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Business Excellence Challenges During the Economic Crisis

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THE ASSESSMENTS OF TOURISTS ARRIVED IN POIANA BRAȘOV RESORT REGARDING THE SATISFACTION OF TOURIST SERVICES CONSUMPTION

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Abstract: *The image and success of a tourist destination are determined by a variety of elements, the level of tourist service offers having an essential influence. The satisfaction of the tourist consumption influence the desire of tourists to come back, to become in time a loyal customer and to share others the positive holiday experiences. In this article are emphasized the assessments of tourists who visit the tourist mountain resort Poiana Brașov regarding the satisfaction of consumption of tourist basic services, as they are shown by organizing a quantitative market research with the topic "Opinions, attitudes and behaviors of tourists regarding the satisfaction of tourist services consumption in the resort Poiana Brașov."*

Keywords: customer satisfaction, tourist services consumption, travel experience.

1. INTRODUCTION

Ensuring a certain standard of services has always been a problem in the tourism industry. The failure is perceived as obvious, more significant and more relevant in comparison with the success of an activity. The analysis of failures, very frequent, starts from knowing the complex and dynamic nature of tourist services. Few hotels and restaurants can manage to survive if they consistently deliver unsatisfactory experiences. If customers have alternative providers, they may choose to reduce the amount of business done, or even not to return at all. They may also spread negative word-of-mouth, influencing potential customers not to buy. The customers' satisfaction and the quality of product/service offered represents the basis of ensuring competitiveness of a travel company. (Lewis, 1997).

2. CUSTOMER SATISFACTION IN THE HOSPITALITY INDUSTRY

Customer satisfaction is one of the most frequently examined topics in the hospitality and tourism field because it plays an important role in survival and future of any tourism products and services (Gursoy et al. 2003). Customer satisfaction measures how well a customer's expectations are met. Consumers' expectations are formed during the purchase process. Expectations are important comparison standards that help consumers to evaluate the performance of the hospitality offer throughout and at the end of the service encounter. Customer expectations are based on the opinion of friends and market information.

The travel and tourism experience is a multifaceted and hybrid experience. The hybrid travel experience suggests that travel and tourism products are deconstructed products because they bring together a number of services from a number of individual businesses. Some of those individual businesses may not provide the promised service satisfactorily. Those dissatisfactory experiences may deter the total value of the hybrid travel and tourism product. As a result, this may decrease the total value of the travel and tourism experience and may decrease overall satisfaction (Neal and Gursoy, 2008). Customer satisfaction significantly influences the choice of destination, the consumption of products and services, and the decision to return (Kozak and Rimmington, 2000).

Customers can enjoy a range of different types of satisfaction, including (Bowie and Buttle, 2004):

- Contentment, when a routine service is delivered satisfactorily
- Pleasure, when a service makes the consumer feel happy
- Delight, when a service surprises the consumer and exceeds expectations
- Relief, when a service overcomes a potentially difficult situation and delivers satisfaction.

If customers received what they expected, they are satisfied. If their expectations were exceeded, they are very satisfied. Satisfaction attribute importance may vary systematically on the basis of moderating variables such as personal characteristics of the consumer, situation-specific characteristics, and product-related characteristics (Gursoy et al., 2008).

The measurement and management of customer satisfaction is crucial. Tourism managers need to identify the sources of customer satisfaction, measure satisfaction levels, and derive the right strategies to increase satisfaction (Gursoy et al., 2004). Managers must realize the importance of creating highly satisfied customers. On a 7 point scale, with 1 being very satisfied and 7 being very dissatisfied, managers are happy to receive a 2. Although the customer seeks to deliver high customer satisfaction relative to competitors, it does not try to maximize customer