

ANALYSIS OF SOME INDICATORS REGARDING EUROPEAN TOURISTIC ACTIVITY

MILIN IOANA ANDA*¹, DUMITRESCU CARMEN SIMONA¹,
RUJESCU CIPRIAN IOAN¹, GORDAN MARIUS IONUȚ¹

¹*University of Life Sciences "King Mihai I" from Timisoara,
Faculty of Management and Rural Tourism, Romania*

*Corresponding author's e-mail: andamilin@usvt.ro

Abstract: The Covid-19 pandemic represented a moment when the tourist activity in many states was affected primarily due to the travel restrictions imposed by the authorities, but also the protective measures necessary to limit the spread of the virus. All these affected all forms of tourism, a fact that reflected on normal activity, especially in international tourism. The aim of the paper is to outline as clear a picture as possible of the tourist activity in 2021, by analysing the data with the help of statistical methods and graphic representation.

Key words: indicators, tourism, evolution, effects, activity

INTRODUCTION

Today, tourism is considered primarily, a pleasant way to relax and restore labor against the background of an increasingly stressful life. [1,4] The increase in the standard of living, improvements due to technological progress, as well as other factors, have determined the development of tourism and implicitly, the increase in the number of people who travel. [5,8,9] All this must be put together with the aging of the population, a phenomenon that affects the entire planet, and with the desire to recover something from the past. The number of those who believe today that tourism represents, first of all, a pleasant way to restore the labor force - especially against the background of the stressful modern contemporary life, is increasing more and more. [3,10] As a result, the number of travelers is also increasing. We can logically state that some of these aspects are due to the aging of the planet's population and the desire to recover some of the "things" missed in the "first youth". Perhaps that is precisely why some of the tourist products offer various ways of remembering the past; the tourist returning after a number of years, in nostalgic search for some memories - from the desire to find certain services or images, sometimes to realize the evolution of a certain area or to meet history again. [7] In other cases, the tourist chooses the destination concerned with removing the monotony, wanting to change the environment and notice the real dimensions of some socio-economic environments. [6] And as far as the economic plan is concerned, all the activities carried out can be affected. [2] In the whole of a national economy, tourism acts as a dynamizing element of the global economic system, assuming a specific demand for goods and services, a demand that leads to an increase in the sphere of their production. [13,14] Also, the tourist demand determines an adaptation of the offer, which materializes in the development of tourist structures and indirectly in the stimulation of the production of the branches involved in: the construction and realization of new means of transport, leisure facilities for winter sports, nautical sports, etc. The development of tourism leads to a significant increase in production. [11,12]

MATERIALS AND METHODS

The article is based on the study of documents issued by the European institutions referring to tourism sector evolution in the COVID-19 pandemic. Secondary data used in descriptive research was collected using documents that are available online on

institutions' websites. As research methods used, the observation and analysis of data were mainly used.

RESEARCH RESULTS

For the entire European Union, the intensity of tourism had a value of 4.1, which is equivalent to 4.1 tourists per inhabitant.

In 2021, Mediterranean countries such as Croatia, Cyprus and Malta were at the top in terms of tourism intensity, as shown in Figure 1. The values recorded by these countries were 17, 11 and 9 nights per inhabitant, respectively.

These states were followed by Austria with 7.5 nights/inhabitant and Greece with 6.9 nights/inhabitant.

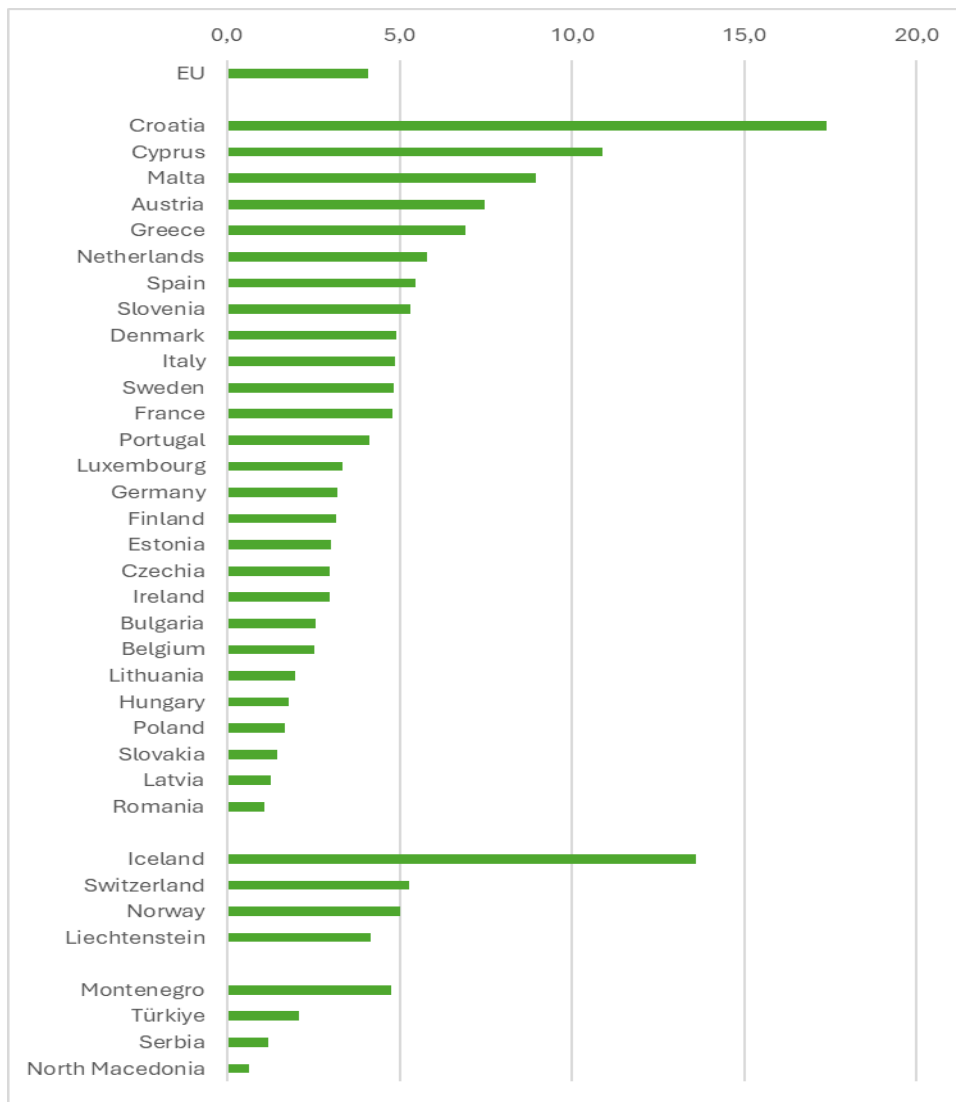


Figure 1. Tourism intensity

Source: www.eurostat.eu, 2024

Unfortunately, the values recorded for this indicator by our country in 2021, only 1.1 nights/inhabitant, ranked us last in the European Union.

The economic importance of tourism can be measured by relating tourism receipts to Gross Domestic Product (GDP). The data used to construct Figure 2 are based on the balance of payments and thus include both business and pleasure trips.

In 2021, the contribution of tourism receipts to GDP was higher in some member states of the European Union, as follows: Croatia 15.7%, Cyprus 7.4% and Luxembourg with 6.5%, which confirms the importance of tourism to the economy of these countries (Figure 2).

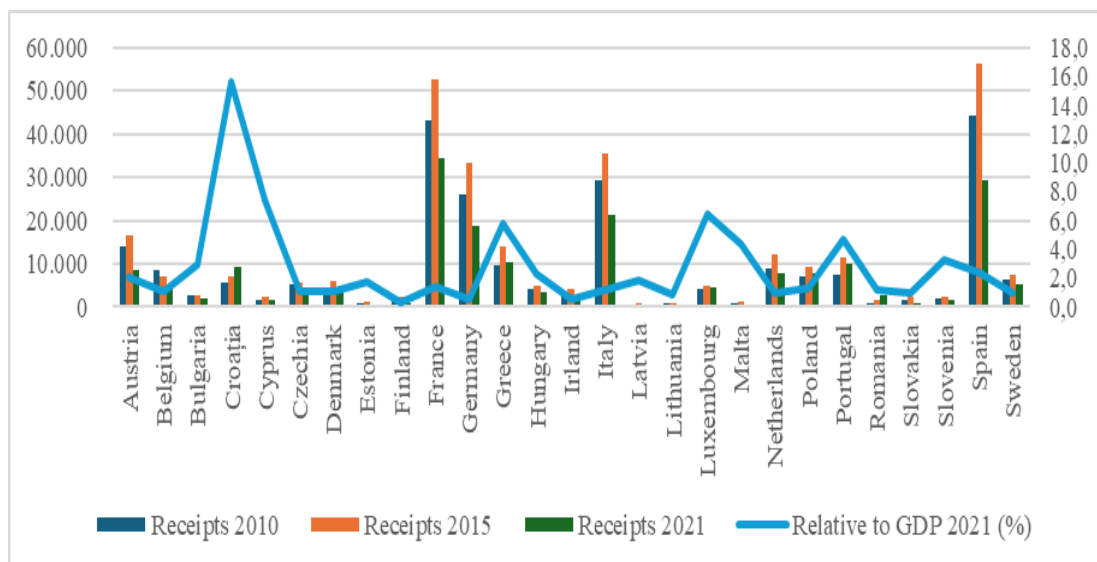


Figure 2. Tourism receipts in payment balance, million, 2010-2015-2021

Source: www.eurostat.eu, 2024

In absolute terms, the highest receipts from international tourism in 2021 were recorded in France (34.5 billion euros), followed by Spain (29.2 billion euros), Italy (21.3 billion euros) and Germany (18.8 billion euros).

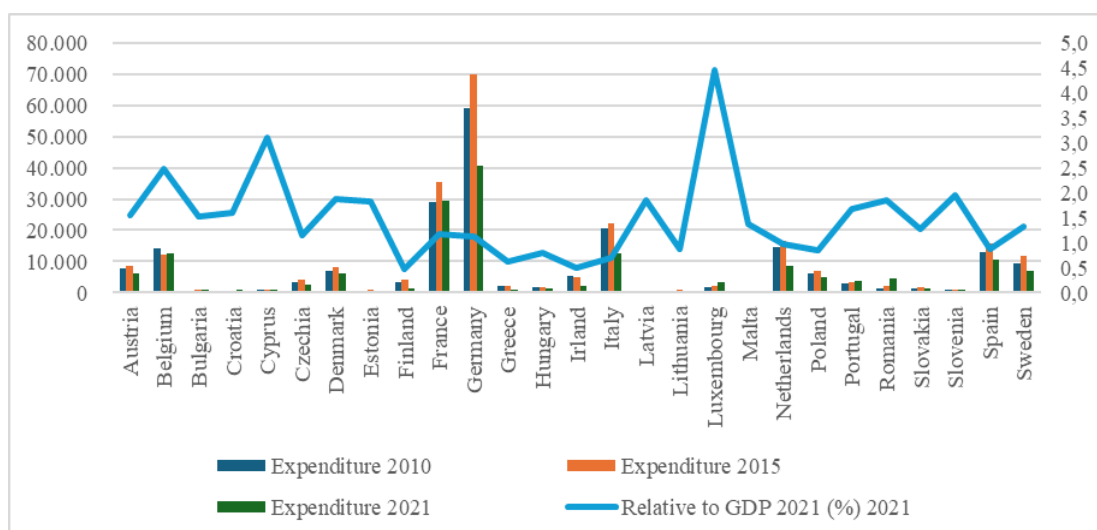


Figure 3. Tourism expenditure in payment balance, million euro, 2010-2015-2021

Source: www.eurostat.eu, 2024

In terms of spending, Germany ranked first in international tourism spending, with a total of €40.7 billion in 2021, followed by France with €29.4 billion (Figure 3).

If we analyze the expenses related to the population, Luxembourg residents spent an average of 5081 euros per inhabitant on trips abroad, well ahead of the next two ranked, Denmark with 1082 euros spent/inhabitant and Belgium with 1073 euros spent/inhabitant.

These countries are followed by Cyprus, Austria and Sweden, all with more than 500 euros spent/inhabitant.

If we analyze the period 2010-2015-2021, in terms of expenses and revenues from tourism in our country, we will notice that in the last year both receipts and expenses have increased, but we must emphasize that these increases do not represent the entire development potential of the tourism sector in our country. The contribution of tourism to the country's GDP is relatively low.

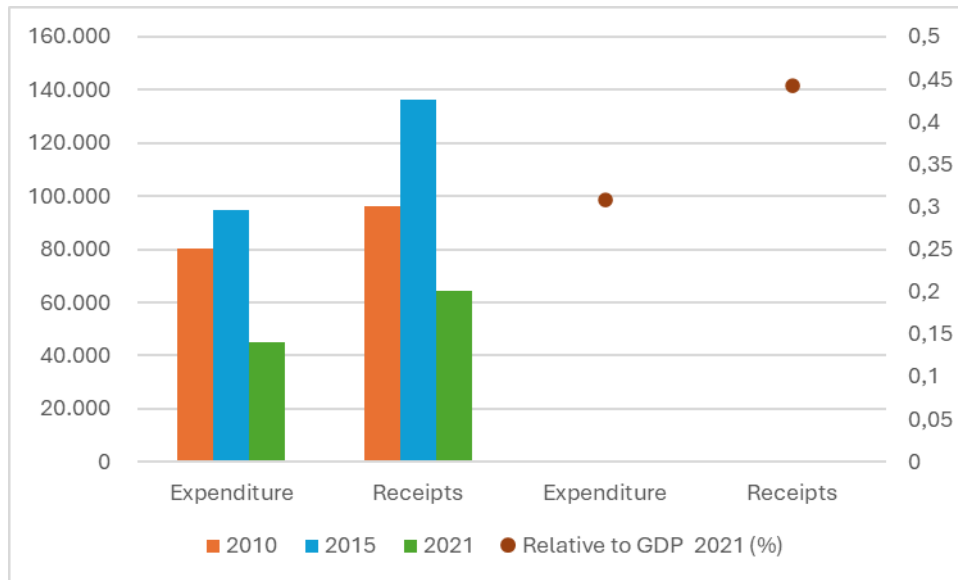


Figure 4. Expenditure and receipts at EU level (million euro)

Source: www.eurostat.eu, 2024

At the level of the European Union as a whole, in the year 2021, tourism expenses decreased, representing approximately 47.24% of the value from 2015, while the value of the expenses was only 47.29% of the value of the mentioned year (Figure 4). If we refer to the European GDP, the weights for the expenditure and income categories from tourism in 2021 were 0.3% expenditure and 0.4% respectively for income.

The end of 2021 brought with it a surplus on the balance of receipts and payments for some European states, while for others it brought a deficit.

Spain is the European state with the largest balance sheet surplus in 2021, approximately 18.79 billion euros. In second place is Greece with 9.39 billion euros, then Croatia and Italy both with around 8 billion euros.

Among the 27 European states, in 2021, 17 states had a positive balance in terms of tourist activities, the lowest positive value being recorded in Lithuania, around 8 million euros.

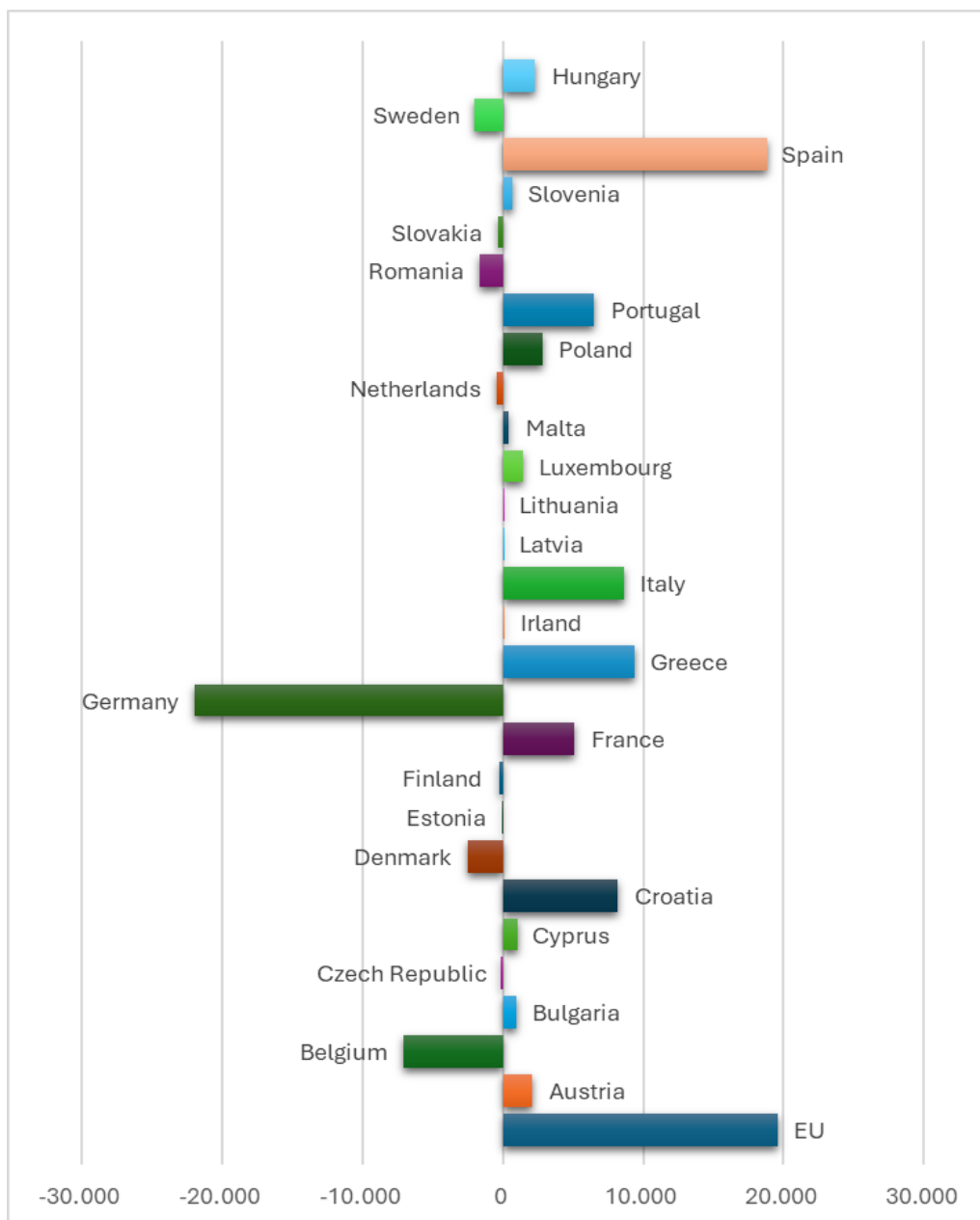


Figura 5. Tourism balance (million euro)

Source: *www.eurostat.eu, 2024*

But for the rest of the European states, the year 2021 was one in which tourism expenditures exceeded receipts, with Germany awarding its position as the state with the largest deficit in terms of tourism balance, around 21 billion euros, followed by Belgium, Denmark, Sweden with much lower values.

CONCLUSIONS

Tourism is increasingly recognized as a way to unwind and recover from the pressures of contemporary life. This trend is fueled by rising living standards, technological advancements, and an aging population. Older individuals, in particular, are driving the growth in tourism as they seek to relive past experiences and create new memories through travel. Tourism plays a vital role in national economies by generating

demand for goods and services and boosting production in various sectors, such as transportation and leisure facilities.

In 2021, Croatia, Cyprus, and Malta led the EU in tourism intensity, with a high number of nights spent by tourists per inhabitant. In contrast, some countries, like Romania, exhibited very low tourism intensity. The contribution of tourism to GDP varies across EU nations; in 2021, Croatia, Cyprus, and Luxembourg saw significant economic contributions from tourism, underscoring its importance.

France, Spain, Italy, and Germany recorded the highest tourism receipts in 2021. However, Germany also had the highest tourism expenditures, reflecting a substantial outflow of funds for international travel by its residents. Luxembourg residents spent the most per capita on international travel, significantly outspending residents of other EU countries like Denmark and Belgium.

Spain achieved the largest surplus in its tourism balance within the EU in 2021, followed by Greece, Croatia, and Italy. Conversely, Germany experienced the largest deficit, indicating higher tourism expenditures than receipts. The text highlights that the research is based on data from European institutions regarding tourism trends during the COVID-19 pandemic, which significantly impacted tourism patterns and economic contributions.

Although the tourism sector is essential for economic growth, its full potential has not been realized in all countries. Despite increases in receipts and expenditures, some nations still struggle to fully capitalize on tourism's benefits. Overall, tourism remains a crucial economic driver and a popular means of stress relief, with varying effects across different EU countries. The aging population and the desire to reconnect with the past continue to propel tourism growth. However, disparities persist in how countries benefit from and contribute to tourism, influenced by factors such as spending habits and the economic conditions during the pandemic.

REFERENCES

- [1]. **BĂLTĂREȚU ANDREEA MIHAELA**, 2016, *Economia industriei turistice*, Editura Universitara
- [2]. **IONESCU I.**, 2000, *Turismul fenomen social-economic și cultural*, București, Editura Oscar Print
- [3]. **ISPAS ANA**, 2010, *Economia turismului*, Editura Universității Transilvania din Brașov, Brașov
- [4]. **MINCIU RODICA**, 2004, *Economia turismului-Editia a III-a, revazuta si adaugita*, Editura Uranus
- [5]. **NEACȘU MONICA, NEACȘU N., BARON P., GLĂVAN V.**, 2011, *Geografia si economia turismului*, Editura Pro Universitaria
- [6]. **NEACȘU N.**, 2000, *Turismul și dezvoltarea durabilă*, București, Editura Expert
- [7]. **NISTOREANU P.**, 2005, *Economia turismului-teorie si practica*, București, Editura ASE
- [8]. **OGILVIE FREDERICK WOLFF**, 1933, *The Tourist Movement: An Economic Study*, London P. S. King, The Economic Journal, Oxford Academic
- [9]. **OLARU O.-L.**, 2011, *Turismul, fenomen economic-social specific epocii contemporane*, Editura Pro Universitaria
- [10]. **OXFORD UNIVERSITY PRESS**, 2003, *Shorter Oxford English Dictionary, Sixth Edition*

- [11]. **SCORȚE CARMEN, DRAGOLEA LARISA, PASCHIA (DINCĂ) LILIANA**, 2013, Tourism – the main component of hospitality industry –its evolution in Romania, *Annales Universitatis Apulensis Series Oeconomica*, vol.15(2)
- [12]. **SNAK O., BARON P., NEACȘU NI.**, 2001, *Economia Turismului*, București, Editura Expert
- [13]. ***EU Tourism Policy - https://single-market-economy.ec.europa.eu/sectors/tourism/policy-overview_en
- [14]. ***COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS Tourism and transport in 2020 and beyond, EUR-Lex - 52020DC0550 - EN - EUR-Lex (europa.eu)
- [15]. ***Eurostat, <https://ec.europa.eu/eurostat/databrowser/view/>