

Aspects Regarding the Analysis of Tourist Activity in Romania

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Abstract

Tourism is an important activity for the economy of a country, and even more for Romania, which has a very attractive tourist structure. Romania has the seaside area, attractive tourist point especially the summer and mountain tourist area attractive during the whole year. Also, the areas of history and culture (Moldavian monasteries), Maramures, Oltenia, plus the Danube Delta represent attraction points for Romanian citizens, as well as for foreigners. The tourist resorts from Romania benefit from accommodation, entertainment and a network of restaurants specific to each area.

In the study we made comparisons between a number of aspects, also taking into account the seasonal character of some tourist activities, especially the coastal ones, but also comparisons with similar periods of the previous year, which are carried out under the same conditions.

A series of indicators, arrivals, overnight stays, and number of days, tourist capacity index and many other indicators reflecting tourism activity are analyzed in this article based on the study made.

Keywords: number of arrivals, number of tourists, overnights, tourism

1. Introduction

Etymologically, the word "tourism" derives from the English term "tour", or "to tour", "to make a tour", a term created in England around the 1700s to designate travel in Europe - in general and in France - in particular. This English term, in turn, derives from the French word "tour" (travel, walk, movement), being taken over by most European languages with the meaning of leisure travel. The French term has deeper and deeper roots, it derives from the Greek word "tournos" and respectively, the "turnus" in Latin, and it means a whole journey in the circuit. From the term "tourism" was derived the "tourist", meaning the

person who makes the trip for his own pleasure.[1, 2]

Synthesizing the definitions from the literature, tourism means: [1,3]

- the set of activities whereby people spend their leisure time traveling to another location or country to visit people and places, monuments and museums to enrich their general knowledge, to have fun and do sports, rest or treatment;
- the industry created to satisfy all the goods and services requested by tourists at the destination, at a high quality level and in terms of the protection and conservation of tourism resources, and in particular the environment in general.

The International Tourism and Tourism Statistics Conference in Ottawa in June 1991 recommended new definitions of basic concepts in tourism.

Tourism refers to activities carried out by persons during journeys and stays in places outside the usual residence for a consecutive period not

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exceeding one year (12 months), for pleasure, fun or for business purposes. [2, 3]

This definition is broad enough to cover travel between and within countries, and also to include the activities of day-trip visitors (hikers) and those who stay in the area for at least 24 hours (tourists). According to the presented concept, the main forms of tourism can be identified, namely: [4,5]

- a) Domestic tourism: residents of a given country who travel only within it;
- b) Inbound tourism: non-residents traveling to the given country;
- c) Outbound tourism: residents of the country traveling to other countries.

These three basic forms can be associated in different ways, giving birth to other categories of tourism, namely: [6, 7]

- Indoor tourism, a form that combines domestic tourism and receiving tourism;
- National tourism, consisting of domestic tourism and emitting tourism;
- International tourism, consisting of receiving tourism and issuing tourism.

According to the World Tourism Organization, the tourist is "any person who moves to a place outside his usual habitual residence for more than 12 months and whose principal reasons of travel are other than pursuing a paid activity in the place in question".: [8, 9]

On their journeys, tourists consume a range of goods and services, more or less related to tourism. According to this reality, in the established structures (classifications) of the economic branches or of the products and services there is no industry of tourism.

The tourism industry is the part of the economy, consisting of a sum of activities or several branches whose common function is meeting the needs of tourists. The tourism industry includes the following sectors: [10, 11]

- accommodation and food (in accordance with established structures, "hotels and restaurants"): hotels, motels, guesthouses, farms, cruise ships, villas, castles, campsites, time-share properties, secondary residences, restaurants (classic, specific, fast food), bars, cafes;
- transport: the commercial sector represented by airlines, naval races, railways, coaches, car rental companies, taxi operators and the non-commercial sector consisting of personal property cars, own aircraft, yachts;
- travel organizers: travel agents and tour operators;

- recreational attractions: natural elements (reliefs, gardens, parks, lakes etc.) and built - cathedrals, castles, monuments, museums, art galleries, theaters, amusement parks, sports facilities, casinos and festivals and events cultural artistic;
- destination organizers/administrators: national, regional, local tourism offices.

2. Materials and methods

In the analysis of tourism activity in Romania we have carried out a monthly analysis, taking into account the seasonal character of some tourist areas as well. Thus, we compared the results recorded in December 2018 against December 2017 or other periods. In the analysis of tourist activity, we used a number of relevant statistical indicators, such as: net occupancy index of accommodation spaces; the average length of stay; the number of arrivals; the average number of overnight stays.

The arrival of a tourist is recorded when a person is entered in the register of the tourist accommodation structure with a tourist accommodation function, in order to be accommodated for one or more nights. In each tourist accommodation structure with the function of tourist accommodation is considered a single arrival per tourist, regardless of the number of overnight stays resulted from his uninterrupted stay. [12]

Overnight accommodation is the 24-hour period, starting with the hotel hour, for which a person is registered in the tourist accommodation and is accommodated in the occupancy rate account, even if the actual stay is less than the mentioned interval. [12, 13]

The net use index of tourist accommodation places express the relationship between the tourist accommodation capacity in operation and its actual use by tourists within a specified period. It results from the calculation by reporting the total number of overnight stays made to the tourist accommodation capacity in operation during that period. [13]

3. Results and discussions

According to the data from the National Statistics Institute, tourism in Romania is steadily increasing. Based on the data from Table 1, we found that in December 2018, as compared to December 2017, both arrivals and overnight stays

in tourist accommodation establishments increased by 4.2% and, respectively, 3.2%. [13, 14]

Also, as compared to December 2017, in December 2018, there were increases in border crossings both at the arrival of foreign visitors by 5.0% and at the departure of Romanian visitors by 1.6%). Twelve months (December 2017-December 2018) saw spectacular increases in arrivals and overnight stays, as well as arrivals and departures records at border crossings.

Arrivals in tourist accommodation establishments in December 2018 amounted to 816.8 thousand, in (4.2%) increase compared to December 2017.

From the total arrivals, the arrivals of the Romanian tourists in the establishments with tourists accommodation function were 81.5% in December 2018, while foreign tourists accounted for 18.5%.

Analyzing the arrivals of foreign tourists in the establishments of tourists' reception, the highest share was registered by those from Europe (70.3% of the total foreign tourists), of which 82.7% were from the countries belonging to the European Union.

Regarding the overnight stays in the establishments of tourists' reception in December

2018, they were 1641.0 thousand, up with 3.2% compared to December 2017.

From the analysis of the total number of overnight stays result: [13, 14]

- the overnight stays of the Romanian tourists in the establishments of tourists' reception with tourists accommodation function accounted for 81.7% in December 2018, while the overnight stays of foreign tourists accounted for 18.3%;

- the overnight stays of foreign tourists in the tourist accommodation establishments, the largest share of tourists held the ones from Europe (69.3% of all foreign tourists), and 82.9% of them came from the countries of the European Union.

Analyzing the average length of stay in December 2018 was 2.0 days, both for Romanian tourists and foreign tourists.

Also, the net occupancy index of accommodation places in the same month of 2018 was 24.5% on total tourist accommodation establishments, up with 0.2 percentage points from December 2017.

The arrivals of foreign visitors in Romania, registered at border crossing points, were higher in December 2018 than in December 2017. Most foreign visitors arrived from European countries (92.7%) and 51.6% came from the states of the European Union.

Table 1. Arrivals and overnights stays in accommodation establishments in December 2017 and 2018

	Arrivals			Overnights		
	December 2017 - thousands-	December 2018 - thousands-	December 2018 compared to December 2017 -%-	December 2017 - thousands-	December 2018 - thousands-	December 2018 compared to December 2017 -%-
Total	784.2	816.8	104.2	1590.3	1641.0	103.2
Romanian tourists	627.6	665.9	106.1	1277.2	1341.5	105.0
Foreign tourists out of which:	156.6	150.9	96.4	313.1	299.5	95.7
- Europa	107.9	106.1	98.3	211.8	207.6	98.0
- European Union	87.9	87.7	99.8	173.8	172.1	99.0
- Asia	32.9	29.4	89.4	69.7	63.0	90.4
- North America	7.5	9.2	122.7	12.9	16.9	131.0
- South America	1.3	1.0	76.9	2.5	2.6	104.0
- Africa	1.3	1.3	100.0	4.8	2.4	50.0

Source: Press release of the National Institute of Statistics No. 25/1 February 2019

Departures of Romanian visitors abroad, registered at border crossing points, were 1308.8 thousand in December 2018, up with 1.6%

compared to December 2017. The road means of transport were most used for departures abroad.

From the Figure 1 results that in 2017, Romanian tourists chose, more than in 2016 and 2018 for the

Danube Delta. In 2018, Romanian tourists have opted more for mountain resorts and other localities and tourist trails compared to 2016 and 2017. In 2018 the interest in Bucharest and the towns of the counties has known a decline. Concerning the interest of foreign tourists (Figure 2), an increased interest in 2017 was for the Danube Delta and the city of Tulcea, resorts from

the spa area and other localities and tourist trails. The number of foreign tourists arriving in mountain areas and Bucharest or the county seat of cities has decreased. In 2018 the interest for other activities and tourist routes increased, as well as Bucharest and the county towns. The interest in resorts from the mountain area and from the spa area has decreased.

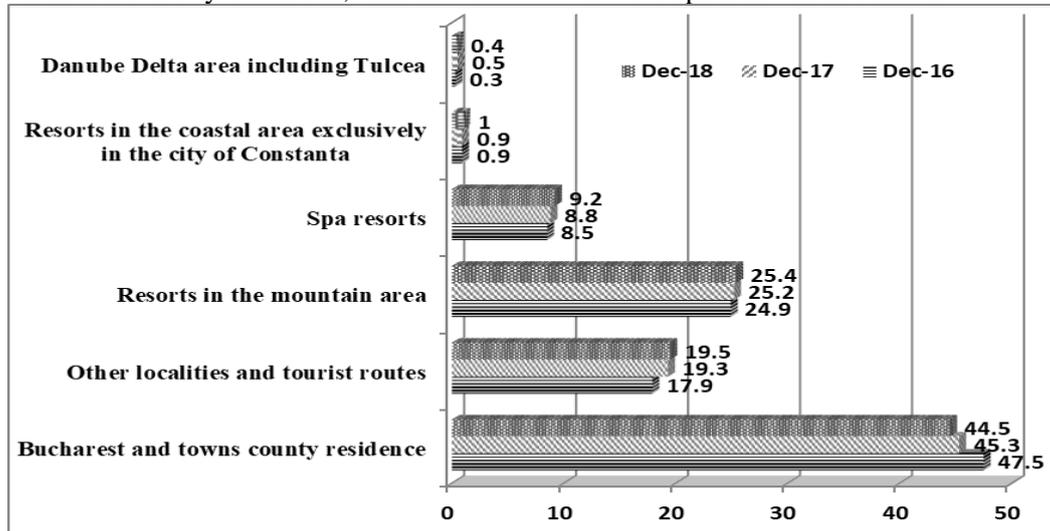


Figure 1. The distribution of Romanian tourist's arrivals in the establishments of tourists' reception, by tourist areas in December 2016-2018

Source: Press release of the National Institute of Statistics No. 305 /5 December 2017 and No. 25/1 February 2019

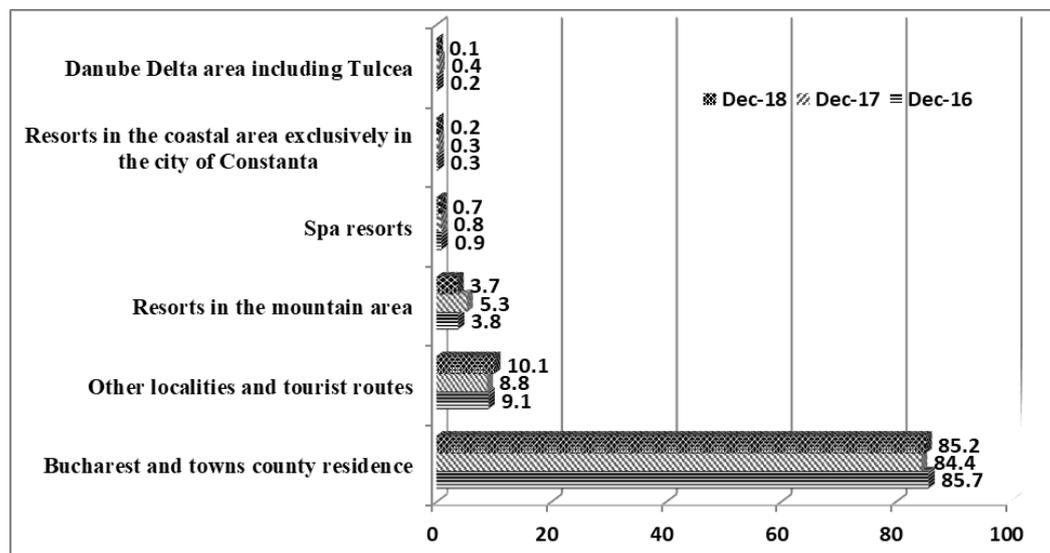


Figure 2. The distribution of foreign tourist's arrivals in the establishments of tourists' reception, by tourist areas in December 2016-2018

Source: Press release of the National Institute of Statistics No. 305 /5 December 2017 and No. 25/1 February 2019

From the analysis of arrivals and overnight stays in accommodation establishments in January-December 2017 and January-December 2018, it results: [13, 14]

- the arrivals from the tourist accommodation establishments in January-December 2018 totaled

12809.9 thousand, up with 6.3% over the same period from 2017;

- from the total number of arrivals, the arrivals of the Romanian tourists in the establishments of tourists' reception with accommodation functions

accounted 78.1% between 01.01. and 31.12.2018, while foreign tourists only 21.7%;

- the largest share of arrivals of foreign tourists in the tourist accommodation facilities was held by those from Europe, 74.3% of all foreign tourists, and 85.5% of them were from the European Union countries;

- the overnight stays in the tourist reception structures in 2018 amounted 28449.1 thousand, up with 5.7% compared to the ones from 2017.

- the overnight stays of the Romanian tourists in the establishments of tourists' reception with tourist accommodation functions represented 81.8% in 2018, while the overnight stays of foreign tourists accounted for 18.6%.

Table 2. Arrivals and overnight stays in tourist accommodation establishments with accommodation functions from the period January-December

	Arrivals			Overnights		
	January-December 2017	January-December 2018	January-December 20178 compared to January-December 2017 -% -	January-December 2017	January-December 2018	January-December 20178 compared to January-December 2017 -% -
	Thousands-	Thousands-		Thousands-	Thousands-	
Total	12056.3	12809.9	106.3	26915.7	28449.1	105.7
Romanian tourists	9307.0	10024.5	107.7	21647.7	23144.2	106.9
Foreign tourists out of which:	2749.3	2785.4	101.3	5268.0	5304.9	100.7
- Europa	2039.0	2070.5	101.5	3838.1	3870.0	100.8
- European Union	1747.6	1770.4	101.3	3255.7	3260.6	100.2
- Asia	415.5	404.5	97.4	879.8	844.9	96.0
- North America	181.7	191.4	105.3	335.7	356.0	106.0
- South America	23.0	23.2	100.9	42.5	46.9	110.4
- Africa	18.9	20.3	107.4	42.5	44.7	105.2

Source: Press release of the National Institute of Statistics No. 25/1 February 2019

The average length of stay in 2018 was 2.3 days for Romanian tourists and 1.9 days for foreign tourists.

The net occupancy index of accommodation places in 2018 was 32.4% from total tourist accommodation establishments, up with 1.2 percentage points compared with 2017.

Higher rates of use of accommodation during January-December 2018 were recorded in hotels (41.1%), bungalows (28.6%), tourist villas (26.1%), hostels (23.6% %), ship accommodation (23.3%), tourist stops (21.6%) and tourist boarding houses (21.1%). [15]

On the counties, in 2018 the number of arrivals of tourists registered higher values in Bucharest (2.080 million), Brasov (1.363 million), Constanta (1.312 million) and Cluj (652700), and the number of overnight stays registered higher values in Constanta (5.010 million), Bucharest (3.398 million), Brasov (2.673 million) and Cluj (1.215 million).

Maramures ranks on 13th place in the number of arrivals of tourists (25449) and on 16th place in number of overnight stays (459090 - 395149 Romanians and 63941 foreigners).

The registration of foreign tourists at border crossing points was 11720.4 thousand between January and December 2018, up with 7.3% over the same period of the year 2017. Most arrivals were recorded from countries situated in Europe (92.4%). From the total arrivals of foreign visitors to Romania, 49.2% come from the European Union. Among the EU Member States, most arrivals were from Bulgaria (27.7%), Hungary (25.8%), Germany (8.5%), Italy (8.1%), Poland (5.4 %), France (4.0%) and the United Kingdom (3.7%).

The registration of the Romanian tourists' departures abroad at the border crossings points was between January and December 2018 of 21038.8 thousand , up with 5.4% compared to the same period of 2017. The road means of transport were most used for departures abroad.

4. Conclusions

Tourism activity in Romania must represent an important area to which must be given attention. It can bring additional revenue, create jobs and bring incomes quite consistent to those working in this area. But Romania's tourism resources must be capitalized. First of all, agritourism, which can provide exceptional conditions for Romanian visitors, should be considered. Historical objectives from Romania should contribute to the evolution of tourism by creating tourist capacities in the areas situated in immediate vicinity. This is the case of Moldavian monasteries, the Maramures area, the Danube Delta, which can attract many tourists. However, the quality of tourism services needs to be improved. Also, the Romanian seaside area must become more and more attractive through qualitative and price conditions and attract more and more tourists. In conclusion, the mentioned tourist areas must develop rapidly and take into consideration other possibilities of recreation and leisure activities for tourists coming to our country.

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