

AN OVERVIEW ON THE MAIN COORDINATES OF TOURISM ACTIVITY IN ROMANIA

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***Abstract:** Currently tourism is a booming economic activity, the number of Romanian and foreign tourists who chose to spend their holidays in our country has registered an upward trend in 2015. The same trend is maintained when it comes to the accommodation structures capacity in operation, which increased by 5.4% compared to 2014. In addition, in 2015 both the arrivals and departures of foreign visitors in Romania increased compared to 2014. Tourism is therefore an important segment of the national economy, which is why the purpose of this paper is to provide an insight on the main coordinates of tourism activity in Romania.*

***Key words:** inbound tourism, overnight stays, tourist arrivals, tourist destination*

Introduction

The aim of this study is to identify the main coordinates of Romanian tourism, as an economic activity and social phenomenon reflected by the analysis of the flow of Romanian and foreign tourists who spend their vacation in our country, but also by the development of the specific tourism material basis.

Tourism activity involves a number of specific aspects of contemporary society - sustainable development, social and territorial cohesion - which demonstrates that tourism is not only an income generating activity, but also a way of development, relaunch and revitalization of areas that have lost their economic competitiveness. In addition, quite often, it has been shown that a well-made tourist activity may not necessarily lead to the "consumption" of tourist resource, but also to its "protect" (Negut and Neacsu 2008).

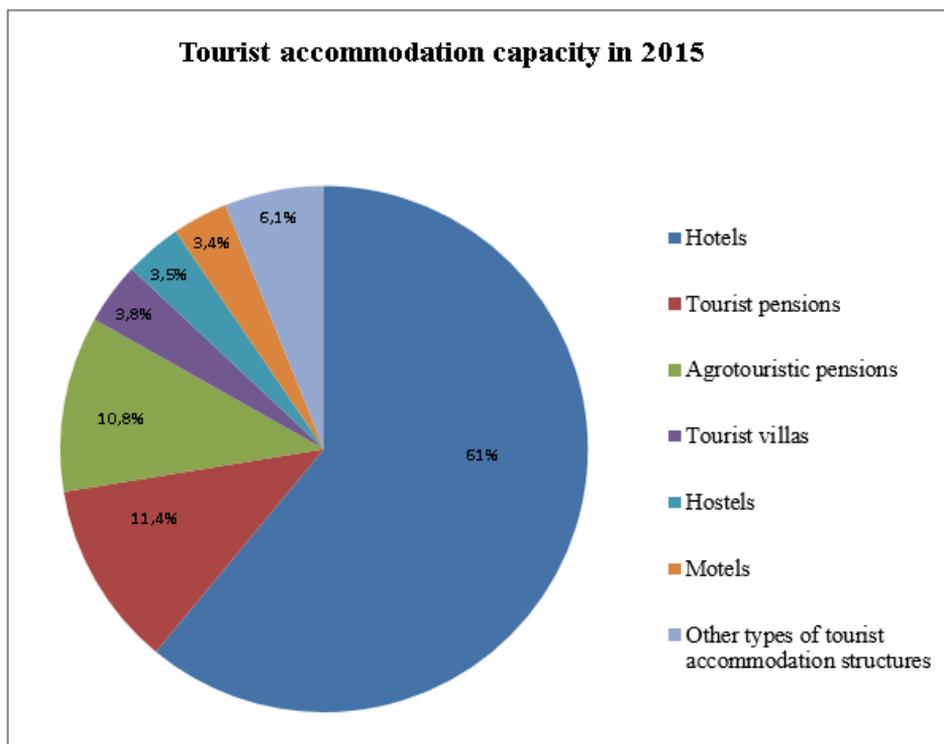
In addition, tourism activity in Romania, in all its complexity, is the result of gradual accumulation, positive experiences and shortcomings, and also of many changes that have occurred in the almost 40 years of organized existence and especially in the last 21 years of transition from a centralized economy to a free market, with economic and financial open mechanisms (Glăvan 2011:9).

Under these conditions in the following paragraphs will be presented the main coordinates of Romanian tourism registered at the level of 2015.

Analysis the main coordinates of Romanian tourism

One of the coordinates of tourism activity in Romania is represented by the tourist accommodation capacity in operation. Thus it should be noted that in 2015 the tourist accommodation capacity increased by 4.5% compared to 2014 and as it can be seen in the figure below 61% of the total accommodation capacity was represented by hotels, tourist guesthouse represented 11.4% and hostels only 3.5%.

Figure 1. Tourist accommodation capacity in 2015



Source: INSSE, 2016

In these circumstances it becomes opportune knowing the tourist accommodation capacity by types of tourist establishments and main tourist areas. As can be seen from the analysis of data contained in the table below, in 2015 in Romania there were 81333505 accommodation places of which 36.33% in Bucharest and county residences, 19.46% in mountain resorts, 11.57% in beach resorts, exclusive Constanta city, 11.2% in balneary resorts and only 0.68% in The Danube Delta area, including Tulcea city.

Table 1. Tourist accommodation capacity in operation, by types of tourist establishments and tourist areas, in 2015

Places-days

From total, on tourist areas							
Types of tourist accommodation structures		Balneary resorts	Beach resorts, exclusive Constanta city	Mountain resorts	The Danube Delta area, including Tulcea city	Bucharest and county residence towns, exclusive Tulcea	Other localities and tourist routes
TOTAL	81333505	9116219	9411584	15830256	560259	29554187	16861000
Hotels	49580807	7013286	7626401	5969423	500283	23109914	5361500
Hostels	2874306	125520	270669	361449	-	1431051	685617
Motels	2750418	152113	10688	377056	-	462278	1748283
Inns	20381	-	-	-	-	12351	8030
Tourist villas	3110313	397629	371078	1356936	-	487111	497559
Tourist chalets	1377858	41181	-	994838	984	52149	288706
Tourist pensions	9250031	927444	35456	2413693	5229	3245587	2622622
Agrotouristic pensions	8749408	171825	13232	3739073	20785	162229	4642264
Campsites	1392974	72278	805706	135020	-	126195	253775
Tourist halting places	251225	60196	19646	72179	8096	15612	75496
Holiday villages	113196	-	-	79846	-	-	33350
Bungalows	359473	22924	140832	64392	1860	9220	120245
School and preschool camps	1338432	120583	91484	231111	13454	416756	465044
Tourist cottages	159695	11240	26392	32078	9568	23734	56683
Accommodation spaces on ships	4988	-	-	3162	-	-	1826

Besides the specific tourism material basis the number of tourist arrivals, both Romanian and foreign, but also the number of overnight stays confirms that Romania is a unique destination whose natural potential and cultural heritage attracts a growing number of tourists.

Thus, in 2015 the number of Romanian tourists accommodated in tourist establishments represented 77.4% of total arrivals. Compared with 2014, the number of arrivals increased by 17.2% overall. This means an increase of 17.3% in the number of arrivals of Romanian tourists and a 16.9% increase in the number of foreign tourists.

In this regard Table 2 provides an overview on the number of Romanian and foreign tourist arrivals in the main areas, namely: balneary resorts; beach resorts, exclusive Constanta city; mountain resorts; the Danube Delta area, including Tulcea city; Bucharest and county residence towns, exclusive Tulcea; other localities and tourist routes.

Table 2. The number of tourist arrivals in the main areas of Romania, in 2015

Number of arrivals, from total, on tourist areas							
The number of tourist arrivals		Balneary resorts	Beach resorts, exclusive Constanta city	Mountain resorts	The Danube Delta area, including Tulcea city	Bucharest and county residence towns, exclusive Tulcea	Other localities and tourist routes
Total arrivals	9898610	786774	821659	1517697	69076	5086248	1617156
Romanian tourists	7664378	743355	792039	1346736	53384	3367721	1361143
Foreign tourists	2234232	43419	29620	170961	15692	1718527	256013

Source: INSSE, 2016

Regarding the number of overnight stays registered in 2015, analyzing the table below we can see that the number of overnight stays of Romanian tourists accommodated in tourist establishments represented 81.0% of total overnight stays. Important to note in this context is that the total number of nights spent increased by 15.9% compared to 2014.

Table 3. The number of overnight stays in the main tourist areas, in 2015

Number of overnight stays, from total, on tourist areas							
The number of overnight stays		Balneary resorts	Beach resorts, exclusive Constanta city	Mountain resorts	The Danube Delta area, including Tulcea city	Bucharest and county residence towns, exclusive Tulcea	Other localities and tourist routes
Total overnight stays	23445355	3914414	3667947	3232851	138177	9204393	3287573
Romanian tourists	18985338	3744566	3476854	2890302	104362	5998699	2770555
Foreign tourists	4460017	169848	191093	342549	33815	3205694	517018

Source: INSSE, 2016

Furthermore, compared with 2014 the data registered in 2015 in terms of number of overnight stays shows an increase of 15.3% for Romanian tourists and 18.5% for foreign tourists, indicating a growing interest of both Romanian and foreign tourists for spending their holidays in Romania.

Regarding the international trips registered at Romania's borders it should be noted that the arrivals of foreign visitors to Romania in 2015 were 9.3311 million, up to 10.5% compared to 2014, as can be seen from Table 4.

Table 4. The number of foreign tourist arrivals in Romania, by country, in 2015

	Number of arrivals in 2015	Year 2015 compared to 2014
TOTAL	9331056	110,5
EUROPE - of which:	8678317	111,1
EUROPEAN UNION	5345982	107,0
Austria	180221	89,2
Belgium	46694	85,4
Bulgaria	1523660	126,0
Cyprus	6954	80,6
Croatia	22373	103,8
Denmark	11728	79,7
Estonia	6224	92,9
Finland	6351	89,7
France	129187	87,6
Germany	437723	93,2
Greece	62597	86,4
Ireland	14415	87,2
Italy	324029	91,2
Latvia	8272	131,5
Lithuania	16256	129,8
Luxembourg	1584	79,0
Malta	2324	72,1
Holland	65068	83,3
Poland	355389	115,4
Portugal	45479	73,4
Great Britain	122076	87,2
Czech Republic	84467	101,1
Slovak Republic	108067	110,9
Slovenia	19980	96,3
Spain	57134	75,3
Sweden	25792	103,2
Hungary	1661938	111,1
Other European countries - of which:	3332335	118,2
Republic of Moldova	1632776	127,9
Ukraine	823460	115,0
Turkey	300792	117,8
AFRICA	30871	110,5
AMERICA	247455	84,3
North America	222094	81,8
Canada	53254	106,5
United States of America	168831	76,2
Central and South America	25361	114,7
ASIA	353907	124,0
AUSTRALIA, OCEANIA AND OTHER TERRITORIES – of witch:	20017	103,8
Australia	16408	102,5
New Zealand	3411	107,3
NOT SPECIFIED COUNTRIES	489	75,1

We see, therefore, that most foreign visitors (57.3%) come from European Union countries, 35.71% from non-member countries of the European Union and only 2.65% from America.

In proportion of 80.1% foreign visitors have chosen for their trips to Romania to travel by road transport, closely followed by air transport (16.5%).

Meanwhile, the departures of Romanian visitors abroad in 2015 were 13.1181 thousands, up to 6.7%.

Like in the case of foreign visitors, Romanian tourists have chosen in their majority road transport means (78.1%) for trips abroad, while air transport was preferred by 20.7% of Romanian visitors.

Conclusion

The main conclusion that emerges from the analysis of data presented is that although the Romanian tourism recorded an upward trend in the number of tourist arrivals and overnight stays, unlike its main competitors Romania has to recover in terms of natural and anthropogenic tourism potential capitalization and therefore in terms of diversifying the tourism offer.

Thus, to meet current and future needs of both Romanian and foreign tourists, it becomes necessary to create a balance between economy, environment, culture and tourism. The best measures that can be operationalized by the competent authorities are: human resource and technology for tourism development; promoting the diversity of Romanian tourism offer; increasing funds for promotion and marketing and private sector involvement in action planning and tourism promotion; intensifying efforts to develop tourism in rural areas and protected areas, and not least the intelligence taxation of tourism activities to stimulate investment. Only in this way Romania will ensure a strategic position on the world tourism map.

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