



## 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.