

## **Professional tourism – before and after economic crisis in the hotel industry from Timisoara, Romania**

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*Abstract:* The economic crisis should be seen as an opportunity to find ingenious solutions, devised at management level to increase the competitiveness of the hotel market, according to prices and quality service. This study synthesizes information on the concept of professional tourism and its associated terms and how the global economic crisis has affected the financial this valuable segment, particularly in tourism industry. The research was conducted in two periods (before and during the economic crisis) and targeted 13 hotels of 3 and 4 stars from the hotel market in Timisoara.

We propose a series of related research solutions regarding the tourism product and services from the hospitality field, which is in the position of finding new ways to attract and retain potential business customers. The research method is quantitative and the data were collected by questionnaire. Data interpretation was performed in SPSS, a statistical research program.

*Key-Words:* business tourism, MICE sector, leisure, tourist motivation, competitiveness, economic and financial crisis

### **1 Introduction**

Professional tourism is a form of tourism with commercial, governmental or educational purpose, having entertainment as a secondary motivation. Known as the "expensive travel", this segment provides large amounts of money to competitive hotels in planning small or large events, which can offer customized packages to this type of customers and have a professional level of service.

The term "business" has the meaning of "occupation", "preoccupation", "concern" that allows us to sustain that business travel can be translated as professional tourism, restoring this way its correct meaning [1]. Professional travel, in turn, can be analyzed according to its purpose: participation at an event, at a fair, an exhibition, a scientific, cultural, political event, or making a business related to accomplishing an individual task.

This last category of professional travel can be defined as business travel and the entire market segment consisting of different sub-segments of motivations was named Meetings Incentives Conferences Exhibitions Market-MICE, and continued to be called like that in official documents and specialized international organizations such as the UNWTO (United Nations World Tourism), WTTC (World Travel & Tourism Council) and more.

Uriely (Rob Davidson and Beulah Cope, 2004) stopped the research on the relationship between travel and profession and has drawn the portrait of the tourist that mixes business with the trip's pleasure, showing that the two activities are closely linked on many levels. Work provides the necessary resources to achieve holiday travel,

but also represents the mobile of a journey. [2]

While Rutherford and Kreck (Rutherford, DG and Kreck, LA, 2001) focus on quantitative problem of calculating the proportion of delegates participating in events and leisure activities throughout the voyage and on estimating the volume of business expenses for these activities, a quantitative approach of the subject was proposed by Davidson. (Davidson, R, in Cristureanu, 2006:134).[3].

His research aims to determine the understanding of decision-making process that determines the conference participants to extend their trip, becoming a purpose of study with practical application. Certainly, the extension of stay is generating substantial additional consumption and is likely to stimulate tourism activity as a whole. Davidson describes the visitors that rather enjoyed the opportunity to pursue leisure and entertainment than career opportunities when arriving the destination. [4]

GV Smith (quoted by Rob Davidson and Beulah Cope in "Business Travel" in 2003) mentions the existence of an increasingly pronounced trend of associating conferences with exhibitions or fairs, especially when there is some thematic connection or a business relationship among participants. [5]

Business tourism is the only branch of the tourism industry in Romania which has an efficient and growing evolution. This statement is proved by the income of urban hotels, which confirms that the share of business tourism in total revenue is at a level between 65 and 85%. Growing

trend in this segment has increased after 2000, emphasizing the upward trend especially after 2004, but with a steep decline which came along with the 2008 economic crisis.

Competitive Advantages for Romania as tourist destination: unusual destination markets; location in Central-Eastern Europe, the existence of large international hotel chains; knowledge of English by a large part of the young population; more and more professional specialization of the Romanian companies with the opportunity to become trusted partners for any global beneficiaries or organizers, also placed in Romania.

On the other hand other researches states in a study that "the perception of Romania as a tourist destination is unclear; it has not got a good reputation as a bona fide destination for occasional tourists. This is caused partly by: deficiencies in the destination marketing, the absence of governmental support in tourism, the unprofessional practices in the business tourism sector, the low standards of the services for the visitors, the deficient infrastructure, improper facilities and pass-time activities. The re-launching of tourism from Romania, of the tourist destinations and the attraction of a large number of foreign tourists could bring supplementary benefits, but with many necessary changes, in the tourism managers' opinion. The attention must be drawn to the fact that the transformation-the change-the revival or the promotion in tourism needs another strategy than the continuous improvement, because the success from the past can be the greatest obstacle sometimes." [6]

According to Middleton [7] professional tourist market „contains a relatively small number of individuals participating in many professional travel, generating a substantial amount of revenue for the visited destinations and a large volume expenditure for the institutions that cover the travel costs.”

Hotels managers of in the area or the region where the meeting is organized are interested that their visitors to extend their stay in the same city where the conference took place. One of the methods commonly used by hoteliers to stimulate the extension of stay during the weekend, when hotels in major cities are usually less occupied, is offering rooms at attractive prices.

Tourists who extend their stay, so called "Extenders", become a separate segment for which hoteliers can promote a range of additional services which may include golf courses, exercise classes, cosmetic services, spa treatments, etc.

Professional travel can also be analyzed according to their purpose: participation at an event at a fair, an exhibition, a scientific event, cultural, political, at business meetings related to accomplish professional tasks. This last category of business travel can be defined as business travel and the entire tourism professional market segment consisting of sub-segments composed of diversity of motivations included, was named the Meetings Incentives

Conferences Exhibitions MICE market, as shown in the official documents of international profile organizations such as UNWTO (United Nations World Tourism), WTTC (World Travel Tourism Council) and other organizations alike.[3].

Classification of tourism products included in MICE flows are: Tourism Meeting, Stimulating Tourism, Tourism Congress and Fairs and Exhibitions.

Each of the above products generates a specific market. But what is remarkable is that between markets segments it cannot be draw a clear distinction because of the motivational binder which allows duplication of supply and demand for even more or even all products market.

Concerning the inclusion of the professional travel motivation in the definition of tourism and tourists, there were numerous clashes of opinion, having prevailed the opinion that professional tourism produces the same economic effects at the destination of the traveler or visitor as the recreational tourism; these effects can be: an increasing or a stimulating economic activity, an increased turnover of firms specialized in tourism benefits and an increased revenue from tourism balance.[3].

Although the economic effects are similar, other consequences resulting from flows MICE can be added. For example, in terms of visitors or of firms or institutions of their country of residence, it is recorded a positive effect by the contribution of the MICE trips to increasing corporate profits, increasing their visibility, and the individual level, by gaining experience that can be found in the professional services' quality of those traveling in one of the purposes above.[3].

We conclude that, in order to increase tourism revenues a tourist enterprise, a tourist destination and different countries should include in its tourism development strategy products from the MICE market.

New and novelty have a special place in terms of business tourism with the aim of shock, to attract. Thus unfolds a series of original programs offered for consume to business people. Starting from such trips in the desert "closed resorts" and ending with cruise ships, everything is ready to serve this special type of customer. For business travel requirements are imposed on a number of technical facilities and specific equipment. It is necessary for developing business tourism in particular, to have the most modern design, because the need to ensure optimum conditions for conferences, unfolding negotiations, trade fairs.

The offer for this type of tourism is composed of the following elements:

- Accommodation and catering equipment for superior comfort corresponding to international standards (in hotels, specific services: secretarial, simultaneous translation equipment, internet, air conditioning, etc.);

- Conference centers in line with international standards;
- Brainstorming rooms;
- Press rooms (3-80 of place.);
- Services: mail, phone, access roads for disabled, first aid room, videoall, areas for exhibitions (height min.3 m) etc.;
- Vehicles with superior comfort;
- Entertainment and leisure facilities, press facilities.

Business tourism have an important place in international relations, but also national, favoring collaboration, cooperation and extension of contracts. Politically, the problems are characterized by frequent and by assuming great complexity, generally a large participation (both resulting in large number and diversity of the delegations present number of participants in each delegation). At these events important part of business delegations participate, special occasion for the establishment of contracts, expression of intentions, leading to agreements at different levels. In this context it is difficult to distinguish whose type of tourism (meetings, business) belong to this type of event. However it covers a relatively long period, attracting high costs of the countries represented and also each participant, respectively, higher revenues for host countries. The meeting may present interest to host countries and because many of the delegates come together with family, providing family leisure time, express an interest for services, offer knowledge and entertainment.

## 2 The need for study on hotel market segment 3 \* and 4 \*, in Timisoara city

Today, professional or business tourism has become a tourism segment that records daily receipts / tourist three, four times larger than in the classic tourism. In the hoteliers opinion this segment must provide high quality services and especially to have an adequate technical and material support, appropriate for organizing business events (conferences, meetings, exhibitions, etc.).

Timisoara hotel market has competitive advantages (market newness, safety, the presence of internationals chains, knowledge of English by a majority of employees and young populations and the existence of natural attractions, cultural and touristic) that can attract business customers or tourist for a conference or a global congress.

### 2.1 The particularities of professional tourism

Jayoti Das and Cassandra E. Dirienzo states that the economic and business tourism research, which has traditionally concentrated on modeling and forecasting tourism demand, has identified a multitude of factors:

income, population, price differentials, transportation costs, exchange rates, culture, among others, as important determinants of tourism demand. [8]

Based on the generally tourism characteristics, there have been identified several features of professional tourism such as: revenue/day / tourist is superior to all other forms of tourism that causes development in this area; seasonality is eroding because the manifestations of the business tourism take place throughout the whole year, but especially out of the season, when prices are reduced (October and November); events, through their attentive planning, express a high degree of certainty because bookings are made early and it's very rarely when they are canceled in the last minute.

A final feature is that the professional tourism promotes urban centers on the foreign tourist market by exposing and presenting business opportunities in the area.

According to the database on national conferences and exhibitions spaces revealed by the National Association of Professional Conference and Exhibition Organizers, our country faces an insufficient number of existing facilities to allow large-scale meeting organization. [9]

The largest such space has a capacity of 650 seats. For a more extensive meeting is necessary the use of theaters and public buildings. Thus, we can say that Romania is facing a relative lack of centers with medium and large capacity for conferences, events, exhibitions.

Table 1. Record number of conference rooms in Romania, 2009

Location	Number of conference rooms in Romania				
	Number of seats between 1-500+				
	1- 50	51- 100	101- 200	201 - 500	500+
Bucharest	82	51	37	24	14
The rest of the country	323	150	110	34	10
<b>The total number of rooms</b>	<b>405</b>	<b>201</b>	<b>147</b>	<b>58</b>	<b>24</b>

Source: National Association of Professional Conference and Exhibition Organizers , 2009

Parliament Palace („Bucharest International Conference Centre”) is the highest quality conference center in the country. It has a number of conference rooms, restaurants and galleries with a capacity of up to 1,200 people and can provide the necessary space for catering services for more than 2000 people. The main exhibition center, Romexpo is situated in Bucharest. It's total 52,100 square feet of exhibition space consists in 36 halls.

As some researchers states „a crucial element in the survival of small and medium markets represents their

ability to adapt to the constraints that arise in the economic crisis. They also said that the importance of intensive investment, inducing growth of productivity has been revealed by many researchers in the economy. In some cases, intensive investment can lead to a potential new production in the capital resulted in obtaining new products with competitive characteristics superior to those on the market.” [10]

Even in hotel industry you must take into account the innovation in business tourism and also “the characteristics of technologies and the products, consumers that can divert consumer preferences, point emphasized and substitution effects and income. Capacity development of new goods and services by firms can contribute significantly to maintaining an aggregate market share of the company and retains an important part of consumers, particularly important in hostile economic conditions, when aggregate demand decreases or it appears strong dynamic phenomena about the consumer preferences on the market.” [10]

Crocker [3] proposes the organizers of meetings to take into consideration two categories of information when crating a program designed to meet the visitors' needs and to increase their participation:

- information on the participants profile (nationality, age, socio - economic profile, educational attainment)
- information on cultural preferences of the participants.

Table 2 The players from the business travel market

<b>Professional Tourism</b>	<b>BUYERS</b>
<i>Individual professional tourism</i>	<i>Corporations and trading companies, other types of organizations, institutions, etc., Purchasing is done through departments of tourism / travel coordinators or their specific secretariats.</i>
<i>Tourism Meetings</i>	<i>Corporations, state administration sector: local, regional, national, intergovernmental and associations: professional, commercial, religious, etc., Purchase travel is done by managers or by their specific secretariats</i>

<b>Motivational travel</b>	<i>Corporations and trading companies; Purchasing is done by travel managers or by conference organizers;</i>
<b>Exhibitions</b>	<i>Producers and service providers;</i>
<b>Corporate Hospitality</b>	<i>Corporations and commercial companies.</i>

(Source: Davidson, R., 2005) [5]

Table 2 The players from the business travel market - continued

<b>Intermediaries</b>	<b>Suppliers</b>
<i>Professional business and travel agencies , travel management companies;</i>	<i>Transport providers, accommodation and catering companies, providers of entertainment and recreation;</i>
<i>Professional meetings or conferences organizers; Agencies specialized in identifying locations; Production companies; Destination management companies; Associations of marketing professionals; Destination marketing organizations;</i>	<i>Transport providers; Accommodation and catering suppliers; Entertainment and recreation providers; Conference centers, Research centers; Facilities for organizing meetings associated with the ones provided by hotel; Universities; Audiovisual providers; Telecommunications companies; Translators;</i>
<i>Travel agents specialized in business travel industry; Destination management companies; Destination marketing organizations;</i>	<i>Transport providers; Accommodation and catering operators; Providers of entertainment and recreation;</i>
<i>Exhibitions organizers; Exhibition contractors; Destination</i>	<i>Transport companies; Conference centers; Accommodation and catering operators,</i>

<i>marketing organizations;</i>	<i>Exhibition centers; Contractors stands;</i>
<i>Agencies specializing in corporate hospitality.</i>	<i>Catering providers; Historical or special locations; Cultural and sports events promoters; Recreation organizers.</i>

(Source: Davidson, R., 2005) [5]

Some researchers are studying under the auspices of professional tourism, business trips consist of individual professional tourism and MICE tourists [3] Professional tourism structure

Professional trips	
Individual professional tourism	MICE Tourism
- fixed destinations, predeterm	- predetermined destination
- usually individual trips	- they usually are group tri
- trips are regular and necessar for work	- occasionally trips
Presentations, research, consulting, business meetings	Motivational trips, corporate hospitality, commercial fairs and expositions T&E, turism reunions, seminars, conferences, product launches.

Source: Adapted from Davidson, R., Cope, B., 2003, quoted from Cristureanu, C, 2006, pp. 75

**Regarding the influence of economic crisis we have done a SWOT analysis for business tourism in Timisoara, 2009**

<b>STRONG POINTS – 1-</b>	<b>WEAK POINTS – 1-</b>
<b>Infrastructure, logistics</b> presence of major hotel chains, both national (Continental) and international (NH Hotel, Best Westtem)	<b>Infrastructure, logistics</b> The lack of international motorways. Poor condition of roads in Timis County and even in the city. The lack of special buses to carry tourists at various tourist attractions.
The existence of an effective number of 30 of 3,4 and 5 stars	

Modern technical-material ground (video projectors, multi-purpose rooms, wireless, equipments and systems for multimedia presentation and simultaneous translation).	The existence of international companies that pollute and lead on the long-term to environmental deterioration. Lack of an events organizing centre with a capacity larger than 1000 seats, properly supplied even for business events Lack of travel agencies specialized in business tourism Small airlines offer regarding special packages for the business category.
The existence of a total of 2000 seats in conference rooms – hotels that practice an active business tourism.	
Appropriate endowment of hotels for organizing a conference, etc	<b>Promotion, strategies</b> Lack of strategy for attracting and keeping business guests from the local hotels, travel agencies and the institutions responsible There is no offensive strategy for enhancement of strengths and capitalization of potential of business travel. Lack of a promotion site (www.eventstimisoara.com) Lack of a strategic plan to develop MICE tourism (Meetings, Incentives, Conferences, Exhibitions) Lack of coordination of tour operators and institutions in publishing a catalog or magazine
Travel agents who can provide leisure packages for business men, delegates, etc.	
Catering services offered by specialized companies	
Regional Business Centre where exhibitions, conferences and events of the economic environment take place.	
CCIAT has a total of 10 rooms for events totaling 660 seats Tourist Information Centre	
<b>STRONG POINTS – 2-</b>	
International airport International Railway Line European roads of strategic importance	<b>WEAK POINTS – 2-</b> called Event Magazin Tm to record and

<p><b>Hotel operators</b></p> <p>Implementation of retention strategies to business customers</p> <ul style="list-style-type: none"> <li>• Getafreeright offer: two nights the third is free</li> <li>• Travel Card - is a way (special offer) to maintain a portfolio of customers</li> </ul> <p><b>Economy</b></p> <p>Timisoara growth pole Strategic Positioning of the city in the western part of Romania and the proximity of European countries developed business environment The existence of approximately 20 000 businesses in the eight major industrial areas The presence of numerous multinational companies Research - development and innovation</p> <p><b>THREATS - 2</b></p> <p>Academic tradition of over 80 years and research concerns confirmed by papers published in national and foreign Scientific and Cultural Diversity Innovation Strategy 2005 -2008 ADRVest</p> <p>Tourism potential Many important sights The season is not important in business tourism, events are</p>	<p>promote annual events. Lack of accurate statistics on business travel of foreigners and the average length of stay spent.</p> <p><b>Leisure packages</b></p> <p>Lack of leisure travel packages to encourage the participation in conferences of family members Lack of a good collaboration with travel agencies in implementing and organizing an event for it to create a circuit, a special tourist trail for that delegation.</p> <p><b>THREATS - 1</b></p> <p>Duration of the global financial crisis Development of eight industrial zones leads to increased pollution of natural environment Application of advanced technology through the internet using videoconferencing. Thus, it is no longer required to travel to other locations, cities, countries. High claims from the business men due to the high financial power they have. They want high quality service and competent staff because they have a lot of money and want tailored services.</p>	<p>held throughout the year especially in low season, October, November Proximity to the spa Buzias Wine tasting and Vineyard Wine Recas Cellars Vinery Folk Tradition from Banat</p> <p><b>OPPORTUNITIES</b></p> <p>Cross-border collaborations with Serbia, Germany attract foreign tourists and business men The presence of foreign investors Meetings, conferences, annual scientific congresses both academic and medical. Cultural opportunities for leisure (museums, theater, zoo, etc) Organizing annual festivals, fairs and exhibitions. Renovations and upgrading of accommodation. Increasing the tourist flow with the construction of the Hungary – Timisoara – Arad motorway.</p> <p><b>Promotion</b></p> <p>Business tourism promotes urban centers on the foreign tourism market, through exposure and presentation of business opportunities in the area,</p>	
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Following the analysis of the SWOT matrix of the potential of Timisoara regarding business travel and meetings of the MICE sector, it is observed that the hotel segment of 3,4 or 5 stars has a capacity to seat approximately 2000 rooms for business events, scientific events, medical events, etc. If we take into account the

660 seats available in the Regional Business Center, 10 rooms plus a total of 1000 spaces for exhibitions space, we get a total number of 4000 seats.

Regarding the weaknesses of business tourism it must be outlined that in Timisoara there is no center for organizing business events with a capacity larger than 1000 people with all the necessary supplies. However, in the absence of accurate statistics on foreign business travel and the average length of stay spent by them can not produce clear strategies to develop this segment of tourism. Lack of travel agencies specialized in business tourism leads to a reduction of revenue for hotels, agencies and even the local economy.

Among the most important opportunities it is included the construction of Hungary, Timisoara, Arad highway. For this year of economic crisis reorientation is a must on meetings, conferences, annual scientific congresses and medical academia planned last year.

The most important threatening possibilities is duration and intensity of economic international crisis and replacement of travels for conferences with internet video conferencing.

Business tourism through its specific, makes a selection of customers, reaching a high degree of homogeneity, the highest of all forms of tourism although people all over the world participate. In addition customers with professional interests, tourism trains husbands, wives, children who do not have business interests in most cases. They must be given conditions. Use of leisure is an important component to provide tourism products that lead to growth of CA that means cashing day / tourist.

It must be prepared for childrens, mothers, attendants some special programs, various and exciting to take your leisure. It is very important because those families are families of very important business people.

Promoting business tourism has positive consequences for those destinations as well as for residents and local businessmen. Moreover, the results of action have increased profitability because profits are passed on the entire community, not only hotels, business centers and transmission lines.

Other positive consequences are represented of bringing foreign currency into the country, forming new relationships, signing new treaties, pacts and agreements that occur daily in meetings, congresses, etc. in political and economic as well as informing people about all programs areas: information, medical, robotics through meetings, fairs and exhibitions.

## **2.2 Determination of sample and research objectives.**

Research was done by developing a questionnaire applied to a sample of 13 hotels in Timisoara, nine of them of four-stars and four three-star, hotels which practice a

professional and active business tourism. The study was carried out in first round in June 2006-2007 period and then resumed in April 2009 to 2010. Encoding and interpretation of data was done in SPSS. [11].

Objectives: to determine the share of revenue from this segment and the influence of economic and financial crisis, the type of customers staying often in these hotels, the countries of origin of tourists and their motivation in choosing such hotels, the number of events hosted each year and the factors which contribute to the development of this expensive type of tourism on the hospitality market, the evolution of business tourism revenues and identify solutions able to maintain the hotel business in the current period.

## **3 Interpretation of the collected data**

In the first phase of the study, it was made a centralization of interlocking spaces for business events and capacity (number of seats) in relation to the 13 hotels in Timisoara to practice active tourism business. Thus, it appeared that the hotel has a capacity to organize events for business, tourism professional around 1800 seats.

The rooms are furnished with modern equipment and all necessary facilities to carry out a business event. The second phase of the research was the application and interpretation of questionnaires. The results are highlighted below.

The administration of the questionnaire has revealed the following factors which contribute to further development of tourism business in Timisoara: geographical and strategic position in the western part of the country, Romania's integration into the European Union makes opens the possibility to attract many foreign investors leading to a pronounced economic development of the city, increasing investment in real estate, housing capacity in a continuous growth (soon on the hotel market in Timisoara will appear a luxurious 5-star Italian investment), the quality of the services provided by hoteliers. Most hotels have their own equipment to conduct a business event and the city is a transit area from the West towards Bucharest, therefore the existence of an international airport and the University Center.

It can be observe and compare in Table 3 the countries that most tourists come for business in Timisoara. Germany and Italy are countries that have kept "providing" 100% of the customers until now. The number of business tourists from the UK has dropped from 100% in 2006-2007 to 38.46% in 2009-2010. This is because the majority of foreign investments coming from the UK had stopped due to the economic crisis.

Table 3. Countries of origin of the professional tourism clients in 3 \* and 4 \* hotels, Timisoara

Period June 2006 - 2007		Period April 2009 - 2010	
Origin Countries	The share of tourists	Origin Countries	The share of tourists
Germany UK	100%	Germany	100%
Italy	92%	Italy	92,3%
France and China	84%	Austria	46,15%
Belgium	76%	Romania	38,46%,
Australia	38%	France and UK	23%
Other countries: Japan, Netherlands and Denmark		Other countries: Hungary, Netherlands, SUA	

Regarding the actual number of professional events (conferences, seminars, etc) organized during the analyzed periods, it can be noticed that they rose from an average of 50 events in 2006-2007 to an average of 100 in 2009-2010. This is because they were planned and organized since 2008 having such a high achievement despite unfavorable economic context. (Table 4 and Table 5).

Table 4. The number of professional events hosted each year: 2006-2007

Period June 2006 - 2007		Absolute frequency	Relative frequency
Valid	under 50	6	46,2
	50-80	4	30,8
	80-150	3	23,1
	Total	13	100,0

Table 5 . Number of professional events hosted each year: 2009-2010

Period April 2009 - 2010		Absolute frequency	Relative frequency
Valid	under 50	1	7,7
	50-80	5	38,46
	80-150	7	53,84
	Total	13	100,0

Proposed solutions: increasing the number of seats related to business event halls especially at hotels of 4\* and promoting of as many leisure packages to

encourage the delegates' families to come. Out of the 13 hotels surveyed in Timisoara, ninth of them in the period 2006- 2007 and 12 hotels in 2009-2010 noted that they offer business customers leisure packages, only that they do it at the customer's request.

Revenues from business tourism included in the period 2006-2007 were between 40% -60% (7 hotels) and between 60% -80% (5 hotels). In 2009-2010 7 hotels in 13 respondents registered revenues between 60% -80%. (Table 6 and table 7).

Table 6 Share of revenues from business tourism: 2006 to 2007

Period June 2006 - 2007		Absolute frequency	Relative frequency
Valid	under 40%	1	7,7
	40%-60%	7	53,8
	60%-80%	5	38,5
	Total	13	100,0

Table 7. Share of revenues from business tourism: 2009 – 2010

Period April 2009 - 2010		Absolute frequency	Relative frequency
Valid	under 40%	0	0
	40%-60%	6	46,16
	60%-80%	7	53,84
	Total	13	100,0

In addition to the customers with professional concerns, tourism trains husbands, wives, children who do not have business concerns. They must provide them conditions for spending time during the entire stay.

Use of leisure packages is an important component to offer them tourist products to increase the turnover, meaning revenue/day/tourist of both the hoteliers and tourist services from the local tourism market. This aspect is confirmed by hoteliers answers with reference to the motivation of the hotel choice presented in Table 8 and Table 9.

Table 8. The business tourist's reason for calling the hotel's customer service

The reason		Period June 2006 - 2007	
		Absolute frequency	Relative frequency
Price	No	7	53,8
	Yes	6	46,2
Service Quality	No	0	0
	Yes	13	100,0
Positioning	No	4	30,8
	Yes	9	69,2
Notoriety	No	4	30,8
	Yes	9	69,2
Leisure package	No	4	30,8
	Yes	9	69,23

Table 9. The business tourist's reason for calling the hotel's customer service

The reason		Period April 2009 - 2010	
		Absolute frequency	Relative frequency
Price	No	7	65,54
	Yes	5	38,46
Service Quality	No	3	23,08
	Yes	10	76,92
Positioning	No	7	53,85
	Yes	6	46,15
Notoriety	No	5	38,47
	Yes	8	61,53
Leisure package	No	1	7,7
	Yes	12	92,3

#### 4 Conclusion

According to the study we have done [13], we can say the economic crisis had a major influence on the hotel market activity in Timisoara. Hotel management has been and it is always put in a position to find intelligent and ingenious solutions to attract customers, which are more scarce and more demanding.

Business and professional events tourism is the only part of the hospitality industry in Romania who is objectively efficient and in a continuous growth, and where the revenue/day/tourist is high. Income coming

from urban hotels, in particular, confirms that the share of the total revenue from professional tourism is at a level between 40% and 80% in the period 2006 to 2010.

Hotels surveyed in 2009-2010 except for a 4 \* hotel said they were influenced by the financial crisis. This has caused them to create new solutions to attract business tourists, such as weekends, lunch and dinner included in price, tariff reductions for a longer period of stay of two or three days, weekend rates, preferential and free; price of 5 Euros for the third day of staying, on weekends (Friday, Saturday - Full price; Sunday to the reduction), low accommodation rates, packages of two nights of which is paid only one (during the weekend), low cost conditions - prepayment and cancellation impossible; contracts with companies; free transportation to the airport, the accommodation over 3 days, free relaxation sessions (massage, spas etc.).

Measures to attract and maintain business customers on the tourism and hospitality market in Timisoara: hotel management to hire qualified, competent and professional staff. Also to have such employees, they must have an updated and advanced training system in the modern hospitality occupations across all levels of education (education, vocational education, training, etc.).

Constant supply of high quality services (accommodation, food, transportation, recreation, leisure) which meet the requirements of business customers. Another measure is the continuous improvement of material and technical base required to perform the MICE activities (conferences, business meetings, exhibitions, seminars, etc.), which must be appropriate and in accordance with world standards.

With underdeveloped cultural tourism and extremely favorable geographic location, opened to the West, Timisoara could become an attractive point for major events. Accommodation are still limited, their number is significantly lower to the existing needs.

Starting a project with European funds that include design, siting of new hotels, even hotel chains, could be the key to improve job prospects, the number of events, business tourists coming to western markets.

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