

## **COMPARATIVE ANALYSIS OF TOURISTIC RECEPTION ESTABLISHMENTS WITH ACCOMMODATION FUNCTIONS, ACCOMMODATION CAPACITY AND OCCUPANCY LEVELS IN ROMANIA AND AUSTRIA**

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### ***Abstract***

*The purpose of this work is to analyse and compare the number of touristic reception units with accommodation, accommodation capacity and occupancy levels of these units in Romania and Austria. Source of information used is the database of EUROSTAT. Data were collected about the number of tourist accommodation units and their accommodation capacity of over 11 years (2006-2016). For occupancy levels data were collected in the years 2012 to 2016.*

*Interpreting the results, we found that the number of accommodation units in Austria in 2006 was 4.34 times higher than in Romania, and in 2016 this indicator was 2.9 times higher than in Romania. Regarding the places in accommodation establishments, this indicator in Austria in 2006 was 3.25 times higher than in Romania, and in 2016 the same indicator recorded a value of 3.07 times higher than Romania. Accommodation units in Austria had an average occupancy rate of 28.5% in the five-year studied, and in Romania the average occupancy in the studied years was 31.3%.*

**Key words:** accommodation units, accommodation capacity, occupancy levels.

### **INTRODUCTION**

Tourism plays an important role in the European Union due to its economic and employment potential as well as due to its social and environmental implications. It is estimated that over 578,093 tourist accommodation establishments were active in the European Union in 2015 and that, together, those provided 31,178,895 accommodation places. Almost one third (32.1%) of all accommodation places in the European Union were concentrated in only two of the EU Member States, namely France (5.1 million accommodation places) and Italy (4.9 million accommodation places), followed by the United Kingdom (data for 2013), Spain and Germany. 3.1% of accommodation places belong to Austria and only 1.05% belong to Romania (EUROSTAT, 2016).

Despite its high potential for tourism, Romania is not yet able to develop an efficient tourism. Tourism competitiveness must grow in order to enhance the size of its services exports to various markets and support the growth of economic efficiency in this economic branch (Popescu A., 2016).

Unlike Romania, Austria benefits from competitive tourism products on the European market, with both transport infrastructure and well-developed accommodation.

Of great tourist importance are the Austrian ski resorts of the Alps, the great lakes such as the Bodensee in the Vorarlberg province located in the western part of the country or Neusiedler See in the east and a number of castles. The most visited three attractions in Austria are the Schönbrunn Palace (2,590,000 visitors per year), the Schönbrunn Zoo (2,453,987 visitors) and Mariazell Basilica (1,500,000 visitors) ([https://ro.wikipedia.org/wiki/Turismul\\_%C3%AEn\\_Austria](https://ro.wikipedia.org/wiki/Turismul_%C3%AEn_Austria)).

## MATERIAL AND METHOD

For the elaboration of this paper were collected statistical data from Eurostat's database. Data source was: <http://ec.europa.eu/eurostat>. The research method used to elaborate this work was the comparative analysis of statistical indicators (number of units with accommodation function, capacity of these units and their occupancy rate) to see the differences between them in the case of the 2 countries studied (Romania and Austria).

## RESULTS AND DISCUSSION

Table 1 we can notice that the number of units with accommodation function in Romania recorded a relative increase of 49.2% over a period of 11 years (from 2006 to 2016). The most significant annual growth took place in 2013 when there was a relative increase of 19.4% compared to 2012.

*Table 1*

The number of units with accommodation function in Romania and Austria

Year	Romania	Austria	%/2006	%/2006
2006	4.710	20.457	100	100
2007	4.694	20.730	99,7	101,3
2008	4.884	20.438	103,7	99,9
2009	5.079	20.386	107,8	99,7
2010	5.222	20.339	110,9	99,4
2011	5.003	20.009	106,2	97,8
2012	5.113	20.366	108,6	99,6
2013	6.027	20.334	128,0	99,4
2014	6.191	20.329	131,4	99,4
2015	6.949	20.315	147,5	99,3
2016	7.028	20.619	149,2	100,8

Source: <http://ec.europa.eu/eurostat/data/database>

The situation of accommodation units in Austria over the 10 years analyzed is quite different. In 2008, 2009, 2010, 2011, the number of units with accommodation function decreased by up to 2.2% compared to 2006. Then in 2012, there is an increase of 1.8%, after which in 2013, 2014, 2015,

it decreases slightly with 0.2, - 0.3%. The only increases compared to the reference year 2006 are recorded in 2007 and 2016 by 1.3% respectively 0.8%.

In 2006, in Romania, the number of units with accommodation function was 4.710 units, while in Austria it was 20,457 units, the absolute difference between the two countries being of 15,747 units. In 2016, the absolute difference between the two countries was 13,591 units.

In 2006, the percentage difference between the two countries is 334.3%, and in 2016 this difference is 193.4%. In other words, in 2006 in Austria the units with accommodation function were 4.34 times higher than in Romania, and in 2016, of 2.93 times higher than in Romania, the latter registering a higher increase units with accommodation function over the 11 years analyzed.

Table 2

Existing tourist accommodation capacity (number of places-beds)  
in Romania and Austria

Year	Romania	Austria	%/2006	%/2006
2006	287.158	934.671	100	100
2007	283.701	948.960	98,8	101,5
2008	294.210	958.484	102,5	102,5
2009	302.755	964.567	105,4	103,2
2010	311.698	959.779	108,5	102,7
2011	278.503	981.301	96,99	104,99
2012	285.488	979.329	99,4	104,8
2013	303.236	981.070	105,6	104,96
2014	308.997	993.554	107,6	106,3
2015	325.841	993.465	113,5	106,3
2016	326.098	1.001.442	113,6	107,1

Source: <http://ec.europa.eu/eurostat/data/database>

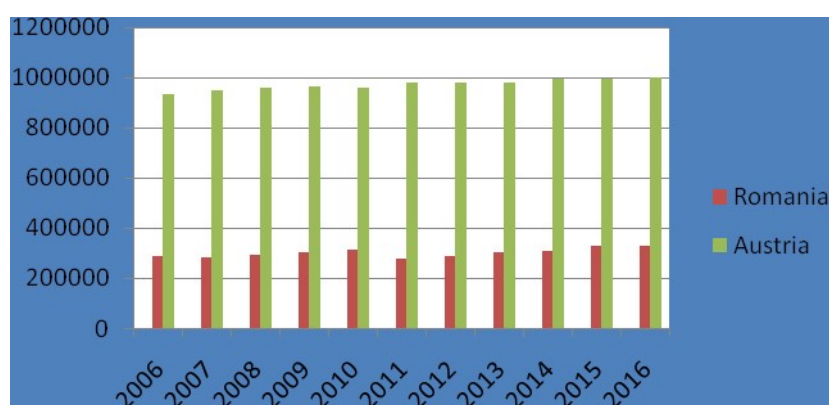


Fig.1. Existing tourist accommodation capacity (number of places-beds)  
in Romania and Austria

If the number of establishments with accommodation function in Romania registered a relative increase of 49.2% from 2006 to 2016, the number of accommodation places in this period registered a relative increase of only 13.6%, as can be seen in Table 2. The most significant yearly increase in accommodation places occurred in 2013 when was registered a relative percentage increase of 6.2% compared to 2012.

Regarding the accommodation capacity of Austria, it registered an increase of 7.1% from 2006 to 2016.

In 2006, the number of places in establishments with accommodation function in Austria was 3.25 times higher than in Romania, and in 2016 of 3.07 times; the number of accommodation places in Romania increasing more in the 11 years than that in Austria.

Table 3

Occupancy level of units with accommodation function  
in Romania and Austria (%)

Year	2012	2013	2014	2015	2016	Average
Romania	30,10	29,5	30,7	33,79	36,03	31,3
Austria	28,3	28,3	28,3	28,9	41,00	28,5

Source: <http://ec.europa.eu/eurostat/web/tourism/data/database>

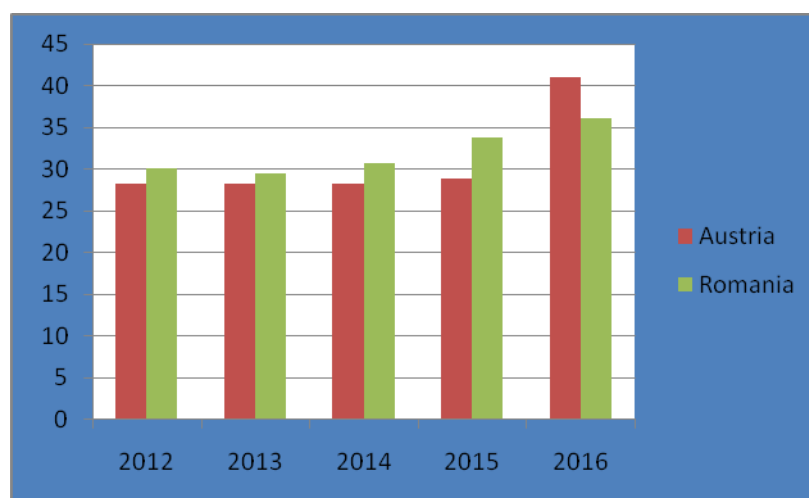


Fig.2. Occupancy level of units with accommodation function  
in Romania and Austria (%)

The highest occupancy level was recorded in 2016 for both Romania and Austria. Romania reached in that year an occupancy level of 36.03% and Austria 41%, higher with 5.9% respectively 12.7%. The average of this indicator for the 5 years studied is for Romania of 31.3% and for Austria of 28.5%.

## CONCLUSIONS

With a population of  $\approx 8.7$  million inhabitants and an area of 83,879 km<sup>2</sup>, Austria has in its territory 20,619 establishments with accommodation function with a capacity of 1,001,442 places and their occupancy level during the studied period is in average of 28.5%.

Romania, with a population of  $\approx 19.6$  million inhabitants and an area of 238 397 km<sup>2</sup>, has in its territory 7,028 establishments with accommodation function with a capacity of 326,098 places and their occupancy level during the studied period is on average of 31.3%.

With all the increases that took place in the indicator case - establishment with accommodation function - in the analyzed period, in the case of Romania, the value of this indicator in 2016 was almost 3 times lower than the same indicator in Austria, and the accommodation places recorded an even greater difference between the two countries.

Although the number of establishments with accommodation function in Romania has increased by almost 50% during the studied period, the number of places in these units hasn't increased so much, registering an increase of only 13.6%.

We conclude that the accommodation establishments built during this period in Romania were small units with few accommodation places, such as tourist and agro-touristic pensions (these are 3445 units, ie more than 50% of the total number of existing units in 2015 according to the National Institute of Statistics).

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