

NATIONAL AND INTERNATIONAL TOURIST TRAFFIC ANALYSIS ROMANIA BETWEEN THE YEARS 2005-2011

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Abstract

Characterization of tourism in terms of size, evolution, structure, contribution to social and economic development, both internally and internationally, is conditioned by the existence of some pertinent information. The volume, variety of information, its compatibility for international tourism not only provides an accurate assessment, scientific of the tourism phenomenon, but allows understanding of its operation mechanisms and, on this basis, passing some appropriate decisions, elaborating strategies regarding its development.

For a more accurate and complete evaluation of Romania's tourist activity between the years 2005-2011, in this paper we present and analyze the most important indicators of tourist traffic, such as the number of tourists, recognized as one of the most important and representative indicators of tourist traffic, the number of overnight stays, average length of stay.

Key words: tourist traffic, travel, indicators.

INTRODUCTION

Intensification of national and international tourist traffic, diversification of the holiday spending, transformations in the tourism industry, the participation of an increasing number of countries at touristic movement - acute the need for information, making, in the same time, more difficult to obtain them.

Tourism indicators surprise and reproduce a synthetic expression, mathematics, information about various aspects of tourism, useful information to measure the phenomenon and its effects, for anticipating evolution trends and for substantiating of development policy in the field.

Tourism indicators are presented in a very wide range, they can be direct, directly resulted from recorded sources or indirect, processed, simple or aggregated, quantitative or value, global or partial, principal or derived, of volume activity or of effects etc. . We can talk therefore of a system of indicators of the tourism, system in which are distinguished, as the most important:

- Indicators of actual and potential demand (tourist movement)
- Indicators of the offer (mainly of material base and labor);
- Indicators of the offer - demand relationship (market capacity, employment);
- Indicators of economic and social results / effects, direct and indirect.

A special place in the structure of tourism indicators goes to those relating to the movement of tourists, they express the actual demand under various aspects, but sometimes also on the potential one or even the supply-demand relationship.

The most important indicators of tourist traffic are:

- The number of tourists is a quantitative physical indicator and may take the form: arrivals/departures of tourists, accommodated persons, participants in tourism activities
- The number of overnight stays or day-tourist ($N \square \square$), expressed as the sum of the products of the number of tourists and tourism activity duration in days
- Average length of stay is the result of the ratio between the number of overnight stays and the tourists

MATERIAL AND METHODS

The material used for the realization of this work includes: bibliographic sources in the field, existing national statistics and the author's thesis.

RESULTS AND DISCUSSION

Internal tourism asserted in Romania, a long time ago and its developments have reflected faithfully the changes in social and economic life of the country. Thus, periods of economic boom and crisis, political events, facilities or travel restrictions have been materialized in increases or decreases of the number of tourists, in variations in the duration of the holidays, in changing place of tourism in the population consumption.

The most expressive indicator for characterizing the dynamics of the internal tourist traffic is the number of tourists or people booked in tourist units and associated with this the number of overnights and average length of stay.

From 1970 to 1980, the general trend for tourist traffic has been upward, the growth in relatively high rates (6-7% per year on average), reflecting concerns to stimulate travel. In the next decade, the trend remained still positive, but the evolutions have been slow (less than 1% on average per year), due to the proximity of a threshold of saturation of demand (in the years 1988-1999, about half of the population spend a holiday in a tourist resort). After 1990, has installed a downward trend, in accelerated rhythms (nearly 10% per year) until 1995, after which, this trend has maintained, but in much lighter rhythms until 2002. Significant worsening of living conditions for the majority of Romanians and increasingly poor quality of tourist services, which caused spending the

holidays abroad by those with higher financial opportunities, are the main causes of the dramatic reduction in the number of tourists. In 2003, it has began a revival of travels until 2008, from 3,952 thousand tourists in 2003 to 7,125 thousand tourists in 2008.

Table 1

Arrivals, overnight stays and average stay of tourists in the establishments of tourists reception with functions of accommodation

Year	Arrivals (thousands)			Overnights (thousands)			Average stay (days)
	Total	Romanian	Foreigners	Total	Romanian	Foreigners	
2005	5805	4375	1430	18373	14909	3464	3,16
2006	6216	4836	1380	18992	15750	3242	3,05
2007	6972	5421	1551	20593	17007	3586	2,95
2008	7125	5659	1466	20726	17367	3359	2,91
2009	6141	4865	1276	17325	14657	2668	2,82
2010	6073	4727	1346	16051	13284	2767	2,64
2011	7032	5515	1517	17979	14912	3067	2,56

*Source: Processed data from National Institute of Statistics Romania, 2011

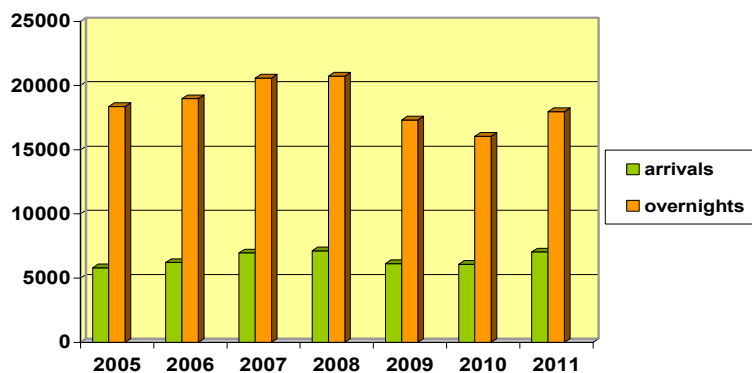


Fig.1. Arrivals and overnight stays in the establishments of tourist reception with functions of accommodation in the period 2005-2011

Due to the global economic crisis, tourist arrivals in a single year (from 2008 to 2009) decrease with 13.8%. Then, in the following year (2010) there was registered a slight decrease of 1.1% compared with 2009. The year 2011 compared with 2010 registered a significant increase by 15.7%, the crisis being attenuated.

A similar evolution with that of tourists number, but with smaller amplitude variations is noticed also in the case of overnight stays indicators and the average length of stay.

The average length of stay follows a slightly decreasing trend from 2005 to 2011: from 3.16 days to 2.56 days. This is due to the deterioration of living conditions, the decrease of power in purchasing money.

Index of net use of tourist accommodation capacity in operation is calculated by reporting the number of overnight stays at tourist accommodation capacity in operation, representing therefore, the occupancy of tourist accommodation capacity in operation.

In the figure below we have the evolution of this index from 2005 to 2011. If in the first 4 years studied its values are between 33.4% and 36% in the last three years of study the values decrease, being placed between 25.2% and 28.4%.

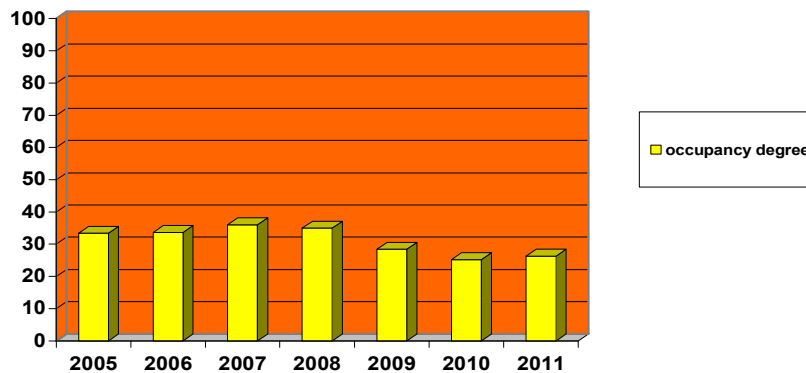


Fig. 2. Indices of net use of tourist accommodation capacity in operation in the period 2005-2011 (%)

In Table 2 are presented the developments of foreign visitors arrivals in Romania and departures of Romanian visitors abroad over 7 years 2005-2011.

We notice that the highest values of the indicators are recorded in 2008, both in arrivals of foreign visitors in Romania and in the case of departures of Romanian visitors abroad.

Regarding the means of transport used, the largest share is held by road, followed by air, rail and naval, in the case of both indicators.

Table 2

Arrivals of foreign visitors in Romania and departures of Romanian visitors abroad by the means of transport used

Year	2005	2006	2007	2008	2009	2010	2011
Total arrivals (thousands) of which	5839	6037	7722	8862	7575	7498	7611
Road	4428	4390	5753	6885	5925	5906	5676
Railway	305	316	275	253	208	222	258
Aerial	919	1122	1460	1462	1278	1216	1509
Naval	187	209	234	262	164	154	168
Total departures (thousands), of which:	7140	8906	10980	13072	11717	10891	10936
Road	6001	7418	8762	10381	9335	8261	7920
Railway	222	237	247	259	214	195	216
Aerial	881	1225	1944	2404	2147	2416	2780
Naval	36	26	27	28	21	19	20

*Source: Processed data from National Institute of Statistics Romania, 2011

CONCLUSIONS

As a general conclusion, we can say, based on the analyzed indicators, that the year with the best results in terms of tourism activity was 2008. In this year were recorded the highest values of indicators: arrivals and overnight stays of the tourists in the establishments of tourists' reception with accommodation functions, arrivals of foreign visitors in Romania and departures of Romanian visitors abroad, average holiday and occupancy degree.

It should however be specified that the indicator "persons accommodated" does not reproduce with fidelity the dimensions of tourist traffic, a series of categories of travelers, such as persons who go to visit relatives or friends and enjoy accommodation in their homes, those who use unapproved accommodation spaces and those who spend their holidays in their own secondary residences are not recorded in the above indicator and according to some evaluations, the number is quite high. If we consider these issues, domestic tourist traffic gets higher overall sizes, but the trends are maintained.

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