

THE EFFECTS OF ECONOMIC CRISIS ON THE HOTEL INDUSTRY

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Abstract

In late 2007 began the economic crisis that affected including the hotel industry. The percentage of occupancy of accommodation has increased at the expense of the number of places.

Key words: hotels, economic crisis, accommodation, number of places

INTRODUCTION

The financial crisis of 2007–2009 affected all areas of activity, so no tourism industry has been avoided. As the hotel industry is part of tourism it was also affected by financial crisis.

MATERIAL AND METHOD

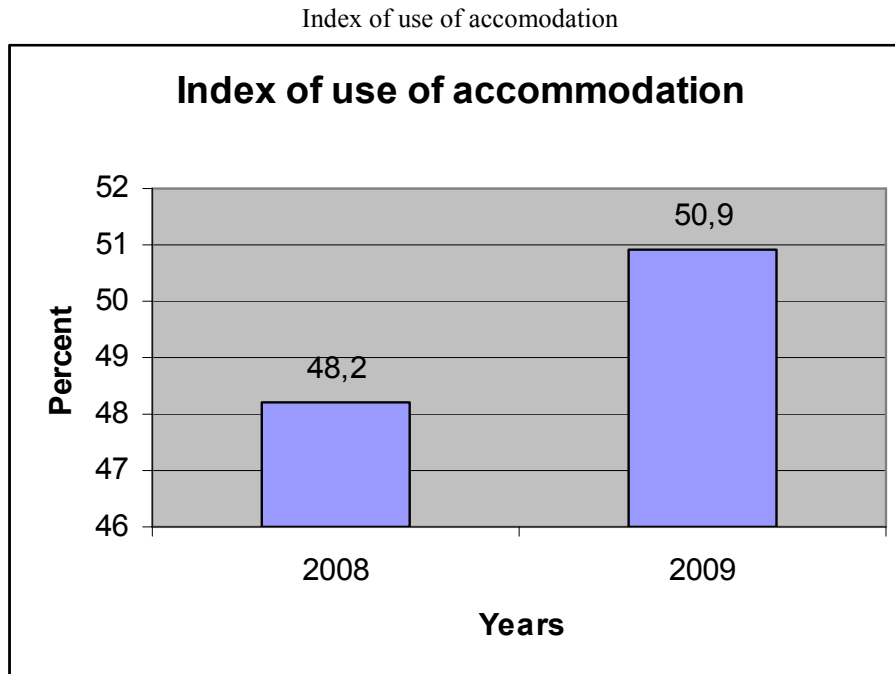
As research material we used the personal data and statistics provided by Statistics Bihor. The data used refers to the accommodation capacity of hotels operating in Romania, the percentage of employment and the number of tourists accommodated in the first 6 months in the years 2008 and 2009

RESULTS

The following will make a comparison between the percentage of occupancy of accommodation and number of tourists accommodated in the first 6 months of 2008 and 2009, but showing the total number of places of accommodation available in hotels, with the number of tourists.

The chart below presents the indices of net use of accommodation in hotels in the first six months of 2008 and 2009.

Fig. 1

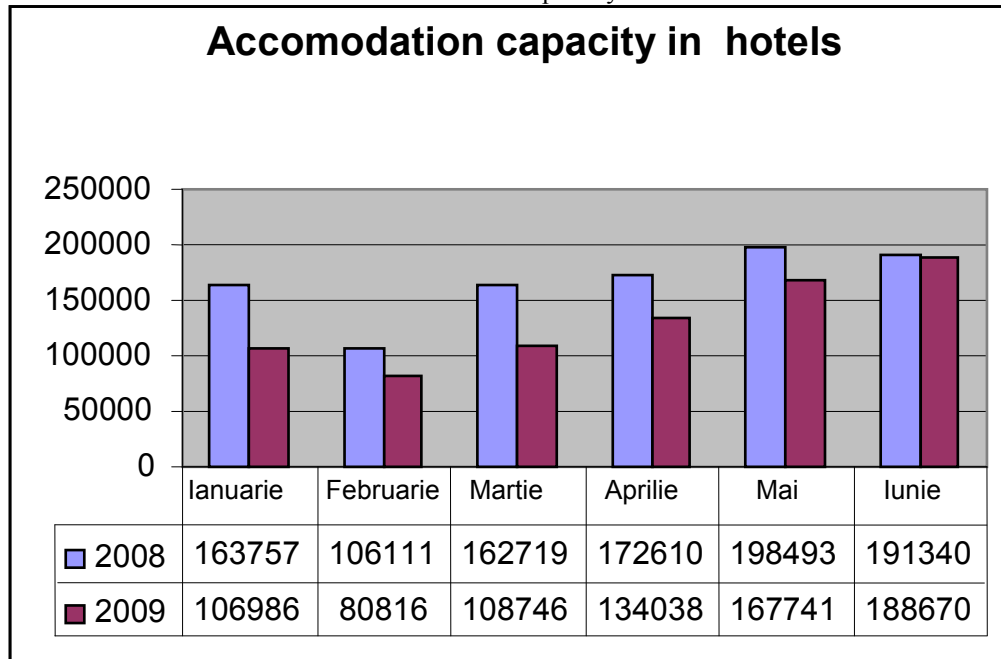


As shown in the chart above the percentage of occupancy of accommodation in 2009 increased by 2.7% compared to the percentage of occupancy of accommodation in 2008. Thus the increased 48.2% to 50.9%. This date does not present a major increase, but an important one.

If we consider the data in graphs below, we see that this increase is at the expense of accommodation and the number of tourists stay.

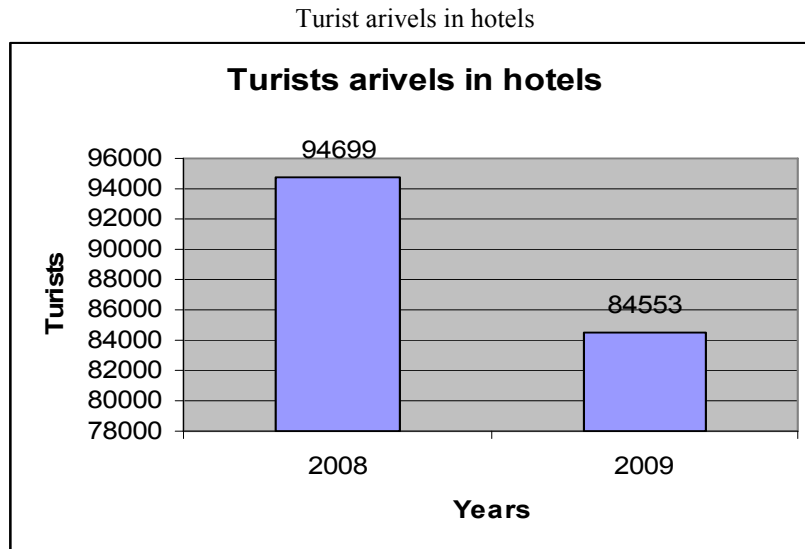
Fig. 2

Accommodation capacity in hotels



Thus in the first 6 months of 2008 the number of accommodation is significantly higher than in 2009. The biggest differences are seen in January, March and in May and June due to start the summer season of 2009 the number of accommodation began to be increasingly appropriated their number in May 2008.

In addition to the low number of accommodation decreased and the number of tourists arrivals in hotels. This is shown in the chart that follows.

Fig. 3

CONCLUSIONS

After analyzing the data presented above can be seen that the hotel industry has suffered enough because of the economic crisis. One can notice a huge decrease in the number of places to stay and the number of tourists accommodated in the first six months of 2009 compared to the first six months of 2008. Percentage of employment growth fails to offset losses due to decrease in the size of accommodation and decrease the number of tourists. To improve the situation i recommend lower prices and a higher advertising of Romanian tourism, trying to maintain at least the number of accommodation by the same percentage of employment.

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