

TOURIST SERVICES CONSUMER SATISFACTION (CRUISES)

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ABSTRACT: The study of consumer behavior determines an adequate knowledge of the concepts, of the tourism communication system, the steps necessary for research, information and influencing factors: needs and desires, personality, lifestyle, attitudes and preferences of consumers. This work analyzes the consumer travel behavior in the society Clasic International Cruises by applying a passenger survey. The questionnaire was applied at the end of the stay for 400 passengers of the cruise during 07.03.2013 - 14.04.2013. Responses were interpreted in terms of statistical knowledge and results are rendered on the sources of information about cruise ships traveling, past experience, courtesy and efficiency in solving all passengers desires, daily activities offered on board, animators, schedule and efficiency of the Director of the cruise, the main entertainment options, the diversity of performances, excursions held, services on board, cabin based analysis, the supply of food in the restaurant, bar services, general opinions about and the degree of passengers expectations that were accomplished.

Keywords: consumer, satisfaction, tourism, questionnaire

JEL Codes: M31, M37