

## DOMESTIC TOURISM FLOWS IN ROMANIA

Moșoiu Alina Emilia Maria \*

\*University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048 Oradea;  
Romania, e-mail: alina\_mosoiu@yahoo.com

### Abstract

*Analyzing the evolution of the main indicators of tourist activity in recent years and the estimation of the positive effects that would be recorded, it is considered that tourism will be a dynamic segment of sustainable economic development.*

*Viewed in conjunction with the national economy, tourism acts as a more dynamic element of the global economical system. The performance of tourism requires a specific demand for goods and services, demand that drives an increase in this production area. However, tourism demand determines an offer adaptation manifesting, among other things, through the development of the technical and material basis of this sector and, indirectly, through boosting the production of the participating branches in the construction and equipping of the accommodation and food units, modernization of road network, development of transport, leisure facilities and so on.*

*The development of tourism is influenced by several factors, among which most important are the ones that influence the two correlative sides of the market:*

- *tourism demand factors - income, spare time, population dynamics;*
- *tourism supply side factors - diversity and quality of services, services costs, level of training of the workforce.*

*In this project we tried to calculate the domestic tourist flows and correlate them with the available data in order to draw conclusions. We analyzed both the number of tourists and the number of nightstays so that we can get clearer picture.*

**Key words:** global economical system, accommodation and food units, number of nightstays aggregation ways

### INTRODUCTION

In a study issued by PHARE, published by the European Commission delegation in Romania, the following data show: Romania receives from tourism only \$ 9 per person, compared with \$ 115 in Hungary, \$ 117 in Poland, the Czech Republic \$ 151 and \$ 369 per person in Slovenia.

In my view, for now we are witnessing an involution of tourism and there are no intentions of recovery, although we have an exceptional natural environment, a variety of spa resources and an attractive anthropogenic potential. As a consequence area, tourism depends on a large number of internal and external factors and also on the developments of the areas of activity.

Tourism is considered and followed in its development by a system of specific indicators, based on a methodology of calculation worldwide

uniform. Indicators that quantify tourism provides tourist information necessary to policy actions, enabling and measuring the effects of those actions. To calculate tourism indicators we need the following data sources:

- records and statistics of tourist inflows on the border;
- accommodation capacity records and statistics;
- records of tourism enterprises offer categories;
- results of investigations on domestic and foreign tourists at the tourist destination place;
- results of surveys on tourist spendings for each category of consumer;
- population census;
- balance of pay structure;
- Balance of the links between branches.

The tourism indicators should be defined based on concepts contained in the technical official data of the WTO, the statistical unit of observation being the tourist (person who accommodates at least 24 hours, minimum one night, for any other reason than to be gainfully employed).

The indicators should provide timely information on:

- Tourist demand - by measuring the movement of internal and international tourists on the national territory;
- Touristic offer or economical potential in terms of the material bases and personnel;
- Value results of the tourism activity, through spending, revenue and economic efficiency;
  - Quality of tourism activity

## **MATERIAL AND METHODS**

The data source is the statistical surveys for tracking outcomes of tourism activity, organized by the National Committee for Statistics:

- reports from economic agents, civic organizations, that own or operate tourist accommodation units for internal tourism;
- administrative sources: the Ministry of Internal Affairs for international tourism (arrivals and departures to / from the country registered at the border).

In order to be applicable and effective, the tourism system of indicators must be based on general principles which underlie any system of statistical indicators, namely:

- the uniqueness of the concept regarding the content, methods of calculation and aggregation ways;
- ensure comparability;

- extension and widening of the system with new indicators.

## RESULTS AND DISCUSSION

Flows include Romanian and foreign tourists traveling through Romania. For their analysis we will use information regarding the number of tourists and the number of nightstays.

Tabel 1.

Evolution of the number of tourists and the number of nightstays in Romania during 1990 - 2009

Specification	Number of tourists accommodated	Number of nightstays
1990	12297	44552
1991	9603	31927
1992	8015	26076
1993	7566	24769
1994	7005	23296
1995	7070	24111
1996	6595	21838
1997	5727	19611
1998	5552	19183
1999	5109	17670
2000	4920	17647
2001	4875	18122
2002	4847	17277
2003	5057	17845
2004	5638	18500
2005	5805	18372
2006	6216	18991
2007	6971	20593
2008	1125	20725
2009	6141	17325

At first glance it appears that tourist flows decreased significantly in Romania after 1989. Thus, in 1990 in Romania were accommodated more than 12.2 million tourists, from which 1.4 million (about 11.5%) were foreign tourists, after this year the tourist movement in the country decreased impetuously, ending that in 1993, with 7.566 million tourists to be 40% less than in 1990.

This trend continued in subsequent years, registering 7.005 million tourists in 1994 and 7.070 million tourists in 1995. From 1996 to 2002 we can notice a decrease of the number of tourist arrivals in tourist accommodation units. The "number of nights" give an overview, similarly showing that, after 1990 "overnights" fell so much in total, and considering foreign tourists as well, reaching 24.76 million tourists in 1993, meaning 54% compared to 1990 and in 1996 reaching 21.84 million tourists. With regard to foreign tourists, the

trend is the same. After the fall recorded in the timeframe 1997 - 2002, in 2003 we find the trend change, but we must note that the values recorded in the '90s were not so far achieved again.

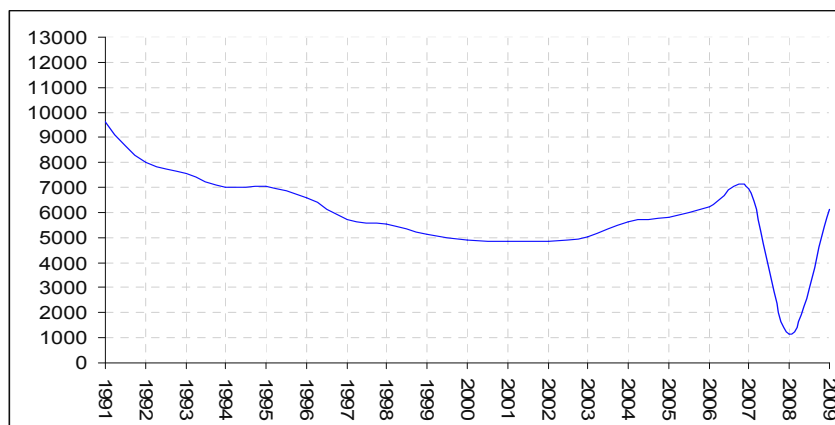


Figura nr. 1. The evolution of the accomodated tourists and the number of nights is shown in the graphs below.

The Romanian Black Sea coast is an important destination of Romania and it ranks second place in terms of number of tourists (13.2%) and number of overnight stays (27.10%). In structure, on the seaside, the number of foreign tourists has decreased continuously, representing 13% of the total by country; the number of overnight stays by foreign tourists also ranks second place on the country, with 31.8%.

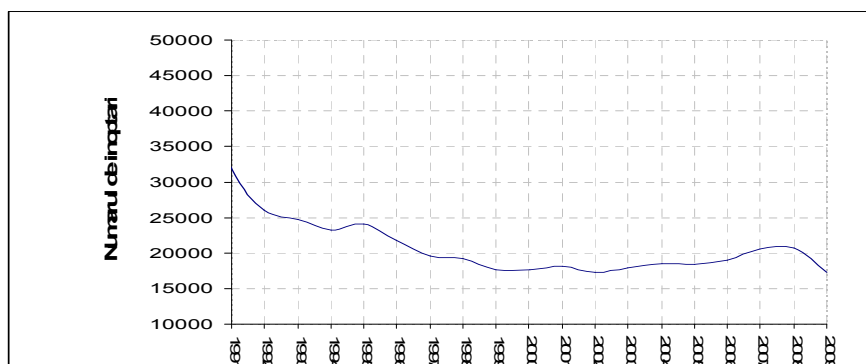


Figura nr. 2. Evolution of the number of overnight stays in Romania during 1990 - 2009

Among the most attractive tourist resorts on the coast we name: Mamaia (12,600 beds, 253,329 tourists, 68,299 foreign tourists), Neptune (1,600 beds, 135,349 tourists, 107,293 were foreign tourists), Eforie Nord (14 300 beds, 54,493 tourists 8338 foreign tourists).

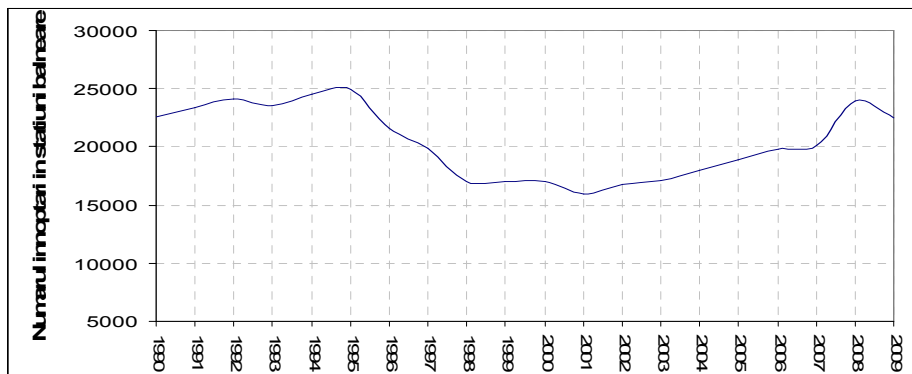


Figura 3 Evolution overnight in the spa - millions

Spa tourism ranks place III as number of tourists (9.76% internal and 5.9% foreign) and as overnight stays as well (22.20% internal and 9% for foreigners). Among the tourist resort spa with a high tourist traffic are listed: Baile Felix (5980 beds), Baile Herculane, Călimănești, Sovata, Vatra Dornei.

The mountain tourism represents a form of tourism requested throughout the year by the most diverse segments of tourists. Total number of tourists is about 14.82% and 10% are foreign tourists. A larger share of foreign tourists staying overnight is due to skiing.

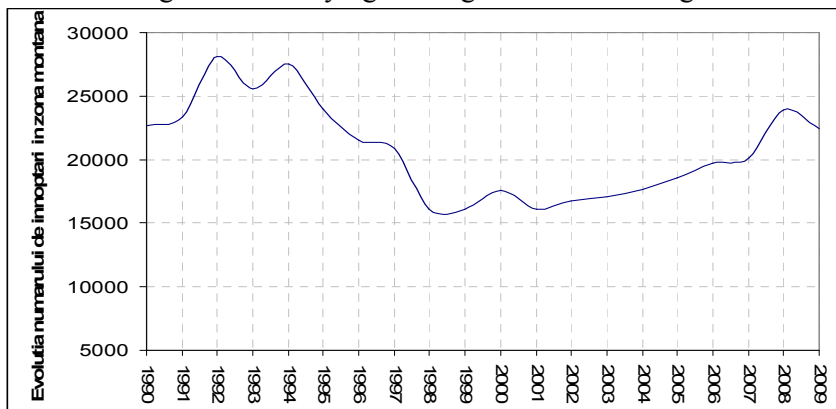


Figura 4. Evolution overnight in the mountains - millions

Another tourist destination is represented by the tourist centers and cities that help itinerary tourism with various meanings (cultural, scientific, transit, sports). Among tourist centers with large touristic flows are included: Bucharest, Brasov, Timisoara, Sibiu, Cluj Napoca, Iasi, Oradea, Constanta.

## CONCLUSIONS

The Romanian tourism has got the important chance to have a very rich and varied natural, historical, cultural, artistic and human heritage. Featuring various and spectacular landforms, combined harmoniously throughout the country, enjoying a climate that is favorable to all year tourism practice, endowed with rich flora and fauna, with numerous historical, art and architecture monuments, Romania may meet the preferences of various segments of internal and international touristic demand.

The complexity of the touristic potential and its degree of attractiveness are generally, closely correlated to the landforms and they increase gradually from the plains to the mountains, except The Black Sea and The Danube Delta Biosphere Reserve.

In our opinion, Romania is among the first countries in Europe which has a mofetic area of large extention and value, the most famous being the emanations of carbon dioxide and sulfur, the saltmines having an important role in the therapy of chronic respiratory diseases; the most notably treatment facilities are at Targu Ocna, Slănic – Prahova and Praid. The Romanian tourism anthropic resources have formed over the existence of the Romanian people.

## REFERENCES

1. Alecu I., Cazacu V., 2004 – Funcțiile turismului Rural. Orientări europene și posibilități de dezvoltare în România, volumul Turismul rural românesc, Ed. Tehnopress, Iași
2. Benea, M. C., Petroman, I., 2005 – Bazele turismului, Editura Mirton, Timișoara
3. Bucur-Sabo M., 2006 – Marketing touristic, Editura Irecson, București
4. Chelcea S., 2001 - Metodologia cercetării sociologice, Editura Economică, București
5. Chiran A., Gîndu Elena, Bacter Ramona-Vasilica, Ruge Maria, 2008 – Marketing turistic, Ed. Universității din Oradea.
6. Dudaș Anca-Iulia, Mirela Salvia Mitulescu, Alina Maria Emilia Moșoiu, 2008 – The Montane Tourism and Agrotourism in Romania, International Symposium „Risk Factors for Environment and Food Safety”, vol XIII, anul 13, ISSN 1224-6255, Oradea
7. Lupu, N. 2002 – Hotelul – economie și management, Editura All Beck, București.
8. Neacșu, N. 1999 – Turismul și dezvoltarea durabilă, Editura Economică, București
9. Nistoreanu, P., Dinu, V., Nedelea, A., 2004 – Producția și comercializarea serviciilor turistice, Editura Didactică și Pedagogică, București
10. Țigu, Gabriela, 2005 – Etica afacerilor în turism, Editura Uranus, București