

STUDY ON THE NATIONAL AND INTERNATIONAL EVOLUTION OF TOURIST INDICATORS DURING THE PANDEMIC PERIOD

Tripe Paula*, Ursu Andreea*, Pap Máte*, Verşan Octavian*

*University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048, Oradea, Romania, e-mail: ursuandreea1998@gmail.com pappmate2000@yahoo.com, versanctavian2000@gmail.com

Abstract

The purpose of the article is to establish as a starting point the use of sustainable tourism that tends to meet human needs and can exist over time, regardless of the policies promoted by public administration authorities in the field, taking into account the current state of the economy, in general, and the tourism industry in particular.

One of the most likely consequences of this crisis will be the consolidation of local tourism, which means visiting places close to home. Post-crisis tourists are likely to choose to travel to destinations closer to their place of residence, which are considered "less risky" by many potential tourists. In this context, the purpose of this paper is to show service providers where we are in the COVID-19 pandemic.

The National Bureau of Statistics informs that, in 2020, the collective tourist reception structures with accommodation functions were attended by 90.3 thousand tourists, which constitutes 24.1% (or 75.9% less) compared to 2019. Out of the total number of tourists, 61.6 thousand (or 68.2%) were resident tourists and 28.7 thousand (31.8%) were non-resident tourists.

Keywords: Tourists, Covid-19, residents, non-residents.

INTRODUCTION

A problem of national and local importance, which Romania faces, is represented by the different degree of capitalization of the tourist potential, considering the role that must be given to the observance of the support capacity, but also to the elimination of regional economic disparities.

This situation is the result of a complex of conditions, respectively difficult accessibility, tourist services and general utilities of poor quality, insufficient leisure programs, networks of tourist accommodation structures, insufficient food and leisure, labor force in the tourist occupational structure inadequate to market demand.

The economic benefits should be shared with the people and communities involved. The development of the sustainable tourism industry is achieved through the involvement of the parties. Faced with the

exceptional circumstances, the tourism industry has reached a point of interruption of normal activity never before seen, as more and more borders are closed and more and more travel restrictions are imposed. Sustainability must not be an option, it must be a challenge and an opportunity. This is also the reason why sustainability must become a priority for tourism. No economic growth will be profitable if it is not sustainable for a long time.

The World Tourism Organization defines: "Sustainable tourism as a concept designed to manage all resources so that economic, social and aesthetic needs are met while maintaining cultural integrity, essential ecological processes, biological diversity and support systems. of life ”.

Today, sustainable tourism is a topic of debate, but also a challenge for ministries and tourism experts. The world is facing an unprecedented social, economic and social emergency as a result of the COVID-19 pandemic.

Europe ranks first in the world ranking of tourist destinations. Tourism is at the heart of a huge business ecosystem that contributes substantially to prosperity and job creation in all Member States of the European Union.

MATERIAL AND METHOD

Documentation is the activity of searching, collecting, sorting and verifying information from the environment or from a database, in a certain field. The purpose of documentation is to create the most accurate image of reality, state or level of a process, a phenomenon or a field at a given time, taking into account a certain period of time.

Documentation it means not only finding out about the publication in a journal or volume of an article, or a book that also deals with issues of the research topic, but studying the content of that source, it requires detailed and thorough information.

The role of documentation in scientific research is:

- to create a benchmark to which to refer in what is intended to be continued;
- to determine what has happened or what has been researched so far in that field;
- to know the conclusions of previous researchers regarding the object of the research;
- to identify issues that remain unclear, unresolved or misinterpreted;
- to identify possible solutions to the problems identified above

RESULTS AND DISCUSSION

Tourism is among the most affected sectors, with a massive decline in international and domestic demand amid global travel restrictions, including many completely closed borders to mitigate the impact of the pandemic, protect people and the economy and promote solidarity. International tourism is expected to fall by more than 70% in 2020, back to 30 years ago. One concept used, introduced and addressed by Schaltegger and Wagner is sustainability performance management. It is a concept that requires a good management framework that, on the one hand, links social and environmental management with competitive strategy and business management, and on the other hand, integrates environmental and social information with economic information. business and sustainability reporting.

According to the World Tourism Organization, international tourist arrivals will be reduced by 20% to 30% in 2020, compared to 2019 figures, equivalent to a loss of \$ 300-450 billion in international tourism revenues (exports).

In 2021, the collective tourist reception structures with accommodation functions were attended by 178.2 thousand tourists or 2.0 times more than the previous year, against the background of the reduction of the indicator in question in 2020 compared to 2019 by about 284.4 thousand tourists (4.1 times). Out of the total number of tourists, 109.3 thousand (61.4%) were resident tourists and 68.9 thousand (38.6%) were non-resident tourists (Fig. 1).

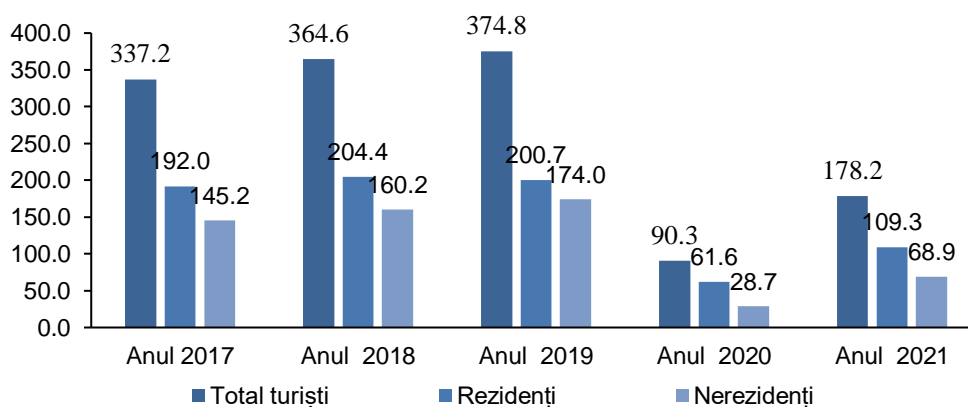


Fig. 1. Tourists accommodated in the collective tourist reception structures (thousands of tourists)

Compared to 2020, the number of resident tourists, accommodated in the collective tourist reception structures, increased about 1.8 times (by 47.7 thousand tourists) in 2021, of non-residents - by 2.4 times (by 40, 1 thousand tourists). The increase in the number of tourists accommodated in the collective tourist reception structures in the reporting year compared to the previous year is due to the increase of their accommodation in hotels and motels - by 49.4 thousand tourists (+ 97.6%), in leisure structures - with 18.3 thousand tourists (2.6 times), accommodation structures - with 10.7 thousand tourists (+ 97.4%), tourist and agrotourism pensions - with 6.8 thousand tourists (+ 46.9%), holiday camps - with 2.6 thousand tourists (12.7 times).

In the reporting year, the share of tourists in the total number of accommodated tourists who preferred to stay in the collective tourist reception structures in Chisinau was 59.1%, the development regions Center - 23.9%, South - 8.2 %, North - 7.3% and ATU Gagauzia - 1.5%.

Tabel 1

Number of tourists accommodated in the collective tourist reception structures in 2021

	Year 2021		Year 2021 in % then the year 2020		Informativ: Year 2020 in % then the year 2019	
	thousands of tourists	of which, non-residents	tourists	of which, non-residents	tourists	of which, non-residents
Total	178,2	68,9	197,3	239,6	24,1	16,5
from which:						
Hotels and motels	100,0	59,7	197,6	234,6	23,7	16,5
Houses for visitors	2,6	-	103,8	-	50,1	-
Tourist and agrotourism pensions	21,4	3,2	146,9	249,9	84,9	20,9
Reinforcement structures	21,6	0,2	197,4	171,6	34,1	12,8
Leisure facilities (tourist villas, holiday villages and other leisure facilities)	29,8	5,8	259,0	303,4	20,6	15,0
Holiday camps for students	2,8	-	1267,1	-	0,4	-

More significant shares in the total number of non-resident tourists staying in the collective tourist accommodation structures went to tourists from Romania (27.6%), the Russian Federation (12.3%), Ukraine (11.9%), the United States of America. America (7.2%), Turkey (4.4%), Germany (4.1%), Italy (3.7%), United Kingdom of Great Britain and Northern Ireland (3.4%), Poland 2.7%), Israel (2.6%), France (2.0%), Netherlands (1.2%), Canada (1.1%), Bulgaria (1.0%), Czech Republic, Spain , Belgium and Austria (0.9% each).

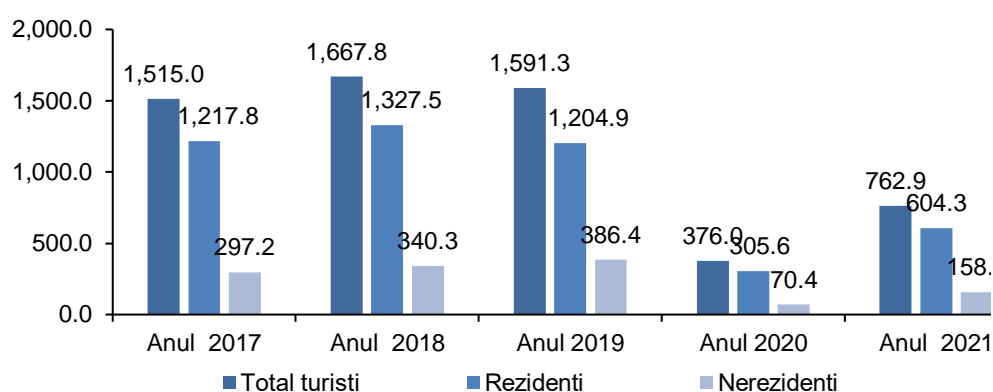


Fig. 2. Number of overnight stays of tourists in the collective tourist reception structures (thousand overnight stays)

In 2021, 762.9 thousand overnight stays of tourists were registered in the collective tourist reception structures, with 386.9 thousand overnight stays (2.0 times) more than in 2020, against the background of the reduction of the indicator in question in 2020 compared to 2019 4.2 times. The increase in the number of overnight stays of tourists was conditioned by their increase in accommodation structures - by 160.0 thousand overnight stays (2.0 times), hotels and motels - by 131.9 thousand overnight stays (2.3 times), structures of rest - with 49.9 thousand nights (3.8 times), holiday camps - with 27.0 thousand nights (9.7 times), tourist and agrotourism pensions - with 19.3 thousand nights (of 2, 0 times). At the same time, the number of overnight stays at guesthouses decreased by 1.1 thousand overnight stays (-1.7%). Out of the total number of overnight stays, 79.2% belong to the overnight stays of resident tourists and 20.8% - to overnight stays of non-resident tourists (Fig. 2).

Tabel 2

Number of overnight stays of tourists in the collective tourist reception structures with accommodation functions in 2021

	Year 2021		Year 2021 in % then the year 2020		Informativ: Year 2020 in % then the year 2019	
	overnight stays, thousands	of which thousands of non-residents	overnight stays,	of which, of non-residents	overnight stays,	of which, of non-residents
Total	762,9	158,6	202,9	225,4	23,6	18,2
from which:						
Hotels and motels	236,3	137,9	226,3	223,2	23,8	18,5
Houses for visitors	68,5	-	98,3	-	88,3	-
Tourist and agritourism pensions	39,0	7,5	197,6	214,8	54,0	20,5
Reinforcement structures	320,9	2,0	199,4	180,1	34,3	12,1
Leisure facilities (tourist villas, holiday villages and other leisure facilities)	68,0	11,3	376,1	280,7	11,2	16,4
Holiday camps for students	30,1	-	970,4	-	0,8	-

In 2021, the number of accommodation places offered to tourists was 122.7 thousand beds or 28.4 thousand beds (+ 30.1%) more than in 2020. The increase in the number of places offered to tourists was conditioned by their increase in leisure facilities and hotels and motels - with 7.7 thousand beds each (respectively + 53.6% and + 15.7%), accommodation structures - with 4.4 thousand places- bed (+ 25.6%), holiday camps - with 4.0 thousand bed places (2.2 times), tourist and agritourism pensions - with 3.9 thousand bed places (+ 58.5%), dormitories for visitors - with 700 beds (+ 19.1%).

CONCLUSIONS

First and foremost, governments need to implement measures, quickly and transparently, to enable immediate and simplified access to finance that maximizes the benefit of affected workers.

Secondly, these interventions need to be monitored on a regular basis in order to enable sound empowerment strategies for industry operators and, in particular, for Small and Medium-sized Enterprises at all stages of the crisis. This means providing support not only to compensate for lost revenue, but also to provide guidance on standards and protocols for businesses to reopen, adapt and access new markets, and to enhance the entrepreneurial potential of Small and Medium-sized Enterprises. and boost collaboration processes.

Third, industry operators need to show strong creativity, innovation skills and resilience to implement innovative solutions to rebuild a sustainable tourism industry. Coordinated approaches with other related sectors, which are severely affected by the crisis, such as creative and cultural ones, will be essential to regain success.

The current period requires a coordinated response to the short-term exit from the crisis, but also to model the recovery and address common long-term challenges.

The impact of the crisis is felt on the entire tourism ecosystem, and the reopening and reconstruction of destinations will require a sustainable approach. Tourism actors benefit from economy-wide stimulus packages, with many governments also introducing tourism-specific measures. Government and industry will need to focus on:

- lifting travel restrictions and working with businesses to access liquidity, implementing new health protocols for safe travel that will help diversify markets;
- restoring travelers' confidence and stimulating demand with new safe and clean labels for the sector, information applications for visitors and campaigns to promote domestic tourism;
- preparing comprehensive tourism recovery plans for rebuilding destinations, encouraging innovation and investment and rethinking the sustainable tourism sector;
- Declaring tourism as a strategic and priority economic area, to be integrated into all national recovery and development assistance programs as well as export stimulation and promotion programs, representing the most efficient export of services, being at the same time one of the multiplier economic branches in many other sectors of the national economy.

REFERENCES

1. Betty Radier, director, Comisia Economică a Națiunilor Unite pentru Africa_turism din Kenya. În: <https://www.un.org/africarenewal/magazine/special-edition-covid-19/au-study-covid-19-could-cost-africa-500-billion-damage-tourism-and-aviation-sectors>.
2. Biroului Național de Statistică din Republica Moldova. În: <https://statistica.gov.md/newsview.php?l=ro&idc=168&id=6736>
3. Lock S., Global change in travel and tourism revenue due to COVID-19 by country 2019- 2020, Jun 19, 2020.
4. Organizația Mondială a Turismului. În: <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>
5. Oriol Anguera-Torrell, profesor și cercetător în domeniul economiei aplicate în turism la Universitatea din Barcelona./ Exceltur/. În: <https://elpais.com/economia/2020-04-01/excelturcalcula-una-perdida-de-mas-del-30-del-negocio-turistico-a-causa-del-coronavirus.html>
6. Popa, A. F., Oancea-Negescu, M. D și Popescu, L. M.. Rolul informațiilor financiare în dezvoltarea proiectelor de extindere și renovare. Un caz de analiză a părților interesate. În: Proceedings of the 6th Edition of the International Conference “Approaches in Organizational Management”, București, România.
7. Saarinen, J., Traditions of sustainability in tourism studies. Annals of Tourism Research, 33(4), 2006, p. 1121–1140.
8. Schaltegger, S. and Wagner, M. Managing sustainability performance measurement and reporting in an integrated manner. Sustainability accounting as the link between the sustainability balanced scorecard and sustainability reporting. Sustainability Accounting and Reporting, 21, 2006, p. 681-697.
9. Strategia Națională de Dezvoltare Moldova 2030. În: <https://particip.gov.md/proiectview.php?l=ro&idd=6480>
10. Vittorio Messina, președintele național al Assoturismo, federația sindicală care reprezintă companiile care activează în sectorul turismului italian. În: <http://www.assoturismo.it/assoturismo-cst-nel-2020-si-perderanno-oltre-260-milioane-di-presenze-turistiche-60-ripresa-solo-nel-20nel-forse.html>
11. Wikipedia. În: <https://ro.wikipedia.org/wiki/Turism>
12. [Banca de date statistice/Statistica economică/Turism/Frecventarea structurilor de primire turistica](#)
13. [Concepte și definiții/Turism](#)
14. [Metadate de referință/Turism](#)
15. [Calendarul de diseminare electronică a informațiilor statistice în anul 2022](#)