

# ANALYSIS IN DYNAMICS OF DEMAND FOR SPA TOURISM IN BACĂU COUNTY DURING 2011-2020

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## Abstract

Analysing absolute and relative dynamics of arrivals during analysed period (2011-2020), for Slănic Moldova resort could be observed that their number highly increase in 2020 face to 2011, with around 80%. Per total the mean level of arrivals recorded 28.25 thousand persons with an absolute mean increase of 1.77 thousand persons, respectively a relative increase of 6.67%. For Târgu Ocna resort, could be observed that face to basic year, tourists' number decrease in 2020 with 7.73%. Per total the mean level of arrivals in Târgu Ocna resort recorded 9.2 thousand persons, with an absolute mean decreasing of around 0.06 thousand persons, respectively a relative decrease of 0.9%. Analysing absolute and relative dynamics of overnights during 2011-2020, for Slănic Moldova resort could be observed that also this number increase in 2020 face to 2011 with 10.22%. Per total the mean level recorded 90.32 thousand overnights, with an absolute mean increase of 0.92 thousand overnights and a relative increase of 1.08%. For Târgu Ocna resort, could be observed that this number decreased very much in 2020 face to 2011 with 81.10%. Per total the mean level recorded 55.91 thousand overnights, with an absolute mean decreasing of 5.8 thousand overnights and a relative decrease of 16.9%. Mean duration of a sojourn recorder for Slănic Moldova resort decreases on the whole analysed period (2011-2020), and in 2020 was recorded that most important decrease face to basic year (with 38.36%). Per total the mean level of mean sojourn duration recorded 3.27 days, with an absolute mean decreasing 0.85 days and a relative decreasing of 5.3%. For Târgu Ocna resort was also noticed a permanent decreasing of mean sojourn duration face to basic year on the whole analysed period, the most important decrease being recorded in 2020 (pandemic year), with almost 80%. Generally, mean level of mean sojourn duration recorded 6.23 days, with an absolute mean decreasing of 0.17 days and a relative decreasing of 16.2%.

**Key words:** arrivals, overnights, mean sojourn duration, absolute dynamics, relative dynamics

## INTRODUCTION

Bacău County had a rich touristic potential, capitalized by Slănic Moldova and Târgu Ocna spa resorts, by exploitation of natural treatment factors and due to a proper bio-climate.

Long-time surnamed "Moldova' Pearl", Slănic Moldova is the most important spa resort with national recognition from Bacău County and from North-East Region of Romania. Situated at the base of Nemira Mountain, at altitude of 530 meters, Slănic Moldova resort have all the necessary aspects for a resort which want to provide relaxation and health restoration: fresh air without allergenic agents, peaceful of mountains tops

which surround the spa and of course the existence of mineral springs which have therapeutically qualities comparable with the ones from well-known European resorts such as Vichy, Marienbad or Karlovy Vary (Karlsbad). Both the surrounding relief and climate, as well as accommodation offer makes from Slănic Moldova resort an accessible and pleasant spa all year round. Summers are not so warm, mean being 20°C, and winters are mild, with a mean of -4,2°C, atmospherically pressure being generally a reduced one, having a yearly mean of 720 mmHg (<https://www.moldaviabest.ro/statiunea-slanic-moldova/>).

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Târgu Ocna, surnamed “Salt City”, among the landscape dominated by mountains and secular forests, have a unique charm due to salt mines exploited since Middle Age, her being founded at a depth of 130 de meters the largest sub-terrain spa sanatorium from Europe. Being placed at conjunction between Carpathians with Sub-Carpathians, the resort offers a remarkable environment for spa and balneo-climatic treatments and provides to tourists’ healing mineral springs and a saline climate favourable for treatment of asthma affections ([https://www.csjbacau.ro/dm\\_cj/](https://www.csjbacau.ro/dm_cj/)).

By studying the dynamics of arrivals and overnights and analysing the mean sojourn duration for Slănic Moldova and Târgu Ocna spa resorts, is given an answer to a fundamental necessity of tourism – defining the touristic phenomenon. Touristic movement represent together with touristic potential and material base, one of the components which participate in defining the touristic phenomenon This one reflects is the very best way the mode and capitalization level of touristic potential of an area, but movement volume is not always direct proportional with the value of touristic patrimony because an important role will have had also the stimulation of touristic movement, by promoting of targeted objectives (Bădiță et al., 2005; Cosmescu, 1998; Neașu et al., 2012; <https://www.scrigroup.com/afaceri/turism/>).

## MATERIAL AND METHOD

Into the number of tourists (arrivals) accommodated in touristy boarding units are included all the persons (Romanians and foreigners) who travel outside their own residence locality, for a period less than 12 months and who stay at least one night into a touristy boarding unit in areas which they visit in the country; the main reason of the journey being other than to have a paid activity in the visited (<http://statistici.insse.ro8077/tempo-online/>).

Touristy overnight is a 24 hours’ period, starting with hotel hour, for which a person is recorded in the bookkeeping of touristy unit and it is hosted for the paid price, even if effective sojourn stay is lower than the

mentioned period. Are also included the overnights afferent to supplementary installed beds (paid by customers) (<http://statistici.insse.ro8077/tempo-online/>).

Mean duration of sojourn is determined by rate between numbers of days/tourist (NTZ) to tourists’ number (T) and reflects the possibility of touristy offer to retain a tourist into a certain area, region or country (Minciu 2004; Neașu et al., 2012).

$$D_s = \frac{\sum NZT}{\sum NT},$$

where:  $D_s$  - mean duration of sojourn;  
 NZT - numbers of days/tourist;  
 NT - tourists number.

Absolute indicators represent a basic form of dynamic series, based on which could be obtained general indicators (Bădiță et al., 2005; Merce el al., 2009; Petcu, 2005).

Level indicators are the terms of a series formed by absolute indicators ( $y \dots y_t \dots y_{t-1}$ ).

Total level of terms ( $\sum_{t=1}^n y_t$ ), only for time interval series with absolute measures.

The absolute modifications: with fixed base  $\Delta_{t/1} = y_t - y_1$  where,  $t = \overline{2, n}$ ; with in chain base (mobile or variable base)  $\Delta_{t/t-1} = y_t - y_{t-1}$  where,  $t = \overline{2, n}$ .

Relative indicators

It is a presentation way, mainly percentage. In this situation is mandatory that in title or outside the table to be mentioned the rating based so the data interpretation to be correctly done.

Dynamic index: with fixed base  $I_{t/1(\%)} = \frac{y_t}{y_1} \times 100$ ; with in chain base  $I_{t/t-1(\%)} = \frac{y_t}{y_{t-1}} \times 100$ .

Dynamic rhythm: with fixed base  $R_{t/1} = I_{t/1(\%)} - 100\%$ ; with in chain base  $R_{t/t-1} = I_{t/t-1(\%)} - 100\%$ ,  $t = \overline{2, n}$ .

Average indicators:  $\bar{y}$  – the average level of the interval time series  $\bar{y} = \frac{\sum_{t=1}^n y_t}{n}$ ,  $\bar{\Delta}$  – the average level of the absolute change (increase or decrease)  $\bar{\Delta} = \frac{y_n - y_1}{n-1}$ ,  $\bar{I}$  – the average index of dynamics  $\bar{I} = \sqrt[n-1]{\frac{y_n}{y_1}}$ ,  $\bar{R}$  – the average growth rate  $\bar{R} = \bar{I} - 100$ .

To adjust the number of tourists, the method of trends adjusted according to the

linear trend, for the time period 2011-2025 was used.

Linear model:  $y = a + bt$ .

R is the correlation between the values predicted by the equation and the current values. The square R is used to indicate the variation of the values from the trend line (Pantiru, 2006).

## RESULTS AND DISCUSSIONS

### Analysis of touristic demand

Starting from the statistical data provided by National Statistical Institute (*insse.ro*), regarding touristic demand from Slănic Moldova and Târgu Ocna resorts, we could analyse the level and dynamics of the following indicators: total arrivals level; total overnights level; sojourn mean duration. These indicators will be characterized both in dynamics and also as structure.

### Level and dynamics of arrivals and overnights

Analysing the absolute and relative dynamics for arrivals during 2011-2020, for Slănic Moldova resort from Bacău County (tab. 1), it could be observed that this number highly increased in 2020 face to 2011 with 78.93%, but the highest increase face to basic year was recorded in 2019 (94.79%). Face to previous year were recorded decreases in 2014 (30.77%), 2018 (30.79%), 2016 (9.8%) and 2020 (8.14%) in the rest of the period were recorded increases up to 79.45% (in 2017). Generally, the mean level of arrivals recorded 28.25 thousand persons, with an absolute mean increasing of 1.77 thousand persons, respectively a relative increase 6.67%.

Studying the absolute and relative dynamics of arrivals in the same period of time (2011-2020), for Târgu Ocna resort (tab. 1), it could be observed that face to the basic year, tourists number decrease in 2020, which was a difficult year for tourism due to pandemics, with 7.73%, in the rest of the period being recorded increases up to 90.8% (in 2019). Face to previous year the most important decreasing was recorded also in 2020 (pandemic year) (with 51.64%), in rest of the period being recorded values which fluctuated between 21.25 and 25.70%. Generally, the mean level of arrivals in Târgu

Ocna resort recorded 9.2 thousand persons, with an absolute mean decrease of around 0.06 thousand persons, respectively a relative decrease of 0.9%.

Adjustment based on graphical representation constitute an appreciation tool for development tendency, function of which could be choose the method (procedure) which must be utilised in estimation of tendency for a short or long-time duration (Bădiță et al., 2005). To estimate the number of arrived tourists in the next five years (2020-2025) in those two resorts Slănic Moldova and Târgu Ocna from Bacău County, was utilised the adjustment functions  $y = 2271.6x - 5E+06$  and  $y = 296.04x - 587489$  obtained by a graphical method after a linear trend. Square R utilised to indicate the values' variation face to trend line had values of  $R^2 = 0.8508$  and  $R^2 = 0.3814$  (fig. 1).

Analysing the absolute and relative dynamics of overnights during 2011-2020, for Slănic Moldova resort (tab. 2), was observed that this number increased in 2020 face to 2011 with 10.22%, but the highest increase face to basic year being recorded in 2017 (75.24%). Face to previous year were recorded decreases in years: 2012 (5.73%), 2020 (15.88%), 2016 (23.91%) and 2018 (42.41%); in the rest of the period were recorded increases up to 79.66% (in 2015). Generally, mean level recorded 90.32 thousand overnights, with an absolute mean increase of 0.92 thousand overnights and a relative increase of 1.08%. Studying the absolute and relative dynamics of overnights in the same period of time (2011-2020), for Târgu Ocna resort (tab. 2), was observed that this number dramatically failed in 2020 face to 2011 with 81.10%. Face to previous year the most important decrease was recorded also in 2020 (pandemic year), with 77.38%. Generally, mean level recorded 55.91 thousand overnights, with an absolute mean decreasing of 5.8 thousand overnights and a relative decreasing of 16.9%.

Adjustment after linear trend of overnights for the following five years (2020-2025) for Slănic Moldova and Târgu Ocna spa resorts, was realised using adjustment functions  $y = 2911.6x - 6E + 06$  and  $y = 1200.2x + 2E + 06$ . Square R utilised to indicate values' variation face to trend line recorded  $R^2 = 0.3679$  and  $R^2 = 0.1662$  (fig. 2).

Table 1. Absolute and relative modifications of arrivals, from Slănic Moldova and Târgu Ocna spa resorts (Bacău County), during 2011-2020

Years	Localities	Arrivals (number of persons)	Absolute modifications		Dynamic index (%)		Dynamic rhythm (%)	
			$\Delta_{u/1}$	$\Delta_{u/t-1}$	$I_{u/1}$	$I_{u/t-1}$	$R_{u/1}$	$R_{u/t-1}$
2011	Slănic Moldova	20220	-	-	-	-	-	-
	Târgu Ocna	6622	-	-	-	-	-	-
2012	Slănic Moldova	21601	1381	1381	106.83	106.83	6.83	6.83
	Târgu Ocna	8842	2220	2220	133.52	133.52	33.52	33.52
2013	Slănic Moldova	25860	5640	4259	127.89	119.72	27.89	19.72
	Târgu Ocna	6963	341	-1879	105.15	78.75	5.15	-21.25
2014	Slănic Moldova	17902	-2318	-7958	88.54	69.23	-11.46	-30.77
	Târgu Ocna	8753	2131	1790	132.18	125.70	32.18	25.70
2015	Slănic Moldova	26147	5927	8245	129.31	146.06	29.31	46.06
	Târgu Ocna	9469	2847	716	142.99	108.18	42.99	8.18
2016	Slănic Moldova	23586	3366	-2561	116.65	90.20	16.65	-9.80
	Târgu Ocna	9128	2506	-341	137.84	96.34	37.84	-3.66
2017	Slănic Moldova	42325	22105	18739	209.32	179.45	9.32	79.45
	Târgu Ocna	10590	3968	1462	159.92	116.02	59.92	16.02
2018	Slănic Moldova	29292	9072	-13033	144.87	69.21	44.87	-30.79
	Târgu Ocna	12884	6262	2294	194.56	121.66	94.56	21.66
2019	Slănic Moldova	39386	19166	10094	194.79	134.46	94.79	34.46
	Târgu Ocna	12635	6013	-249	190.80	98.07	90.80	-1.93
2020	Slănic Moldova	36179	15959	-3207	178.93	91.86	78.93	-8.14
	Târgu Ocna	6110	-512	-6525	92.27	48.36	-7.73	-51.64
		$\bar{y}$	$\bar{\Delta}$		$\bar{I}$		$\bar{R}$	
	Slănic Moldova	28249.8	1773.22		1.0667 (106.67%)		6.67	
	Târgu Ocna	9199.6	-56.89		0.9910 (99.10%)		-0.9	

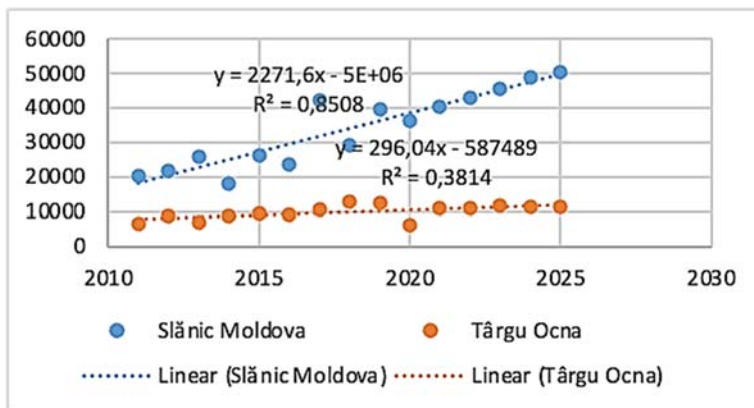


Fig. 1. Dynamics and estimation of arrivals during 2011-2025 for Slănic Moldova and Târgu Ocna spa resorts (Bacău County)

Table 2. Absolute and relative modifications of overnights, from Slănic Moldova and Târgu Ocna spa resorts (Bacău County), during 2011-2020

Years	Localities	Overnights (number of overnights)	Absolute modifications		Dynamic index (%)		Dynamic rhythm (%)	
			$\Delta_{t/t}$	$\Delta_{t/t-1}$	$I_{t/t}$	$I_{t/t-1}$	$R_{t/t}$	$R_{t/t-1}$
2011	Slănic Moldova	81267	-	-	-	-	-	-
	Târgu Ocna	64379	-	-	-	-	-	-
2012	Slănic Moldova	76609	-4658	-4658	94.27	94.27	-5.73	-5.73
	Târgu Ocna	59220	-5159	-5159	91.99	91.99	-8.01	-8.01
2013	Slănic Moldova	89490	8223	12881	110.12	116.81	10.10	16.81
	Târgu Ocna	55023	-9356	-4197	85.47	92.91	-14.53	-7.09
2014	Slănic Moldova	56520	-24747	-32970	69.55	63.16	-30.45	36.84
	Târgu Ocna	66047	1668	11024	102.59	120.03	2.59	20.03
2015	Slănic Moldova	101544	20277	45024	124.95	179.66	24.95	79.66
	Târgu Ocna	68298	68298	2251	106.09	103.41	6.09	3.41
2016	Slănic Moldova	77270	-3997	-24274	95.08	76.09	-4.92	-23.91
	Târgu Ocna	67783	3404	-515	105.29	99.24	5.29	-0.76
2017	Slănic Moldova	142416	61149	65146	175.24	184.31	75.24	84.31
	Târgu Ocna	55124	-9255	-12659	85.62	81.32	-14.38	-18.68
2018	Slănic Moldova	82018	751	-60398	100.92	57.59	0.92	-42.41
	Târgu Ocna	57288	-7091	2164	88.98	103.92	-11.02	3.92
2019	Slănic Moldova	106478	25211	24460	131.02	129.82	31.02	29.82
	Târgu Ocna	53798	-10581	-3490	83.56	93.91	-16.44	-6.09
2020	Slănic Moldova	89573	8306	-16905	110.22	84.12	10.22	-15.88
	Târgu Ocna	12170	-52209	-41628	18.90	22.62	-81.10	-77.38
		$\bar{y}$	$\bar{\Delta}$		$\bar{I}$		$\bar{R}$	
	Slănic Moldova	90318.5	922.89		1.0108 (101.08%)		1.08	
	Târgu Ocna	55913	-5801		0.8310 (83.1%)		-16.9	

Source: calculus in according with insse.ro

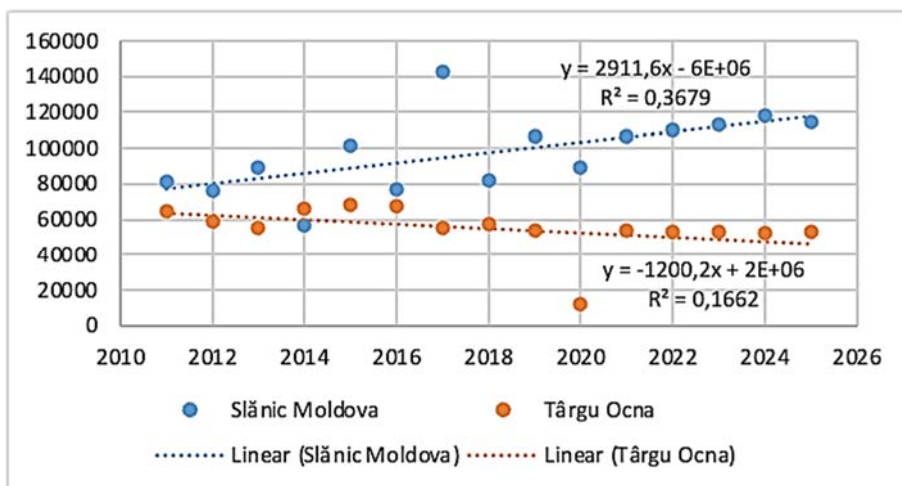


Fig. 2. Dynamics and estimation of overnights during 2011-2025 for Slănic Moldova and Târgu Ocna spa resorts (Bacău County)

In conditions in which influence factors for touristic activity will have the same rhythm also in the future five years, in 2025 in Slănic Moldova resort the number of tourists will be of around 50 thousand, and the number of overnights will be approximately 114 thousand and in Târgu Ocna resort the number of arrived tourists will be around 11 thousand and the overnight number will be approximately of 53 thousand (tab. 3).

**Mean sojourn duration** as indicator which show the mean duration (days) of

tourist staying in accommodation spaces and reflect so the possibility of the offer to keep tourist in a certain zone or region (Turcu et al., 2008), recorded for Slănic Moldova resort decreasing in all the whole analysed period (2011-2020), and decreased with 38.36% in 2020, when recorded the most important decrease face to basic year. Generally, mean level of mean sojourn duration recorded 3.27 days, with an absolute mean decreasing of 0.85 days, respectively a relative decrease of 5.3% (tab. 4).

Table 3. Estimation of arrivals and overnights during 2021 – 2025, for Slănic Moldova and Târgu Ocna spa resorts (Bacău County)

Years	t(x)	Arrivals		Overnights	
		Slănic Moldova $y = 2271.6x - 5E+06$	Târgu Ocna $y = 296.04x - 587489$	Slănic Moldova $y = 2911.6x - 6E+06$	Târgu Ocna $y = -1200.2x + 2E=06$
2021	11	40116.26	11090.2	106314.86	54117.20
2022	12	42721.57	11159.08	110299.68	53234.13
2023	13	45410.85	11549.63	112966.42	52893.81
2024	14	48903.53	11440.87	117888.76	52473.10
2025	15	50367.77	11460.15	114422.93	53153.48

Table 4. Absolute and relative modifications of mean sojourn duration for Slănic Moldova and Târgu Ocna spa resorts (Bacău County) during 2011-2020

Years	Localities	Mean sojourn duration (number of days)	Absolute modifications		Dynamic index (%)		Dynamic rhythm (%)	
			$\Delta_{t/1}$	$\Delta_{t/t-1}$	$I_{t/1}$	$I_{t/t-1}$	$R_{t/1}$	$R_{t/t-1}$
2011	Slănic Moldova	4.02	-	-	-	-	-	-
	Târgu Ocna	9.72	-	-	-	-	-	-
2012	Slănic Moldova	3.55	-0.47	-0.47	88.31	88.31	-11.69	-11.69
	Târgu Ocna	6.70	-3.02	-3.02	68.93	68.93	-31.07	-31.07
2013	Slănic Moldova	3.46	-0.56	-0.09	86.07	97.46	-13.93	-2.54
	Târgu Ocna	7.90	-1.82	1.2	81.27	117.91	-18.73	17.91
2014	Slănic Moldova	3.16	-0.86	-0.3	78.61	91.33	-21.39	8.67
	Târgu Ocna	7.54	-2.18	-0.36	77.57	95.44	-22.43	-4.56
2015	Slănic Moldova	3.88	-0.14	0.72	96.52	122.78	-3.48	22.78
	Târgu Ocna	7.21	-2.51	-0.33	74.18	95.62	-25.82	-4.38
2016	Slănic Moldova	3.28	-0.74	-0.6	81.59	84.54	-18.41	-15.46
	Târgu Ocna	7.42	-2.3	0.21	76.34	102.91	-23.66	2.91
2017	Slănic Moldova	3.36	-0.66	0.08	83.58	102.44	-16.42	2.44
	Târgu Ocna	5.20	-4.52	-2.22	53.50	70.08	-46.5	-29.92
2018	Slănic Moldova	2.80	-1.22	-0.56	69.65	83.33	-30.35	-16.67
	Târgu Ocna	4.44	-5.28	-0.76	45.68	85.38	-54.32	-14.62
2019	Slănic Moldova	2.70	-1.32	-0.1	67.16	96.43	-32.84	-3.57
	Târgu Ocna	4.26	-5.46	-0.18	43.83	95.94	-56.17	-4.06
2020	Slănic Moldova	2.47	-1.55	-0.23	61.44	91.48	-38.36	-8.52
	Târgu Ocna	1.99	-7.73	-2.27	20.47	46.71	-79.53	-53.29
		$\bar{y}$	$\bar{\Delta}$	$\bar{I}$	$\bar{R}$			
	Slănic Moldova	3.268	-0.17222		0.947 (94.7%)		-5.3	
	Târgu Ocna	6.238	-0.85889		0.838 (83.8%)		-16.2	



The decreasing of mean sojourn duration in both resorts from Bacău County, during analysed period (2011-2020), show a decrease of clients' purchasing power for the offered touristic services, probably also practice of some higher tariffs nonconforming with the offered services, in conditions in which 2020 was a difficult year for tourism due to COVID 19 pandemic.

To estimate the mean sojourn duration in the following five years (2020-2025), for Slănic Moldova and Târgu Ocna spa resorts from Bacău County, were used the adjustment

functions  $y = -0.14594x + 297.43$  and  $y = 0.7048x + 1426.8$  obtained through a graphical method after liner trend. Indicators  $R^2 = 0.9017$  and  $R^2 = 0.941$  indicate a very good approximation of the trend by linear function (fig. 3).

In conditions in which influence factors from touristic activity will keep the same rhythm also in the following five years, in 2025, for Slănic Moldova resort the mean sojourn duration will be of 1.75 days; while mean sojourn duration for Târgu Ocna resort will have negative values (tab. 5).

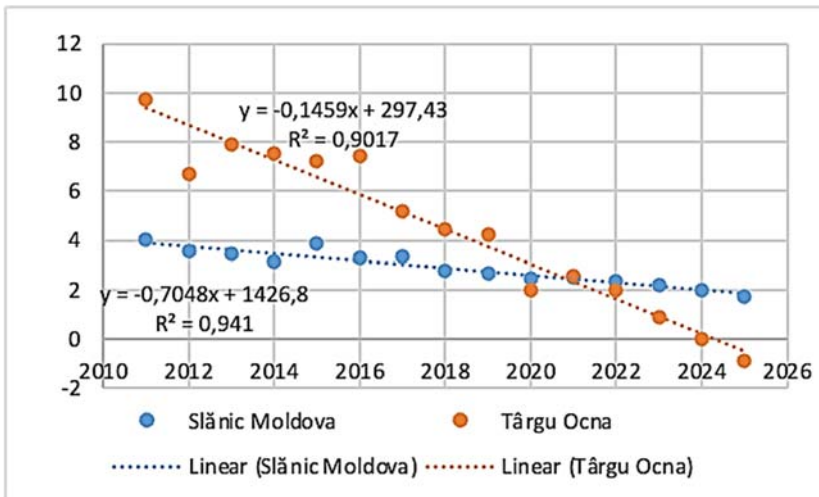


Fig. 3. Dynamics and estimation of mean sojourn duration during 2011-2025 for Slănic Moldova and Târgu Ocna spa resorts (Bacău County)

Table 5. Estimation of mean sojourn duration during 2011-2025, for Slănic Moldova and Târgu Ocna spa resorts (Bacău County)

Years	t(x)	Mean sojourn duration	
		Slănic Moldova $y = -0.1459x + 297.43$	Târgu Ocna $y = -0.7048x + 1426.8$
2021	11	2.49	2.54
2022	12	2.38	1.99
2023	13	2.21	0.90
2024	14	2.01	0.00
2025	15	1.75	-0.88

### CONCLUSIONS

Analysing the absolute and relative dynamics of arrivals during studied period (2011-2020), for Slănic Moldova resort we could observe that those number highly increase in 2020 face to 2011, with approximatively 80%, even if this year came with restrictions connect with COVID 19

pandemic. Generally, the arrivals mean level recorded 28.25 thousand persons, with an absolute mean increasing of 1.77 thousand persons, respectively a relative increase of 6.67%. This increase could have as a cause a slightly economical increase of area which implicit determinate a higher interest of tourists for spa tourism in the area. Researching the

absolute and relative dynamics of arrivals in the same period of time (2011-2020), for Târgu Ocna resort, we could observe that face to the basic year, tourist number decreased in 2020, a difficult year for tourism due to pandemic, with 7.73%, but in the rest of the period were recorded increases up to 90.8% (in 2019). Generally, the mean number of arrivals in Târgu Ocna resort recorded 9.2 thousand persons, with an absolute mean decrease of around 0.06 thousand persons, respectively a relative decrease of 0.9%.

Analysing the absolute and relative dynamics of overnights during 2011-2020, for Slănic Moldova resort we could observe that also this number increased in 2020 (even if 2020 was a pandemic year) face to 2011 with 10.22%. Generally, the mean level recorded 90.32 thousand overnights, with an absolute mean increase of 0.92 thousand overnights and a relative increase of 1.08%. Researching overnights' absolute and relative dynamics in the same period of time (2011-2020), for Târgu Ocna research, we could observe that this number decrease very high in 2020 face to 2011 with 81.10%. Generally, the mean level recorded 55.91 thousand overnights, with an absolute mean decreasing of 5.8 thousand overnights and a relative decreasing of 16.9%.

In conditions in which influence factors in touristic activity will keep the same rhythm in the following five years, in 2025 in Slănic Moldova resort the number of arrived tourist will be 50 thousand, and the overnights number will be around 114 thousand and in Târgu Ocna resort the number of arrived students will be around 11 thousand and the overnights number will be approximatively 53 thousand.

Mean sojourn duration recorded for Slănic Moldova resort decreases on the whole analysed period (2011-2020), in 2020 being recorded the most important decrease face to basic year (with 38.36%). Generally, mean level of mean sojourn duration recorded 3.27 days, with an absolute mean decrease of 0.85 days and a relative decrease of 5.3%. Also, for resort Târgu Ocna was noticed a permanent decrease of mean sojourn duration face to the basic year on the whole analysed period, the most important one being recorded in 2020

(pandemic year) with approximatively 80%. Generally, mean level of mean sojourn duration recorded 6.23 days, with an absolute mean decrease of 0.17 days and a relative decrease of 16.2%.

The decrease of mean sojourn duration in both resorts from Bacău County, during the analysed period (2011-2020), show us a decrease of clients' purchasing power for the offered touristic services, probably also by practicing of a too high tariffs nonconforming with the offered services, in conditions in which 2020 was a difficult year for tourism due to COVID 19 pandemic.

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