COMPARATIVE STUDY OF TOURISM CIRCULATION INDICATORS IN ROMANIA AND AUSTRIA

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Abstract

The purpose of this paper is to analyze and compare tourist traffic indicators, such as tourist's arrival, their overnight stays, the average stay, the tourist density in Romania and Austria. The sources of information used are the Eurostat database as well as the World Bank database. The data collected was for a period of 13 years, from 2005 to 2017. Interpreting the results, we found that in Austria, a country with an area of 83,879 km² and which registered a population of 8,772,865 inhabitants in 2017, the number of arrivals of tourists is 3.2 times higher and overnight stays 4.5 times than in Romania which has an area of 238,390 km² and a population of 19,644,350 inhabitants in the same year. By comparing the tourist densities in the two countries we observe a huge difference in these indicators: the tourist density in relation to the population in Austria is 7.2 times higher compared to the same tourist density of Romania; the tourist density in relation to the area is also higher for Austria ≈9 times.

Key words: arrival, overnight, average stay, tourist density.

INTRODUCTION

Research on the role of tourism has highlighted that it has "... a considerable impact on the economies, societies and cultures of the different reference countries"" (Minciu R., 2005 apud P. Py, 1996).

Its action is manifested in a multitude of plans, from stimulating economic growth to improving the social structure, from the superior valorisation of natural-material resources to the improvement of living conditions. Obviously, the contribution of tourism to economic and social progress, the intensity of its actions differs significantly from one country to another, depending on its level of development and the policy promoted towards it (Minciu, 2005).

We will observe this in the case of the countries studied in this paper, Austria and Romania; Austria with a tourism that contributes at the formation of GDP with 8-9%, and Romania with a developing tourism and a contribution to GDP of 2-3%.

According to guest surveys, the main reasons for choosing Austria as holiday destination are the landscape/nature, the alpine winter and summer

sports offer, the warm hospitality and high quality of food and drinks, the wide range of high-class hotels as well as accessibility.(www.bmnt.gv.at)

According to The Travel & Tourism Competitiveness Report 2015, Romanian tourism participated in the formation of GDP by 1.7%, Bulgaria's tourism by 3.7% and the tourism of Hungary by 4.1%, therefore the Romanian tourism has the lowest contribution to the GDP of the three analyzed countries. (http://protmed.uoradea.ro)

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. (http://protmed.uoradea.ro)

With more than 1.2 billion international tourists today and 1.8 billion predicted by 2030, the sector keeps on providing opportunities for each traveller and everyone involved in tourism to contribute to a more responsible, sustainable and inclusive future for all (World Tourism Organization - UNWTO). (http://www2.unwto.org)

MATERIAL AND METHOD

For the elaboration of this paper, statistical data were collected from the Eurostat Database and the World Bank Database. The sources of data were: http://ec.europa.eu/eurostat și data.worldbank.org. The research method used for the elaboration of this paper was the comparative analysis of the statistical indicators (arrivals, overnight stays, average stay, population, area, tourist density) in order to be able to see the differences between the in the case of the two countries and to draw some relevant conclusions. We also used formulas to calculate average stay and tourist density.

$$\text{Average stay} = \frac{number\ of\ overnight\ stays}{number\ of\ arrivals\ of\ tourists}$$

The tourist density shows how trippery are countries of destination. Tourism density in relation to the population is an indicator of tourist traffic that is calculated by reporting the number of tourists to the population of the analyzed country.

The tourist density in relation to the area is calculated by reporting the number of tourists on the area of the territory.

$$Dt = \frac{\text{tourists arrived}}{\text{population}} = \text{tourists/inhabitant}$$

$$Dt = \frac{\text{tourists arrived}}{\text{area}} = \text{tourists/km}^2$$

RESULTS AND DISCUSSION

We will further present the results of data processing.

In table 1 is observed an increase in the number of arrivals in both countries during the 13 years analyzed: in Romania the growth is from 5,805,096 tourists in 2005 to 12,056,173 tourists in 2017; in Austria there is registered an increase from 25,555,868 tourists in 2005 to 38,586,622 tourists in 2017.

Table nr.1
Arrivals, overnights and average stay of tourists from Romania and Austria

Year	România			Austria		
	Arrivals	**Overnight stays**	**Average stay**	**Arrivals**	**Overnight stays**	**Average stay**
2005	5,805,096	18,372,988	3.16	25,555,868	97,030,589	3.80
2006	6,216,028	18,991,695	3.06	26,508,469	98,129,546	3.70
2007	6,971,925	20,593,349	2.95	27,563,291	100,664,352	3.65
2008	7,125,307	20,725,981	2.91	28,833,247	104,709,683	3.63
2009	6,141,135	17,325,410	2.82	28,566,589	102,833,458	3.60
2010	6,072,757	16,051,135	2.64	29,700,112	103,942,335	3.50
2011	7,031,606	17,979,439	2.55	30,906,198	105,339,662	3.41
2012	7,653,373	19,091,379	2.49	32,325,646	109,540,720	3.39
2013	7,918,535	19,301,768	2.43	32,940,265	110,687,373	3.36
2014	8,444,030	20,230,245	2.39	33,646,592	110,440,776	3.28
2015	9,898,557	23,445,286	2.37	35,350,102	113,365,901	3.21
2016	10,917,232	25,274,649	2.32	37,090,751	117,957,253	3.18
2017	12,056,173	26,915,573	2.23	38,586,622	121,126,543	3.14

Source: Processed data

Regarding the overnight indicator, it aslo registers increases both in Romania and Austria, but not in proportion to the increase in arrivals of tourists. As a result, the average stay is decreasing over the 13 years taken

into account both in Romania and in Austria. In the case of Romania, the average stay decreases from 3.16 in 2005 to 2.23 in 2017, the tourists reducing their stay in a tourist location in Romania; the same in Austria, but here the decrease is not so high: from 3.80 days in 2005 to 3.14 days in 2017. In Romania the decrease is 0.93 days and in Austria 0.66 days.

From Table 2, we can see that in Romania, tourist density registers increasing values in the course of the studied years, both in relations of population and surface area. If in 2005 the tourist density compared to the population was 0.27 tourists/inhabitant, in 2017 this indicator registered a value of 0.61 tourists/inhabitant, more than 2 times higher compared to 2005. The tourist density compared to the area also has an increase from 24.35 tourists/km² in 2005 to 50.57 tourists/km² in 2017, also more than doubled.

Table 2

Tourist density in relation to population and area

Romania	Tourists arrived	Population (inh)	Area (km^2)	Dt./inh.	Dt./km^2
2005	5,805,096	21,382,354	238,390	0.27	24.35
2006	6,216,028	21,257,016	238,390	0.29	26.07
2007	6,971,925	21,130,503	238,390	0.33	29.24
2008	7,125,307	20,635,460	238,390	0.35	29.89
2009	6,141,135	20,440,290	238,390	0.30	25.76
2010	6,072,757	20,294,683	238,390	0.30	25.47
2011	7,031,606	20,199,059	238,390	0.35	29.50
2012	7,653,373	20,095,996	238,390	0.38	32.10
2013	7,918,535	20,020,074	238,390	0.40	33.22
2014	8,444,030	19,947,311	238,390	0.42	35.42
2015	9,898,557	19,870,647	238,390	0.50	41.52
2016	10,917,232	19,760,314	238,390	0.55	45.80
2017	12,056,173	19,644,350	238,390	0.61	50.57

Source: Processed data

As shown in table 3, in Austria, tourist density registers increases both in relations of population and surface area. The tourist density in relation to the population increases from 3.12 tourists/inhabitant in 2005, to 4.40 tourists/inhabitant in 2017, an increase of 1.28 tourists/inhabitant. The tourist density in relation to the surface increases from 304.68 tourists/km² in 2005, to 460.03 tourists/km² in 2017, an increase of 155.35 tourists/km²

Tourist density in relation to population and area

Austria	Tourists arrived	Population (inh)	Area (km^2)	Dt./inh.	Dt./km^2
2005	25,555,868	8,201,359	83,879	3.12	304.68
2006	26,508,469	8,254,298	83,879	3.21	316.03
2007	27,563,291	8,282,984	83,879	3.33	328.61
2008	28,833,247	8,307,989	83,879	3.47	343.75
2009	28,566,589	8,335,003	83,879	3.43	340.57
2010	29,700,112	8,351,643	83,879	3.56	354.08
2011	30,906,198	8,375,164	83,879	3.69	368.46
2012	32,325,646	8,408,121	83,879	3.84	385.38
2013	32,940,265	8,451,860	83,879	3.90	392.71
2014	33,646,592	8,507,786	83,879	3.95	401.13
2015	35,350,102	8,584,926	83,879	4.12	421.44
2016	37,090,751	8,700,471	83,879	4.26	442.19
2017	38,586,622	8,772,865	83,879	4.40	460.03

Source: Processed data

CONCLUSIONS

The purpose of this paper was to carry out a comparative analysis of the tourist traffic indicators in Romania and Austria, based on data collected from Eurostat and the World Bank.

With a population of 8,772,865 inhabitants and an area of 83,879 km², Austria has ≈ 3 times more tourists per year than Romania with a population of 19,644,350 and an area of 238,390 km². The average stay indicator is decreasing in both countries, but in Austria it is higher by almost 1, ie almost one day in 2017.

The highest values of tourist density are recorded in 2017 in Austria, where there were 460.03 tourists and 4.40 tourists/inhabitant.

In Romania, however, even if there are registered increases over 100% growth from year 2005 to 2017, the tourist density in relation to the area is 50.57 tourists/km² in 2017 and the tourist density in relation to the population is 0, 61 tourists / inhabitant.

Comparing the two countries, we notice that in Austria there are with 409.46 tourists/km² and 3.79 tourists/inhabitant morethan in Romania in 2017.

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