

**THE CLASSIFICATION AND THE CHARACTER OF THE  
CATERINGS  
OF TOURISTIC SERVICES**

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**Abstract.**

*In the present work is making a presentation the most important criteria for the classification of tourist services. The classification criteria in the scheme will be conducted and interpreted. This classification will be made depending on the structure of the products offered, in terms of the characteristics of the demand, carried out according to the modalities of payment and depending on when the demand manifest and the time in which they are marketing or their consumption.*

*These classifications have been adapted according to the pre-selected dating criteria by O. Snak.*

*It was recalled in the face and character of tourism benefit being shown briefly and services with examples in some places for more ample information.*

**Keywords:** *tourist services, modalities of payment, tourist demand, character of tourism benefit.*

**JEL classification:** *M54, N1, N70, Z0*

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**1. Introduction**

Over the years, it has been observed a growing development of the tourist services. The objective of this paper is to provide, an overview, of the arrangements and of the character of tourist services.

In the paper there are presented certain criteria for classification of tourist services, with an adapted with a tailored scheme adapted from O. Snak: “Classification of tourist services according to the structure of the products offered, (fig. 1.1), Classification of tourist services in realized in terms of the

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characteristics of the demand, (fig.1.2.), Classification of tourist services in realized according to the payment methods (fig. 1.3.). Classification of tourist services according to by the time that the demnad manifest and when they take place the marketing or their consumption. .”<sup>2</sup>

It was also reminded about the character of the benefit of interest briefly summarizing the tourist services presented by Nicolae Neacsu, Petre Baron, Oscar Snak in the book "the Economics of tourism".

## **2. Sections**

### **CRITERIONS OF CLASSIFICATION OF THE TOURISTIC SERVICES**

The touristic services can be classified by the main stages of one travel in two categories:

- Touristic services related to the organization
- Touristic services which are performed at the destination place

Oscar Sneak in the book : ” The economy and the development of the tourism” , also divides the touristic services into two special categories: “services related to the travel (voyage) and services of sojourn”.

In the first category of the touristic services, those related to the organization, usually enter those services which are referring to the report related to the preferences of the tourist toward the desired sojourn:

- modalities of paying
- the period of the sojourn
- the comfort of the vehicles
- the stoppings on the route etc.
- In the second category, the touristic services performed at the destination place, enter the next ones:
  - basis services: accommodation, nourishment, transport, entertainment
  - supplementary services: cosmetics, rents of sporting equipments, information about the weather etc.

I’ve selected some of the most important classifications of the touristic services:

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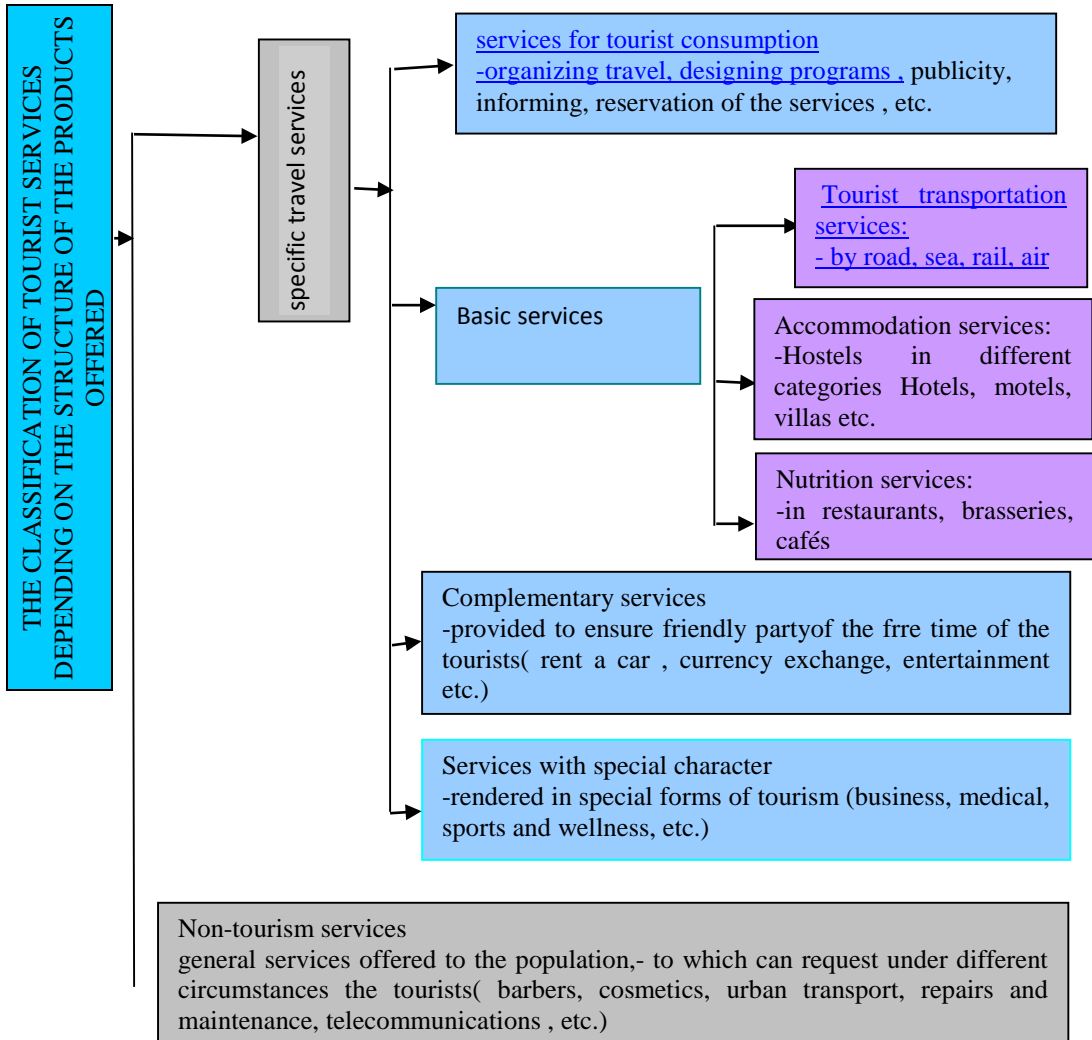
<sup>2</sup> Nicolae Neacsu, Petre Baron, Oscar Snak - „Economia Turismului”, Editura Pro Universitară București 2006, pag 257-258

- the classification of the touristic services according to the structure of the offered products (fig 1.),
- the classification of the touristic services realized in terms of the characteristics of the demand (fig 2),
- the classification of the touristic services realized according to the modalities of paying(fig 3),
- the classification of the touristic services according to the moment when the demand is manifested and according to the moment when the marketing and the consumption happens <sup>3</sup>
- the classification of the touristic services according to the structure of the offered products

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<sup>3</sup> Nicolae Neacșu, Petre Baron, Oscar Snak - „Economia Turismului”, Editura Pro Universitară București 2006, pag 257-258

Fig 1. The classification of the touristic services according to the structure of the offered products



Source: adjustment after O. Snak, page 234

In the figure that is presented above, the classification of the touristic services, according to the structure of the offered products, divides into two: touristic services which are specifically and touristic services which are unspecifically.

The touristic services which are specifically divide into four stages, as we can clearly see in the figure above,thus:

- services for the preparation of the touristic consumption
- basis services
- complementary services
- services with special character

Coming back to the basis services, these divide into three main categories: services that refer to the transport, the the accommodation and to the nourishment.

If it comes to separate them, services that refer to the transport are those services which ensure the movement of the tourists from the moment when the sojourn begins to the place of spending the free-time or maybe the whole time of the sojourn, just like the itinerary tourism.

The accommodation services are those services which offer host for the tourists in some structures of reception touristic.

In Romania can work the next types of structures of reception touristic,with functions of accommodation,classified thus:

- “.hotels of 5,4,3,2,1 stars,
- .hotels-apartments of 5,4,3,2 stars,
- motels of 3,2,1 stars,
- hostels of 3,2,1 stars,
- touristic cottages of 5,4,3,2,1 stars,
- bungalows of 3,2,1 stars,
- touristic chalets of 3,2,1 stars,
- vacation villages of 5,4,3,2,1 stars,
- campings,touristic stoppages,houses as campings of 4,3,2,1 stars,
- touristic pensions and agritouristic pensions of 5,4,3,2,1 stars/flowers,
- apartaments or room which are for rent of 3,2,1 stars,

- structures of reception with functions of accommodation on floating bridges, riverine and nautical navies of 5,4,3,2,1 stars.”<sup>4</sup>

These structures of touristic reception are classified in categories according to each endowments. The Minister of the Tourism liberates the certification of classification, concordant HG number 709/2009 and the Order number 1051/2011.

The nourishment services satisfy the necessity of the food for the tourists. These nourishment services are performed by a qualified personnel, in structures of touristic reception with functions of nourishment.

“In Romania can work the next types of structures of touristic reception with functions of nourishment: restaurant, night club, fast food. These are classified thus:

- restaurant 5,4,3,2,1 stars,
- night club 5,4,3,2,1 stars,
- fast food 3,2,1 stars.”<sup>5</sup>

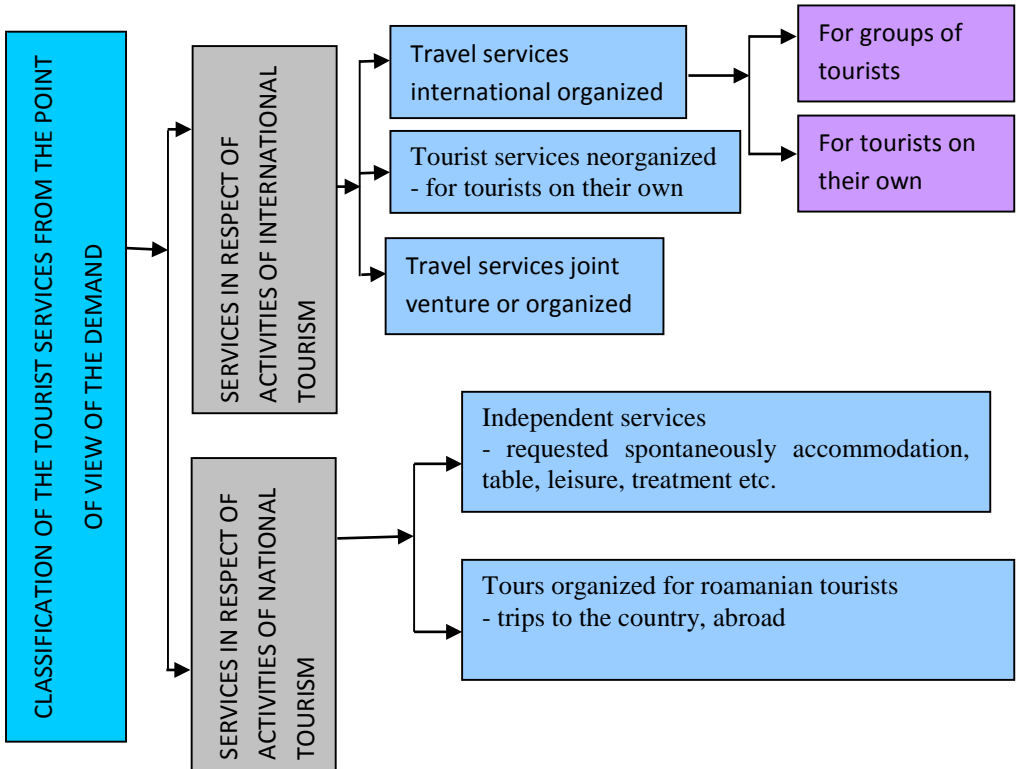
The touristic services which are unspecifically are those services with general character offered to the population that can be appealed in different moments by tourists as well.

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<sup>4</sup> *Ministerul Dezvoltării Regionale și Turismului - Ordin Nr. 1051/2011, pag 7*

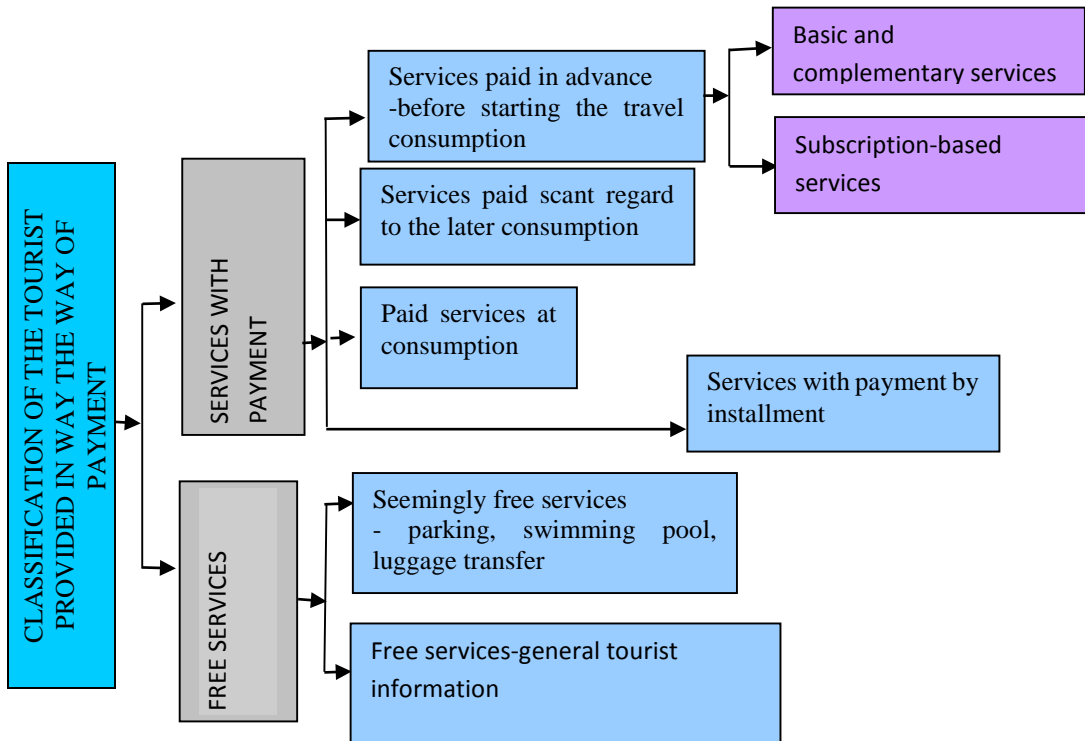
<sup>5</sup> *Ministerul Dezvoltării Regionale și Turismului - Ordin Nr. 1051/03.03.2011, pag 7*

Fig.2. The classification of the touristic services realized in terms of the characteristics of the demand



Source: adjustment after O. Snak, page 240

Fig.3. The classification of the touristic services realized according to the modalities of paying



Source: adjustment after O. Snak, page 238



The classification of the touristic services according to the moment when the demand is manifested and according to the moment when the marketing and the consumption happens <sup>6</sup>

This type of classification divides the services into two categories: "firm services and spontaneous services." <sup>7</sup>

Firm services are asked by the tourist before the moment of the touristic consumption through the medium of Tour-operators, and the spontaneous services are asked in the moment when the tourist gets directly in touch with them.

### **THE CHARACTER OF THE PERFORMANCES OF THE TOURISTIC SERVICES**

To present the touristic services according to the character of the performances, I've quotationed the ones that are presented by Nicolae Neacșu, Petre Baron, Oscar Snak in the book „Economia turismului”, these are:

- „services of information of the touristic customers,
- services of intermediation (rent, reservation etc)
- services with special character (the organization of the reunions, of some special events)
- services with recreative character
- services and activities with sporting character
- services for treatments and watering cures
- different services (exchange money, services of touristic optional insurances, services of people and things, honoring the checks of touristic travels etc).” <sup>8</sup>

Information services refer to those pieces of information that are received by the tourist when he has decided for some touristic activity:

- the informing according to the place of the unfolding touristic services, according to the price, to the period, or the means of transport until the desired place

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<sup>6</sup> Nicolae Neacșu, Petre Baron, Oscar Snak - „Economia Turismului”, Editura Pro Universitară București 2006, pag 257-258

<sup>7</sup> Rodica Minciu – “Economia Turismului”, Editura Uranus București, pag 225

<sup>8</sup> Nicolae Neacșu, Petre Baron, Oscar Snak - „Economia turismului”, Editura Pro Universitară București 2006, pag. 263.

- the pieces of information received on the travel can be about some monument, some place, pieces of information about the nourishment or about the accommodation

- the pieces of information received at the sojourn place can be about the entertaining programme from the zone, prices to shows, rents of cars, guides

- the pieces of information received at the end of the sojourn can be: some additional prices for some touristic services that were not paid at the begging or about modalities of paying, about transport etc.

These information services are numerous and they are different according to the tourist, packages of services, period, agency etc.

Intermediation services are those services asked by the tourist for spending the sojourn as well and pleased as possible, appealing to "the intermediates from tourism" for reservations of rooms, meals to the restaurants, conference rooms, reservations for plane tickets, trains or reservations for shows, rents of cars, bikes, boats, sporting equipment etc.

Services with special character refer to those services which are different from the ordinary touristic services. I will present some examples of these kind of services that refer to the organization of some special events:

- when it comes to organize a conference: services of translation, interpreting, renting rooms, renting electronics equipment etc.

- when it comes to organize programmes of ecological hunting or sporting fishing: services of renting sporting equipment etc.

- when it comes to organize programmes for children, baby-sitter: services offered by a qualified personnel for the supervision and the caring of the children etc.

The touristic services with recreative character- this type of touristic services refers to the recreative activities. Some examples for this type of services are: walks with the carriage in the parks, participation at different competitions- the most beautiful floral arrangement or the most beautiful dance, celebrations, masquerades, funny games- chess, bowling, football, volleyball, camp fires etc.

The touristic services and activities with sporting character- this type of services refers to the sporting manifestations which are performed by tourists. According to the zone, season, age and the preferences of the tourists, there are organized different sporting competitions. Examples for sporting competitions according to the season are:

- in the winter, on the ski sport track are organized ski competitions according to the difficulty of the ski tracks, the type of the participants and age, they receive prizes and diplomas

- in the summer, in the zones where you can swim, there are organized swim or jump competitions which are also awarded with prizes

- in the autumn or spring are organized competitions with the bikes, field tennis or competitions for inside places: ping-pong, chess, gymnastics, volley etc.

Services for treatments and watering cures-these touristic services refer to those tourists who do not only deserve to prevent some diseases or want to take care of their health, but also have the possibility in the same time to relax while they take care of their health, in a place that is more pleased than the place from home, they get to know and to visit new places and traditions, in another words: to combine the things that are useful with the one that are pleasing.

Different services-these are usually services asked by the tourists in some moments of the touristic travel or maybe from the moment of the beginning of the travel: insurances, exchange money etc.

### **3. Conclusions**

Considering the evolution of society, it can be seen in the tourism branch increased tourist requirements from year to year, which entails a concern and larger diversification of tourism services. Depending on the appearance of new forms of tourism, the development of the reception structures, the development of tourism in general, new requirements of tourist services appear. For this it is necessary development and diversification in parallel and also the criteria for the classification of tourist services.

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