

# EVOLUTION OF THE TOURIST ACCOMMODATION ACTIVITY IN AGROTOURIST GUESTHOUSES DURING 2005-2011 IN THE NEAMȚ COUNTY - ROMANIA

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## Abstract

This paper considers the analysis and development of tourist accommodation activity among agrotourist guesthouses in Neamț County in the period 2005-2011. There were taken into account and analyzed, indicators such as number of tourist arrivals in agrotourist guesthouses of all tourist accommodation structures, the number of arrivals of residents and nonresidents in agrotourist guesthouses of total number of tourist reception and overnight stays in rural tourism guesthouses of all structures of tourist accommodation. From the analysis, there shows that during 2005-2011 the highest rate registered by tourist arrivals in agrotourist guesthouses was 2011 where from a total of 133,229 arrivals of tourists in accommodation in the county agrotourist guesthouses had a total of 45,361 (34.05%), number of nights spent in agrotourist guesthouses from the total of accommodation in the Neamț County in 2005 to 2011 period also peaked in 2011 with a total of 71,893 (26.21%) of a total of 274,318 with an average annual increase of 21.27%. It analyzes the ways of implementing the local plan for sustainable development of Neamț County for 2007-2013.

**Key words:** agrotourism, agrotourist guesthouses, average annual growth rate, Neamț County

Neamț County is located in the north-eastern part of Romania and is a part of the North-Eastern development region of the country with a total land area of 5.896 sq km (representing 2.47% of total country land) and having a rich and imposing tourist potential represented by the variety of the landscape, originality of ethnographic and folk elements, spas and also developing agrotourism in this land in the last years.

Regarding development of agrotourism there is seen an increase of the accommodation structures we can see increase of accommodation structures, as well as in the number of tourists in the agrotourist guesthouses in the Neamț County. In this regard, this paper reviews the development of agrotourism in the county of Neamț, in order to highlight the growing number of tourist accommodation structures, the number of tourists stay and the number of nights spent during 2001-2006.

## MATERIAL AND METHOD

The following indicators were used: the number of tourists arrivals in agrotourist guesthouses of all tourist accommodation structures, the number of arrivals of residents and nonresidents in agrotourist guesthouses in the

number of arrivals of all tourist accommodation structures and not least the number of nights spent in agrotourist guesthouses from total of tourist reception with functions of tourists accommodation. It was calculated the average annual increase

formula  $r = \sqrt[n]{\prod (p_1/p_0)} - 1$  where:  $\prod p_1/p_0$  growth indicators are intertwined, and n is the number of years of the analyzed.

The analyzed period was 2005-2011 and the data were collected from tourist Neamț County Breviary - 2011 Edition statistically processed and interpreted on ways to implement sustainable local development plan for 2007-2013 Neamț County.

## RESULTS AND DISCUSSIONS

In the analyzed period 2005-2011 on tourist arrivals in agrotourist guesthouses of all tourist accommodation structures in the entire county can see an increase in reaching their highest value in 2011 that 45,361 arrivals from a total of 133,229 with an average growth of 21.31% (Table 1). Such in Fig. 1 can see dynamic tourist arrivals in the total agrotouristic guesthouses in total of accommodation in the county for the period 2005-2011.

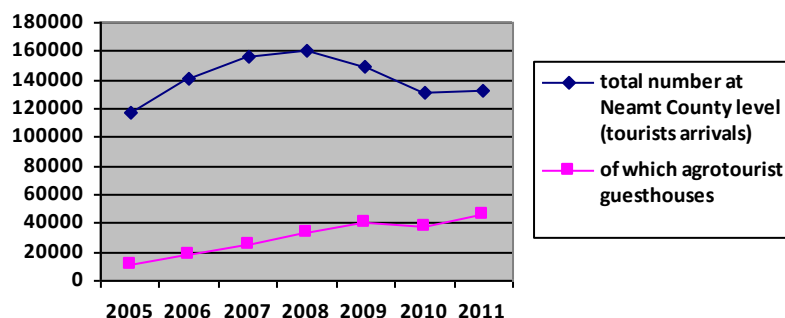
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Table 1

**Number of agrotouristic tourists arrivals in the total of tourist reception with functions of tourist accommodation in the Neamț County in 2005-2011**

Name	UM	2005	2006	2007	2008	2009	2010	2011	Rate (%)
Total in Neamț County	No	117.344	140.761	156.665	160.049	148.84	130.971	133.229	1,82
Of which: agrotourist guesthouses	No	11.731	18.473	24.455	32.829	40.463	37.31	45.361	2,31
	%	10.00	13.12	15.61	20.51	27.19	28.49	34.05	19,12

\*) Source: Tourism Breviary of Neamț County 2011 – data were processed



**Figure 1: Dynamic tourist arrivals in the total agrotouristic of tourist reception with functions of tourist accommodation in the Neamț County during 2005-2011**

Another indicator is the number of arrivals discussed agrotouristic residents in the total of tourist reception with functions of tourist accommodation in the county. For the period under review shows that the number of arrivals of residents with the highest value occurred in 2011 where a total of 116,911 arrivals were 43,867 residents in agrotourist guesthouses (table 2).

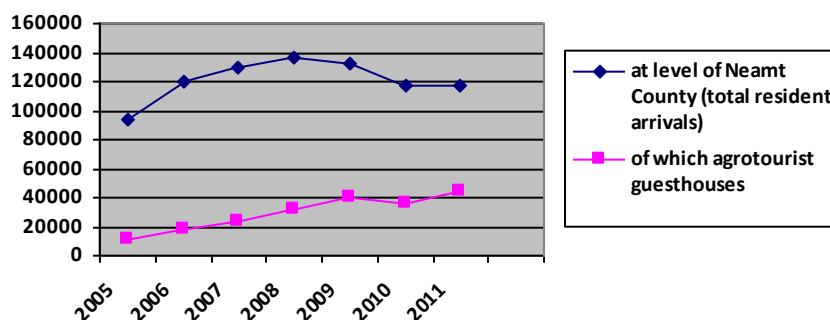
Calculating the average rate of growth this year was 58.40% at the county level and 21.92% among agrotourist guesthouses. Dynamic arrivals agrotouristic residents in the total of tourist reception with functions of tourist accommodation in the Neamț County during 2005-2011 is shown in Figure 2.

Table 2

**The number of residents arrivals in agrotourist guesthouses of all of tourist reception with functions of tourist accommodation in the Neamț County in 2005-2011**

Name	UM	2005	2006	2007	2008	2009	2010	2011	Rate (%)
Total in Neamț County	No	93.503	119.913	129.392	137.015	132.017	117.741	116.911	58,40
Of which: agrotourist guesthouses	No	10.954	17.537	23.427	31.699	39.463	36.278	43.867	21,92
	%	11.72	14.62	18.11	23.14	29.89	30.81	37.52	18,08

\*) Source: Tourism Breviary of Neamț County 2011 – data were processed



**Figure 2: Dynamic of residents arrivals in agrotourist guesthouses in the total of tourist reception with functions of tourist accommodation in the Neamț County during 2005-2011**

Arrivals of residents is the third indicator that was calculated for the average annual growth rate. With

an average annual increase of 9.78% in arrivals guesthouses residents have the highest value in

2011 reaching number 1494 from a total of 16,318 in the county (Table 3). Figure 3 also is the dynamic arrivals among residents in the total

agrotouristic of accommodation for the period 2005-2011.

Table 3

**The number of nonresidents arrivals in agrotourist guesthouses of all structures of tourist reception with functions of tourist accommodation in the Neamț county during 2005-2011**

Name	UM	2005	2006	2007	2008	2009	2010	2011	Rate (%)
Total in Neamț County	No	23.841	20848	27273	23.034	16.823	13.23	16.318	-5,28
Of which: agrotourist guesthouses	No	777.0	936	1028	1.13	1	1.032	1.494	9,78
	%	3.26	4.49	3.77	4.91	5.94	7.80	9.16	15,90

\*) Source: Tourism Breviary of Neamț County 2011 – data were processed

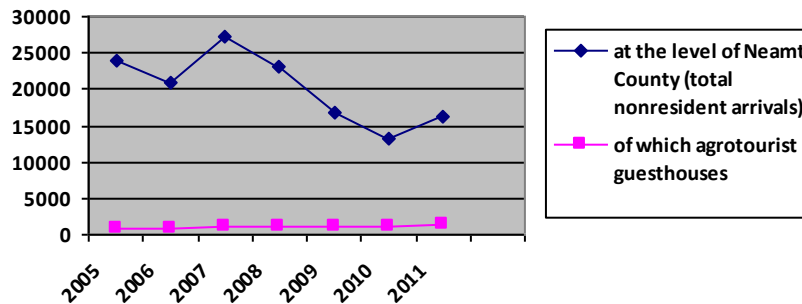


Figure 3: **Dynamic of non-residents arrivals in agrotourist guesthouses in the total of tourist reception with functions of tourist accommodation in the Neamț County during 2005-2011**

The last indicator is discussed agrotouristic number of overnight stays in the county of the total of tourist reception with functions of tourists accommodation. 2011 is one that has the highest number of overnight stays in the period under review with a value of 71 893 guesthouses among the total 274,318 units of accommodation. The

average annual growth reached for agrotourist guesthouses worth while 21.27% at the county level slightly exceeded the threshold 0 (Table 4). Is the dynamic number of overnight stays for the 2005-2011 period analyzed in all accommodation structures in the county and the agrotouristic in Fig. 4.

Table 4

**Number of nights spent in guesthouses total of tourist reception with functions of tourist accommodation in the Neamț county during 2005-2011**

Name	UM	2005	2006	2007	2008	2009	2010	2011	Rate (%)
Total in Neamț County	No	265.938	306.735	336.978	346.036	320.542	274.767	274.318	0,44
Of which: agrotourist guesthouses	No	18.635	28.348	38.209	52.442	65.844	63.231	71.893	21,27
	%	7.01	9.24	11.34	15.16	20.54	23.01	26.21	20,73

\*) Source: Tourism Breviary of Neamț County 2011 – data were processed

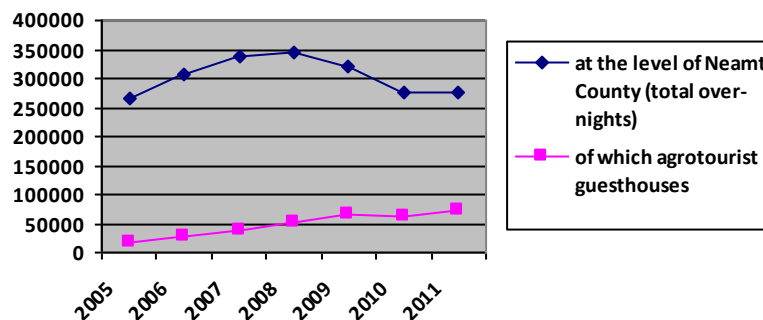


Figure 4: **The dynamics of overnight stays in rural tourism guesthouses of all structures of tourist reception with functions of tourist accommodation in the Neamț County during 2005-2011**

## CONCLUSIONS

1. In the Neamt County can be observed during 2005-2011 an increase in tourist arrivals the highest value being reached in 2011 that 133,229 of which 45 361 arrivals among agrotourist guesthouses the average growth rate of 21.31%.

2. Of the arrivals of residents at the county level the highest value was recorded in 2011 where a total of 116,911 arrivals were 43,867 residents in agrotourist guesthouses.

3. For non-residents arrivals who have reached maximum values in 2011 to 16,318 in the county in which 1494 was calculated among agrotouristic average annual growth rate of guesthouses which reached 9.78%.

4. Number of overnight stays in rural tourism guesthouses of all tourist accommodation structures in the county has reached high levels in 2011 where there were guesthouses values among the 71,893 of the total number reaching 274,318 nights accommodation. Average annual rate of increase for pensions reached a value of 21.27% agro while at the county level this amounts to 0.44%.

## AKNOWLEDGEMENTS

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