

TOURISM IN ROMANIA-PROFILE OF TOURIST ACTIVITY BY DESTINATIONS

DOBRA CĂLIN*¹, CSOSZ CRISTIAN¹, ORODAN ELENA¹

¹"Aurel Vlaicu" University, Arad, Romania

² Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism

*Corresponding author's e-mail: calindobra06@yahoo.com

Abstract. Tourism represents for Romania the economic sector that has a valuable potential for development, not yet sufficiently exploited and which can become a source of attraction for both investors and foreign tourists. However, there is strong competition from neighboring countries (Hungary, Bulgaria, Croatia) as well as a modest competitiveness of Romanian tourism. Through the extensive program of INCDT market research, the information about the profile of different types of tourist locations in the country, highlights relevant aspects, which we will present in this paper.

Key words: tourism, profile, development, destinations

INTRODUCTION

Tourism is a growing industry[10] worldwide and generates economic growth in the countries in which it is developed[15]. The great advantage of Romania is the natural and cultural potential of a great diversity and harmoniously distributed in the territory, giving the possibility to practice different forms of tourism. But without an optimal quantitative and qualitative development of the reception, catering and leisure structures, these tourist resources cannot be capitalized, it is not possible to increase the number of tourists, the length of stay, the occupancy degree, the profit in tourism, so that Romanian tourism can become competitive on the international market. [1,8,14,16] At present, the Romanian tourism is going through a deep crisis determined not only by the current economic problems, but also by some insufficiently elaborated and inefficiently applied measures.

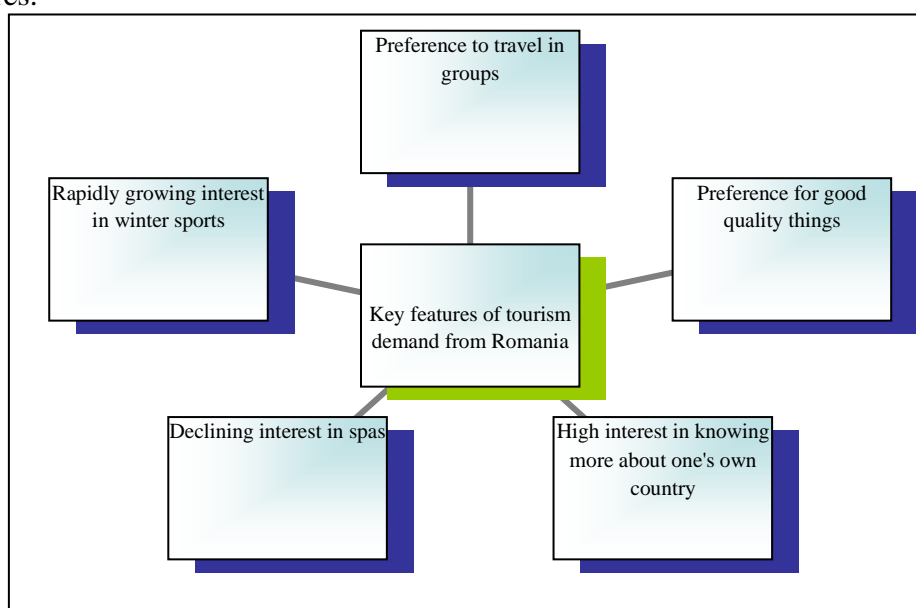


Figure 1. Key characteristics of tourism demand from Romania

Tourism developed a lot at the end of the 19th century and the beginning of the 20th century, due, to a large extent, to the technical progress registered in transports (the

network of railways, modernized roads developed, the car and the plane appeared as means of locomotion). In addition to this factor, which currently determines variations of the tourist movement, through changes in their dynamics and structure, new factors and motivations have appeared, which influence the development of rural tourism. Through the different forms of tourist actions, such as weekends, stays, holidays, excursions, circuits, etc., the tourist's contact with the whole of a different environment from the one he is part of materializes.

MATERIALS AND METHODS

The purpose of the paper follows: Key characteristics of tourism demand from Romania; The profile of tourist activity from spa resorts; The profile of tourist activity from mountain resorts; The profile of tourist activity from rural area; The profile of tourist activity from seaside; The profile of tourist activity from Danube Delta; The profile of tourist activity from towns county capitals. First of all the data were collected, then analysed and the main lines are presented in the paper.

RESEARCH RESULTS

Through INCDT's extensive market research program, information on the profile of different types of tourist locations in the country, highlights the following aspects: [4,7,12,17]

- Spas: 93% of visitors from spas in the country are Romanians and a small number of foreign tourists come mainly from Israel, Germany, the Netherlands, France, Belgium, Italy, Hungary and Spain. Foreign tourists generally prefer general relaxation more than medical properties; and satisfaction with existing facilities - especially the opportunities for entertainment provided - is low. The main group of tourists interested in spas are people over 50 years.

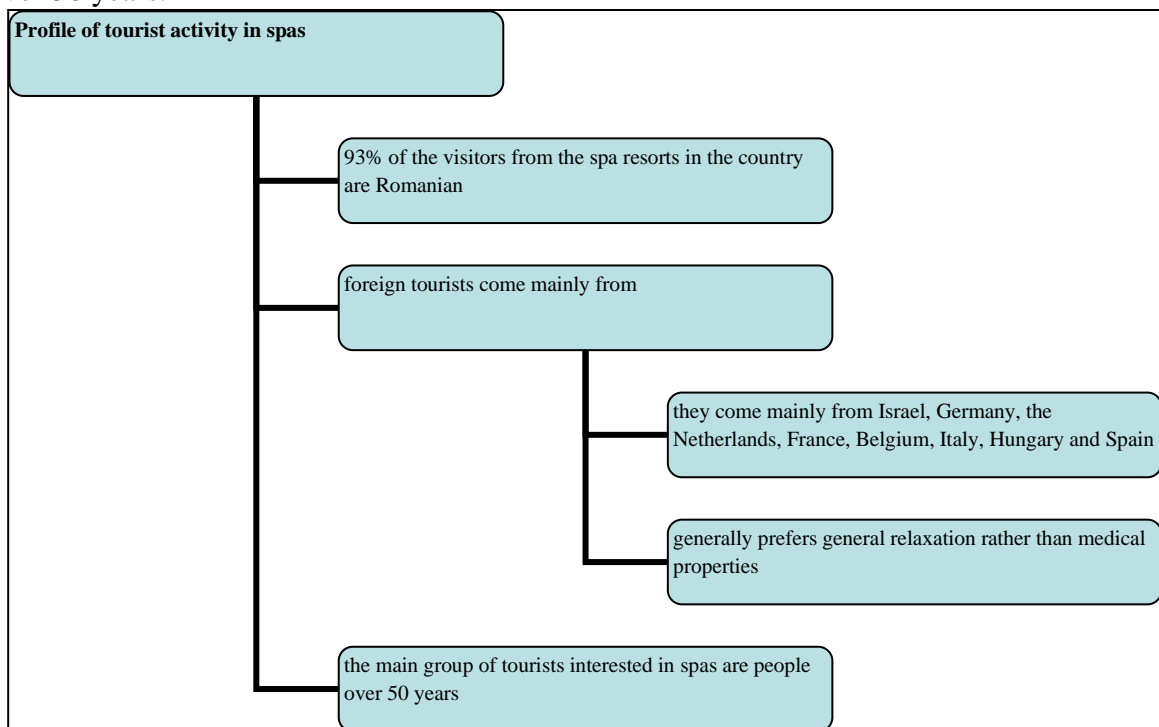


Figure 2. The profile of tourist activity from spa resorts

- Mountain resorts: the ratio between foreign tourists and Romanian tourists in mountain resorts is 88:12. Predominant groups of young people-one third are aged between

20-34 years, and 34% aged between 35 and 49 years. They have an adventurous spirit and are interested in entertainment rather than comfort. 70% choose mountain resorts for rest and relaxation. The main reasons for dissatisfaction for foreign visitors to the mountains are the quality of services and poor roads/road transport.

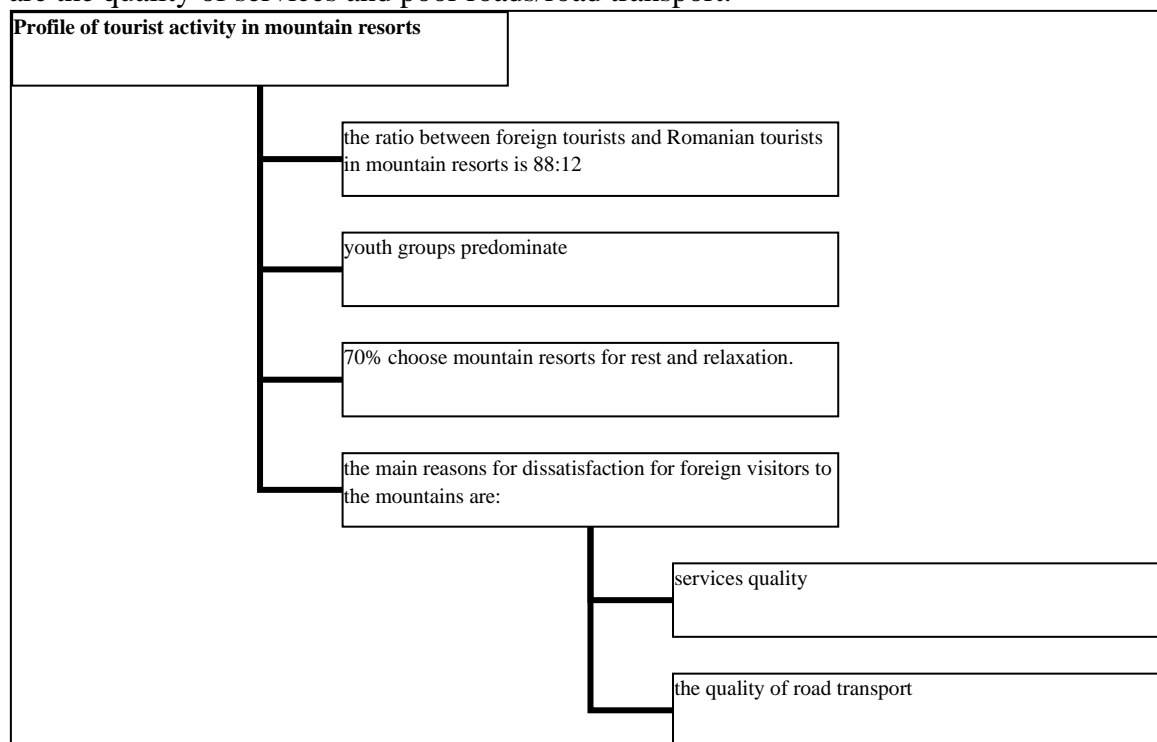


Figure 3. The profile of tourist activity from mountain resorts

- Rural tourism-The demand for rural tourism has intensified as a result of the change of living conditions and mentalities aimed at practicing some forms of tourism that include the presence of the tourist in nature and his active participation in specific activities. From the analysis of the Romanian rural tourist product, it is observed that it can respond in the following ways to the needs of tourists: [2,3,5,6,9,11,13]

a) contains solutions to various consumer problems (the need for relaxation, isolation from noisy life, affection, documentation, satisfaction of hobbies, etc.);

b) solves certain states of cognitive dissonance, completing the information (from the press, TV, radio, school, etc.) and eliminating the tensions between the previously contradictory knowledge.

The elements of demand in rural tourism largely determine the choice of one tourist destination or another:

- natural factors: geographical location, relief, landscape, vegetation, fauna and climate;

- general factors of past and present human existence and activity: language, mentality, hospitality, customs, folklore, culture (religion, art, science), politics, economy;

- the human element-the attitude of the local population towards tourists, providers, administration and representatives of security and public order, etc.;

- general infrastructure: transports and communications, structure and image of settlements, water and energy supply, sewerage, telecommunications, etc.;

- tourist equipment: tourist transports, means of accommodation, food, sports activities, entertainment, information, etc.

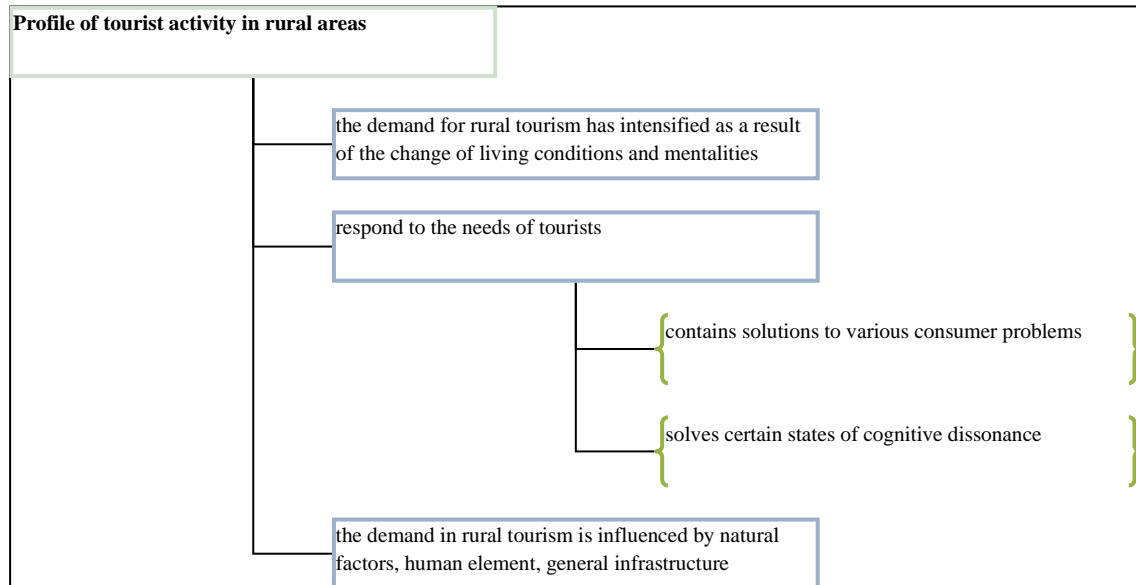


Figure 4. The profile of tourist activity from rural area

- Seaside tourism: the ratio between domestic tourists and foreign tourists in seaside resorts is 87.5: 12.5 and German and French tourists are the main foreign visitors. The main age group is between 35 and 49 years old, representing almost 40%, followed by the age group between 20 and 34 years old with 32%, especially young families. The main development areas are: modernization of rooms and other accommodation units, diversification of available entertainment activities, cleaning and maintenance of beaches, provision of places specially designed for smokers, refurbishment of ruins in old towns and other attractions of historical interest, and modernization of domestic water treatment systems.

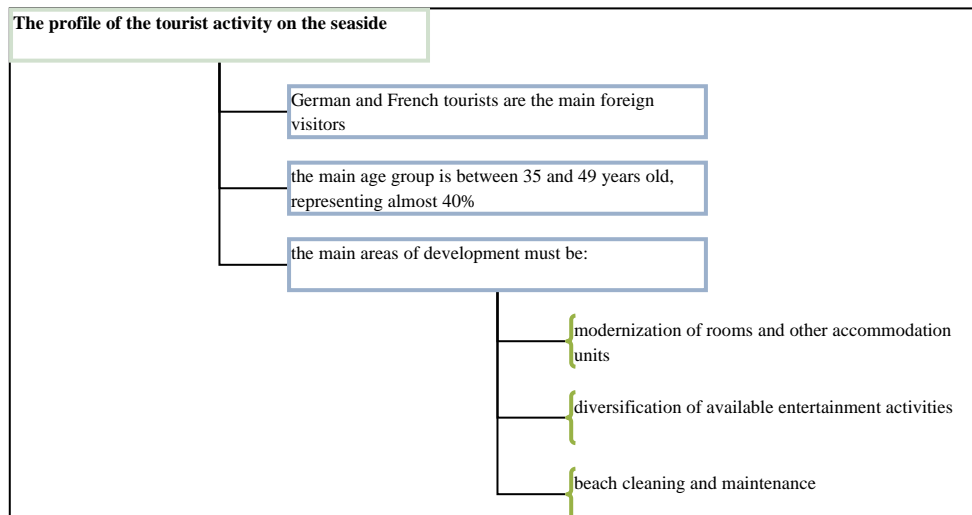


Figure 5. The profile of tourist activity from seaside

- Danube Delta: the ratio between domestic tourists and foreign tourists is recorded as 75:25. In front are the groups of young people aged between 20 and 34 with 42%.

The overall level of satisfaction is good, although improvements are needed in terms of diversifying leisure facilities. Surveys of consultants conducted among tour operators in Romania and among people suggest that the Danube Delta is of little interest to the middle class and the working class in Romania in terms of spending holidays.

However, it is quite often used as a destination by Romanian companies for team building and training seminars.

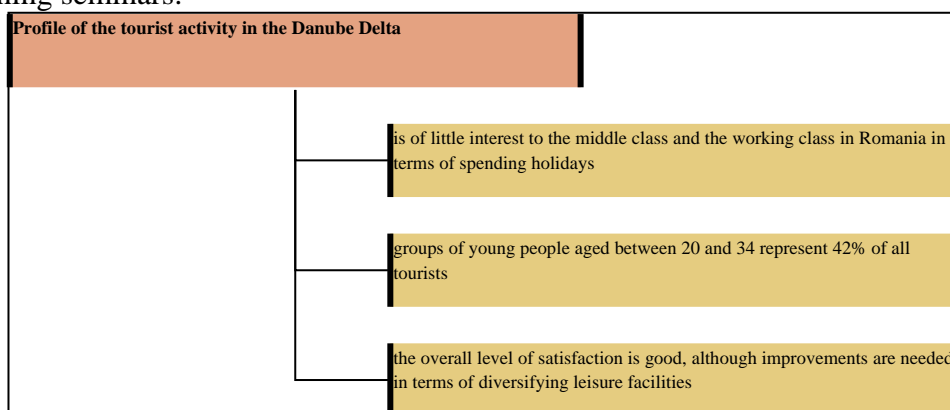


Figure 6. The profile of tourist activity from Danube Delta

- County residence cities: the ratio between Romanian and foreign visitors is 56:44. The main source countries for foreign visitors are: Germany, Italy, France, Great Britain, America and the Netherlands. The average age group between 35-49 years is the most important for foreign visitors and represents 49% - which reflects the importance of business travel for these locations - while for Romanians, the main age groups are 20-34 with 39% and 35-49 with 38%. Further development and diversity of leisure and other services are required.

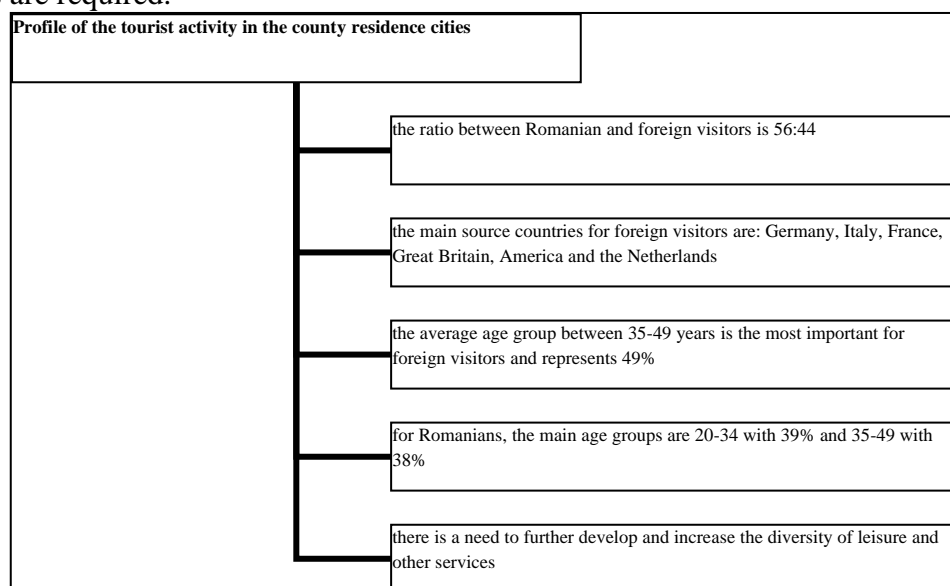


Figure 7. The profile of tourist activity from towns county capitals

Regarding the framing by segments of the holidays in Romania, several aspects are highlighted: [17]

1. More pretentious - elitist:
 - Hunting
 - Holidays with friends on Prahova Valley, Breaza
 - The Danube Delta Biosphere Reserve
 - Wine tasting (Transylvania, Moldova, Crișana, Maramures)
2. Young professionals - cultural tourism combined with ecotourism:
 - Transylvania
 - Maramures

- Bucovina
- The Black Sea coast.
- The Danube Delta.
- 3. Families in the middle blanket:
 - Valea Prahovei
 - The Black Sea coast
 - Visits to neighboring areas for leisure in nature
 - Visits to parents at Christmas and Easter
- 4. Working class:
 - The Black Sea coast
 - Holiday in the country - either with relatives or in boarding houses
 - Visits to neighboring areas for leisure
 - Visits to parents at Christmas and Easter
- 5. Older couples:
 - Children's visits to the city
 - Social programs e.g. "A week of recovery", "a week on the Black Sea coast"
 - Visiting monasteries - local or more distant
 - Museums, castles
- 6. Young people - usually in groups
 - The Black Sea coast, especially Costinesti, May 2, Vama Veche
 - Active tourism in the Carpathians
 - The Danube Delta
 - Camps such as those from Eforie Nord, Navodari, the cities of Transylvania, Ranca in the Parang mountains - Gorj County, Sâncrai near Covasna, Bucovina, Soveja near the town of Focsani, and Slanic Prahova near Slanic.

CONCLUSIONS

There are major variations in the type of entertainment travel between the rich and the poor. The clientele for spas is almost entirely domestic - especially low-income seniors who go to resorts on the basis of treatment tickets offered by the social system. The image of spas among the rest of the population in Romania is not good, because they are perceived as poorly maintained and not oriented towards meeting the needs and expectations of young people.

Those with lower incomes tend not to stay at the hotel because they cannot afford the costs. Instead, they stay in apartments, boarding houses or camps. There are numerous indications from both travel agents and public officials about the existence of a black market in tourist structures that are unregistered and therefore excluded from official statistics on accommodation units.

The key characteristics of the Romanian tourism demand are:

- Preference to travel in groups - family, friends, colleagues;
- Preference for good quality things - traditional - food and drink;
- High interest in knowing more about one's own country - which leads to a good future development rate for circuit tourism;
- Decreasing interest in spas that will be stopped only by developing and directing various operations to specific market segments;
- The rapid growth of interest in winter sports among the majority of Romanian society.

Related to the effects of tourism on the economy, the World Tourism Organization divides these effects into three categories, namely: [10]

- global effects: on the national economy, in general, stimulation of production, use of labor;
- partial effects: on the balance of payments, the level of the exchange rate, the money supply and the money circulation, the way of income distribution, the regional development, the rural environment, the demographic movement;
- external effects: on the quality of the environment, professional training, consumption habits, training and education, social and cultural changes.

REFERENCES

- [1]. **ARCHER B, COOPER CH.**, 1994, The positive and negative impacts of tourism, revue Global Tourism, Editura Theobald, Oxford, UK
- [2]. **ADAMOV TABITA CORNELIA, IANCU TIBERIU, PEȚ ELENA, PÎRVULESCU LUMINIȚA, POPESCU GABRIELA, CIOLAC RAMONA, ȘUBA ANKA**, 2020, Aspects regarding the development of the agritourist activity in Bran-Moeciu area, *Lucrări Științifice Management Agricol*, ISSN 1453-1410, Seria 1, vol.21(1)
- [3]. **BRAN FLORINA, MARIN D., ȘIMON TAMARA**, 1997, Turismul rural. Modelul european, Editura Economică, București
- [4]. **CÂNDEA M.**, 2003, Potențialul turistic al României și amenajarea turistică a spațiului, Editura Universitară, București
- [5]. **CIOLAC RAMONA**, 2012, Necessity and perspectives of rural tourism business expansion, *Lucrări Științifice Zootehnie și Biotehnologii (Scientific Papers: Animal Science and Biotechnologies)*, ISSN 1221-5287, Editura Agroprint Timișoara, vol.45 (1), pp. 440-443
- [6]. **CIOLAC RAMONA**, 2020, Agritourism-a possibility of capitalizing the resources of the rural community, *Lucrări Științifice Management Agricol*, ISSN 1453-1410, Seria 1, vol.22(3)
- [7]. **CIOLAC RAMONA**, 2018, Perception of the Romanian tourist offer in the context of international tourism flows, *Lucrări Științifice Management Agricol, SERIA I, VOL. XX (1)*, pp.155-162
- [8]. **COSMESCU I.**, 1998, Turismul- fenomen complex contemporan, Editura Economică, București
- [9]. **CSOSZ IOAN**, 2007, Agroturism și Turism Rural, Editura Mirton, Timișoara
- [10]. **DUMITRU NICOLETA**, Contribuția turismului în procesul creșterii economice, *Revista de turism nr.3*, <http://www.revistadeturism.ro/rdt/article/viewFile/233/141>
- [11]. **GIANNAKIS E.**, 2014, The role of rural tourism on the development of rural areas: The case of Cyprus Elias. *Romanian J. Reg. Sci.*, 8, pp.38–53
- [12]. **IANOȘ-SCHILLER ELENA**, 2001, Turismul românesc în economia de piață: tendințe și mutații, Editura Oscar Print, București
- [13]. **LANE B.**, 1994, “What is rural tourism?”, *Journal of Sustainable Tourism*
- [14]. **MAZILU M.**, Turismul-o relație privilegiată cu dezvoltarea durabilă, *Revista de marketing online*, vol. I, nr. 4
- [15]. **PASQUILINI B., JACQUOT B.**, 1992, *Tourism en Europe, Action Touristique*, Dounod, Paris
- [16]. **VIULEȚ NICOLETA CRISTINA**, Turismul, prioritate a economiei românești, <http://steconomice.uoradea.ro/anale/volume/2006/economie-si-administrarea-afacerilor/52.pdf>
- [17]. Master Planul pentru turismul national al Romaniei 2007-2026, http://www.mdrl.ro/_documente/turism/studii_strategii/masterplan_partea1.pdf