ANALYSIS OF ECONOMIC PARAMETERS IN HOTELS ACCOMMODATION.
CASE STUDY: HOTEL MELODY OF ORADEA

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Abstract.
       Economic activity in the service industry differs in many ways from activities in industrial enterprises manufacturing goods. As such, the profile, performance, organizational structure, perceived quality of service enterprises, their management and how to manage funding for their development and expansion will differ in many respects from those of producers. In narrower, hotel service management aims to look ahead, to anticipate problems by developing and expanding opportunity, and by combining quality reputation to offer a hotel that wants it.

Key words: efficiency of inventory management, current assets, rotation of capital

INTRODUCTION

One of the major objectives of the enterprise management, namely the Melody Hotel is rational and efficient management of the resources available to them due to the limited and exhaustible resources and to ensure a higher level of efficiency and profitability for the company.
It can be said in general terms that efficient management of resources is achieved when the desired results are obtained with a volume as small as resources.
Management of human, material and financial, to ensure:
- Complete and timely achievement of objectives;
 - Obtaining material goods competitive and low unit costs;
 - Exploiting the potential of superior technical, economic, financial etc..
 - Conduct operational and marketing activities is provided by two types of processes:
• business processes, which provide raw materials and transforming into new use values;
• financial processes, through which the mobilization and allocation of financial resources for economic activity, which involves the payment of debts and recovery of additional own funds or resorting to imported resources.
Tracking the management of resources is done using management rates, these rates actually expressing rotation speed which measures the time to

walk during all phases of operation and marketing cycle. Concrete measures the rotation speed of transformation of assets into cash and debt renewal time.

Rotation rates provide qualitative information on the financial balance sheet items relating to each component behavior during a financial year. This behavior is different depending on the nature of the item sheet and liquidity concerns inventories and trade receivables, on the one hand, and the chargeability debt service, on the other hand. Rotational speed of the assets and liabilities measured resource management efficiency and is expressed by two indicators:

Number of turns

$$nr = \frac{CA}{E_a \, or \, E_p}$$

nr = no. rotations
Ea/Ep = asset / liability

Duration in days of a rotation

$$dz = \frac{E_a \, or \, E_p}{CA} \times T$$

dz = duration in days of a rotation
T = time in days the production process annually (360 days)

As indicators of rotational speed, number of turns indicates the number of times active or passive elements rotate through a turnover calculation period and the duration in days of a rotation indicates the number of days required of assets or liability for completing a rotation.

The rotation speed is higher relative demand assets and funds is lower, resulting in a mass higher profit.

Turnover value incorporates components necessary expenses and business needs. This delivery is considered to prices excluding VAT, for the period for which management is analyzed.

MATERIAL AND METHODS

From a financial perspective, the allocation of capital stocks can not be recovered until these stocks do not go through the entire cycle of operation and are recovered through sale and collection.

Analysis mainly involves optimizing inventory management and establish their need for funding.Inventory management rates the number of times in a reporting period, inventories pass successively through the stages of the supply, storage, manufacture and sale, or the duration in days of a rotation.

The inventory turnover rate is higher the higher the efficiency of of their use as effects resulting from their use are higher.

This occurs when increased turnover is faster than growth in total stock. The main effect is the release of funds. Releases are equivalent availability of material and financial resources.

Slowing the rotation is reducing the effectiveness of their use. The main effect is intangible resources, equivalent to an additional necessary material and financial resources.

Measures that can intervene, control and influence the rotation speed of inventories can be grouped according to several criteria, among which the most lucrative I consider to be ranking factors as economic circuit stage acting.

In stage supply measures aimed at accelerating velocity:
- Selection of suppliers;
- Rhythmic supply raw materials and supplies;
- Organization of the relations with suppliers to ensure regularity and continuity of the production process;
- Supply be carried the closest sources, the most economical means of transport;
- Reduce and eliminate redundant inventories;

The state storage, ways to accelerate inventory velocity refers to:
- Optimal sizing of inventories;
- The integrity and quality of materials;
- Eliminating waste, degradation and theft of materials;
- Reduce storage costs, storage and handling;

In the production phase, it may act by:
- Shorten the production cycle;
- Reducing manufacturing costs;
- Redesign, modernize and upgrade the products;
- Improvement, modernization and upgrade manufacturing technologies;
- Minimizing waste and use their superior;
- Increase labor productivity;

- Qualification of personnel;
- Eliminate unnecessary circuits;
- Supply rhythmic jobs;
- Compliance with the rules of consumption;
- Improving the organization of ancillary activities (internal transport, maintenance, repairs, utilities);
- Rationalization of management and administration costs.
     In Phase ways to increase sales velocity follow:
- Proper organization of the sales department;
- Contracting production;
- Promoting marketing programs that lead to increased sales;
- The even of supply;
- Permanent relationships with beneficiaries;
- Optimizing the size of stocks of finished products;
- Choose the most beneficial forms of settlement.

Table 1

Melody Hotel determining the average stock

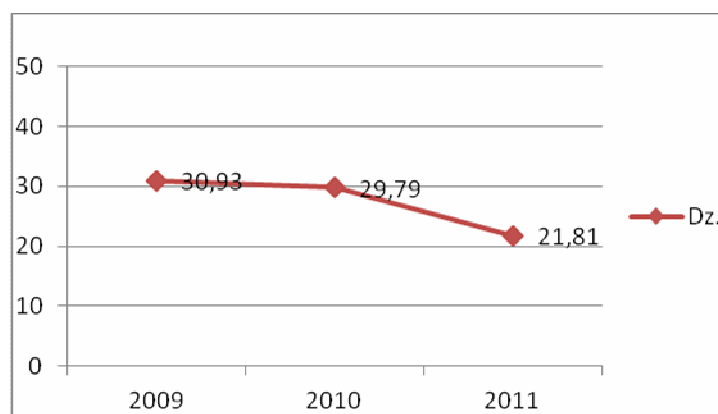| No. Item	Specification	Formula	U.M	Values 2009	Values 2010	Values 2011
1	Stocks - At the beginning of - End of period	St0 St1	Lei Lei	18254 36428	36428 13774	13774 36662
2	Average stock	$\overline{St} = \dfrac{St_0 + St_1}{2}$		27341	25101	25218

Fig. 1. Average inventory turnover rate at the hotel Melody

Table 2

Rates Melody hotel inventory management

No. Item	Specification	Formula	UM	Period of analysis 2009	Period of analysis 2010	Period of analysis 2011
1	Turnover	CA	Lei	318188	303374	416341
2	Growth index - With fixed base - Chain base	ICA	%	100 100	95,34 95,34	130,85 137,24
3	Stocks environments	$\overline{St}$	Lei	27341	25101	25218
4	Growth index - With fixed base - Chain base	$_I\overline{St}$	%	100 100	91,81 91,81	92,24 100,47
5	Number of turns	$nr\,St = \dfrac{CA}{St}$	Rot/year	11,63	12,09	16,5
6	Growth index - With fixed base - Chain base	I_{nr}	%	100 100	103,85 103,85	141,86 136,60
7	Influence way CA on no.St.	$\Delta n_{r\,St(CA)} = \dfrac{CA_1 - CA_0}{St_0}$	Rot/an	1	-0,54	4,50
8	Influence way St on the no.St	$\Delta n_{r\,St(St)} = \dfrac{CA_1}{St_1} - \dfrac{CA_1}{St_0}$	Rot/an	1	0,99	-0,08
9	During a rotation	$d_{z\,St} = \dfrac{St}{CA} \times 360$	Days/rot	30,93	29,78	21,81
10	Growth index - With fixed base - Chain base	I_{dz}	%	100 100	96,29 96,29	70,49 73,21
11	Influence way CA to dz St	$\Delta d_{z\,St\,(CA)} = \dfrac{St_0}{CA_1}*T - \dfrac{St_0}{CA_0}*T$	Days/rot	1	1,51	-8,08
12	Influence way St to dz St	$\Delta d_{zSt\,(St)} = \dfrac{(St_1 - St_0)}{CA_1}*T$	Days/rot	1	-2,66	0,10
13	Minimum. value	nr_{St}	Rot/an	8	8	8

RESULTS AND DISCUSSION

In 2011 the rate of inventory turnover amounts to 11.63 turns / year and 30.93 days / rotation. Given the average of 40 days in the U.S. and EU 60 days of inventory turnover rate and noting the general trend of growth in the past year rotating stock of 16.5 times, society is analyzed here in a favorable situation in terms of how quickly stocks pass through all stages of the business to return to the initial monetary form.

Since growth of turnover is faster than the total average inventory dynamics takes place and increase inventory turnover rate resulting in a more efficient use of their main effect is the release of funds which are equated with availability of material and financial resources.

CONCLUSIONS

The financial structure of the enterprise depends on many factors: type of activity, the total amount financed needs, risks that the company agrees to assume the position of shareholders, financial market situation etc.

Permanent capital structure provides information about a company's debt policy, and to what extent it is based on efficiency criteria.

An important management has and the allocation of internal resources and external part, for conducting business at the enterprise level.

In this sense, considering the speed of rotation of equity and rotation speed permanent capital.

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