

THE MANAGEMENT INTEGRATION OF ROMANIAN TOURISM IN THE EUROPEAN UNION

Aurica GRIGORE¹,
Cornelia-Elena TUREAC¹,
Anca-Gabriela TURTUREANU¹

¹ „Danubius” University, Galați
e-mail: diversimpex@yahoo.com

Romania's accession to the European Union is a complex process that involves essential mutations in terms of design and developing the activity in all the social life domains, economic and political of Romania. The essence of these transformations lies in improving the activity in all sectors, being necessary a new model of organization, management and control, based on principles and economical-managerial modern mechanisms, adapted to the realities of the period through which we cross, in accordance with the requirements of the EU economy.

The tourism evolution in the last decades has gradually transformed and in increasingly large measures this activity from a alternative of spending the free time in a complex industry, with economic and social effects clearly outlined on the human community.

Key words: *tourism, accession, transformation, integration, economic-managerial*

The integration of the Romanian tourism in EU assumes more efficient economic activities in full compliance with the natural and social environment. The tourism has the chance to develop freely without being constrained by imposed limits by the union decision factors as in the case of agriculture and industry.

Romanian's touristic vocation is determined by the variety and complexity of the relief, the richness of surface water or of the underground, by continental climate of transition, by the rich vegetation and fauna, by the multi millennium history of the Romanian people, by the people hospitality. The ninth decade of the last century was marked by the bankrupt economy of command, centralized which resulted with its collapse and of the whole social and politic system which it claimed. The period that followed the year 1989 was characterized by extensive processes of transition to a market economy, of implementation of the market mechanisms specific to the competitive economy. Between the years 1990 – 2000 specific to Romania was the general trend of economic decline, with some exceptions in which however wasn't achieved a sustainable economic growth. The macroeconomic indicators were mostly at levels below those of 1990 this fact being found both in the population's life standard and in national economy competitiveness. The GDP's structure in this period shows a old economy in which the primary and secondary sector have a share of over 60% while at the secondary

sector comes below 30%. In the frame of tertiary sector the specific weight of the Romanian tourism is very low (about 10% together with the trade). After 2000 is notable a decrease in the share of tourism in PIB but the estimations for 2006 indicates the beginning of a sustainable increase until 2016.

Table 1

The contribution of tourism to GDP (%)

Year	2001	2002	2003	2004	2005	2006 E	2016 P
Direct impact	1,92	1,92	1,88	1,86	1,85	1,92	2,47
Direct and indirect impact	4,92	4,58	4,71	4,66	4,63	4,81	5,78

E – Estimation; P – forecast, Source: INS

The intern and international tourism of EU is well supported by modern facilities to ensure adequate services (accommodation, meal, entertainment, transport, etc), they constitute the real pulse of the touristic movement. The most important component of the technical – material base is the network of housing units, this responding to one of the basic tourist needs: rest, night spent.

Regarding the number of housing units it had a sinuous evolution during 1990 -1999, the trend being of stagnation. The period after 2000 is marked by a sustained increase in the number of housing units. These have grown faster than the number of accommodation places due to the large number of small new units built. It is noticed that the number of accommodation places hadn't evolved in the same period with the number of housing units, the latter have adapted to the environment and to the market requests, becoming more flexible.

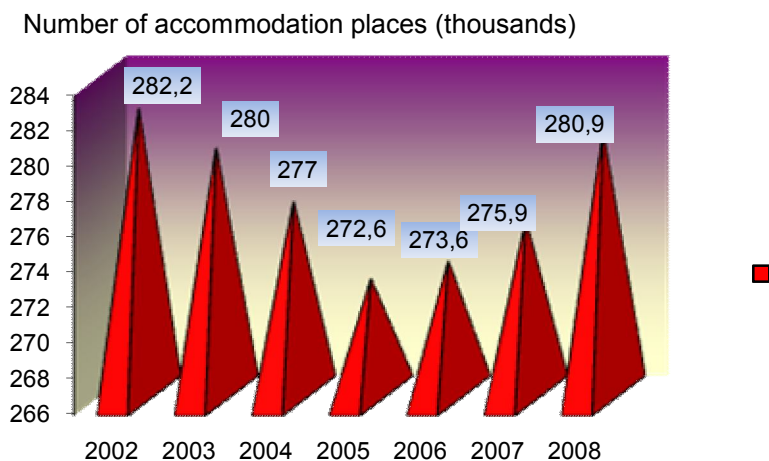


Figure 1 The evolution of accommodation places (thousands)

From the unity type of view, the hotels and motels were recording in 1995 a number of 929 units, because in 1998 to reach 933 units and in 2008 at 1077 units (27, 6% of total). This type of units has increase the share of number of accommodation places from 39,3% in 1985 to 58,7% in 1998 and at 60,2% in 2008. The number of inns decreased from 21 that were in 1995 at 15 in 2004, and the villas and bungalows sites were reduced from 1324 to 970 units in the same period.

The investments in the tourism domain

The quality of touristic services and the amplexness of touristic activities are depending and on the degree of equipment with the requisite means. Shouldn't be omitted that the technical-material base is subjected to a process of physical and moral wear, imposing the periodic replacement of its components and that the material endowments of the Romanian tourism doesn't ensure a proper assessment of the touristic potential of our country. Therefore it is necessary to achieve sustained investment efforts for increasing and upgrading the touristic facilities. Next we will examine the situation of investments in hotels and restaurants during the period 2000 – 2008.

Table 2

Total investments and investments in hotels and restaurants

Year	2000	2001	2002	2003	2004	2007	2008
Total	124987,2	204195,2	271734,7	356551,0	448699	493568,9	557732,9
Hotels and restaurants	1097,8	2746,7	3315,0	4815,2	7504,3	8254,73	9327,845

ROL billion (current prices)

Source: *Statistical Yearbook I.N.S.S.E*

It is noted that the investments in hotels and restaurants had an upward trend.

The strategic objective in sustainable development of tourism is quick boosting of Romanian tourism trough reconsideration of Romanian tourism within the national economy, so that it becomes a priority sector with a coherent strategy of the legislative organisms, governmental and of local government.

In terms of the comfort level is found that at the 2004 level more than one third of the number of housing units (42,5%) were included in the comfort category of 2 stars in growth beside 1998 when the share was of (37,7%). This increase is mainly due to the passage of some units of accommodation to a superior degree of classification and grading of new units. Nearly one quarter of accommodation units (27,1%) were classified in category of 1*, decreasing beside 1998 when their share was of over 31% (Annex 6). This decrease on this level is largely due to the classification of some accommodation structures with low degree of comfort is explained trough the relatively high age of units and the advanced degree of wearing, trough the lack of modernizations but and trough a low quality.

However in the recent years have been marked by a growing number of housing units classified in categories 3* and 4* (their share reaching 19,2%

compared to 13% in 2003). At the category 5 stars Romania is still poor (0,2%), the units of its kind being in capital and belonging to international hotel chains.

The hospitality sector from Romania is now almost fully privatized with the majority of hotels on the market of category 1 or 2 stars. The current trend is of investment in hotels of 3 and 4 star and, by 2009 it is expected that Bucharest should have a total capacity of 9000 rooms over the 6000 rooms that are existing today. There are several ongoing projects – 15 rooms; Golden Tulip Inn – 80 rooms; Ibis Parliament – 150 rooms; Confort Colentina Hotel – 180 rooms; Phenicia Hotel – 340 rooms and 28 apartments; Group Millenium – 80 rooms.

The international touristic circulation contributes, also, to increasing the economic flows, to the exchanges of material and spiritual goods that occurs between the economic agents in different countries of the world. This indicator includes exports (transmitter tourism) and imports (receiving tourism) and he contributes both to the emigrations and to the international emigrations; stimulating in the same time the internal factors of economic growth trough the contributions to increasing the demand. The tourists who take advantage of quality services at fair prices (which don't exceed the level of services or of similar goods from other countries) are becoming permanent clients of the touristic firms. The tourism is growing increasingly fast. Only in March 2007 compared with March 2006, the arrivals and touristic night spent have recorded a growth by 11,7%, respective 5,5% in Romania. (table 3)

Table 3

The arrivals and touristic nights spent in Romania, in March 2008 compared to March 2007

Total	Arrivals - number			Nights spent - number		
	March 2008 (number)	March 2007 (number)	2008 beside March 2007 (March) %	March 2008 (number)	March 2007 (number)	2008 beside March 2007 (March) %
	449,3	402,2	111,7	1188,9	1127,0	105,5
Romanian tourists	250,3	315,2	111,1	970,1	935,6	103,7
Foreign tourists	99,0	87,0	113,8	218,8	191,4	114,3

An explication of inertia in the development of tourism could be the social and profound economic transformations that followed in the year 1990 by switching to a market economy and to the private ownership. Introduction in Romania programs of touristic development and of recognizing the value of Romanian tourism. For example the example Blue Flag, this is an important program to tourism having as international role the recognition of the beach quality of the Romanian coast of Black Sea. In 2006 was realized the pilot phase for 5-6 beaches from the resorts Mamaia and Neptun – Olimp. Assigning the symbol is based on the performance of 27 criteria relating to the water quality, equipping and beach cleaning, public information.

Table 4

Developing the touristic activity in Romania in 2005 – 2007

Nr	Projects and programs		Years		
			2005	2006	2007
1	„Q” Program	Tourists numbers , thousands of people	12,0	45,0	50,0
		profit, millions of ROL	25,0	27,0	32,0
2	«Casino» program	Tourists numbers , thousands of people	10,0	13,0	24,0
		profit, millions of ROL	40,0	50,0	100,0
3	«Dracula Park» program	Tourists numbers , thousands of people	15,0	25,0	30,0
		profit, millions of ROL	11,0	15,0	24,0
4	„Romania –every time surprizing ” program	Tourists numbers , thousands of people	20,0	22,0	23,0
		profit, millions of ROL	10,0	12,0	14,0

The general strategic objective of tourism development is the creation of a national competitive touristic product, at the sea of the touristic value or resources available to Romania and which to impose this domain as a priority economic activity within the national economic system.

From the balance analysis of payments of the international tourism is found that by 1985 the balance was positive (over 100 million dollars annually); followed a period in which the revenues of international tourism have exceeded a little the expenditures (2 – 3 million dollars per year) because that starting from 1995 the balance to be negative (over 100 million dollars annually). If until 1989 the positive sold can be made on the reduced flow of foreign tourists that were leaving Romania, but also because of the large number of foreign tourists from the former Communist block, with the opening of border more Romanian tourists preferred to spend their holidays abroad.

Depending on the relief characteristics and the other components of the natural frame, the mountain masses were ranked and divided into four groups of importance : in first group are entered the mountain masses with touristic potential particularly valuable, with accessibility and geographical position and multiple opportunities of touristic recovery.

CONCLUSIONS

The research carried out has allowed to reach at a series of conclusions and to propose some recommendations.

Romania is a country with rich touristic natural resources and anthropogenic that enables to develop a diverse range of tourism products to cover all seasons during the year. The valuable touristic potential has allowed the development of touristic activities in the early decades 7 and 8 Romania has presented an important touristic destination for the market area, promoting the touristic products of

seaside, balneary resorts, cultural program and the monasteries in northern Moldavia and Bucovina

The touristic Romanian offer hasn't changes in time becoming uncompetitive in relation to the requirements of touristic demands and of similar touristic products on the international market. Touristic structures and especially the resting offer are outdated, uncompetitive, the touristic services and touristic programs are realized stereotyped and of moderate quality and the rapport quality/price is inconclusive. Therefore in the pas 20 years the external touristic demand has decrease and remained at odds down, Romania becoming from the receiving country of tourists in receiving country of tourists.

The specialists from WTTO are agreed that in short time these deficiencies will blur and Romania will become one of the major destinations that will attract significant touristic flows in the EU. In the community policy aren't any negotiations between countries in the tourism domain, there aren't rules that must be respected, this sector will develop freely. The only restriction will be imposed by the destination competitiveness and for that to grow must be improved the management in the tourism area.

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