

## A COMPARISON BETWEEN HOLIDAY PACKAGES WITH CHARTER FLIGHT SUCEAVA – ANTALYA OF ROMANIAN TOUR OPERATORS

**Pavel STANCIU**

*Stefan cel Mare University of Suceava, 720229, Romania*

*pavelstanciu@usm.ro*

**Adina Ionela PITIC**

*Stefan cel Mare University of Suceava, 720229, Romania*

*piticadina@yahoo.com*

### **Abstract**

*The present work starts from the premise that since in the summer season 2019, on the tourism market in the northeast of Romania, six major tour organizers (tour operators) of holiday packages have addressed their activity explicitly to the citizens of Suceava and Botosani counties, then this niche should be treated with the utmost attention.*

*At the same time, through a dichotomic comparison of what two of these tour operators - Kusadasi and Need Tour offer in particular, - we aimed to highlight the pluses and minuses of the most offered and, at the same time, bidder holiday packages that target Antalya destination from Turkey.*

*The types of resorts offered, the services included in the tourist offer, the prices and tariffs applied, the Early Booking and Last Minute promotions, the booking conditions or the collaboration with the resellers agencies are all differentiated reasons regarding competition and also sources of competitive advantage. As a result, the number of tourist charter holiday packages, departing from Suceava airport, sold by Kusadasi and Need Tour during December 2018 - August 2019 was conditioned by a number of factors, many of them previously mentioned, but none of them was able to foresee the withdrawal of the operator Need Tour from the Romanian market in October 2019.*

**Key words:** *Tour-operators; B2B; Tourist holiday packages; Suceava – Antalya charter.*

**JEL Classification:** *L83, L84, Z33.*

### **I. INTRODUCTION**

One of the first and most important decisions made by tourists remains the destination choice, and to this decision, contributes, mainly, some of the following factors: the attractiveness, the prestige of the destination country, the affordability of the services, safety, perhaps road infrastructure, important touristic objectives and sights (Costea et al, 2017).

For the resorts a constant change is crucial. In order to meet the tourist's needs and expectations they permanently need to maintain a good collaboration with the tour operators and consolidators for keeping up with the standards and recent development in management, technology and design. All these are necessary in order to maintain the business and to ma it profitable. The tourist will always pay high attention to new standards, popularity and also luxury. (Doganer, 2012, p.332).

Tour operators are the most powerful actors in the hospitality sector (especially in the tourism area and the travel industry) and, at the same time, the most knowledgeable of the trends in the global tourism

market. From many points of view, they directly influence the demand flows from the source markets, they have absolute control over the distribution channels, and they are responsible for the market volatility and the portability of the tourism products. Their predominant role is to establish prices and tariffs in tourism (Picazo, Moreno-Gil, 2018, p.18).

In order to increase the competitiveness and, implicitly, of the profitability of the business, the travel agencies are, par excellence, interested in constantly developing strategies to improve the quality of the services offered by the suppliers, marketing strategies for tourists and strategies to increase the efficiency of the tourist act. (Aguilar-Quintana, Moreno-Gil et al, 2016, p.101).

In the hospitality and travel industry, the business area refers to the large tour operators (wholesalers, tour operators, consolidators, etc.) who contact or buy large contingents in order to synthesize lump sum travels (products or packages of tourist services) that, in their turn, are rented, subcontracted, supplied or sold to other customers (retail agents, intermediaries, resellers, etc.) or to direct consumers (tourists, economic agents interested in incentive trips).

On the other hand, the role of redistributors and

retailers - no matter how they are called: small tour operators, dealers, brokers or resellers - is defining, giving the great tourism players dynamism and predictability. Their main vocation in the supply chain is to serve as tourist advisory and sales points. Managing third-party stocks and adjusting the sale price in relation to customers (through bonuses and loyalty discounts) is, in fact, a natural succession of activities deriving from the diachronic linking of business partners and the notoriety conferred by tourism consumption. As intermediaries, these parties are able to reach and negotiate with both suppliers and final customers.

The persistent use of the Internet to facilitate the trading of tourist services between companies offers a number of undoubted advantages: it drastically reduces costs, while at the same time practically ensuring access to an immeasurable number of buyers and sellers, but, very important, lays the foundation for new methods of highly efficient and flexible trading. Without fail, we can talk about new opportunities created in the online environment that lay the foundations of a dual market, the B2B (Business to Business) and B2C (Business to Consumer) types.

Today, buyers through B2B tourism networks tend to monopolize the sales cycle, using analytical-receptive behaviours similar to those of the final consumers, before engaging in the sales process, they question online communities (the permanent services of tour operators, social networks, forums, review sites) and is based on the online recommendations of colleagues in the industry (Hegedüs, 2018, p.19).

The advantages of B2B are undeniable. First, the B2B offer determined and directed great part of the demand. Second, demand in the B2B market is constantly changing, and stakeholders must pay particular attention to fluctuating consumer preferences and monitor customer satisfaction to make the most accurate and pragmatic strategic decisions.

The vocation of the B2B market in the hospitality and travel industry is based on the following objectives: understanding the target market and maintaining good relationships with potential clients, ease of sharing through the media and other channels, social and interesting content strategy, that involves creating resources, ascending content to a mobile society and internationalization of multilingual content (<https://leadspanda.com>).

Thanks to B2B networks, the face of the tourism industry is constantly changing, but the strategic objectives remain the same: permanent interconnection (24/7) with business partners and offering the public (potential customers, buyers and tourists) comprehensive, accurate and viable information in real time.

The role of the intermediaries of tourist benefits becomes extremely important because they have the capacity to influence the perception and the

representation of the image of the tourist destinations. In this context, tourism operators and travel agencies interconnect tourism demand and supply by acting as credible prescribers and providers of information.

Both customers and primary suppliers (hoteliers) are based on a predefined segment of tour operators and travel agents that emphasize their sales and distribution in the hospitality and travel industry (Albert da Silva, Costa Rui, et al, 2018, pp. 94-95).

## II. DIRECTLY ACCESSIBLE HOLIDAY

### DESTINATIONS DEPARTING FROM STEFAN CEL MARE SUCEAVA AIRPORT

For the 2019 season, the holiday offer of travel agencies targeting tourists from North-eastern Romania (Suceava, Botosani and, in part, Neamt) has focused mainly on three vacation destinations: Antalya - Turkey, Hurghada - Egypt and Monastir - Tunisia.

*Turkey* is amongst favourite holiday destinations of the Romanians and of the Suceava's people in particular, being well-known for: the great thematic resorts, the high quality hotel services, the generous menus (All-, Ultra-, Extra- Inclusive), SPAs and leisure/relaxing areas, unique bazaars and great local culinary art.

A destination of excellence, loved by many Romanian tourists, Antalya is the gateway to the chain beaches/resorts in southern Turkey and the place where sports and excursion lovers can indulge; river rafting, diving, safari, horseback riding, golf and water parks (the most representative being The Land of Legends Theme Park) being an integral part of the activities specific to the area.

The most popular beaches in the tourist destination *Antalya* are: *Kemer* - a favourite for the natural beauty of the Taurus Mountains that mirror the sea; *Lara* - with an incomparable golden fine sand, credited with the Blue Flag distinction; *Belek* an area surrounded by a beautiful pine forest, with grey sandy beaches, especially appreciated for luxury hotels; Side - the white beach that hosts a variety of Roman ruins and allows countless activities to complete a successful day of relaxation and *Alanya* - a beach renowned for its blue waters and fascinating underwater life.

Located in the Middle East, at the contact between Africa and Asia, **Egypt**, fascinates the world of tourism through the wide concentration of tourist objectives and monuments of the ancient world: the Pyramids and the Sphinx, the famous Egyptian Museum in Cairo, the Valley of the Kings, the city-museum Luxor and the temple from Karnak being the most frequently mentioned in the travel guides of the major tour operators.

Most Romanian tourists choose this holiday destination, especially for its warm beaches, great

historical sites, the underwater world among coral reefs, turquoise waters, scuba diving, snorkelling, safari and many other services at reasonable prices.

If the tourist resort of *Sharm El Sheikh* is noted for its extravagance and wide expansion of luxury resorts, *Hurghada*, in the past a former fishing village, is the centre of family vacations and water sports paradise.

**Tunisia** is an attractive Maghreb destination from a landscape, historical-cultural and summer point of view. The testimonies of these attractions are: the ruins of the Medina of Sousse and Hammamet, the traditional town of Sidi Bou Said, the ruins of Carthage - the old great ancient empire, the Roman El Jem Colosseum - a huge Roman amphitheatre; the troglodyte dwellings of Matmata, the Islamic centre of Kairouan, the capital of Tunis, the Sahara desert with the traditional Berber lifestyle and the coastal area with numerous fine sandy beaches.

Being a true wonder at the gateway to the largest desert in the world, with numerous high-value artefacts, with hotels providing quality services, excellent cuisine and friendly people, Tunisia remains the ideal place for fun and relaxation.

All three destinations are extremely challenging and exciting. However, Antalya has a totally special status among the people from Suceava and Botosani.

### III. ANALYSIS OF ANTALYA OFFERS. KUSADASI VS. NEED TOUR

Because it is well-known that in the north-eastern area of Romania there is a well-defined, slightly heterogeneous tourist demand pool, but highly receptive to the offers of major tour operators, two companies with partially Turkish capital - Kusadasi and Need Tour, a subsidiary of Romania - marched on convergent tourist targeting strategies to Antalya, Turkey.

In the summer season 2019, charter holiday packages were organized, with direct flight Suceava-Antalya and return, as follows:

- Two flights per week, Monday and Thursday, in the case of Kusadasi agency, viable between 23.05.2019 and 30.09.2019;
- A weekly flight organized by Prestige Tours, on Fridays, between 24.05.2019 -27.09.2019;
- A weekly flight on this route, made available by Need Tour Romania, on Sundays, between 09.06.2019-06.10.2019;
- A weekly flight, provided by Paralela 45 and Fibula, every Thursdays from 13.06.2019-12.09.2019.

The tour packages were accessible to reseller travel agencies through B2B reservation systems, the most commonly offered vacation packages being those

of Kusadasi and Need Tour operators.

The overall structure of stay packages offered by Kusadasi and Need Tour Romania travel agencies is comparable (Table 1), the standard holiday packages being organized for 7 nights, 8 days. In particular, the Need Tour has paid more attention to tourists, offering them additional medical and STORNO insurance. The Need Tour also encouraged consumption by offering additional packages for 14 nights, 15 days. The meal regime for the hotel units in Antalya promoted the All Inclusive and Ultra All Inclusive type systems, concepts established for tourism in Turkey, but which may differ in concept depending on the internal policy of each resort or tour operator.

The charter transport service offered by Kusadasi is operated by its own airline, Air Bucharest, which adds a plus to the organizational strategies, while Need Tour collaborates with the Corendon Airlines airline with a much more limited margin of manoeuvre. Catering on board Air Bucharest is more diverse than on board Corendon, Kusadasi offering tourists with chocolate, sandwiches or hot foods, natural juices, carbonated juices, plain water, mineral water, coffee or tea, while the Need Tour offers tourists sandwiches and carbonated juices or coffee.

**Table 1. Services included in classic holiday packages Suceava-Antalya and return**

<b>KUSADASI</b>
<ul style="list-style-type: none"> <li>- 7 nights accommodation with the type of meal offered by the hotel;</li> <li>- Charter plane transport (out-bound – in-bound);</li> <li>- 7 kg hand baggage + 20 kg hold baggage ;</li> <li>- Catering on the aircraft;</li> <li>- Airport-hotel-airport transfer;</li> <li>- Airport taxes included;</li> <li>- Touristic assistance for the entire holiday period.</li> </ul>
<b>NEED TOUR</b>
<ul style="list-style-type: none"> <li>- Accommodation for 7 or 14 nights with the type of meal offered by the hotel;</li> <li>- Charter plane transport (out-bound – in-bound);</li> <li>- 8 kg hand baggage + 20 kg hold baggage ;</li> <li>- Catering on the aircraft;</li> <li>- Airport-hotel-airport transfer;</li> <li>- Airport taxes included;</li> <li>- Touristic assistance for the entire holiday period;</li> <li>- Medical and STORNO insurance.</li> </ul>

*Source: B2B Kusadasi and B2B Need Tour Platforms*

Regarding the flight time, the Turkish tour operator Need Tour had a more flexible schedule: Suceava (11:00) - Antalya (13:00) and Antalya (08:00) - Suceava (10:00) return.

Basically, only half of the first and last day of the stay was lost, while the flight schedule of Air Bucharest - Suceava tour (17:45) - Antalya (19:50) and return Antalya (14:30) - Suceava (16:30) caused the first and last day to be largely wasted.

Looking closely at the two offers, we find that both holiday packages include airport taxes, catering services on board of the aircraft (a snack and a hot or

refreshing drink), hold baggage and hand baggage per tourist, transfer and tour assistance to destination in Romanian language.

Modern marketing and tourism theory certify that the tariff is the one that most often influences the tourists' decision to purchase or not a holiday package. At the same time, early bookings or Early Booking

discounts played an important role in tourism, each of the two tour operators discretely setting both Early Booking discount and booking conditions. In the case of Kusadasi and Need Tour operators, the situation of early bookings for the 2019 season is presented in Table 2.

**Table 2. Early Booking discounts and booking conditions of Kusadasi vs. Need Tour holiday packages**

KUSADASI		NEED TOUR	
EB stages	Payment conditions	EB stages	Payment conditions
01.10.2018 -31.12.2018	- 30% advance payment when reservation is confirmed; - 50% by the end of the EB stage; - 20% 15 days prior to departure.	01.10.2018 - 31.01.2019	- 20% advance payment when reservation is confirmed; - 40% 6 days before the ending of the EB stage; - 40% 15 days prior to departure.
01.01.2019 - 31.01.2019	- 5% advance payment when reservation is confirmed; - 45% by the end of the EB stage; - 50% 15 days prior to departure.	01.02.2019 - 28.02.2019	- 20% advance payment when reservation is confirmed; - 40% 6 days before the ending of the EB stage; - 40% 15 days prior to departure.
01.02.2019 - 04.03.2019	- 5% advance payment when reservation is confirmed; - 50% by 04.03.2019; - 45% 15 days prior to departure.	01.03.2019 - 31.03.2019	- 30% advance payment when reservation is confirmed; - 70% 21 days prior to departure.
04.03.2019 - 05.04.2019	- 5% advance payment when reservation is confirmed; - 45% by 05.04.2019; - 50% 15 days prior to departure.	01.04.2019 - 30.04.2019	- 30% advance payment when reservation is confirmed; - 70% 21 days prior to departure..
05.04.2019 - 05.05.2019	- 5% advance payment when reservation is confirmed; - 45% by 05.05.2019; - 50% 15 days prior to departure.	-	-

*Source: B2B Kusadasi și B2B Need Tour platforms*

The strategies and efforts of the two travel agencies to promote their holiday packages for the 2019 season have been profoundly influenced by the Early Booking offers.

Comparing the situation of the two holiday packages we note that the Early Booking discount stages specific to Kusadasi are somewhat similar to those of the Need Tour agency, but the payment conditions are more flexible in the first two stages. Starting with the third discount stage, Need Tour takes over the most flexible payment terms.

The tourists have a special advantage, which can be mobilized according to the early bookings and can buy their vacation at much lower prices.

Regarding the cost of the packages of tourist services - Antalya, designed by Kusadasi and Need Tour, during the early bookings, the rates for a single room type were analysed at the Side Premium 5\* hotel, a modest hotel located in the Side resort, in the second

beach line, and a room type at the Lara Barut Collection 5\* hotel, a luxury hotel located on the beach of Lara resort. The rates available for bookings made in March 2019 for the charter flights from the beginning and end of July, August and September were considered.

With the Side Premium Hotel, Kusadasi has contracted three types of rooms: Economic Room, Standard Double Room and Family Room, while Need Tour includes only two types of rooms in its portfolio: Low coast / Economic Room and Standard Double Room. The Economic Room is most often located on the ground floor and is much smaller than the standard double room, while the Family room is intended especially for families with up to two children.

Figure 1 shows pictures with the Standard Double Room, a room found in the Need Tour and Kusadasi product portfolios and images with the Family room found only in the Kusadasi portfolio.



Standard Double Room



Family Room

Figure 1. Side Premium 2019 – Standard Double Room & Family Room

Source: <http://ozhotels.com.tr/side-premium/>

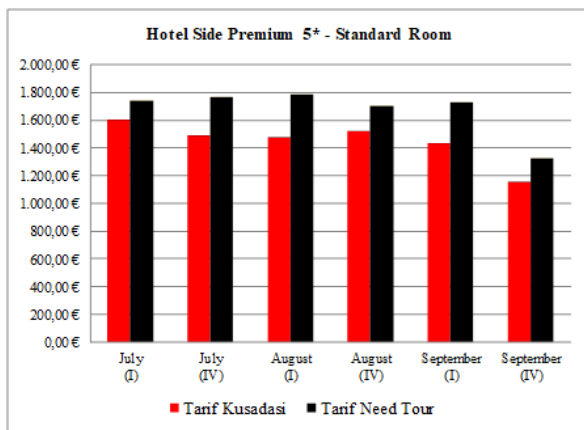


Figure 2. Early Booking tariffs offered by Kusadasi and Need Tour for Side Premium hotel in Antalya, March 2019

Source: Own elaboration based on data taken from the Kusadasi and Need Tour B2B platforms

The rates for the holiday packages that include 7 nights accommodation in standard double room at Side Premium hotel are graphically represented in Figure 2. It can be seen that for bookings made in March, the tour operator Need Tour had much higher rates, in particular, for holidays consuming in the first part of August, when the package reached about 1800 euros for 2 adults, unlike Kusadasi which offered a tariff of about 1500 euros for 2 adults, the difference of 300 euros is not to be neglected.

For the last week of September, the rates have dropped significantly for both organizers, reaching about 1200-1300 euros for two adults. Need Tour justifies its higher fares through the medical and STORNO insurance included in the package and because it does not have the same competitive advantage that Kusadasi has in relation to air transport.



Superior Room



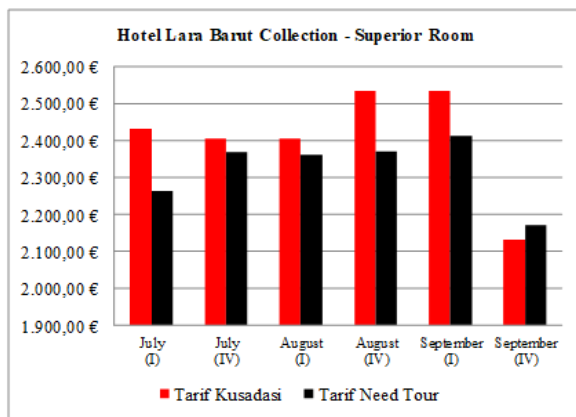
Deluxe Room

Figure 3. Lara Barut Collection – Superior Room & Deluxe Room, March 2019

Source: [www.barutlara.com](http://www.barutlara.com)

The types of rooms contracted by Kusadasi and Need Tour with the Lara Barut Collection in Lara are: Superior Room Garden View & Pool View, Deluxe Room Direct Sea View, Junior Suite Side Sea View and Family Suite. Superior Room is the type of room that offers superior quality services to the Standard room, the Deluxe is part of the more spacious and elegant rooms category, the Junior Suite has a living room, and the Family Suite has two bedrooms separated by the connecting door. In Figure 3 are presented photos with two types of rooms, Superior Room and Deluxe Room, found, both in the offer of the Kusadasi organizer and in the Need Tour touristic offer in 2019.

In Figure 4 are presented the tariffs of the analysed package which includes 7 nights of accommodation in a double superior room to the tourist reception unit Lara Barut Collection. You can see that, unlike Kusadasi, Need Tour has better deals. For example, for bookings made in March, the Need Tour offers at the end of August a stay at Barut Lara for 2370 euros and Kusadasi for 2540 euros.



**Figure 4. Early Booking tariffs practiced by Kusadasi and Need Tour for Lara Barut Collection hotel Antalya, March 2019**

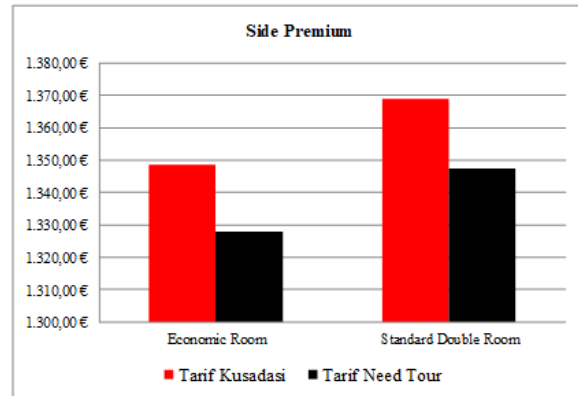
Source: Own elaboration based on data taken from the Kusadasi and Need Tour B2B platforms

In general, the rates of the packages of tourist services specific to the two tour operators, for the reservations made during the Early Booking discount period, are lower than the standard ones, and the payment conditions imposed by them are in favour of the partners and final consumers.

Another tactic tackled by the tour operators Need Tour and Kusadasi is the Last minute offers which have seen an increasing trend among consumers, stimulating the sales assistance of the travel agents, increasing the revenue for the organizers and, implicitly, the satisfaction of the tourists.

In Figures 5. and 6 are represented the Last minute rates (valid on 20.06.2019) for the Antalya holiday packages starting on 07.07.2019 and 08.07.2019 respectively from Suceava. Therefore, a 7-night stay at Side Premium between 07-14.07.2019 reached approximately 1330 euros for two adults in an economy room and 1350 euros in a standard double

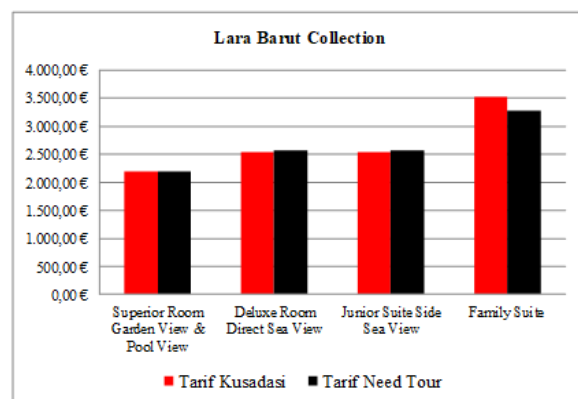
room. For the period 08-15.07.2019, the stay at this hotel cost approximately 1350 euros - accommodation in economy room and 1370 euros - accommodation in standard double room. We note that the pricing strategy addressed by the Turkish tour operator is more focused on Last Minutes, with Kusadasi offering higher rates this time.



**Figure 5. Last Minute tariffs practiced by Kusadasi and Need Tour for Side Premium hotel Antalya, June 2019**

Source: Own elaboration based on data taken from the Kusadasi and Need Tour B2B platforms

The Last Minutes for Barut Collection in Lara are on average at the same rates, both at Kusadasi and the Need Tour, a stay for two people, accommodation in a superior room with the garden / pool view, being about 2200 euros. A better price on the last hundred meters is offered by the Need Tour for the Suceava-Antalya package, a package that includes 7 nights in a family suite at the Lara Barut Collection, Ultra All Inclusive meal, air transport, airport charges, travel baggage, catering on board of the aircraft, airport transfer Antalya - Lara Barut Collection 5\* hotel - Antalya airport, medical and STORNO insurance, with touristic assistance guide throughout the stay.



**Figure 6. Last Minute tariffs practiced by Kusadasi and Need Tour for Lara Barut Collection hotel Antalya, June 2019**

Source: Own elaboration based on data taken from the Kusadasi and Need Tour B2B platforms

The two organizers use pricing strategies associated with the time of purchase of the holiday package, according to their own interests, based on the analyses performed. Therefore, Kusadasi tends more towards the tactics of Early Booking early reductions and Need Tour towards last minute or Last minute discounts. Regardless of the tactic used, the collaborating agencies benefit from that value / percentage commission from the total value of the salable holiday packages, and tourists can choose, either, at a lower or a higher rate.

According to the data systematized for the destination Antalya, based on the information available in the B2B reservation systems, in July 2019 the tourism portfolio of the travel agency Kusadasi comprised a total of 183 resorts, and that of the Need Tour agency integrated 155 resorts. Of the 217 resorts available in the reservation systems of the two tour operators, 55.76% (121 units) are common: 20 in Alanya resorts, 34 in Belek resorts, 23 in Lara resorts and 44 in Side resorts.

In Table 3, 10 common hotels from the offer of the two tour operators were analysed. The comparative analysis was based on the number of tourist opinions/reviews type, in agreement with the note given on Booking by the tourists who have received accommodation at these accommodation reception units, and on the rates available at the beginning of the 2019 season in B2B systems. In order to make

comparisons as impartial as possible, we were looking for offers corresponding to a stay in Antalya, for 2 adults and a child, in the first part of August (peak season).

Regarding the number of reviews received, we note that in the top three are Orange County Resort in Alanya with 299 reviews, Asteria Club in Belek with 257 reviews and Royal Seginus in Lara with 216 reviews. Orange County Resort is especially appreciated for the facilities offered, the Asteria Club for its excellent location, and the Royal Seginus for the various facilities available for both children and adults.

For all 10 hotels, respectively, one hotel in Alanya, 3 hotels in Belek, 3 hotels in Lara and 3 hotels in Side, the rates of two types of comparable rooms found in the B2B systems of the two agencies were analysed.

Of the hotels analysed, in the top 3 hotels with the highest rating on Booking are: Calista Luxury Resort in Belek with a score of 9, Crystal Palace Luxury of the Side with a score of 8.8 and Asteria Club of Belek with a rating of 8.7. Calista Luxury Resort is a luxury hotel, appreciated by tourists for its facilities and comfort, impeccable cleanliness, excellent location and value for money. Evidence are also very good reviews by which tourists have expressed positive opinions about the stay in Calista. Also, Crystal Palace Luxury is one of the best in the Crystal chain that has maintained the quality of services over time.

**Table 3. Analysis of 10 common hotels found in Kusadasi and Need Tour offer, June 2019**

No.	Hotel (5*)	Booking website score June 2019	Evaluations	Rooms type	Tariffs Kusadasi (€)	Tariffs Need Tour (€)
1.	Orange County Resort - Alanya	8,1	299	Standard Land View	1733,50	1722,00
				Family Room	2649,50	2643,50
2.	Asteria Club - Belek	8,7	257	Standard Room	1951,50	1959,51
				Family Room	2853,10	2832,69
3.	Calista Luxury Resort - Belek	9	117	Superior Room Garden View	3267,50	3305,10
				Duplex Family Suite	4159,30	4196,90
4.	IC Santai Family Resort - Belek	8,5	117	Standard Room Sea View	2369,50	2354,11
				Sun Swim Up	3029,50	2983,64
5.	Delphin Palace - Lara	8,5	109	Standard Sea Side Room	2357,70	2344,10
				Junior Suite	3751,30	3658,56
6.	Royal Seginus - Lara	8,3	216	Superior Land View	2067,90	2029,95
				Family Room Land View	3339,45	3199,30
7.	Royal Wings - Lara	8,3	33	Superior Land View	2067,90	2029,95
				Duplex Family Land View	3339,45	3199,30
8.	Crystal Palace Luxury - Side	8,8	74	Standard Room Sea Side	1830,30	1825,93
				Family Room	2384,70	2364,93
9.	Diamond Premium – Side	7,5	65	Standard Room River Side	1525,10	1525,57
				Family Room 2	2029,80	2003,95
10.	Otium Eco Club - Side	8,6	107	Standard Room	1967,30	1701,22
				Villa Family Room	2256,60	2246,52

Source 1: Own elaboration based on data taken from the Kusadasi and Need Tour B2B systems

Source 2: [www.booking.com](http://www.booking.com)

The least rated is the Diamond Premium Side hotel with 65 reviews and a rating of 7.5, which ranks

it among the good hotels. The tourists' complaints about this hotel were related to the poor internet connection,

the location of the hotel to the beach and the value for money.

The most expensive hotels in the short list analysed are: Calista Luxury Resort, IC Santai Family Resort and Delphin Palace. A superior room overlooking the garden at the Calista Luxury hotel for 2 adults and one child is 3267.50 euros, Kusadasi specific rate, and 3305.10 euros, Need Tour specific rate, and the Duplex Family Suite room exceeds 4000 euros on both tour -operators. Standard Sea View room at IC Santai Family Resort is 2369.50 euros in Kusadasi and about 15 euros cheaper on Need Tour, and Delphin Palace rooms have higher rates in Kusadasi as opposed to Need Tour. Lower rates are at the Diamond Premium Hotel, approximately 1550 euros standard double room with partial river view, and Orange County Resort, approximately 1750 euros standard double room overlooking the garden. On average, the offer of stay in Antalya for 2 adults and one child at the analysed hotels is financially better on the Need Tour than in Kusadasi, the best hotel units being valued according to the value for money.

On a first analysis, it is noticed that, on average, the prices in the B2B system of the travel agency Need Tour are mostly lower than those offered by Kusadasi, the differences varying between a minimum of 4.37 euros in a Standard Sea side view room from Crystal Palace Luxury - Side and a maximum of 266.08 euros for a Standard Room from the Otium Eco Club - Side. Also here I draw the attention and promotional rates offered by Need Tour for the Family type rooms at Royal Wings and Royal Seginus in Lara, lower by 140 euros than the one offered by Kusadasi agency. On the other hand, Kusadasi's strategy is based on a reduction of 37.6 euros for all types of rooms, available in the B2B system, from Calista Luxury Resort - Belek.

However, the end of the 2019 season brought a great surprise; the subsidiary Need Tour serving Romania announced its withdrawal from the national market.

#### IV. CONCLUSION

For the analysed period, the tour operators Kusadasi and Need Tour packages include very good services from the point of view of the quality-price relationship, which integrates air transport and ground transfer, tourist assistance, accommodation and meals. Regarding the prices of the personalized packages for the potential clients from the North-eastern part of Romania (Suceava, Botosani and, in part, Neamt

counties), the offers were accessible, both for the tourists with high incomes, as well as for the tourists with low and medium incomes. Analysing the tourism offer of the two tour operators regarding Antalya, the structure of the touristic packages, the tariffs offered, the Early Booking offers and the Last minute offers, it was highlighted that both organizers had comparable services, quite well correlated with the level of income and power for the purchase of citizens, the structure of the offer was in line with the expectations of the tourists and, very important, if the situation required, both tour operators showed flexibility vis-à-vis the requests of the stakeholders.

Need Tour offered its tourists medical and STORNO insurance throughout the stay, included in its portfolio 155 hotels for the holiday destination Antalya, focused on last-minute discounted price strategies and maintained partnership relations with resale travel agencies. Through the tourist programs organized in order to know and promote the destination of Antalya.

Kusadasi, on the other hand, received higher rates during the last-minute discounts and had much better prices during the Early Booking discounts. For vacation holidays in Antalya, the tour operator has offered its tourists services in 183 five-star resorts and hotels. Regarding the programs organized by the partner travel agencies, Kusadasi focused on well-structured infotrips, with an intense program of visiting a significant number of hotel units in Antalya.

Last but not least, we consider that a significant contribution to the increase of sales had also the way in which the employees from the front-office of the partner units (resellers) could benefit from tourist training in infotrips and road-shows.

We conclude that the collaborators had a very important role in increasing the sales of tour operators Kusadasi and Need Tour. Thus, most likely, the tourists opted for one or the other package depending on the power of persuasion of the travel agent who offered advice and in agreement with the discount from the commission offered to the reseller agency.

In conclusion, the withdrawal of the Need Tour from Romania should not be attributed to the provision of poor quality services or the uninspired choice of partners in the hotel industry. According to the comparative analysis, the touristic products offered by Need Tour were comparable from all points of view with those offered by Kusadasi. Most likely, the withdrawal of the Need Tour subsidiary from Romania should be correlated rather on the basis of financial problems or potential misunderstandings between the tour operator's shareholders.



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