

STUDY ON THE EVOLUTION OF NUMBER OF TOURISTS IN BIHOR COUNTY DURING 2011-2015

Chereji Ioan Jr.*, Țuțui Daniela**, Chereji Aurelia Ioana***,

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

** The Bucharest University of Economic Studies, 6 Piata Romana., 010374, Bucharest, Romania, e-mail: daniela.tutui@cig.ase.ro

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

Abstract

Tourism is an important sector of the economy both globally and nationally . Romania has a high tourism potential through varied topography and the many tourist attractions, so that was analyzed in terms of number of tourists for 2011-2015. Bihor county that is recognized by the diversity of relief being found a variety of terrains, from the plains to the mountains, dotted with traditions and customs, however, it was found that Bihor county attracts tourists by the spas a percentage almost reached 90% of the total number of tourists, a percentage slightly higher in 2015 compared with 2011. It was concluded that because the county seat town of Oradea and Sanmartin attract tourists mentioned earlier percentage of all the tourism in the county. Taking advantage that lies on the western border of the country, Bihor county also enjoys a significant number of foreign tourists as highlighted by the study carried out so that a total of 58 767 tourists visited the county during 2015, 50% more than in 2011. Also for the analyzed period, it was found that the highest number of tourists

Key words: Bihor county, Romanian tourists, foreign tourists, accommodation capacity ,

INTRODUCTION

Tourism is travel undertaken for purposes of recreation, rest or for business and the definition for tourism by W.T.O. it is wider so : “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Research undertaken on the role of tourism reveal that he has a considerable impact on the economy of societies and cultures of different countries. Its action manifests itself in many fields: economic, social, cultural, political; intensity of these actions differ from country to country depending on its level of development and the policy to him.(Turcu, D., Weisz, J., 2008)

Tourism acts as a stimulating factor for the global system. Therefore, tourism contributes to ensuring a balanced monetary circulation revenues from tourism by participating in several economic circuits. Tourism have a contribution, superior to other industries, to achieve added value because it involves high consumption of living labor, intelligence and creativity.

By developing tourism is obtained an increase in production which represents a contribution to increasing domestic products (GDP) or Gross National Product (GNP)

Tourism is the set of relationships and phenomena resulting from displacement and people accommodations outside their homes as long as the travelers and movement are not motivated by a permanent establishment and some gainful activity” (Hunziker, W., 1940). The tourist is any person who engages in tourism. (Halloway, J. Ch. , Taylor, N. 2006)

Tourism is an important driver of global economic system, playing a leading role both in the economic life and social action contributing to the tourism potential of each individual country and economic growth, improving living conditions (Fintineru, A., et all, . 2014)

Analyzing the evolution of the number of tourists in a region implies first of all this to be an area with potential for tourism, and to exist possibility of accommodation business continuity that might have been due to a return tourists to the locations already visited but and constant attraction for tourists.

Thus, the intention of returning is presented in the literature as an indicator that captures the fullest extent level of satisfaction of tourists, by demonstrating that a return of the tourist is represented by his satisfaction was generally respected as a destination of success must responding to customer needs through an optimal mix specific tourism of services accommodation, food, entertainment, transport.(Martinez et all 2010).

One of the most complex in the business activities of our days is considered tourism activity, an activity that manages not only to collect, but also to bring together common elements tourism phenomenon in all economic sectors, using, however, gears and some other systems outside the economic and the political, banking or law (Fintineru, G., 2005)

Bihor county is located in the North-West of Romania, on the border with Hungary . The county has an area of 7544 km², and on this surface there are the following forms of relief: Western Plain, Western Hills, Mountains Plopișului, Mountains Pădurea Craiului, Bihor Mountains and partly Mountains Vlădeasa with maximum altitude of 1849 meters peak. Bihorul. All of which are crossed by these watercourses: Crișul Negru Crisul Repede, Barcău. Because of this variety of landforms, Bihor county, offers tourists more picturesque areas of interest that should be exploited both Romanian tourists and the foreign ones.

However, Bihor County is recognized both nationally and internationally due to the thermal waters from Baile Felix and 1 Mai, areas that attract every year a large number of tourists and the number of foreign tourists is considerably higher than the number of foreign tourists who are attracted to other areas in the county.

Besides Bihor county has numerous geothermal springs, which has led to several recreation centers and treatment. Of these the most important

are: Baile Felix, 1 Mai, Baile Tinca and complex at Sarcau. These spas are one of the major tourist attractions in the county.

MATERIAL AND METHODS

The main objective was to analyze the number of tourists arriving in Bihor county between 2011-2015. The study aims to present evolution of the number of Romanian and foreign tourists during the period mentioned in Bihor County and analyzing the results of the above mentioned period . To achieve the purpose of the study, it was used as a research method quantitative analysis both numbers and percentage of the number of tourists arriving in Bihor county during 2011 - 2015, based on data generated by the National Statistics Institute (NSI). Available data were analyzed in order to present the main findings on the evolution of the total number of tourists for a period of five years both Romanian and foreign, and also the analysis that reveals their accommodation preference in terms of location.

RESULTS AND DISCUSSION

The offer of tourist accommodation in Bihor county at the end of 2015 was represented by 179 tourist accommodation structures according to information available online on the website. Of the total of tourist accommodation structure, the largest share is held by agro hostels with 43% of the total, followed by hotels with 26.81% and 11.17 % being represented by tourist villas .

Table 1.

Nr. structurilor de primire turistica la nivelul jud. Bihor 2015

Tipuri de structuri de primire turistica	JUDET	Year 2015	
		Number	%
Total	Bihor	179	100
Hotels	Bihor	48	26,82
Villas	Bihor	20	11,17
Boarding houses	Bihor	11	6,15
Rural locations	Bihor	77	43,02
Other types of tourist accommodation structures		23	12,85

Source : NSI data procession, Tempo Online

So, given the no. of tourism structures respectively existing accommodation capacity in late 2015 (2.925.079 number of beds - days, the increase by 10% compared to 2011), was examined on the number of tourists in the period 2011-2015 in the county of Bihor, to observe how its

evolution during the analyzed period, and collating the number of tourists with accommodation capacity.

In Bihor County during the studied period were a total number of 1,391,117 tourists divided in five years, as can be seen in the chart below, the year 2015 representing an increase of 33.62% compared with the tourists in 2011, which shows the growing attractiveness of the area among tourists, the growth is important.

Fig. 1



Source : NSI data procession, Tempo Online

Table 2.

Situation of number of tourists in the county of Bihor, 2011-2015

	Year 2011	Year 2012	Year 2013	Year 2014	Year 2015
TOTAL - Nr turisti	228.356	268.382	252.045	298.275	344.059
CITY OF ORADEA %	38,76404	41,3217	42,13018	43,16352	47,4965
SINMARTIN	49,10666	46,5918	46,32546	46,79004	42,10383

Source : NSI data procession, Tempo Online

It also found (Table 2) that the tourism potential of the county is owned by Sinmartin renowned for its geothermal waters (Baile Felix and 1 Mai) and the county seat, Oradea. They owning 86.86% of the total number of tourists in the year 2011 and 89.6% in 2015, with a greater number of tourists in the area Sinmartin about 11% from Oradea in 2011, which was amended on end of 2015, the percentage of tourists accommodated in Oradea is higher by about 5.4% compared to one in Sinmartin. Other areas of the county hold only a percentage of about 10% of the total number of

tourists, although they have a high potential due to mountainous areas, the multitude of caves around, finds that tourists prefer to accommodate either in Oradea, whether in Sinmartin and tourism practice day tourism in these areas.

Also, the analysis reveals that the percentage of tourists that comes in Bihor county from all tourists in the Northwest region in the period under review remains around 30%, with a low of 28.02% in 2013 and the maximum was 31.48% in 2012. Also was an increase of about 30% in the North-West at the end of 2015, compared with 2011, to which he contributed easily the increase of number of tourists in Bihor county in the analyzed period.

Table. 2

	2011	2012	2013	2014	2015
Regiunea Nord-Vest	799.774	852.523	899.370	972.856	1.140.667
Bihor	228.356	268.382	252.045	298.275	344.059
Procent	28,55%	31,48%	28,02%	30,65%	30,16%

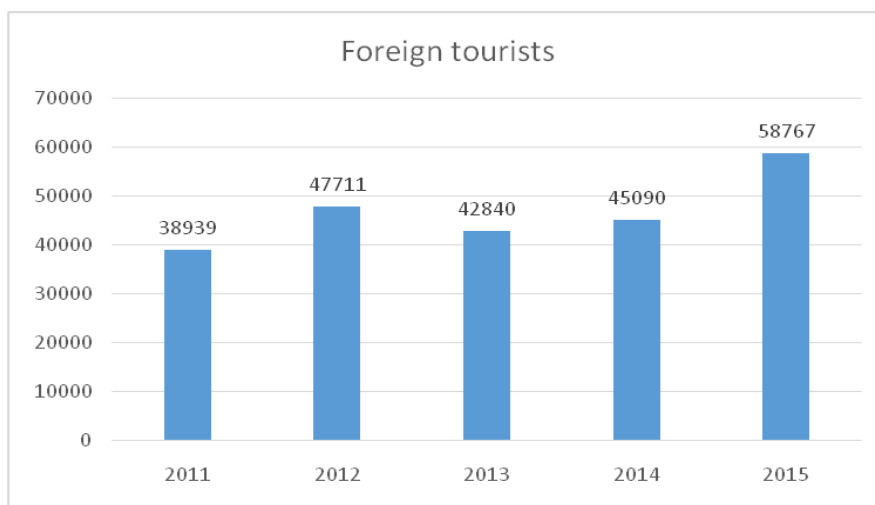
Source : NSI data procession

Romania might fit among attractive tourist destinations in Europe and worldwide. However, although, over time, they have initiated a series of promotional campaigns, no visible results.(Popescu, R.I, 2012).

Of the 1,391,117 tourists during the analyzed period in the county of Bihor, it is observed that a total of 233 347 were foreign tourists, representing 16.77% of total . They were divided in five years as can be seen in the chart below . 2015 was the year in which the number of foreign tourists was up by around 50% compared to 2011. This also corresponds to the overall increase of number of tourists in 2015 compared to reference year 2011.

Fig. 2

Number of foreign tourists in Bihor County in 2011-2015

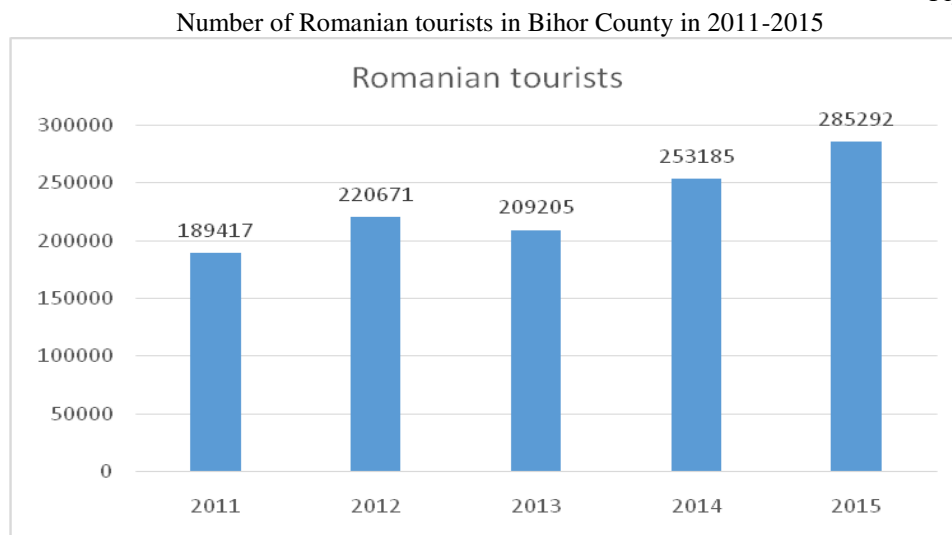


Source : NSI data processing

The number of Romanian tourists is 1,157,770, divided into years of study is presented in Figure 3. It also notes that in the case of Romanian tourists we can talk about an increase of 33,6% at the end of 2015, compared to 2011, growth that is also found in the number of foreign tourists .

We can say that the analysis carried out highlights the fact that every year, the number of tourists both foreign and Romanian evolved, which also show an increase in the attractiveness of the area analyzed, growth that is expected to continue in the next period

Fig. 3

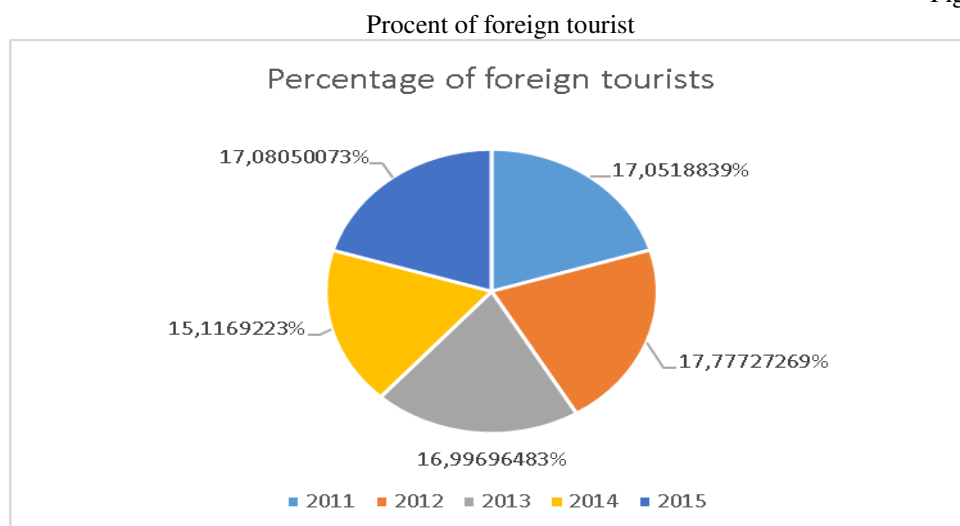


Source : NSI data processing

However, as can be seen in the data presented number of foreign tourists is not very high compared with Romanian tourists. The percentage

of foreign tourists in the five years is 17.05% in 2011, 17.77% in 2012, 16.99% 2013 15.11% 17.08% in 2014 and 2015.

Fig. 4



Source : NSI data procession

CONCLUSIONS

In this study we can see that the number of tourists in Bihor county had an upward trend, except for 2013 when their number decreased, both the Romanian tourists and those from abroad, although at North- West is not relevant this decrease, which highlights the potential increases in other parts of the region counties.

The most significant increase in the number of Romanian tourists we have from 2013 to 2014 with an increase of 43.980 tourists, and among foreign tourists was the highest increase from 2014 to 2015 with 13.677 tourists.

Although the largest increase in the number of foreign tourists is in 2015, the largest percentage from the total tourists is in 2012 with 17.77% of the total .

The upward trend in the number of tourists, both Romanian and foreign, during analysis in Bihor county, will follow its course in the next period .

However, it was found that over 86% of the total number of tourists accommodated in Oradea and Sinmartin, localities positioned about 5 km distance from each other, which highlights the attractiveness of these areas compared with the rest of the county. This also leads to need to elaborate a

sustainable development strategy for Bihor county for unexploited areas to the true potential that it have .

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