

DYNAMIC ANALYSIS OF THE OFFER FOR SPA TOURISM IN BACĂU COUNTY IN THE PERIOD 2011-2020

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Abstract

Analysing the dynamics of the existing tourist accommodation capacity in Slănic Moldova resort, in the period 2011-2020, it was found that it increased in 2020 by 16.91%; overall, the average level of existing accommodation capacity in Slănic Moldova registered 1186.5 places, with an absolute average increase of 61.77 places and a relative increase of 5.4%. In Târgu Ocna resort, the same analysis shows that in this case to the existing accommodation capacity increased at the end of the analysed period by 156.91%. Overall, the average level of accommodation capacity existing in Târgu Ocna resort registered 483 places, with an absolute average increase of 42.88 places and a relative increase of 11%. The analysis of the dynamics of the accommodation capacity in operation in Slănic Moldova resort found that in 2020 it was 55.28% higher than in 2011; overall, the average level of accommodation capacity in operation in Slănic Moldova resort registered 321581 places-days/year, with an absolute average increase of 12499 places-days/year and a relative increase of 5%. In the resort of Târgu Ocna there was an increase in the accommodation capacity in operation during the analysed period by 76.12%. Overall, the average level of accommodation capacity in operation in Târgu Ocna resort registered 149,207 places-days/year, with an absolute average increase of 7681.55 places-days/year, respectively a relative increase of 6.4%.

Key words: absolute dynamics, relative dynamics, accommodation, tourism