

ANALYSIS OF THE TOURISM DEMAND IN ROMANIA

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The objective of this paper is to offer an analysis of the demand of the tourism concerning the touristic destination from Romania. The decision makers in the field of tourism (both at micro and macro level) have to take into consideration the factors that influence tourists' decision of choosing a place instead of another. Among them, two are very sensitive: firstly, the fact that the tourists are attracted by specific areas with particular characteristics, and secondly the continuous trend of increasing the mobility of the tourists nowadays. To achieve the purpose of this paper data regarding the tourism demand in Romania touristic destination had been collected and analyzed. All the data were collected from the National Institute of Statistics, for the period 1998 – 2007.

Key words: number of tourists, average length of stay, Romanian touristic destination

An analysis of tourism on touristic destination from Romania proves to be useful for observing the preferences for a specific area, and to be a base for further investment decisions, mainly because different instruments will be available for tourism development, as is the Measure 313 „Encouraging the Touristic Activities” in the frame of European Agricultural Fund for Rural Development (EAFRD).

A simple look at the official data offered by the National Institute of Statistics of Romania in November, reveals the fact that the arrivals of tourists in Romanian accommodation facilities on the first eleven months of the 2008 reached the level of 6712.7 thousands persons, knowing an increase of almost 3% comparing with the one of the same period of the year 2007. More than three quarters (meaning 79.1% of the total number of arrivals) were Romanians, the rest of 21.9% coming from outside of Romania. This structure is extremely similar with the one registered last year (77.34% arrivals from Romania and 22.66% from abroad). It can be also notice that the number of foreign tourists that chosen Romania as a touristic destination has decrease with 5.21% in the same period. Not only has the number of foreign tourists decreased, but also the overnight stays for this category of tourists with 5.90%. [Press Release No. 4 of January 8, 2008]

MATERIAL AND METHODS

The analysis is based on the data collected from the National Institute of Statistics, starting with the year 1998 until 2007. All the data collected are referring to the touristic area such as: SPAS region, Danube Delta area, Mountain Resorts, Seaside excluding Constanta town, Bucharest and county residence town, excluding

Tulcea and other localities and touristic routes. The data collected refers to: the number of tourists accommodate in the touristic establishment, the number of stay overnights, the number of foreign visitors in Romania. The reason why all these data were collected is to see which the actual situation of the Romanian tourism is, and to see which of the touristic is the most attractive to the tourists. For each of these data was calculated the annual average increase rate, by using the following formula:

$$\bar{R}_y = \bar{I}_y * 100 - 100, \quad \bar{I}_y = \sqrt[n-1]{\frac{y_n}{y_1}}$$

Where:

I_y = the geometric index

y_n = value of the observation from the year n

y_1 = value of the observation from the first year

n = number of observations

There was also calculated the average length of stay for each touristic area, during the whole period analyzed. This was computed as a ration between the total stay overnights and the total number tourists.

$$\text{Averagelength of stay} = \frac{\text{Totalovernightstay}}{\text{Totalnumbers of touristsaccomodat\alpha}}$$

RESULTS AND DISCUSSIONS

As it was mentioned before for the tourism demand analysis were consider the total number of tourist in Romania for each touristic area, and the overnight stays. As it can be observe in Table no. 1 during the period analyzed the annual average increase rate was 2.56%, which represents an increase of 157.76 thousand persons each year. In can be also observed the fact that the annual average increase rate for the foreign tourist is five time higher than the annual average increase rate for the Romanian tourists, even that the influence of this increase to the total annual average increase of tourists in Romania, is insignificantly because as it can be observe the total share of the foreign tourists to the total is quite reduced, almost 15% in 1998 and around 22% in 2007.

From the same table in can be also observed that the annual average increase rate in the Danube Delta is around 4%, and the annual average increase rate of the foreign tourists that preferred that area during the analysis period is almost three times higher than the one for the Romanian tourists. Even if in this area was the higher annual increase rate 4.28%, which represents an annual increase of 2570 tourists, the share of tourist that visit this area in the total tourist that are choosing Romania as a touristic destination is not more that 1.50%. In 2006 compared with 2005 can be observed a decrease of the tourists in this area with almost 30%, one of the causes may be the bird flue that affected Romania in that period.

Table 1

Average increase rate

Touristic destinations	Type of tourists	Annual average increase rate % (no. of tourists)	Annual average increase rate % (overnight stays)
Total	Total	2.56	0.79
	Romanian	1.50	0.02
	Foreign	7.49	5.54
Spas	Total	1.99	0.73
-	Romanian	2.04	0.85
-	Foreign	1.09	-2.58
Seaside, excluding Constanta town	Total	-0.14	-2.64
-	Romanian	-0.30	-2.77
-	Foreign	2.03	-1.17
Mountain resorts	Total	2.19	-1.43
-	Romanian	1.87	-1.68
-	Foreign	4.89	0.52
Danube Delta area, including Tulcea town	Total	4.28	3.83
-	Romanian	3.00	3.10
-	Foreign	8.60	6.74
Bucharest and county residence town, excluding Tulcea	Total	3.30	4.39
-	Romanian	1.50	2.65
-	Foreign	7.90	8.32
Other localities and touristic routes	Total	3.36	1.83
-	Romanian	2.29	0.83
-	Foreign	11.66	9.49

Another thing that may be pointed out from this table is the fact that the tourists that have chosen to spend their vacations to the seaside has decreased in average year by year with 0.14%, due to the fact that the number of Romanian tourists which represents in average for each year almost 90% of the total tourists that choose this destination, has decreased. If the annual average increase rate of the Romanian tourists that chosen to spend their holiday in the country is compared with the annual average increase rate of those that chosen other touristic destination, it may be observed that the last one is 3.5 times higher than the first. From this observation it can be deduced that the Romanian tourists prefer other touristic destination than their own country. Some reasons why they prefer to spend their vacations offside the boundaries can be: the infrastructure, the quality of the services, the price and others.

Analyzing the data regarding the overnight stays it was observed that the annual average increase rate for the overnight stays is lower than the annual

average increase rate for the number of tourists, from this it may be concluded that the average stay has decrease year by year.

The most pronounced decrease can be observed in the seaside area, 2.64 % each year; this is also a consequence of the decrease of the number of tourists that have chosen this touristic destination.

It also can be observed that the annual average increase rate for the overnight stays is higher than the annual average increase rate for the tourists' number in Bucharest and county residence; this may be a consequence of the business tourism and international travel for study purpose. The annual average increase rate for overnight stays is 3 times higher in the case of foreign tourists, than the Romanian ones.

Using these two indicators was computed the average stay for the period 1998 – 2007. It could be observed that the higher average stay is met at Spas destination (8 nights), followed by the seaside, paradoxically because also the number of tourists and also the over night stays for this area has decrease. The average stay for the Spas destination can be motivated by the fact that most of the tourists that choose this area are people with different affections and go there for treatment. For the other areas as it can be observed both Romanian and foreign tourists spent in average during the analyzed period 2 nights, from this it can be conclude that most of them prefer to spent their weekend outside of their natural habitat

CONCLUSIONS

The results of the analysis reveal that there are major differences regarding tourism evolution among the touristic destinations in the studied period of time.

During the period analyzed it could be observed an increase in the number of tourists that have chosen Romania as a touristic destination. The annual average increase was of 2.56%. Event that the annual average increase rate of the Romanian that chosen to spent their vacations outside the boundaries was 3.5 times higher that the one of those that chosen Romania as a touristic destination. In this case Romanian authorities and all the bodies involved in the tourism industry should put together all efforts to improve the infrastructure, the quality of the services, to offer new touristic products that could compete with the ones offered by other countries.

It was also observed that average stay during the analyzed period was around 2 nights. This suggests that Romanian tourists prefer to practice this kind of activities during the weekends. Exception from this are over nights spent in Spas and Seaside destination. In the first case as mention before it is normal to have an average stay of 7 nights, because must of the people that prefer this destinations suffer from different diseases. Future studies are recommended to be done to observe which the factors that influence are: the tourists' choice of a touristic destination, the overnight stays in one area. Having the answers to these questions

would help the tourism suppliers to adept more easily to their actual and possible costumers.

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