



Editor
Jiří Strouhal



Recent Advances on Finance Science and Management

**Proceedings of the 9th International Conference on
Management, Marketing and Finances (MMF '15)**

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Business and Economics Series | 20

ISSN: 2227-460X
ISBN: 978-1-61804-335-1

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Published by WSEAS Press
www.wseas.org

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All papers of the present volume were peer reviewed by no less than two independent reviewers. Acceptance was granted when both reviewers' recommendations were positive.

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Plenary Lecture 1

Exploring the Power of Intelligent Data-Mining Techniques to Provide High Quality Healthcare Services to the Elderly People



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Abstract: In this plenary talk, I would like to present the potentials of intelligent data-mining techniques in the field of healthcare services. As many countries grow old, how to provide high quality healthcare services to the elderly people emerges as one of urgent and very important national agenda. Throughout this talk, I will raise several issues of how to use many types of intelligent data mining techniques for the sake of improving the quality of healthcare services. Especially I will place my emphasis on the potentials of Bayesian Networks. To raise an illustrative example, I will take advantage of KNHANES (Korea National Health and Nutrition Examination Survey) dataset (2008~2013). Then I will pick data about 60 ages older people to analyze how the depression in the elderly is influenced by a number of related explanatory variables such as demographic factors, objective & subjective health-related well-being factors. For the sake of doing this task, I am going to apply a General Bayesian Network (GBN) to the dataset. Especially, to add a sense of more reality, we adopted another emotional factor like "stress" to see how it affects the depression in the elderly. Through the illustrative example like this, I will clearly show how much the power of intelligent data-mining techniques like GBN could be explored to provide timely and adequate healthcare service to the elderly people. At the final stage of my talk, I will compare the power of intelligent data-mining techniques with that of statistical methods.

Brief Biography of the Speaker: Dr. Kun Chang Lee is a full professor of MIS and Creativity Science at SKKU Business School at Sungkyunkwan University, South Korea. He received his PhD degree in MIS from KAIST (Korea Advanced Institute of Science and Technology). He is on the editorial board at several international journals such as Online Information Review (SSCI), Scientia (SCIE), Journal of Universal Computer Science (SCIE), and Information (SCIE), among others. He conducted as a guest editor at Decision Support Systems, Computers in Human Behavior, and Online Information Review. Now he is organizing special issue in the SCIE journal Mobile Information Systems. He has presented his papers regularly in a number of prestigious international conferences like HICSS (Hawaii International Conference on System Sciences), AMCIS (Americas Conference on Information Systems), PACIS (Pacific Asia Conference on Information Systems), and ICIS (International Conference on Information Systems). Professor Lee is an internationally recognized authority on decision support, ubiquitous computing, intelligent systems, creativity science, and health mining. His publication records include over 200 articles in scholarly and professional journals. Refer to <http://academic.research.microsoft.com/Author/957772/kun-chang-lee> for more details on Professor Lee's academic records. Also visit <http://scholar.google.co.kr/citations?user=i2B1Rj8AAAAAJ&hl=en> where Google compiled most of his publications.

He has contributed to a number of international conferences as a program committee member; it includes CONTEXT (International and Interdisciplinary Conference on Modeling and Using Context), ACIIDS (Asia Conference on Intelligent Information and Database), WORLDCOMP (World Congress in Computer Science, Computer Engineering, and Applied Computing), UCMA (International Conference Ubiquitous Computing and Multimedia Applications), UBICOMM (International Conference on Mobile Ubiquitous Computing, Systems, Services and Technologies), PACIS (Pacific Conference on Information Systems), IASTED International Conference on Artificial Intelligence and Applications, International Conference on Intelligent Systems and Control, International Conference on Ubiquitous Information Management and Communication, IASTED International Conference on Computational Intelligence, International Workshop on Improved Mobile User Experience (IMUx), and IADIS International Conference on Information Systems, among others. Since 2006-2009, he initiated collaborative researches on intelligent decision makings with Waseda University, Japan. He is frequently invited by many companies to help direct the development of intelligent decision support systems and to deliver lectures on decision making to their executives. He was also invited by Harvard Kennedy School as a visiting fellow to conduct researches on creativity and organize seminars on the related issues. He is the recipient of numerous research funds from Korean Government to continue his studies on creativity, and ubiquitous decision support systems. Dr. Lee is capable of integrating intelligent techniques and behavioral research framework to create a new paradigm of researches on complexity and creativity. In line with this motif, he has recently adopted using multi-agent simulations and brain informatics, obtaining a number of pioneering results that seem useful and meaningful in terms of both practical and academic sense. As for introducing his pioneering works to practitioners working at banking industry, he gave lectures to staffs and faculties at The World Bank, Washington D.C., US.

Tourism Services Quality Improvement. Case Study Biemann

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Abstract: - To constantly satisfy the increasing demands of consumers and to face fierce competition, companies need to consider continuous improvement over the quality offered in products and services. Tourism is an economic activity that has seen constant growth in recent year and also offers very diverse services due to fierce competition. Therefore managers of the tourism units must consider concentrating resources on those elements that attract the most interest from customers, respectively on improving the quality and range of services.

Key-Words: - quality, hotel, services, improvement, tourism, strategies.

1 Introduction

Quality awareness must begin with clear identification of customer requirements, regulatory requirements (rules, laws, applicable standards, etc.), and must continue with all other internal company processes involved in the product / service.

The development and the quality of tourist services are primarily dependent on the existence of adequate technical infrastructure, with adequate facilities, offering ideal conditions to the tourists, and to fulfill, as applicable, other functions. Secondly, tourism services are influenced by the efficiency of the staff, by the accommodation and catering capacities, by the treatment and leisure bases, the skill level of work, the organization of work in tourist establishments.

In this context, the insufficiency of the accommodation and catering sectors, equipping them properly, mismatch between comfort level and discerning travelers, as well as the small number of workers or their poor preparation, adversely affect quality of tourism services as well as the size of tourist traffic and the possibilities for exploiting heritage.

2 The Quality of Tourist Services

The quality of products and services is one of the most important forms of assessment of the design capacity, the respect of technological discipline and

the staff undertaking participatory attitude, through which the entire staff participates in the improvement of business activity, labor productivity growth, meeting customer requirements, increasing competitiveness between products on the market [1].

Since tourism services are based on the interaction between customer and provider, it is crucial to underline the importance of human resources in this industry [3].

According to SR EN ISO 9000/2000 quality is defined as "the extent to which a set of inherent characteristics of a product / service satisfy the customer's requirements".

World Tourism Organization understands the quality of tourism as being the result of a process which involves meeting all the needs, demands and legitimate consumer expectations in terms of product and service at an affordable price, in accordance with the contractual terms of a mutual agreement and adjacent determinants of quality which are security and protection, hygiene, accessibility, transparency, authenticity and harmonization of tourism activity concerned with the human and natural environment.

The outcome of tourism can be measured by customer satisfaction and by the social, economic and environmental impacts of involved tourism activity.

The process suggests that a single action is not sufficient to obtain the quality.

The satisfaction introduces elements of subjectivity in perception of quality. The legitimacy considers elements related to rights and obligations. It puts the prices, quality levels and some outer limits in relation.

The needs - the notion arises from bidders' concern for the legitimacy of tourists' expectations and refers to satisfying consumers' basic needs. The needs are concrete (physiological, comfort, safety, residential) and psychological (to be part of a group, of esteem and respect, of information).

The expectations refer to positive communication requirements and the consumer perception of product characteristics. The consumer must receive what was promised or even more.

The consumer - refers to individual consumers that may also include groups of people, companies and commercial intermediaries.

The acceptable price suggests that customer expectations reflected in price cannot be achieved at another price.

The basic quality characteristics – there should be irrevocable criteria for determining quality, vital for the consumer. These criteria must determine the minimum level of consumer protection.

The hygiene suggests that accommodation units must be safe and clean regardless of category, and in catering the safety of cuisine must be ensured.

The accessibility - tourism products must be used by all people regardless of natural or acquired differences that exist between these.

The transparency involves ensuring and effective communication of accurate information and in compliance with all of tourist product characteristics and on its total price.

The authenticity is the determining factor of quality, the most difficult to achieve, due to the subjectivity component of the quality. It makes the product different from other similar products on the market.

The harmony of the human and natural environment belongs to the concept of sustainable development that is a concept on the medium and long term [5].

The leadership at the highest level of a company should aim to ensure all conditions for obtaining quality, by implementing a quality system in the enterprise, adapted to the specific of activities and processes they carry.

Through the quality strategy, the company management aims : satisfaction of beneficiaries and social needs; determining the level of quality under the conditions imposed by market requirements and competitiveness; quality integration in the company mission and objectives; change the mentality of staff

on total quality assurance, processes, products and behavior of human resources.

The understanding and evaluation of the quality are very important for the client when selecting a supplier. For a prestigious company to offer high quality services it is necessary to know and understand clients' demand before services delivery and their reaction after delivery [4].

3 The Biemann Hotel Presentation

Located in Romania, at 5 km from Brasov and 15 km from Poiana Brasov, in Sanpetru, Biemann Hotel *** (three stars) is one of the most beautiful and equipped hotels in Brasov area. Sânpetru is an old Saxon settlement and has the advantage of specific recreational opportunities due Airclub Mircea Zorileanu, where you can organize glider, motoglider and paragliding flights.

The hotel has a capacity of 44 seats and offers its clients the following: 22 double rooms with internet access and satellite TV, conference room with a capacity of 120 seats, fitness center, two saunas, jacuzzi inside the fitness room, outdoor swimming pool and tennis court.

To these are added the summer terrace, garden with lawn and flowers in total area of 7000 square meters, which makes Biemann hotel a location worthy to be chosen for holidays by tourists (www.hotel-biemann.ro).

For moments of relaxation, Brasov city can be easily reached, hosting the Black Church and Museum "Urban Civilization", the first Romanian School, Brasov Fortress and Mount Tampa where it can be admired the panoramic view.

For tourists who want to dine and spend time in the building, Biemann provides a choice between rustic restaurant, lobby bar, a games room, a wine cellar, outdoor pool, various recreational areas: from the outdoors (tennis, football, handball) to those of interior (billiards, ping-pong, table football), a sauna and a gym and the amazing hotel garden.

From the entrance, the hotel welcomes its guests with ample spaces and lovely atmosphere where they can enjoy a leisurely cup of coffee. Lobby bar urges its customers to sit in comfortable armchairs surrounding the fireplace and large glazed surfaces to admire the exceptional view of hill Lempes, watch TV or simply meditate.

Wine cellar and games room, different Saxon architecture, provides a perfect place to spend time with family and friends.

The restaurant is rustic with lots of wood and a fireplace and offers a wide variety of dishes (hot and cold snacks, prepared hot liquids, food, minute

made food, salads, sweets kitchenware, confectionery, ice cream, alcoholic and soft drinks, etc.) from the traditional and international cuisine (www.hotel-bielmann.ro). Customers can opt for just accommodation with breakfast or full board.

The hotel garden and outdoor pool are the attractions of this hotel. The garden covers a large area, tastefully decorated with many flowers. Swimming pool attracts many customers in the summer because it is in a quiet area and offers quality service. Leisure services are supported by the tennis court, where people can play also football, followed by gym with two saunas and the turret which has a ping-pong table and table football, darts and by billiards arranged in winery neighborhood.

The two conference rooms are another attraction for business customers, both equipped with all necessary facilities required for such spaces (projector, screen, sound system, flipchart). Comfortable seats and ample space make it more pleasant the pursuit of activities in this place, peace and privacy being offered by the hotel Biemann employees (www.hotel-bielmann.ro).

Hotel Biemann is distinguished from its competitors mainly through diversified services.

The staff is always concerned of guest with professionalism, courtesy and promptness. Guests are served complimentary with cakes and brandy every evening. Themed nights are organized with traditional dishes from Romanian and Saxon cuisine, and customers can participate in meal preparation that will be served.

Whatever the season, for the clients are prepared interactive activities and even organized charity events in which guests can participate or just listen to great music during the event while dining on hotel terrace.

Biemann hotel offers are addressed to the business segment guests and to the tourists with disposable income both nationally and internationally.

In a closer analysis of the age categories of the hotel Biemann customers, it may be noticed a demarcation line between elderly and adults.

If most adults are active, showing the desire for knowledge, escape and exploration, about the elderly category it can be said that the main reasons for the visit are leisure, the desire to experience the peace of nature away from the city, the escape in the unique atmosphere of Sînpetru Saxon village.

The Biemann hotel benefits most from advertising by word of mouth. Many of the guests are families returning for years and always bring new friends who in turn told others about the Sînpetru pleasant experience. The hotel

management pays particular attention to those guests who are not only loyal customers but became friends that manager looks forward to see them again.

It is said that big and luxurious hotels are impersonal; therefore the Biemann Hotel maintains a warm and family atmosphere.

4 Improving the Quality of Services Offered by Biemann Hotel

The hotel's management team adopted a range of strategies followed by very large investments in development and modernization, as this will increase customer satisfaction, prices will increase by a percentage ranging between 5 and 10% and the hotel turnover will grow. Large investments involve high risks, but the hotel Biemann's strategy was based on the current trend in terms of business and luxury tourism, namely those investments in the hospitality industry are heading, today, towards small capacity units of three and four star hotels. The strength of these hotels are the services that meet the demands of the clients; the privacy and the facilities offered by a small hotel. The hotel assumes "large customers in small hotels" and therefore adopted strategies that would ensure a privileged position among its competitors in the Brasov market. The strategies adopted by the hotel should also take into account the cultural differences for its foreign customers, an adaptation strategy being a competitive advantage [2].

The most important was the strategy based on technological advantage. This acquisition strategy is focused on the high technology, it ensures lower costs and higher quality of services and thus a company's competitive advantage.

Technical progress has made it possible to create new forms of furniture for all rooms and baths in Biemann Hotel, which has managed to offer a high degree of comfort for travelers staying here.

Also, technological development is one that has facilitated the entrance of the modern methods of distribution and marketing of tourism products. Using these modern methods hotel Biemann can better promote their offer and gain as many "guests" as possible.

The technological environment is of particular importance due to the continuous adaptation to new trends, and this development, change rate is respected by the hotel Biemann that always implements new technologies necessary for the smooth running of activities within the hotel. Being a three stars hotel with a well implemented

management, all rules and norms of hygiene and technologies are strictly obeyed. In order to better supervise the rooms, customers and incomes, a new version of GIP SOFT HOTEL MANAGEMENT was implemented.

The cost of implementing this software amounts to about 500 euros for a hotel with 22 rooms but it reduces the time to record the occupied rooms or the preferences of each tourist.

Following implementation strategy focused on technological advantage the hotel has seen a significant evolution in terms of the number of accommodated tourists in 2015 compared to the same period of last year. Hotel Biemann aims to improve its work and the quality of services in the next 2 years through:

- Human resources - setting employee file, reviewing the job description and the training of more workers through the Tourism Training Institute.

- Hotel marketing - promotional activities to boost customer loyalty, setting up statistics on loyal customers.

- The products offered for sale through its restaurant - Deepening analysis of diverse menu to satisfy all culinary tastes; reconsideration of quality suppliers and raw materials.

In the future, Hotel Biemann wants to adopt the quality standard ISO 9001: 2000 and EN ISO 9001: 2008. The hotel wants to adopt the two standards, one for the hotel and one for training. After applying these standards, credibility among customers will be much higher, and will have an advantage over the competition.

By applying standard EN ISO 9001: 2008 the hotel will demonstrate the ability to consistently provide products and services according to customer requirements and legal requirements and to increase customer satisfaction through the effective application of the system.

The implementing costs of such standards are between 500 and 1,000 euros, but are a long-term investment and a guarantee for customers about the quality of products and services offered by the hotel.

5 Conclusion

In the hotel Biemann it is an effective desire to improve the services quality through appropriate organizational framework, efficient use of human and material resources, to maintain existing market segments and enter new segments, under strong competition. Also, since this is a hotel with a well-

implemented management, all the hygiene and tech rules and norms are strictly observed.

Following implementation strategy focused on technological advantage the hotel has seen a significant evolution in terms of the number of accommodated tourists, estimating that in 2016 the number of tourists accommodated will increase from 3,200 in 2015 (January to December) to 4100 tourists. Although Biemann is not a well-known hotel because it is located outside Brasov, in the village Sânpetru it wants to become a brand sought after by tourists, associated with the idea of comfort and impeccable service.

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