



Universitatea
BABEȘ-BOLYAI



Facultatea de
BUSINESS



Universitatea
DIN ORADEA

Facultatea
de
Științe
Economice

THE INTERNATIONAL CONFERENCE
ENTREPRENEURSHIP
IN HOSPITALITY INDUSTRY
2nd edition

11-12 October 2012

Conference Venue:

**Hotel Premier
Donath Street no.100, Cluj-Napoca**

AGENDA

THURSDAY, 11 OCTOBER 2012

9⁰⁰ – 10⁰⁰ Registration of participants

10⁰⁰ – 11³⁰ Official Opening

Assoc. prof. Ciprian-Marcel Pop, PhD, Vice-Rector of Babeş – Bolyai University, Cluj-Napoca

Lecturer Ioan Alin Nistor, PhD, Dean of Faculty of Business

Assoc. prof. Smaranda Cosma, PhD, Conference chairperson

Invited paper: *Prof. Gabriela Stănculescu, PhD, Faculty of Commerce, The Bucharest University of Economic Studies*

Invited paper: *Assoc. prof. Carmen Băbăiță, PhD, Faculty of Economics and Business Administration, Vest University Timișoara*

Invited speaker: *Lecturer Valentin Toader, PhD, Faculty of Business, Babeş – Bolyai University, Cluj-Napoca*

11³⁰ – 12⁰⁰ Coffee break

12⁰⁰ – 13³⁰ Session 1

13³⁰ – 14³⁰ Lunch

14³⁰ – 16⁰⁰ Session 2

16⁰⁰ – 16³⁰ Coffee break

16³⁰ – 18³⁰ Workshop on SMART+, Innovative and Responsible Tourism Territories

18³⁰ – 19⁰⁰ Presentation of AntrES program "Entrepreneurship and Equal Opportunities. A new school for women entrepreneurship", project considered good practice example by European Union

19⁰⁰ – Gala dinner

FRIDAY, 12 OCTOBER 2012

9⁰⁰ – 10³⁰ Session 3

10³⁰ – 11⁰⁰ Coffee break

11⁰⁰ – 13⁰⁰ Session 4

13³⁰ – 14³⁰ Lunch

15⁰⁰ Guided tour of Cluj-Napoca

12 October 2012

Session no. 3

Session chairs: Smaranda Cosma, Vicky Katsoni, Olimpia Ban

9.00 – 9.15, Dan-Cristian Dabija and Ciprian-Marcel Pop, **Tourist Clusters on the Hotel Market**
Discussant **Codruța-Adina Băltescu**

9.15 – 9.30, Katsoni Vicky, **Tourism Marketing Segmentation and Internet Use in a Trip Characteristics Strategic Approach**
Discussant **Smaranda Cosma**

9.30 – 9.45, Olimpia Ban and Ioana Meșter, **The Analysis of Entrepreneurial Decision Making Process for the Improvement of the Hotel Services Quality Using Kano's Bidimensional Model. Study Case for Hotels in Oradea**
Discussant **Dan-Cristian Dabija**

9.45 – 10.00, Codruța-Adina Băltescu, Dana Boșcor, Gabriel Brătucu, Anca Madar and Andreea Neacșu, **The Trend of the World Hotels to Restrain the Budget Field. Romania's Situation**
Discussant **Vicky Katsoni**

10.00 – 10.15, Smaranda Cosma, Marius Bota and Cristina Fleșeriu, **Building Differentiation through Innovation in Rural Tourism**
Discussant **Olimpia Ban**

10.15 – 10.30, Anca Dodescu, Ioana Pop Coșuț, Adrian Florea and Lavinia Chirilă, **The Profile of Entrepreneurs in the Hospitality Industry. Case Study: Felix Spa And 1 Mai Spa in Bihor County**
Discussant **Ciprian-Marcel Pop**

10.30 – 11.00 Coffee Break

THE TREND OF THE WORLD HOTELS TO RESTRAIN THE BUDGET FIELD. ROMANIA'S SITUATION

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Abstract: Satisfying the most diverse preferences of the tourism consumer and the transformation of tourism in a mass phenomenon are only two of the features which influenced the development of the world hotel market for creating an important field of ensuring accommodation services at low rates, respectively the budget hotels. The article analyses the recent marketing decisions of the french group Accor, one of the most prolific world hotel groups, the decisions of restraining the budget field managed by the hotel, and the actual preferences of the customers of the biggest european tourism group, TUI, for a significant increase of accommodation's comfort during holidays, but also the degree in which the hotel field from our country holds the necessary assumptions for adaptation at these major changes. Moreover the development of international tourism represents a declared priority of the romanian ministry.

Key words: budget hotel, international hotel companies, travel groups

JEL classification: L83

1. Introduction

The field of budget hotels has developed in the years '80 and '90, in Europe and North America, representing the answer for adaptation of the accommodation service providers at the increasing demand for modest hotel services offered at low prices. The budget accommodation is distinguished by ensuring limited accommodation and food services at reasonable prices. The services offered include a simple and functional comfort in the use of very attractive rates. The elements which explain the low rates are, mainly, the low construction costs and the low maintenance costs.

2. The features of the budget hotels

The World Tourist Organization and most national tourist boards use the internationally recognized star rating to classify hotels. The scheme is presented in table 1.

Table 1. The star rating to classify hotels

Hotel rating	Features
One-star	A budget market hotel with limited facilities, offering bed, breakfast and evening meal, and characterized by informal standards of service to residents
Two-star	An economy market hotel with limited facilities, offering more extensive dining facilities, and characterized by informal standards of service to residents
Three-star	A mid-market hotel with more extensive facilities, offering a full range of dining and bar services, with professional standards of service, to residents and no-residents
Four-star	An upscale hotel offering formal standards of service, with extensive facilities and services to residents and no-residents
Five-star	A luxury hotel offering "flawless" service standards with professional multilingual staff, and a full range of facilities of the highest quality

Source: Bowie, D, Buttle, F, *Hospitality Marketing – An Introduction*, Elsevier Butterworth-Heinemann, Oxford, 2004, p. 92

In the hotel industry, the differences in service levels are often (but not always) tied to incremental increases in cost. Limited service hotels typically do not offer a range of facilities and services. The most notable differences in comparison with the full-service hotels are lack of food and beverage outlets and no meeting space on site. They do offer a quality room and a good night's sleep for a fair price.¹

Compared with the traditional forms of accommodation, budget hotel is a relative new concept in most countries. It is difficult to define the term budget hotel precisely. Logically, a budget hotel could be any hotel below four-star level. It normally has a minimum of 50 rooms, and will be branded by a major chain. Such hotels typically have

¹Ismail, A, *Front Office Operations and Management*, Thomson/Delmar, New York, 2002, pp. 37-38