

ABALISYS OF INDICATORS OF TOURISM ACTIVITY IN TIMIS COUNTY

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Timis county, county with a high level of economical development, constitutes a point of touristic attraction due to the natural and antropical resources of which it disposes. The economical development of the county constitutes a priority for the decisive factors at its level, in this direction evolving an economical development strategy which relies on a general political agenda drafted by the actual guvernamental institutions and whose focus are all the components of the national economy. In the current paper, we propose an analysis of the main index factors of the touristic activity of the county. This paper reflects upon imposing certain stimulatory and revigorative measures on the touristic activity, for the touristic potential of the Timis county is not put to good use at a proper level.

Key words: *economical development, tourism, touristic receiving/hosting structures*

Timis county situated in the western part of Romania, kept its spatial limits throughout time and interweaved his own history with that of the entire country. It is considered one of the counties with a dinamical evolution on all aspects of human society, with a high level of economical, cultural and spiritual development. It disposes of a natural environment remarcably diversified and pitoresque, through the variety and quality of natural resources, offering ideal conditions for the development of many economical activities.

Within economical development strategy of Timis county, the tourism represents an important component whose development must be done through actions leading to the accomplishment of prioritary objectives meant to lead to the development and a more active promotion of this area, with the respect of durability conditions pertinent to time and space.

MATERIAL AND METHOD

The materials utilized are the existing economical information from various sources such as the statistical annuary, the statistical breviary, investigations etc. utilized for the study of the economical realities of the touristic activity of Timis county using the following methods of analysis and research: the economical analysis and synthesis, induction and deduction and the comparison method.

RESULTS AND DISCUSSIONS

The tourism, with all its forms of manifestation, respectively the conventional mass tourism, the urban tourism, the rural tourism, the cultural tourism, the business tourism, the religious tourism and the sports related tourism covers all activities of the hospitality industry. The development of this activity sector must be conducted in the context of the durable progress, being needed the involvement of the governmental and local factors as well as that of the communities of each habitat.

The durable development of the tourism must be conducted in three directions:

- economical through measures of increasing the revenues and through the diversification and integration of activities;
- socio-cultural through the reduction of poverty, the preservation and the protection of the socio-cultural patrimony and through the implication of the local communities;
- environmental through the preservation and the lasting utilization of biodiversity.

This development cannot be done but through an optimal utilization of natural and anthropical resources, reduction to a minimum of the negative economical, socio-cultural and ecological impacts and last but not least an increase in benefits to local communities, national economies and towards preservation of nature.

As shown above, the implication of the governmental factors is necessary, factors which can act by the elaboration and implementation of strategies and politics of tourism development, but also of the private sector which is the main active element participating actively and directly towards the development of this sector of activity by developing the hosting services, the operations of the tourism agencies, responds of the activity of the commercial institutions with touristic focus, and is based on the infrastructure, on developing touristic attractions and promoting them through specific marketing activities. An important role in developing tourism is kept by the professional training of the staff which activates in the field of tourism so it can be qualified and offer quality services expected on the touristic market.

Due to the large diversity of the touristic services, the seasonal character of tourism, the practice of different types of tourism, as well as the price categories and tariffs differentiated on comfort products, types of tourism and economical agents, the activity in this field should not be characterized statistically by one index alone, but by a system of indexes.

Following we will analyse the main indexes of the touristic activity registered in Timis county with the purpose of drawing certain conclusions regarding the touristic market of this county.

Table 1

**The touristical receiving structures with touristical hosting functions
(number of unities)**

	Nr.Touristical receiving structures with hosting functions			%	
	Total country	Total region	Total Timiș county	Out of total country	Out of total region
Total touristical receiving structures	4694	389	102	2.17	26.22
Hotels and motels	1231	118	49	3.98	41.53
Touristical inns	6	2	1	16.67	50.00
Touristical chalets	108	11	-	-	-
Campings and cottage type units	111	7	1	0.90	14.29
Touristical villas	974	62	9	0.92	14,52
Student and preschooler campuses	115	16	4	3.48	25.00
Urban pensions	736	104	31	4.21	29.81
Rural pensions	1292	55	4	0.31	7.27
Youth hotels	35	5	3	8.57	60.00
Hostels	44	3	-	-	-
Vacation villages	3	-	-	-	-
Touristical halts	30	6	-	-	-
Ship hosting spaces	9	-	-	-	-

Source: *The statistical annuary of Romania, 2008*

The development of the touristical activity is directly dependent on the material resources comprised out of the hosting base, food consumption, receiving, entertaining, balnear treatment and of course the general material base.

The touristic base is composed of hotels, motels, touristical villas, cabins, bungalows, vacation villages, campings, renting rooms in private homes, touristical pensions and agrotouristical pensions.

For the year 2007 in Timis county there were 102 touristical receving structures with touristical hosting functions representing 2.17% of the total receiving structures in Romania and 26.22% of the West region, out of which: 49 hotels and motels, 3 youth hotels, 1 inn, 9 touristical villas, 31 urban pensions, 4 rural pensions, 1 camping and 4 student and preschooler campuses (table1).

We can asses that Timis county does not have all forms of hosting unities lacking the touristical chalets, the hostels, the vacation villages and the touristical inns.

Out of the total touristical hosting structures, the hotels held the largest touristical hosting capacity as a result of prevailing of the urban tourism and

business tourism. Therefore out of the 2669 existent rooms in the touristical hosting structures with existing touristical hosting functions, 2035 (76.2%) were in hotels (*table 2*).

Table 2

Touristical receiving structures with hosting functions, Timis county

	Nr. Touristical receiving structures with hosting functions	Existing rooms	Hosting spaces
Total touristical receiving structures	102	2669	5724
Hotels	47	2035	4057
Youth hotels	3	32	64
Motels	2	29	60
Inns	1	9	40
Touristical villas	9	102	203
Urban pensions	31	367	722
Rural pensions	4	33	65
Campings	1	-	260
Student and preschooler campuses	4	62	253

Source: *Tourism in Timiș county, DJS Timiș, 2008*

The number of the touristical hosting spaces available in the year 2007 was 5724. Most places 4057 were in hotels (70.88%). Following are the touristical urban pensions with 722 places (12.61%), the camping with 260 places (4.54%), the student and preschooler campuses with 253 places (4.42%), the touristical villas with 203 places (1.05%) and the inn with 40 places (0.7%).

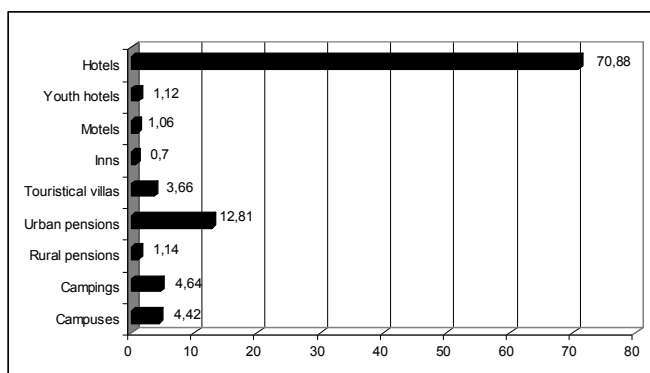


Figure 1 The weight of hosting spaces by types of touristical hosting structures, Timis county, 2007

The operational touristical hosting capacity of the hosting structures in the year 2007 was 1996511 places-days. Out of the total operating hosting facility, the hotels occupied a percentage of 69.0%, the urban pensions 11.5%, the touristical villas 9.6%, the campings 4.8%, the student and preschooler campuses 1.5%, the youth hotels 1.3%, the rural pensions 1.2%, the motels 1.0% and the inns 0.1%.

Table 3

**Functional touristical hosting capacity and types of touristical receiving structures
with touristical hosting functions, 2007**

	- places-days -
Total,	1996511
Out of which by types of touristical receiving structures:	
Hotels	1378373
Youth hotels	27266
Motels	21170
Inns	1220
Touristical villas	193197
Urban pensions	231549
Rural pensions	23725
Campings	94900
Student and preschooler campuses	25111

Source: *Tourism in Timiș county, DJS Timiș, 2008*

The travel analysis of the romanian and foreign tourists remarks a high average of romanian tourists which demonstrates the lack of a touristical programme at the county level and at the individual level of the holders of touristical hosting structures. Therefore, out of the total number of tourist arrivals in the touristical hosting structures with touristical hosting functions 64.7% belongs to the romanian tourists and only 35.3% to the foreign ones. Compared to the year 2006, the total number of arrivals rose by 14.9%, the number of arrivals of romanian tourists registering an increase of 11.2%, and the one of the foreign tourists an increase of 22.4%.

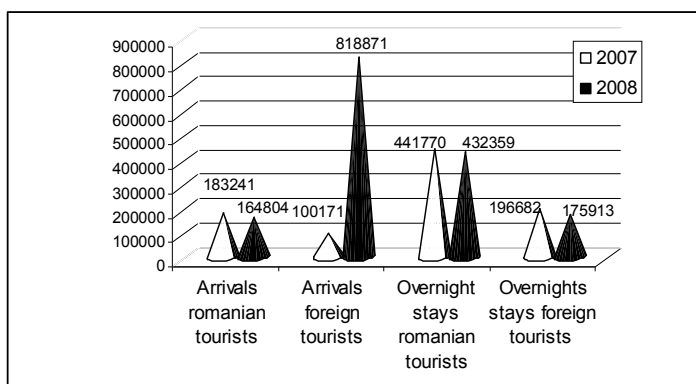


Figure 2 The touristical hosting activity in Timiș

The same structure on the two categories is also registered in the number of overnight stays by tourists in the touristical hosting structures with a touristical hosting function in the year 2007, respectively 69.2% overnight stays by romanian tourists and 30.8% by the foreign ones. Compared to the year 2006, the total

number of overnight stays increased by 5.0%, the number of overnight stays by romanian tourists registering an increase of 8.2%, and that of foreign tourists an increase of 11.8%.

The index analysis of net utilization of the functional touristical hosting capacity is portrayed in *table 4*. We realize that:

Table 4

Indexes of net utilization of the hosting places by types of touristical receiving structures with touristical hosting functions, %

	Year 2007
Total touristical receiving structures:	32.0
Hotels	38.6
Youth hotels	13.7
Motels	15.1
Inns	9.7
Touristical villas	10.1
Urban pensions	24.2
Rural pensions	18.6
Campings	15.5
Student and preschooler campuses	15.9

Source: *Tourism in Timiș county, DJS Timiș, 2008*

CONCLUSIONS

From the analysis performed in this thesis we consider that for the development of tourism in Timis county the following measures impose:

- The development of the material base necessary for the practice of a performant tourism
- The quality improvement of the infrastructure of touristical services
- The professional training of human resources which activate in the field of tourism for a guarantee of quality services
- Economical-financial measures and facilities for stimulating, maintaining and developing the private entrepreneurs in tourism
- The maintaining of a durable tourism
- The re-invigorating of the balnear resorts and treatment resorts with the purpose of improving the offer of entertainment services and maintaining health.

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