TOURIST TRAFFIC ANALYSIS IN HOUSE "SUNSHINE" FROM THE BREAZA PRAHOVA

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Abstract

Breaza resort, gateway to the scenic Prahova Valley, is located on the coordinates of 25 ° 40 'east longitude and 45 ° 10' north latitude. Due to heavy traffic isolation of the Prahova Valley, moderate climate, air unique in Romania, picturesque settlement, Breaza is considered one of Romania Davos. For the analysis of tourist traffic to the guesthouse "sunshine" in the resort Breaza, we calculated some of the most important indicators of tourism demand and supply tourism and interpretation of data results.

Key words: tourism indicators, tourist traffic, monthly traffic ratio tourism, environmental tourism packages, tourist traffic density

INTRODUCTION

Breaza resort, gateway to the picturesque Prahova Valley, is located on the coordinates of 25 ° 40 'east longitude and 45 ° 10' north latitude. Due to heavy traffic isolation of the Prahova Valley, moderate climate, air unique in Romania, picturesque settlement, Breaza is considered one of Romania Davos. Prahova river bed crossing the city from north to south and divides the neighbourhoods Breaza Podu Raven, Nistoresti and Frasinet. In Breaza can come from DN1 Bucharest-Brasov, between km 95.5 and km 106.5.

Breaza is the spa in 1928. Locality is due to ozone air quality and negative ions, the therapeutic effect. The city and the surroundings there is a strong incentive bio-climate, characterized by low values of air pressure and air is very rich in ultraviolet radiation, especially due to its purity. Cleaning regime in the resort is recommended: neurasthenia, neuro-asthenic syndromes, endocrinometabolic diseases (diabetes, hyperthyroidism and dyslipidemia), peripheral circulatory disorders, hypertension, respiratory diseases, anaemia, etc.(Stăncioiu Matei, Copăcianu Emanoil, 1985).

Air locality is often compared to that of Davos in the Swiss Alps resort of North-East. Its predominant flow direction is NS, being influenced by the orientation of the Prahova Valley and the settlement hills and mountain slopes surrounding the main. Unlike mountain climate resorts upper Prahova valley, wetter and colder, the bio-climate Breze is a sedative indifferent, recorded and some mountain influences.

MATERIAL AND METHOD

To analyze the tourist traffic to the guesthouse "Sunshine" Prahova, in order to better tourist facilities, I will analyze the most representative tourism indicators: average daily number of tourists, no. overnight stays, average length of stay, tourist traffic density and the rate of use of accommodation capacity, and others. Data were taken from NIS, Bucharest and Prahova and statistically processed and interpreted.

RESULTS AND DISCUSSION

HOUSE "SUNSHINE"

Location

Pension tourist "sunshine" is located in downtown Breaza considered area with the cleanest air in the country. In this city are not developed industrial activities affecting the environment.

Pension is situated 300 meters from the hill nipple, from the windows so you can admire the images surrounding forests and mountains Bucegi.

SERVICES PROVIDED BY THE HOUSE "SUNSHINE" BREAZA

ACCOMMODATION - COMFORT 4 DAISY ****

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Figure 1 **Pension "Sunshine"**

Figure 2 **Location pension**

Pension sunshine was inaugurated in spring 2009 and has 15 accommodation rooms, all with the convenience of 4 **** daisies, of which:

• 10 rooms with two single beds

• 3 double bedrooms and sofa (organized in apartment style)

• 2 doubles, reaching a total of 32 beds

• All rooms have private bathrooms clad with ceramic tiles, equipped with showers

• Cable TV in all rooms

• telephone

• Wireless Internet

• restaurant with an area of 160 m^2.

• bar

• own kitchen, modern, according to Romanian and European travel regulations

• menus can be set according to preference customers

• training room (16 seats)

• 2 large terraces: one located on the 1st floor area of 40 m^2 and a ground floor in front of the restaurant, 70 m^2

• central heating available all year

Terms of recreation and relaxation

- Yard of 3.800 m^2
- Playground for children
- Game of table football and table tennis
- Billiards
- Badminton
- Chess, rummy, backgammon, darts
- Turret

Figure 3 **Pension "Sunshine"**

Figure 4 **Pension "Sunshine"**

Organizanizare events:

• dinners for groups

• meetings

• conferences

• golf lessons (on request)

• personal events

• For organized groups can rent the entire board, ensuring their exclusivity

Accommodation rates:

90 RON / night / person

* If requested another room in the sofa, price 40 euro / night

* Reservations are made by paying an advance of 30-50% from the order.

* Smoking is allowed only on the terraces and balconies guesthouse rooms.

Figure 5 **Pension "Sunshine"**

ANALYSIS COMES TO HOUSE TOURISM DEMAND AND SUPPLY "SUNSHINE"

Table 1

Number of nights, number of tourists and average stay at Pension "Sunshine"

Indicators	2007	2008	2009	2010	2011
Number of nights	3213	3230	3887	4149	4732
Number of Romanian tourists	1232	1124	1321	1340	1445
Number of foreign tourists	112	112	105	110	132
Accommodation	30	30	30	30	30
Number of places in hostels	190	230	255	270	319
No. total tourists	1344	1236	1426	1450	1577
Average stay	2,4	2,7	2,8	2,9	3

Source: Statistics pension "Sunshine".

Breaks medium = No. Overnights / No. tourists *(*Honţuş Adelaida, 2005*)*

a. Changing tourism demand: $\frac{CG_i}{CG_0} \cdot 100$

Where: CG_i-global tourism demand in "i";

CG_0-year global tourism demand "0".

$\Delta C_{t\ 2008}$= **(**3230/ 3213**)***100=101%

$\Delta C_{t\ 2009}$= (3887/ 3230)* 100=121%

$\Delta C_{t\ 2010}$= (4149 / 3887)*100=106, 74%

$\Delta C_{t\ 2011}$= (4732 / 4149)*100=114, 06%

From the above calculations we can say that in the period 2008-2011 tourism demand to exceed the threshold of 100% and the maximum growth was achieved in 2009, with a value of 121%.

b Index distribution of global tourism demand:

$$\frac{CI}{CG} \cdot 100 \ ; \ \frac{CE}{CG} \cdot 100$$

$$\frac{CI}{CG} + \frac{CE}{CG} = 1$$

where: CI - domestic tourism demand;

CE - external tourism demand.

I_{i2007}= (1232 / 1344)*100= 91, 67%

I_{e2007}= (112 /1344)*100= 8, 34%

I_{i2008}= (1124 / 1236)*100= 91%

I_{e2008}= (112 / 1236)*100= 9,07 %

$I_{i\ 2009}$= (1321 / 1426)*100= 92,64 %

I_{e2009}= (105 / 1426)*100= 8 %

I_{i2010}= (1340 / 1450)*100=92,42 %

I_{e2010}=(110 /1450)*100=7,59 %

I_{i2011}= (1445 / 1577)*100=91,63 %

I_{e2011}= (132 / 1577)*100=8,37 %

The data above refer to the following:

• Most tourists come to Romanian pension sunshine are

• Number of foreign tourists is very low value

c. index time variation in demand

$$ICE_{0-i} = \frac{CE_i}{CE_0} \cdot 100 \ :$$

$$ICI_{0-i} = \frac{CI_i}{CI_0} \cdot 100$$

where: ICE_{o-i} - the index of variation in external demand;

ICI_{o-i} - them - the index of variation in domestic demand.

ICI_{2008} = (1124 / 1232) *100=91, 24 %

ICE_{2008}= (112 / 112) * 100= 100 %

ICI $_{2009}$= (1321 / 1124) * 100= 117,53 %

ICE_{2009}= (105 / 112)*100= 93,75%

ICI_{2010}= (1340 / 1321) * 100=101,44 %

ICE_{2010}= (110 / 105)* 100= 10,48 %

ICI_{2011}= (1445 / 1340) *100=107,84 %

ICE_{2011}= (132 / 110)*100= 120%

From the above calculations is understood that between 2007-2011, domestic tourism demand was increasing variation, the maximum percentage of 117.53%. Foreign tourism demand has also increased, but had a low value in 2010.

d. Monthly concentration coefficient

To calculate the concentration coefficient monthly consider ***2011***, the number of tourists each month is divided as follows: January 140 February 124 March 90, April 92, May 123 June 146 July 246 August 156 September 120 October 100, November 80, December 160.

Is calculated by dividing the number of tourists in the month with most of the total number of tourist arrivals a year A_t.

$$C_c = \frac{LM}{A_t}$$

Cc value is between 0.083 and 1.

A_t = 1577

$C_{c\ ian}$= (140/1577) = 0,088

$C_{c\ feb}$= (124/1577) = 0,078

$C_{c\ mart}$= (90/1577) = 0,057

$C_{c\ apr}$=(92/1577) = 0,058

$C_{c\ mai}$=(123/1577) = 0,078

$C_{c\ iun}$=(146/1577) = 0,092

$C_{c\ iul}$= (246/1577) = 0,15

$C_{c\ aug}$= (156/1577) = 0,099

$C_{c\ sept}$= (120/1577) = 0,076

$C_{c\ oct}$= (100/1577) = 0,063

$C_{c\ nov}$= (80/1577) = 0,050

$C_{c\ dec}$= (160/1577) = 0,10

e. index of accommodation capacity development

$$\Delta C_{t_{0-i}} = \frac{LC_i}{LC_0} x\,100$$

ΔC_{t2008}= (32/32)*100=100 %

Number of beds in 2007-2011 is 32, the indicator does not change.

f. pension structure the total accommodation capacity on board

Scp = (accommodation / no. Places on board) x 100

S $_{cp2007}$= (30/190) *100= 15,79 %
S $_{cp2008=}$ (30/230) *100= 13,05 %
S $_{cp2009=}$ (30/255) *100= 11,77 %
S $_{cp2010=}$ (30/270) * 100= 11,12 %
S $_{cp2011=}$ (30/ 319) * 100=9, 41 %

In the period analyzed above Sunshine Guesthouse has an accommodation capacity of 30 seats. At the same time, the total number of accommodation increased from 190 in 2007 - to 319-in 2011. Given famous tourist area, the guest accommodation are relatively low.

g Pension clients during development index "0 - I"

$$\Delta Tp_{i-0} = \frac{TP_i}{TP_0} x100$$

Where: TP_i - tourists board in "i";

TP_0 - tourists on board in "0".

Δ Tp $_{2007}$ = (1236/ 1344) * 100= 91, 97 %
Δ Tp $_{2008}$ = (1426/ 1236) * 100= 115, 38 %
Δ Tp $_{2009}$ = (1450/1426) * 100= 101, 69%
Δ Tp $_{2010}$ = (1577/1450) * 100= 108, 76 %

In the period 2007-2010 the number of tourists increased from year to year, the largest growth was 115.38%, in 2008.

h. development index overnight

$$\Delta Np_{i-0} = \frac{NP_i}{NP_0} x100$$

	2005	2006	2011	2012
Population	827,512	823,509	812,044	808,796
Tourists arrive	90653	92453	95820	97898
total	0,10	0,11	0,11	0,12
Romanian	0,08	0,09	0,08	0,09
Foreigners	0,02	0,02	0,03	0,03

where: NP_i - overnights in guesthouse in "i";

NP_0 - nights on board in "0".

Δ Np $_{2008}$ = (3230/3213) * 100= 100,53 %
Δ Np $_{2009}$ = (3887/3230) *100= 120, 34 %
Δ Np $_{2010}$ = (4149/3887) * 100= 106, 74 %
Δ Np $_{2011}$ = (4723/4149) * 100= 113, 84 %

From the above analysis, the highest percentage value was established in 2009, when the rate reached 120 overnight development index, 34%.

i. Average length of stay indicator evolution accommodation

$$\Delta S_{m_{o-i}} \frac{\overline{S_i}}{\overline{S_o}} \cdot 100$$

where: S_i - average length of stay in a given period (month, quarter, year) when "i";

S_0 - the average length of stay when "0" (month, quarter, year).

Δ S$_{m\ 2008}$ = (2,7/2,4) * 100= 112, 50 %
Δ S$_{m\ 2009}$ = (2,8/2,7) * 100= 103, 71 %
Δ S$_{m\ 2010}$ = (2,9/2,8) * 100= 103, 58 %
Δ S$_{m\ 2011}$ = (3/2,9) * 100= 103, 45 %

Evolution of average stay is variable.

j. Indicator of pension employment (employment)

$$G_{0-i} = \frac{NP}{LP\,x\,Z} x100$$

where:
Go - occupancy percentages;
NP - number of nights;
LP - number of seats in the board;
Z - number of days of supply pension;

G $_{2007}$ = (3213/ (30*365))*100= 29, 35%
G $_{2008}$ = (3230/ (30*366))*100= 29, 42%
G $_{2009}$ = (3887/ (30*365))*100= 35, 50%
G $_{2010}$ = (4149/ (30*365))*100= 37, 89%
G $_{2011}$ = (4732/ (30*365))*100= 43, 22%

Employment of sunshine pension between 2007 - 2011 is increasing, reaching a value of 43, 22% in 2011.

k. Tourist traffic density

- **In relation to population**

$$D_{t_{i-0}} = \frac{T_{t_{i-0}}}{population} x100$$

where:
T_{i-0} - total tourists;Pop - Population,
D=Σ T/P = 34628/554516= 0,06

Table 2

Calculation of tourist traffic density per population in Prahova County

- **In relation to surface**

$$F_{t_{i-0}} = \frac{N_{t_{i-0}}}{surface} x100$$

where:
Nt_{i-0} - total tourists; S - surface,
Prahova County has an area of 4716 km^2.
D= Σ T/S = 34628/ 4716= 7,34

Table 3

Tourist traffic density calculation relative to the county Prahova

	2005	2006	2011	2012
Total	19,22	19,60	20,31	20,75
Romanian	16,36	16,65	17,29	17,17
Foreigners	2,86	2,95	3,02	3,58

If tourism in relation to the surface density do not occur or degrading overcrowding of land.

CONCLUSIONS

In conclusion, organization and arrangement of the geographic area of the city tourist Breaza, Prahova county pension sunshine, involves developing a strategy well planned, for local resources to be exploited to obtain a profit and modernization.

For a better understanding and implementation of the strategy is intended to be beneficial to society and the goals of structural funds, is required to start financing projects.

Structural projects are heavy but give you satisfaction and, last but not least, develop, but not immediately. That is why large projects should be chosen initially, because the time of the project and waiting is the same. Small projects have a close inter-communality form a complex project, taught as a program with several objectives.

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