

## THE ANALYSIS OF THE TOURISTIC TRAFFIC IN SOUTH-MUNTENIA REGION

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**Abstract:** *Region South-Muntenia has a considerably touristic potential to develop the tourism due to favorable natural conditions and of cultural and existing historical traditions. Tourism in the South Muntenia region tends to become one of the most dynamic sectors with the potential for a long term development, it substantially contributes to the economic revival of the region. In this paper is analyzed the evolution of the tourist traffic and the accommodation capacity for the 2010-2015 period. The analysis of the tourist traffic is essential for the development of efficient policies to attract customers in this field.*

**Key words:** *touristic circulation, touristic services, structures for reception, the functional touristic accommodation capacity*

### INTRODUCTION

Tourism has in this area, owing to their incentive interference effect of the economy and in other related industries. The area which is bounded in the north of the region is more heavily exploited and developed from the point of view of Moldova. As an alternative to the mountain tourism attempts are in the region to stimulate the tourist interest for the southern part of the Mediterranean region through exploiting the potential offered by aquatic area of the River Danube. In the last time, the interest shown for projects of tourism has registered and determined in the region in an increase of less on account of the investors than the authorities.

The South Muntenia region has an important development potential economic differentially between the north and south of the region. The region has an attractive tourist potential and considerably, which leveraged its in an appropriate manner may contribute essential to its economic and social development of the region.

The economic advantages of the tourism industry are multiple. The tourism industry generates a significant number of jobs and their investment in this area have a duration of depreciation relatively short. The local economy as a whole benefits as a result of the development of tourism. The tourists creates an additional demand for services and consumer goods and thus the tertiary sector of the economy (services, trade, craft industries etc).

### MATERIALS AND METHODS

The analysis of the tourist traffic is essential for the development of efficient policies to attract customers in this field.

The research consisted in collecting data on trends in the base of the technical materials and of the system of indicators of the tourist traffic in the region South Muntenia. To this end have been consulted the Statistical reports of the of the county of statistics and statistical Breviarul - Tourism Romania. A special place in the structure of the system of indicators of tourism of the returns relating to the circulation of tourist attraction. They express the actual application under different aspects, but sometimes and the potential or even offer relationship. On the basis of the existing data, shall be analyzed a series of indicators of the tourist movement (number of arrival of tourists, the nights number, the average length of stay), with the role to highlight the development of tourism in the region South Muntenia.

**RESEARCH RESULTS**

The Hotel Accommodation means, together with those of transport, catering and leisure, one of the benefits of the basis of the information requested by the tourist for the duration of his journey and also an important factor to stimulate tourism demand. During the reporting period, the number of the structures of reception with functions of accommodation has been programming with an ascendant trend region South Muntenia placing before the regions of south-west Oltenia and Bucharest Ilfov, thus occupying the position of the 5 in this hierarchy. This increase in the number of units of accommodation recorded in the period under consideration was due on the one hand the appearance of new types of structures the tourist accommodation (hostels rural tourism, urban and rural tourism hotels for Youth Hostels) and on the other hand an increasing number of receiving structure classified in the upper categories (3 Stars 4 Stars 5 stars).

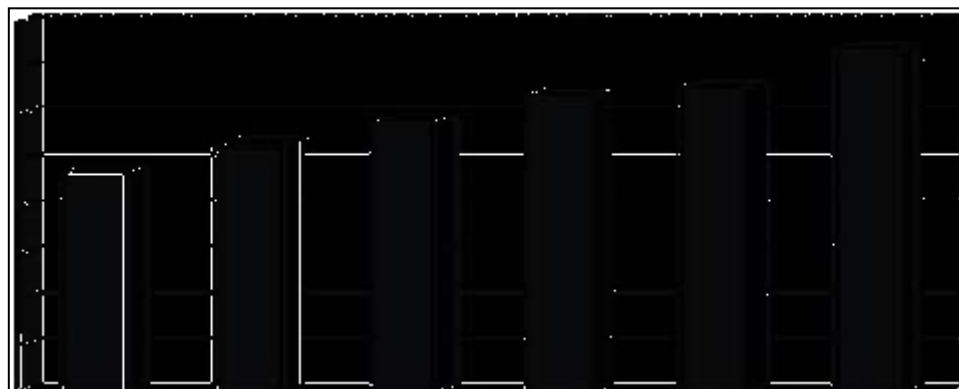
**Table 1.**

**Receiving structure with functions of accommodation in the region during the period 2010-2015**

Years	2010	2011	2012	2013	2014	2015
<b>ROMANIA</b>	<b>5.222</b>	<b>5.003</b>	<b>5.821</b>	<b>6.009</b>	<b>6.130</b>	<b>6.821</b>
North-West Region	658	650	730	709	676	771
The Centre Region	1.188	1.197	1.526	1.642	1.745	2.107
North-East Region	554	604	690	725	745	830
Soth-East Region	1.385	974	1.079	1.090	1.101	1.111
<b>Soth-Muntenia Region</b>	<b>472</b>	<b>533</b>	<b>581</b>	<b>638</b>	<b>656</b>	<b>740</b>
București – Ilfov Region	163	155	167	173	173	182
Soth-West Oltenia Region	305	377	448	421	436	428
West Region	497	513	600	611	598	652

Source: *www.insse.ro*

During the period 2010-2015, in the region of South-Muntenia structures of reception have known an increase from 472 in 2010 to 740 in 2015, as it can be seen in Figure 1. The year 2014, the number of the structures of reception with functions of accommodation has increased by 18 units in relation to that for the year 2013, amounting to 656 , and 2015 their number has reached 740 with 84 more than in the year 2014.



**Figure 2. The evolution of the structures of reception with functions of accommodation in the region of South-Muntenia, in the period 2010-2015**

Source: *www.insse.ro*

In the following table is presented the distribution of the accommodation places in counties in the region South Muntenia 2015. Thus, the largest share is held by Prahova county where there were 41,09% of the total amount of the accommodation places, followed by the Arges county with a weight of 29,16%, both holding over three quarters of the total number of accommodation places. This is due to the interest which enjoys among the tourists mountain resorts in Prahova Valley and the spa centers: Slanic Prahova-, brimstone, Campulung.

**Table 2.**  
**The capacity of the tourist accommodation in the region South Muntenia 2015**

	The capacity of the tourist accommodation	
	Existing (places)	Functional (places – days)
<b>The South Muntenia Region</b>	<b>29.881</b>	<b>8.523.073</b>
Argeș	8.714	1.728.594
Călărași	843	283.605
Dâmbovița	3.270	1.084.648
Giurgiu	589	213.805
Ialomița	3.163	610.453
Prahova	12.278	4.328.018
Teleorman	1.024	273.950

Source: [www.insse.ro](http://www.insse.ro)

During the period 2010-2015 The tourist accommodation capacity on the existence of the types of structures of receipt of tourism registered a continuous increase from 22625 places in 2010 to 29881 places in 2015, the weighting of the highest being owned by hotels (49,3% of the total in the year 2015), at the opposite pole-tourist stops with a weight of 01% of the total in 2015.

**Table 3.**  
**The capacity of the tourist accommodation the existence on the types of structures of reception during the period 2010-2015**

Types of structures for the reception of the region South Muntenia	(places number)					
	2010	2011	2012	2013	2014	2015
Hotels	12.380	12.872	14.320	14.437	14.411	14.722
Hostels	356	440	683	1.325	1.377	1.562
Suites	84	84	84	84	84	84
Motels	1.266	1.414	1.459	1.670	1.531	1.561
Inns	20	20	20	20	42	42
Touristic Villas	1.031	1.191	1.226	1.407	1.382	1.471
Touristic Cottages	1.197	1.210	1.285	1.297	1.240	1.194
Bungalows	36	36	36	36	36	62
Camping sites	44	342	342	342	614	614
Touristic stops	26	30	30	30	30	30
Touristic houses	115	151	151	151	183	211
Scholar and pre – school camps	2.193	1.520	1.529	1.098	1.114	1.094
Touristic Guesthouses	1.889	2.431	2.462	2.818	2.919	3.316
Agrotouristic Guesthouses	1.654	2.036	2.357	2.845	3.049	3.582
Spaces accommodation of vessels river and maritime	334	334	352	346	336	336
<b>TOTAL</b>	<b>22.625</b>	<b>24.111</b>	<b>26.336</b>	<b>27.906</b>	<b>28.348</b>	<b>29.881</b>

Source: [www.insse.ro](http://www.insse.ro)

The counties of Prahova, Arges, and Dambovita, whose degree of tourism development is higher as compared to the counties in the south of the region, offers a wide range of tourist services, while also providing the pursuit of the following forms of tourism: stay, and spa, winter sports in the mountain resorts, visiting towns and of the areas of tourist interest, fishing and hunting. The main points of attraction for tourists for winter sports and tourism weekend constitute them mountain resorts in Prahova Valley-Bucegi Peaks, they featuring a hospitality network covering in large part to the needs of accommodation and a tourism infrastructure.

The analysis of the tourist traffic implies the knowledge of indicators: the number of tourists arrived, the number of stops, the average length of stay.

**Table 4.**  
**The evolution of the arrival of tourists in the structures of the reception with functions of tourist accommodation in the period 2010-2015, in Romania**

	2010	2011	2012	2013	2014	2015
<b>Total</b>	6.072.757	7.031.606	7.686.489	7.943.153	8.465.909	9.930.496
<b>Foreigners:</b>	1.346.343	1.516.699	1.656.436	1.717.355	1.914.570	2.239.978

Source: *www.insse.ro*

The arrivals recorded in the structures of the reception with functions of tourist accommodation in Romania have increased in 2015 with 17.3% compared to the same period of the year 2014, representing 9.930.496 thousand tourists. Of the total number of arrivals, those of Romanian tourists have represented 77,4%, while the arrivals of foreign tourists have represented 22,6%.

**Tabel 5.**  
**Arrivals of tourists in the structures of the reception with functions of tourist accommodation in the region South Muntenia during the period 2014-2015**

<b>The South Muntenia Region</b>	2014	2015
<b>Total</b>	<b>706.229</b>	<b>852.652</b>
Argeş	160.005	195.200
Călăraşi	15.857	17.809
Dâmboviţa	82.621	89.548
Giurgiu	23.124	24.860
Ialomiţa	41.429	44.863
Prahova	371.718	467.158
Teleorman	11.475	13.214

Source: *www.insse.ro*

From the point of view of the distribution on the counties, arrivals of tourists have seen a strong concentration as it can be seen in Table 5. The largest part of the arrival of tourists in the region South Muntenia has been registered in Prahova county, over 50%, respectively 371.718 thousand out of a total of 706.229 thousand in the year 2014 and 467.158 thousand out of a total of 852652 thousand in 2015.

**Table 6.****The overnight stays****-thousands-**

	2010	2011	2012	2013	2014	2015
<b>In Total:</b>	16.051.135	17.979.439	19.166.122	19.362.671	20.280.041	23.519.340
<b>Foreigners</b>	2.766.581	3.066.882	3.297.433	3.477.854	3.768.104	4.471.639
<b>Romanians</b>	13.284.554	14.912.557	15.868.689	15.884.817	16.511.937	19.047.701

Source: www.insse.ro

The overnight stays of foreign tourists registers a trend growth, reaching 2015 4.471.639 to thousand foreign tourists, this saw superciliousness mainly their interest for the tourist areas in Romania.

**Table 7.****Nights in the structures of the reception with functions of tourist accommodation in the region South Muntenia-during the period 2010-2015****-thousands-**

<b>The South Muntenia Region</b>	2010	2011	2012	2013	2014	2015
<b>TOTAL</b>	<b>1.564.697</b>	<b>1.677.887</b>	<b>1.775.164</b>	<b>1.715.207</b>	<b>1.714.876</b>	<b>1.909.901</b>
Argeș	206.235	218.501	249.575	236.807	277.696	328.027
Călărași	27.570	33.623	31.650	34.313	35.495	36.975
Dâmbovița	218.526	248.144	238.231	243.188	247.853	250.120
Giurgiu	84.968	92.026	94.408	82.801	41.906	40.927
Ialomița	199.574	218.146	213.705	201.762	188.908	210.975
Prahova	799.048	839.230	909.557	876.902	898.682	1.019.988
Teleorman	28.776	28.217	38.038	39.434	24.336	22.889

Source: www.insse.ro

The number of nights in the structures of the tourist accommodation recorded in 2015 was 1.909.901 thousand tourists, on the rise by 11.3 percent as compared to the year 2014.

The localities in the region South Muntenia that attracted the largest number of tourists in 2015 are: Sinaia, Pitesti, Ploiesti, Busteni and Giurgiu.

The average length of stay in 2015 was 2.5 days for the Romanian tourists and 2 days for foreign tourists. The index of the net use of capacity of accommodation, 2015, was 28.8% on the total structure of tourist accommodation, on the rise by 2.6 percent as compared to the year 2014.

In October 2016, in the structures of the reception with functions of tourist accommodation of the region South Muntenia were recorded 77.946 arrivals (8,9% of total arrivals recorded on the country), from which the 53.718 arrivals have been registered in the hotels (8,1% of total arrivals in hotels recorded on the country), they holding the greatest share (68,9%) of the total arrivals.

In the framework of the region, 56,0% of the arrivals were registered in Prahova county, 22,2% in Arges county 10,9% in Dambovita County, 4,9% in Ialomita county, 2,7% in Giurgiu county, 2,2 % in Calarasi county and 1,1% in the county of Teleorman.

## CONCLUSIONS

The most important areas with the tourist potential of the region South Muntenia are: mountain resorts in Prahova Valley, Bucegi Peaks, localities tourist and natural parks located in the Bucegi and Piatra Craiului Mountains sanatoria (Slanic Prahova, Valenii de Munte town, brimstone etc), the Danube, whose potential can be exploited as an alternative to the mountain tourism in the northern region.

The region South Muntenia represents the main destination of the winter in Romania, because of resorts in the Prahova county. Potential for this type of tourism has been less interest to Arges and Dambovita, following that investments in these zones to cover the extension of the hotel, slopes ski and the improvement of the quality of service.

Compared with the northern area, the Southern area of the region and in particular the aquatic area of the Danube river holds a tourist potential of unexploited until now, but which in time can become through investment supported a viable alternative to tourism mountain classic.

In conclusion, as a result of the study carried out it is found that the specificity of the region is the travel of the weekend and transit, there is the potential for the development and promotion of tourism spa water, tourism in natural areas, tourism cultural and religious.

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