

SIGNIFICANT TRENDS OF TOURISM AT GLOBAL AND NATIONAL LEVEL

CRISTINA POPESCU¹, IOAN CSOSZ¹, RAMONA CIOLAC¹

¹ *Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Agricultural Management Faculty, Romania*

Abstract: *Most part of statistics show that tourism is a important factor in the economic development proces. Starting from on these considerations and from the fact that Romania has a high tourist potential, it is essential that this activity to be an important element in social and economic development of the country, with a special accent for expanding international tourism. In these circumstances, it is necessary to concentrate efforts for fully recovery of the tourism potential, through a diversification, modernization and continuous adaptation to the requirements of tourists. Global trend of tourism activity at national and international level is the subject of the present scinetific paper work.*

Key words: *tourism, trends, national level, global level*

INTRODUCTION

Speciality studies identified the main megatrends that are recorded in the tourism sector so far and witch will increase for the years 2020 regarding tourism demand and supply. Among the most significant aspects are mentioned the following: [9, p.8-9]

- An increasing number of tourists seeking to satisfy their hobbies and special interests, based on the nature, historical places, economic activities and professional interests;
- Ethnic tourism, represented by those who want to visit places where they or their ancestors were born is increasing; particular side is formed by religious tourism consists of people who, through pilgrimages, visiting holy places related to their religious beliefs;
- Increase the demand for new destinations, with benefic consequences on the development of new areas and improve and extend the existing ones;
- Increases the concern for maintaining or improving health and, thus, stimulate the development of spas and spa treatment centers; classic hotels resorts begin to adapt to the new guidelines of the application, including facilities and units for gymnastics, fitness and other nontraditional treatments and procedures and so on, increasing the interest of applicants;
- There is an increasing trend in the number of shorter vacations, thus allowing the development of more tourist destinations, and for staisfing the demand, the opportunity to provide facilities and activities for tourists in all seasons;
- Increase the number of people aged III that are more active and willing to travel, without reductions in the number of middle-aged people or young population; in parallel, disabled people traveling in an increasing number, fact which determines the adaptation of services and utilities for the needs of this customer segment;
- Tourists become more experienced and sophisticated and expect good quality attractions, facilities and services and prices adequate to the quality in their travels;
- Business trips or for congresses, conferences, meetings, etc. continues to grow, bringing increasing benefits to organizers; many people who participate in such actions are at the same time also "holiday" tourists wishing to know the area they are visiting;
- Increasing the number of tourists who are concerned about environmental issues or social and natural, therefore, increase searches of destinations very clean and without

environmental problems or social nature ones; following these guidelines, many destinations are concerned in adopting development programs and wish to encourage good quality tourism, which avoids environmental or social issues, optimizing also the economic benefits;

- Older resorts are restructured and revitalized to meet the present expectations of tourists, the process being planned and conducted with great caution;
- Tourism uses an increasingly modern technology in areas such as booking and marketing services; in recent years the Internet has become an increasingly important means of information and marketing.

MATERIALS AND METHODS

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

RESEARCH RESULTS

Studies made by the WTO, based on market information and analyzes made in big countries generating by tourist flows from Europe, as well as surveys conducted among foreign tourists visiting Romania, characterized Romanian tourism offer by the following aspects: [8]

- All types of programs offered by Romania faces a strong competition on Western European markets;
- Competing destinations offering a wide range of facilities for all tourist categories;
- Romanian offer is relatively limited, restricted to a few resorts and within them, only a few hotels;
- Services are inferior to those of competing destinations such as Bulgaria, Turkey, Greece and Cyprus;
- Recreation does not rise to the level of supply from other destinations;
- Technical and road infrastructure is inadequate;
- Lack of superior comfort hotels in major cities and tourist resorts of international interest;
- In terms of quality-price report, Romania has stopped to be an attractive tourist market.

World Tourism Organization summarizes the impact factors in the development of international tourism of Romania, as follows:

Table 1

The perception of Romanian tourism offer on foreign markets

Field	Positive factors	Negative factors
Tourism products	existence in study phase of some investment projects for creation new hotels both in major cities and tourist resorts	lack of an action program, coherent and stable, regarding tourism development
	adoption of new laws witch governing the development and control of tourism activities and helps to improve tourist services	absence or poor state of public services in many resorts and rural areas
	significant increase of accommodation capacity in especially as the number of rooms and private apartments	lack of credits for investments and heritage restoration, insufficient funds allocated for tourism development
	improving and developing offer for outhur products and tourist programs (sports, entertainment, cultural events, trips, etc.)	lack of credit for promoting
	modernization of existing hotels and construction of new hotels and other accommodation structures	strong competition of countries from Central and Eastern Europe
	development of rural tourism and network of guesthouses that serve breakfast	
	successful experiences of new forms of tourism in some tourist areas of the country	
	development and diversification of recreational facilities and equipment	
	increasing professionalism in the training	
	adoption of a legal framework that allowed the opening of new technical schools and centers for training in tourism (Bucharest, Suceava, Constanta, Brasov, Timisoara and Cluj)	
	development of recreational sector in hotels (nightclubs, casinos, gaming centers, discos, health centers, conference centers and business, etc.)	
	existence of a pleasant climate, rich nature and abundance of historical monuments	
Marketing and promotion	rich tourist offer through Internet	budgetary constraints
	advertising in travel worldwide media	insufficient tourist information at tourist resorts level
Other areas	upgrading border customs	political instability in the Balkans
	declaring the Danube Delta Biosphere Reserve and ecotourism development	existence of inadequate technical and urban systems in some major cities and tourist resorts
	possibility of recovery in ecotourism of important protected areas (national and natural parks)	
	awareness, through various actions, of the population regarding the value and necessity of environmental protection	

Source: WTO

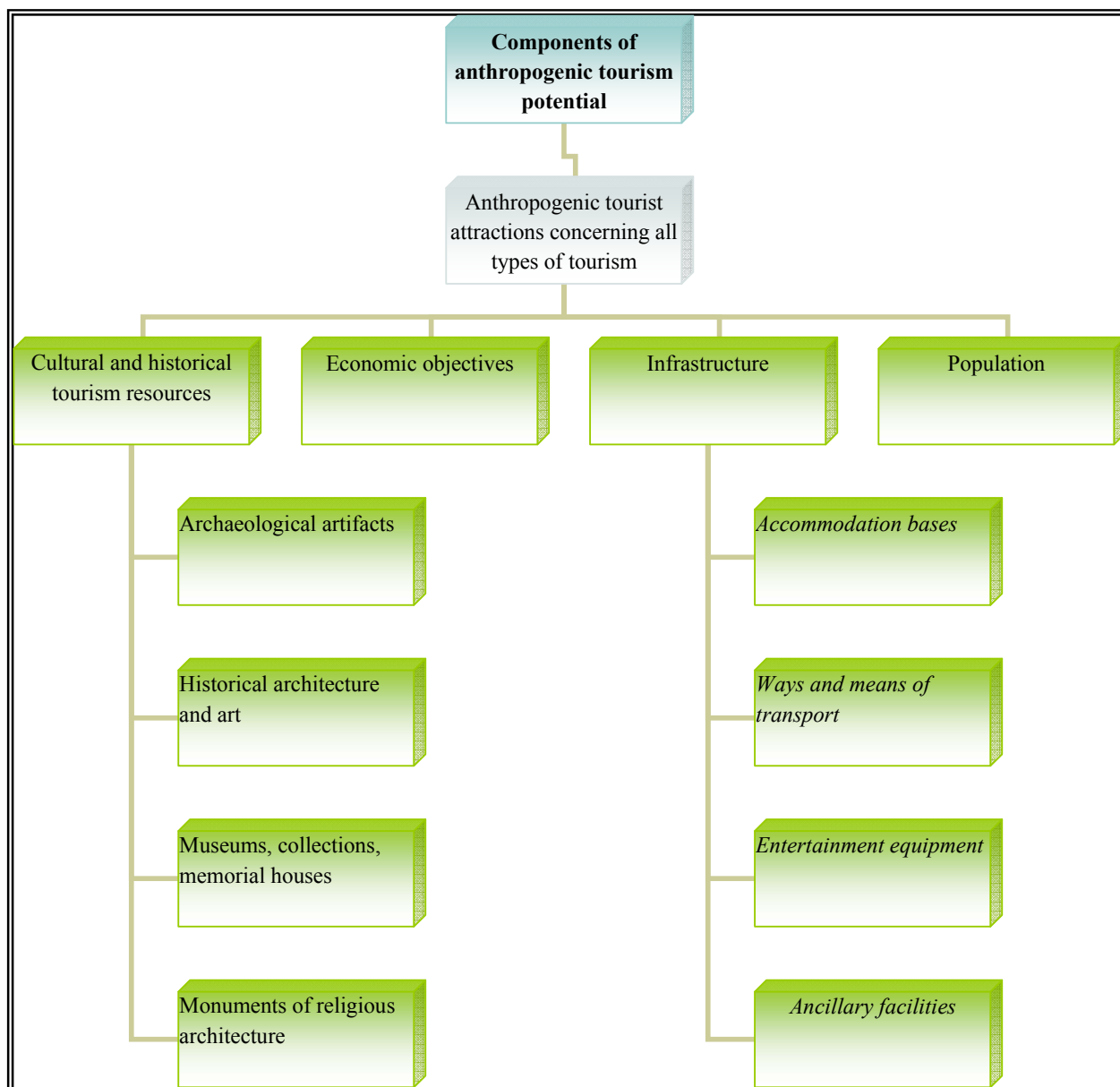


Figure 1. Components of anthropogenic tourism potential

The main local resources that can and should be exploited by agrotourism, through various recreational activities must be related to farm and rural world.

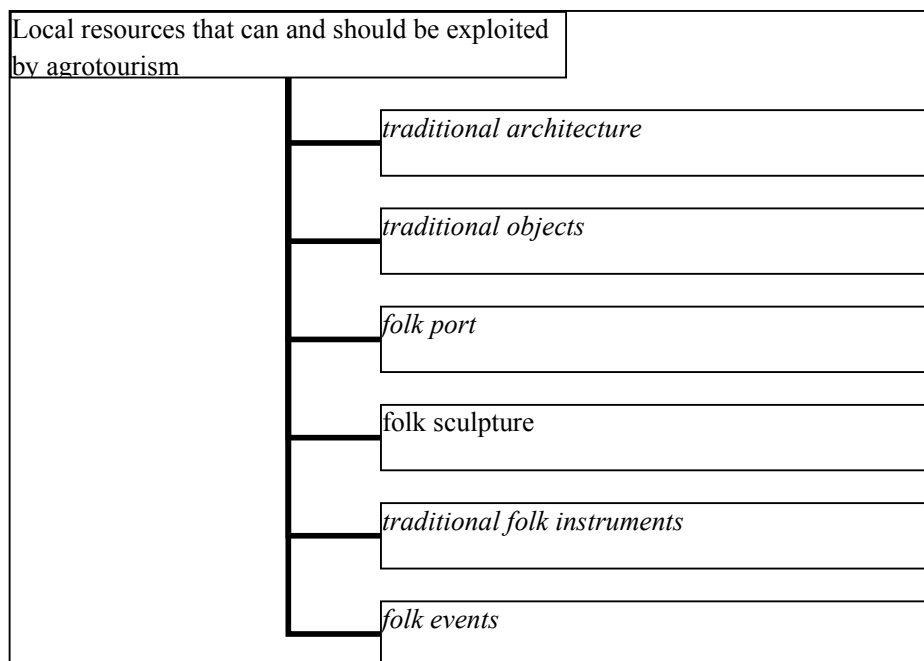


Figure 2. Local resources that can and should be exploited by agrotourism

The main reasons due to which, compared to other Central and Eastern European countries, Romania presents himself modest in terms of economic performance of the tourism industry are: [2,3,5]

- Lack of a program of actions, consistent and stable, regarding tourism development;
- Lack of investment funds for the development and rehabilitation of general and specific infrastructure, due to the slow and complicated process of privatization, application of an inadequate income tax, absence of bank credit facilities;
- The reform of tourism sector started late, even if some attempts of economic reform have been made since the early '90s, but the duration of their application spread over a very long time;
- With few exceptions, the tourism sector has not proven to be very attractive for foreign investors;
- Lack of assets (financial) available to companies from the field;
- Low purchasing power of the population and reordering priorities;
- Reorient of a part of domestic tourism demand through foreign destinations.

CONCLUSIONS

Appealing to the World Tourism Organization statistics, we find that tourism generates almost 12% of the gross world product, focusing around 7% from the total investment efforts, mobilize approximately 11% of household consumption expenditure of the population and provides jobs for about 8% from the active population of the world (1 of 12 employees working directly in tourism). If it is considered the most traded goods and services in world trade, it can be seen that tourism (which includes international tourism and international transport of passengers) occupies first place with 8%, followed by automotive industry (7.8 %) and the chemical one (7.5%), its evolution being in many cases superior to the dynamics of world trade.

The perspective as the Central - Eastern Europe to become in the future an important receiver pole of international flows of tourists must convince and stimulate at the same time. We must be aware that Romanian tourism can no longer afford to provide poor quality services, lack of imagination and originality, but also expensive, monotonous tourism products without individualized structure. It is necessary a change of mentality and optical, witch propagate Romanian tourism through global tourist products.

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