

ANALYSIS OF TOURISM MARKET EVOLUTION-CASE STUDY

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Abstract: The remarkable development of domestic and international tourism in the world is a dominant socio-economic event for the past decades. The pace of development of international tourism has intensified as a result of the gradual abolition of customs and currency restrictions in most developed countries and technical progress in the transport sector, which has led to a considerable increase in travel.

Key words: *tourism, market, research, development, Romanian*

INTRODUCTION

The remarkable development of domestic and international tourism in the world is a dominant socio-economic event for the last decades [6,9,13]. The pace of development of international tourism has intensified as a result of the gradual dismantling of customs and currency restrictions in most of the countries that have been voted through and technical progress in the transport sector, which has led to a considerable increase in traveling. The generalization of the international tourism development allows to say that tourism has been and continues to be one of the essential activities of nations, with wide implications for other economic sectors (industry-agriculture- transport- commerce, etc.), as well as for culture, education and international relations development [1,7,10,11,12].

MATERIALS AND METHODS

The content of the tourism market covers a wide range of processes and economic relations, with different roles, with different activities in terms of profile, scale, form of organization, etc. The tourism market as a whole is an important and distinct component of the goods and services market [8].

The evolution of the tourist market as a whole and its components is marked by the influence of many factors, which lead to changes in both the volume and the structure of the market [14]. A number of factors influence the overall development of the market, while others mainly act on tourism supply and demand [3,4,5]. The action of the various factors may also concern market developments at a given time or in the future. Finally, a number of factors determine the development of both the internal market and the external market, or only one of them [2].

The realization of market research in the field of tourism involves successive phases, within a complex process, starting with the setting of the purpose and objectives and ending with the presentation of conclusions and recommendations. Each phase consists of a series of activities that can be carried out at the same time or in a single stage.

RESEARCH RESULTS

Referring to the Romanian tourism market, there must be mentioned that the country is one of the few countries in Europe with such a rich natural environment. Unfortunately, however, tourism activity is not limited or influenced by the natural environment only. In this study is analyzed the Romanian tourism market, more precisely the Romanian residents that traveled both internally and externally in 2019.

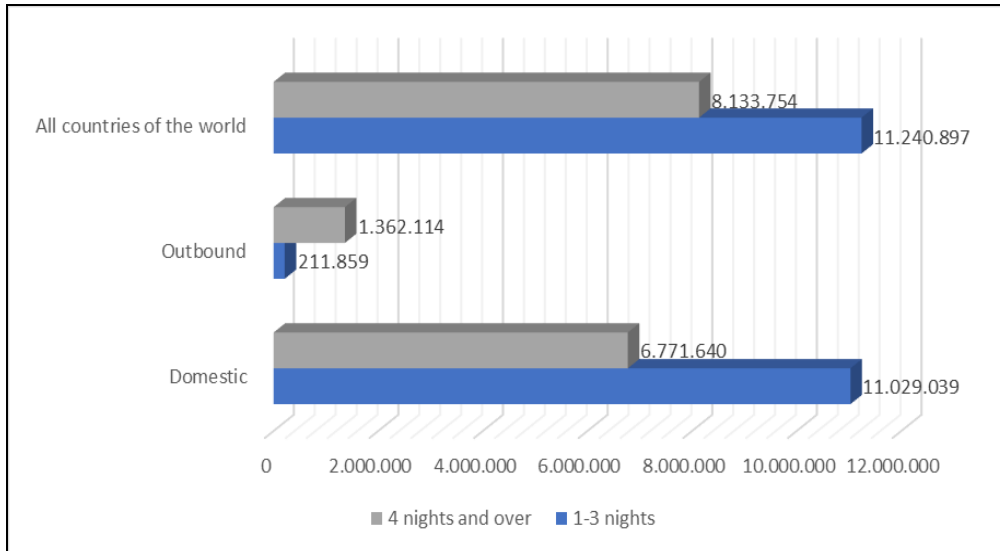


Figure 1. Total number of trips

Source: Eurostat, 2021 [15]

The highest percent is represented by the domestic trips of 1-3 nights, almost 11 millions trips, being followed by the domestic trips of 4 or more nights, and after that follow the external trips with lower values [15].

Between domestic and outbound trips there is a huge difference in both categories, whether referring to periods of 1-3 nights or 4 or more nights.

On the other hand, the shorter duration trips, i.e. 1-3 nights, taken outside the country, represent 2% as compared to the value of the same categories of trips, but carried out internally. trips outside the country with a duration of 4 nights and more correspond to about 20% of those in the country.

Motivation is one of the factors that influence strongly the tourism market, and it determines a stratification of tourism according to several criteria.

The first criterion chosen in the analysis is the personal reasons behind travel. Thus, the domestic trips of 1-3 nights exceed 10 million trips, while the 4 night trips and more were only around the 6.2 milions.

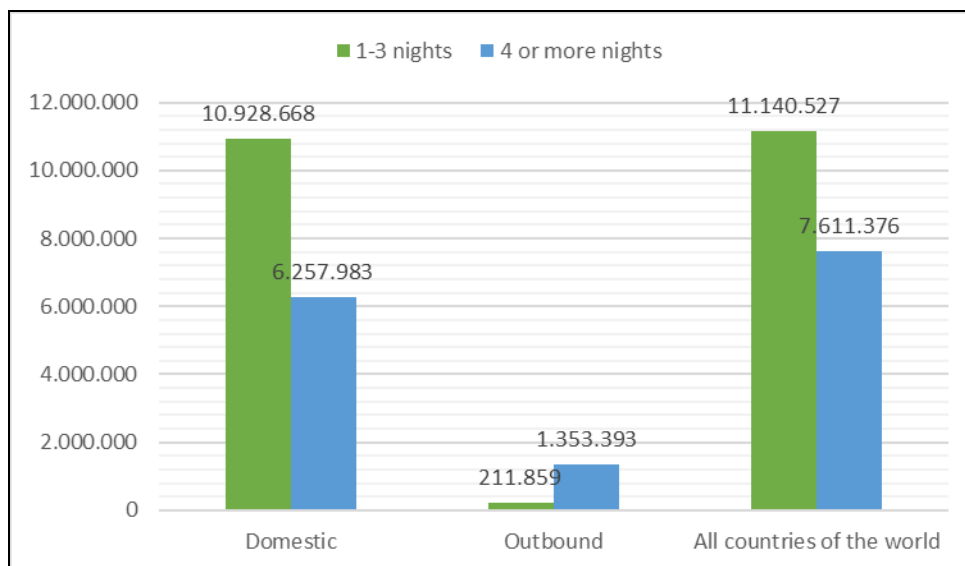


Figure 2. Number of trips due to personal reasons

Source: Eurostat, 2021 [15]

External tourism for personal reasons was very low compared to domestic tourism. Only slightly more than 200.000 trips were made during 1-3 night stays, but the number of trips during 4 night stays and more was more than 1,3 million trips.

Business tourism has recently developed with the development of the business environment and the economy in its all. Internally, 4 or more nights spent for business or professional purposes took precedence, reaching over 500.000 trips, while 1-3 nights spent only reached 20% of the value.

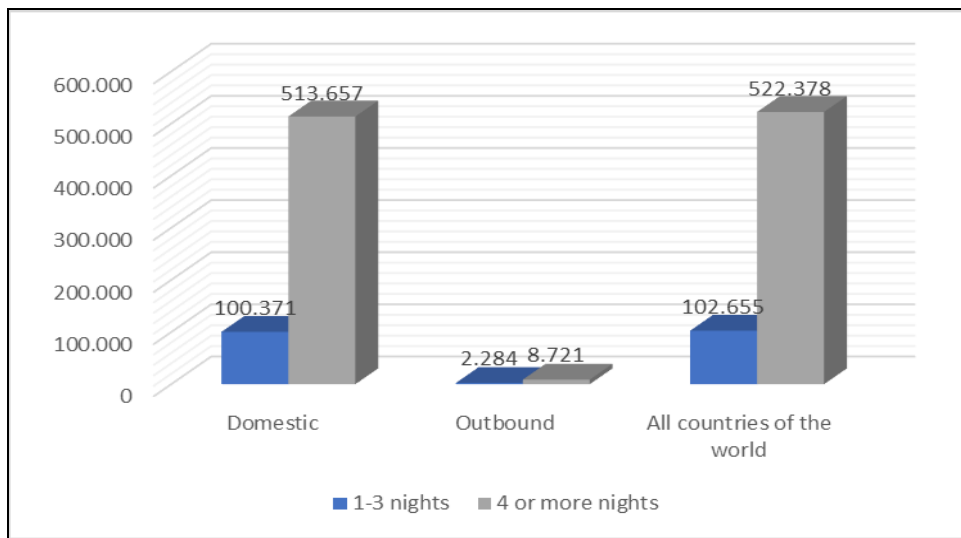


Figure 3. Number of trips for professional, business purpose

Source: Eurostat, 2021 [15]

However, travel abroad for business or professional purposes represents a very small percentage of all trips for professional or business reasons. Business trips with 1-3 nights of accommodation account for only 2 percent of all trips of this duration, while the 4 nights or more account for less than 1,66 percent of all trips of 4 nights or more.

If the number of trips for business purposes only amounted to 500.000 in the category of stays of 4 nights or more, as regards the number of trips for this category of stays for holidays, leisure and recreation purposes, the leave is almost 10 times as much.

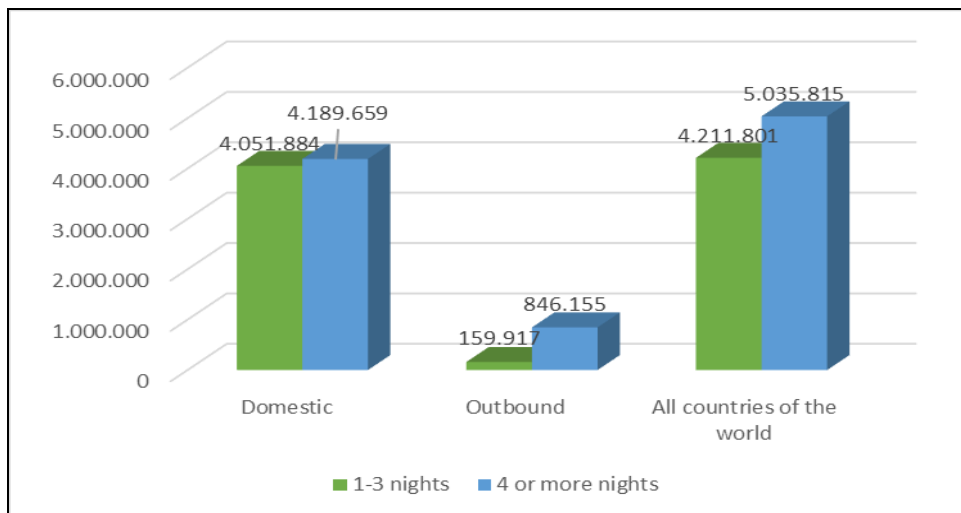


Figure 4. Number of trips for holidays, leisure and recreation purpose

Source: Eurostat, 2021 [15]

Referring to domestic tourism, between 1-3 nights and 4 nights or more for holidays, leisure and recreation purposes is a very small difference, approximately 130.000 trips. As far as outbound tourism is concerned, the same ranking is maintained, with trips of 4 nights or more having a higher value, but the ratio between the two values is not the same as for domestic tourism.

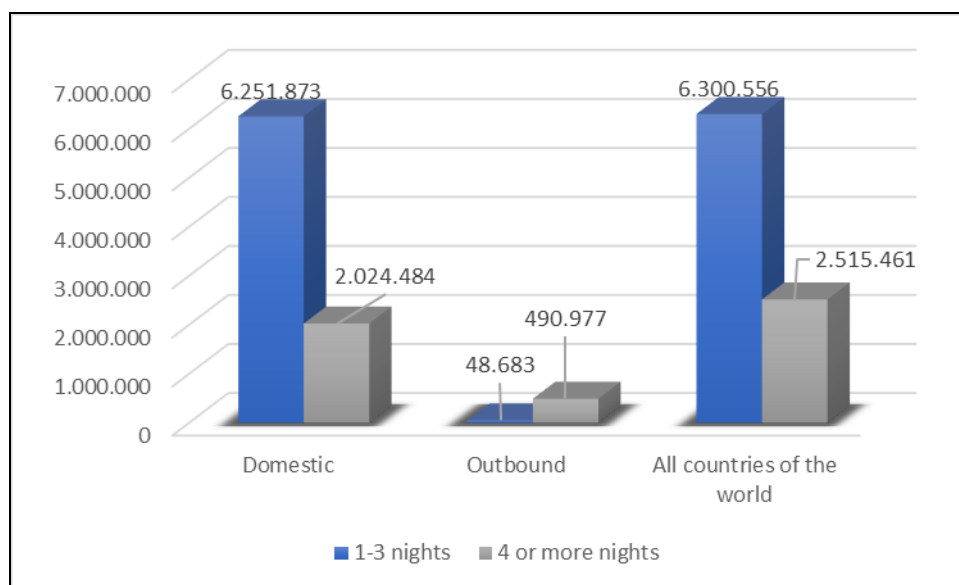


Figure 5. Number of trips for visits to friends or relatives purpose

Source: Eurostat, 2021 [15]

Although at first sight it seems quite difficult to quantify, in the statistical indicators on tourist movements carried out for the purpose of visiting friends and relatives, about 6 million trips with 1-3 nights were made in the framework of domestic tourism in 2019, and just over 2 million trips of 4 nights or more.

CONCLUSIONS

The analysis is based on the trips the Romanian travelers did in 2019 inside the country or outside the Romania borders.

Romanian tourists still prefer the domestic tourism, and here the analysis could be developed to highlight the reasons for their preference. The data in the presented analysis are not enough to determine the all the factors that influence their preference, and there were briefly and purely randomly included without prior research as the reasons for their predisposition to be costs, transport, accessibility, all of which in conjunction with the natural touristic heritage.

The main destination for professional or business travels have been inside the country. In the same time, if it refers to traveling for holidays, leisure or recreation purposes, traveling abroad was more highly represented, but domestic travel was clearly dominated. Visits to friends or relatives included relatively limited journeys abroad lasting 1-3 days, mostly those over 4 nights.

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