

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