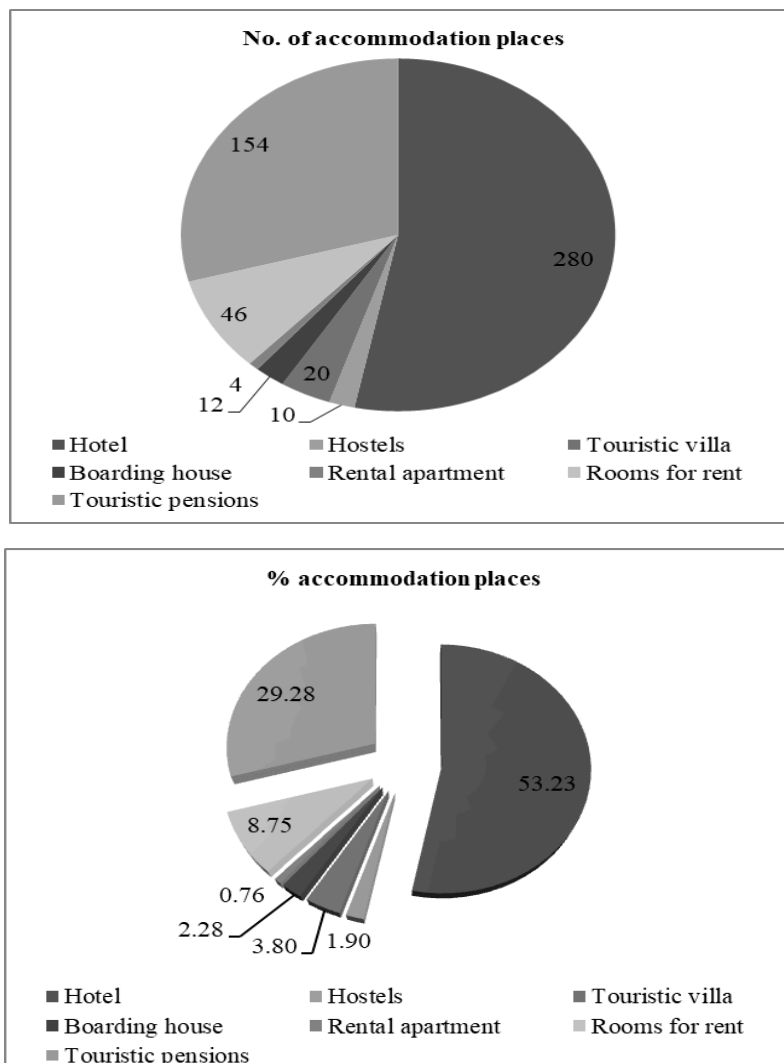


Fig. 5 – Summary of accommodation places and their percentage by types of units

Source: realized by the author

Of the total accommodation places of 526 (100%) the following units were identified: hotel - 280 (53.23%), hostel - 10 (1.90%), villa 20 (3.80%), boarding house - 12 (2.28%), apartment for rent - 4 (0.76%), rooms for rent - 46 (8.75%), touristic pension - 154 (29.28%).

### 3. Analysis of the rating of touristic reception structures with public catering functions in Resita

For the analysis of the rating of the touristic reception structures with public catering functions from Resita, Caras-Severin County, Table 2 presented information updated on 06.12.2019.

Table 2 Tourist reception structures with public catering functions in Resita

No.	Unit type and name	Classification category	Seats no.	No.	Unit type and name	Classification category	Seats no.
<b>Classic restaurant</b>							
1.	Aurora	3 stars	250	29.	Jar Café	2 stars	50
2.	Best Western Rogge	3 stars	90	30.	La Berari	1 star	68
3.	Boreal	2 stars	160	31.	Luky	2 stars	34
4.	Capitol	3 stars	600	32.	Memento	3 stars	36
5.	Casa Banateana	3 stars	90	33.	Pub&Club Coda Vinci	4 stars	80
6.	Castillo	2 stars	56	34.	Terasa Lotus	3 stars	48
7.	Club Castel	2 stars	66	35.	Toto	2 stars	150
8.	Dolce Vita	2 stars	40	<b>Total 3 Day bar 994</b>			
9.	Gambrinus	2 stars	140	<b>Café-bar</b>			
10.	Hubertus	2 stars	60	36.	Berlin Cafe	3 stars	40
11.	La Grasu	2 stars	140	37.	Best Western Rogge	3 stars	100
12.	La Nasu	3 stars	140	38.	Caffe Dell'arte Coda Vinci	4 stars	68
13.	Memento	3 stars	62	39.	Racing Cafe	3 stars	95
14.	Mony-Feith	2 stars	40	40.	Romantic	2 stars	30
15.	Q	3 stars	144	41.	The Office Pub	2 stars	80
16.	Sanela 2000	2 stars	120	<b>Total 4 Café-bar 413</b>			
17.	Timea	3 stars	500	<b>Buffet bar, Disco bar</b>			
18.	Timea 2	3 stars	80	42.	Arsenal	2 stars	30
19.	Valahia	2 stars	98	43.	La Tzompy	3 stars	60
<b>Total 1 Classic restaurant</b>			<b>2876</b>	44.	Pub&Club Coda Vinci	4 stars	60
<b>Self-service restaurant</b>				<b>Total 5 Buffet bar, Disco bar 150</b>			
20.	OLLE	3 stars	80	<b>Snack- bar</b>			
<b>Chinese restaurant</b>				45.	Bastilia	3 stars	92
21.	SHI CHUAN	3 stars	70	46.	Ca La Mama Acasa	2 stars	52
<b>Terrace</b>				47.	Greek Bistro	2 stars	70
22.	EVA CENTER 2	3 stars	80	48.	Ko	2 stars	50
<b>Total 2 Self-service restaurant, Chinese restaurant, Terrace</b>			<b>230</b>	49.	Punguta Cu Doi Bani	2 stars	70
<b>Day bar</b>				<b>Total 6 Snack- bar 334</b>			
23.	Black & White	3 stars	80	<b>Pizzeria</b>			
24.	Derby Pub	2 stars	145	50.	Capriccio	3 stars	60
25.	Europa	2 stars	28	51.	Domino	3 stars	80
26.	Eva Center 1	3 stars	70	52.	Florio	2 stars	58
27.	Incontro 1	3 stars	150	53.	Olle	3 stars	48
28.	Incontro 2	2 stars	55	<b>Total 7 Pizzeria 246</b>			
							<b>TOTAL GENERAL 5243</b>

Source: Ministry of Economy, Energy and Business Environment, Tourist reception structures with public catering functions classified on 06.12.2019, available on <http://turism.gov.ro/web/autorizare-turism/> on 05.01.2020

The number of seats and their percentage are shown in the graphs below, depending on the type of unit and the classification category. Depending on the classification category, that of classic restaurant, the following were identified: 10 units rated 2 stars and 9 units rated 3 stars.

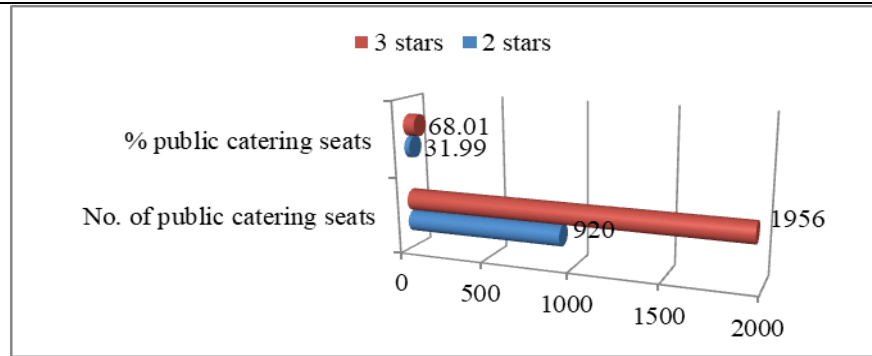


Fig. 6 – Classic restaurant  
Source: realized by the author

From the graphs above one can observe that, in Resita, out of the total of 2876 dining seats in classic restaurants, the highest percentage is held by those rated 3 stars 68.01% - 1956 seats, followed by 2 stars restaurant, 31.99% - 920 seats.

Self-service restaurant, Chinese restaurant, terrace, depending on the classification category and their graphics are presented below, all 3 units are rated 3 stars - 100% - 230 seats.

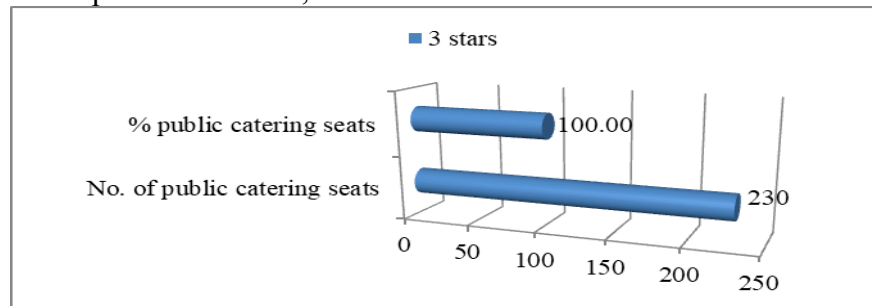


Fig. 7 - Self-service restaurant, Chinese restaurant, terrace  
Source: realized by the author

Depending on the classification category, that of day bar, the following were identified: 1 unit rated 1 star, 6 units rated 2 stars, 5 units rated 3 stars and 1 unit rated 4 stars.

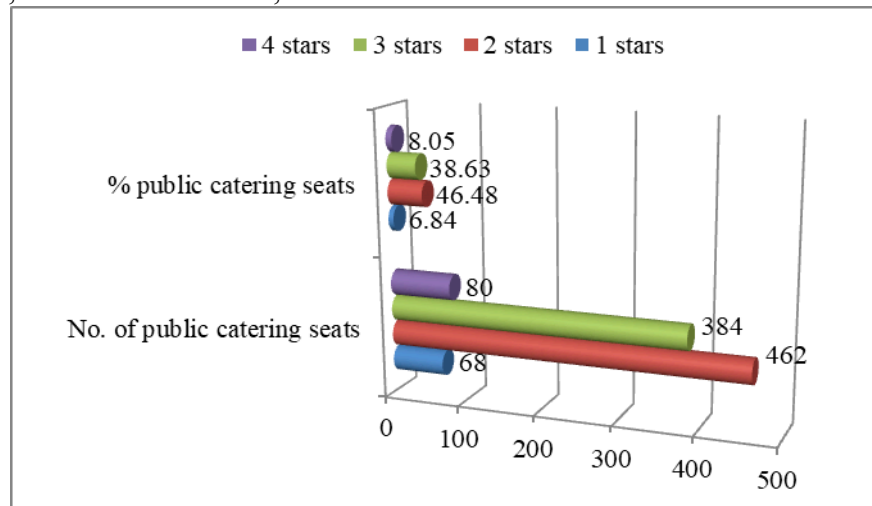


Fig. 8 – Day bar  
Source: realized by the author

According to the graphs above, in Resita, out of the total of 994 seats at the table in the day bar, the highest percentage is held by the units rated 2 stars 46.48% - 462 seats, followed by 3 stars 38.63% - 384 seats, 4 stars 8.05% - 80 seats and 1 star 6.84% - 68 seats.

At the Caf -bar section the following classification categories were identified: 2 units rated 2 stars, 3 units rated 3 stars and 1 unit rated 4 stars.

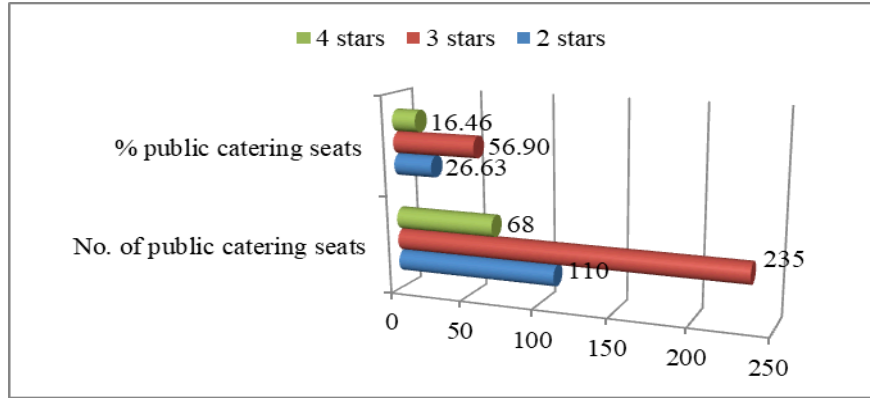


Fig. no. 9 - Caf -bar  
Source: realized by the author

According to the graphs above, one can observe that, in Resita, out of a total of 413 seats at the Caf -bars, the highest percentage is held by the 3-star units 56.90% - 235 seats, followed by 2 stars 26.63% - 110 seats and 4 stars 16.46% - 68 places.

At the Buffet bar section and Disco bars the following were identified: 1 unit rated 2 stars, 1 unit rated 3 stars and 1 unit rated 4 stars.

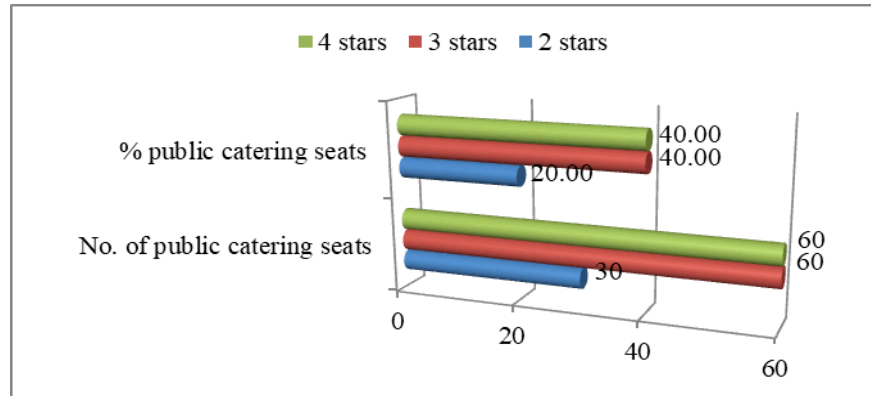


Fig. 10 - Buffet bar, Disco bar  
Source: realized by the author

According to the information presented, in Resita, out of the total of 150 seats at the Buffet bars and Disco bars, the highest percentage is held by the 3-star rated units - 4 stars 80% (40% + 40%) - 120 seats ( 60 + 60), followed by 2 stars 20% - 30 seats.

For the Snack-bar units, the following were identified: 4 units rated 2 stars, 1 unit rated 3 stars.

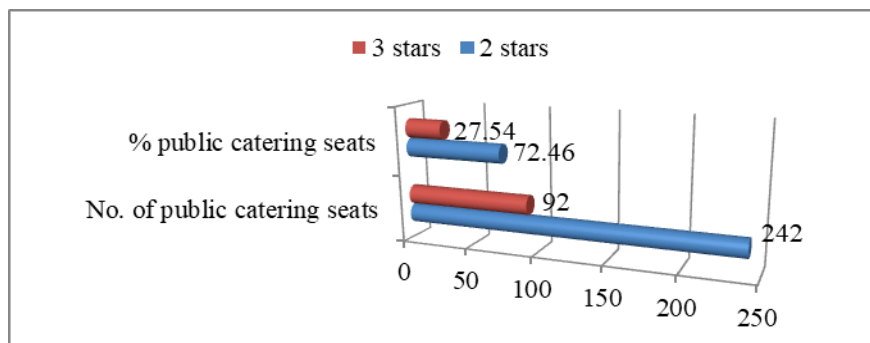


Fig. 11 - Snack-bars  
Source: realized by the author



According to the graphs presented, one can observe that, in Resita, out of the total of 334 seats at the Snack-bars, the highest percentage is held by the 2-star rated units 72.46% - 242 seats, followed by 3 stars 27.54% - 92 seats.

For Pizzeria units the following information was identified: 1 unit rated 2 stars and 3 units rated 3 stars.

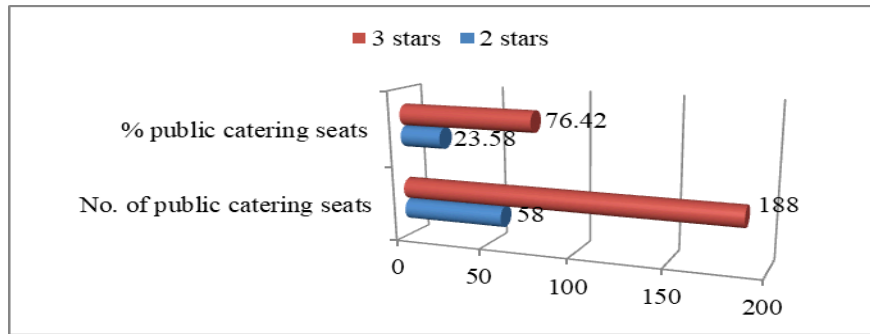


Fig. no. 12 - Pizzerias  
Source: realized by the author

Out of the total of 246 seats in pizzerias, the highest percentage is held by the 3-star rated units 76.42% - 188 seats, followed by 2 stars 23.58% - 58 seats.

The general total of public catering places and their percentages are presented in the graphs below.

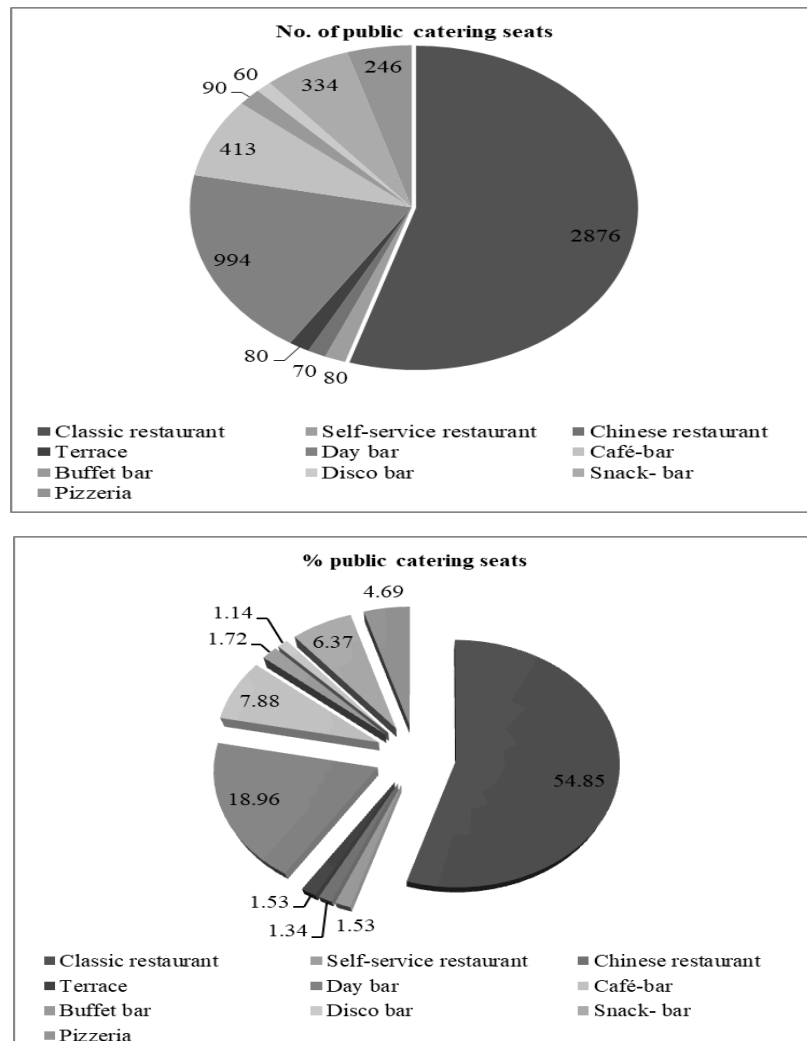


Fig. 13 – Summary of public catering places and their percentages by types of units  
Source: realized by the author

Out of the total number of catering facilities of 5243 (100%), the following type units were identified: classic restaurant - 2876 (54.85%), self-service restaurant - 80 (1.53%), Chinese restaurant 70 (1.34%), terrace - 80 (1.53) %, day bar - 994 (18.96%), cafe-bar - 413 (7.88%), buffet bar - 90 (1.72%), disco bar - 60 (1.14%), snack bar - 334 (6.37%) , pizzeria - 246 (4.69%).

One can mention that, in Resita, from the Caras-Severin County, 10 travel agencies are licensed to operate, of which: 6 (60%) are organizing travel agencies and 4 (40%) are intermediate travel agencies.

Table. 3 Travel agencies licensed to operate

No.	Name of travel agency	Economic operator	License type
1	Travel Brands	TRAVEL BRANDS SA	ORGANIZER
2	Eximtur	DARIUS MOLD TRAVEL SRL	INTERMEDIARY
3	Global Reisen	DM GLOBAL REISEN SRL	INTERMEDIARY
4	Sagitaro Travel	SAGITARIO TRAVEL SRL	ORGANIZER
5	Alde Tour	ALDE VOYAGE SRL	ORGANIZER
6	Alde Tour	ALDE VOYAGE SRL	ORGANIZER
7	Novum Travel	INTERNOVUM GRUP SRL	INTERMEDIARY
8	Astral Travel	ASTRAL CONSULTING SRL	INTERMEDIARY
9	Atlantic Travels International	ATLANTIC TRAVELS INTERNATIONAL SRL	INTERMEDIARY
10	Royal Holiday	ROYAL DREAMS PREMIUM SRL	INTERMEDIARY

Source: Ministry of Economy, Energy and Business Environment, Tourist reception structures with accommodation functions classified on 20.12.2019, available on <http://turism.gov.ro/web/autorizare-turism/> on 05.01.2020

Organizing travel agencies have a special importance in carrying out tourism activities. They produce and sell directly to customers or through intermediary travel agencies, packages of touristic services or unitary touristic services offered by the owners of technical and material bases in the touristic reception structures.

#### 4. Conclusions

As a result of the study, over 47% of the touristic reception structures with accommodation and public catering functions are rated in the category 3 stars / flowers. This is optimal for a level of quality comfort of the touristic services offered in the tourist reception structures in the Resita Municipality.

The study shows that in Resita, out of a total of 21 tourist accommodation units: 47.62% (10 units) are rated 3 stars or flowers and 52.38% (11 units) are 2 stars rated. According to the types of accommodation structures, these can be presented as follows: hotel - 28.57% (6 units), of which: 3 stars - 14,285% (3 units), 2 stars - 14,285% (3 units); hostel and boarding house - 1 unit type each: 3 stars - 9.52% (2 units); villa and apartment for rent, 1 standard unit each: 2 stars - 9.52% (2 units); rooms for rent - 14.29% (3 units), of which: 3 stars - 4.77% (1 unit), 2 stars - 9.52% (2 units); touristic pension - 38.10% (8 units), of which: 3 stars - 9.525% (2 units), 2 stars - 19.05% (4 units), 3 flowers - 9.525% (2 units).

When taking into consideration catering units, out of a total of 53 tourist accommodation units: 5.66% (3 units) are 4 stars rated, 47.17% (25 units) are rated 3 stars, 45.28% (24 units) are rated 2 stars and 1.89% (1 unit) are rated 1 star. Depending on the type of public catering structure, these can be presented as follows: classic restaurants - 35.85% (19 units), of which: 3 stars - 16.98% (9 units) and 2 stars - 18.87% (10 units); self-service restaurant, Chinese restaurant, terrace 1 unit type each: 3 stars - 5.66% (3 units); day bar - 24.53% (13 units), of which: 4 stars - 1.89% (1 unit), 3 stars - 9.43% (5 units), 2 stars - 11.32% (6 units) and 1 star - 1.89% (1 unit); café-bar - 11.32% (6 units), of which: 4 stars - 1.89% (1 unit), 3 stars - 5.66% (3 units) and 2 stars - 3.77% (2

units); buffet bar and disco bar - 5.66% (3 units), 1 standard unit per classification category: 4 stars, 3 stars and 2 stars; Snack bar - 9.43% (5 units), of which: 3 stars - 1.89% (1 unit) and 2 stars - 7.54% (4 units); pizzeria - 7.55% (4 units), of which: 3 stars - 5.66% (3 units) and 2 stars - 1.89% (1 unit).

The services offered by the touristic reception structures can be marketed through the 10 organizing or intermediate travel agencies existing in Resita.

In the touristic offer for the Resita Municipality, besides the touristic reception structures, qualified staff in the field of tourism can be added, as well as many touristic objectives, the most important being: the Steam Locomotive Museum, the Banat Mountain Museum, the Artesian Fountain, Funicular railway, the “Ioan Crișan” Zoo. Due to the existing touristic potential in Resita and in the nearby resorts, many classic and modern forms of tourism can be practiced.

Tourists accommodated in the tourist reception structures in Resita can practice skiing in the Semenic Resort, which has a ski lift and six ski slopes, as well as in the Crivaia Resort, which has two ski slopes. At the same time, tourists can benefit from leisure in the area of the accumulation lakes from Secu Resort, Trei Ape Resort and from Văliug (Breazova), where four pontoons were offered to the public, with equipment for water sports, swimming and sunbathing activities.

In addition, the analysis on the classification of reception structures, presented in this paper, was elaborated on the basis of information published in December 2019 and available in January 2020 on the website of the Ministry of Economy, Energy and Business, in the tourism authorization section, before the coronavirus pandemic (COVID-19) was installed in Romania, and was finalized a few months after.

According to military order no. 1 issued on the 17<sup>th</sup> March, 2020, with the decree of the state of emergency on the Romanian territory, in Resita all the tourism structures temporarily suspended their activity, and according to the case, some of the employees of the economic operators in the HoReCa industry entered technical unemployed. With the transition to the state of alert, the touristic accommodation structures started their activity with a reduced capacity, in compliance with the prevention and safety measures regarding the spread of the virus, and the meals service was performed only as room service. During the first stage, the restaurants, bars, cafes and sweet shops working in accommodation units or in other public establishment were closed, even if they had an outdoor terrace. These could sell food, alcoholic beverages and non-alcoholic beverages through drive-in services, customer delivery or takeaway.

Also, in Resita, the tourist reception structures were not used for the accommodation of people found in quarantine.

According to press releases of the National Institute of Statistics regarding the studies published monthly, in 2020, compared to 2019, in Romania, arrivals in reception structures with accommodation functions decreased by 69.8% in March, 98.1% in April, 96.9% in June, 44.5% in June, 74.5% in August, and overnight stays decreased by 68.2% in March, 97.4% in April, 97% in 76.4% in June, 44.7% in July, 31.8% in August (<https://insse.ro/cms/ro/comunicate-de-dam/>) [11].

Although there is no statistical information for each locality, it is obvious that in Resita the number of tourist arrivals and the number of overnight stays has decreased in 2020, compared to 2019.

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