

## ANALYSIS ON THE SITUATION OF ROMANIAN TOURISM IN RECENT YEARS

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**Abstract:** *This paper presents an analysis of the situation of foreign tourists arrivals and evolution of the number of Romanian tourists in our country. Even if you have not noticed big improvements in infrastructure, access roads, namely in the modernization of accommodations and services, however, the number of tourists has increased since 2010. As before, most of whom are European citizens, especially from EU countries, followed by eastern neighbors, Moldova and Ukraine. From the point of view of requirements, most checking in at 2-3 stars or flowers, but there is a increase tendency of 4-star / flower level, despite relatively high prices compared to services.*

**Key words:** *tourists arrivals, tourists evolution, Romanian tourism, transport conditions*

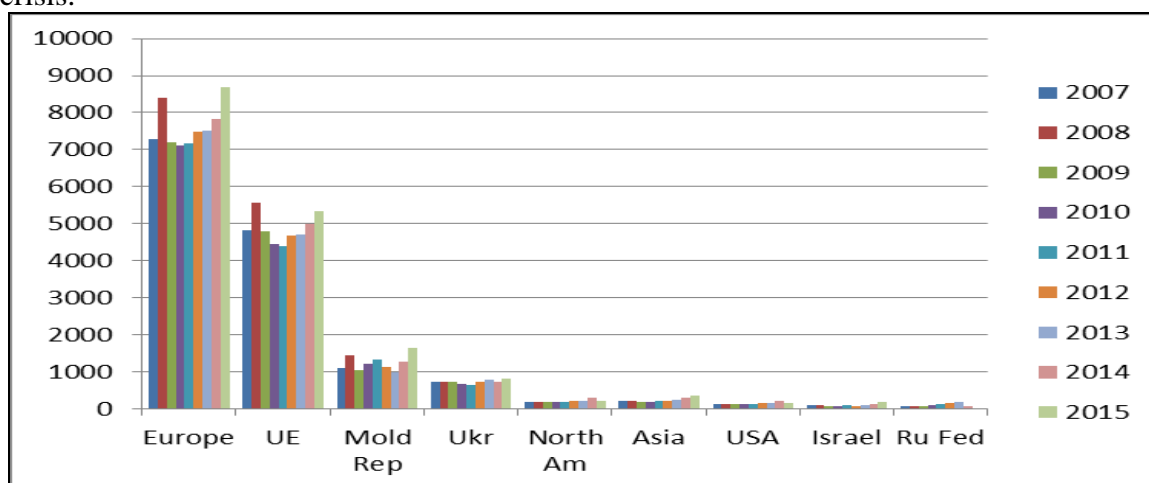
### INTRODUCTION

The tourism industry can be one of the riches of a country, through its involvement in economics (supply of goods and services) and also for the support of inhabitants welfare, with the jobs they provide. To stay on top, tourism activity has to be a dynamic one that renew and constantly adapt to new requirements [3]. Consumers are constantly changing, they have new expectations, and demand higher and higher degrees of the satisfaction, that we must close as possible to not lose them.

Achieving these goals means first of all high quality services, such as proper accommodation, as well as other services, meals, entertainment, information etc [1, 2]. It must however be supported by the easy access to various locations, and keeping, as possible, intact the environment.

### MATERIALS AND METHODS

In this study, we looked at the data offered by various statistics sites, focusing primarily on the period after year 2007, when it began to materialize the global economic crisis.



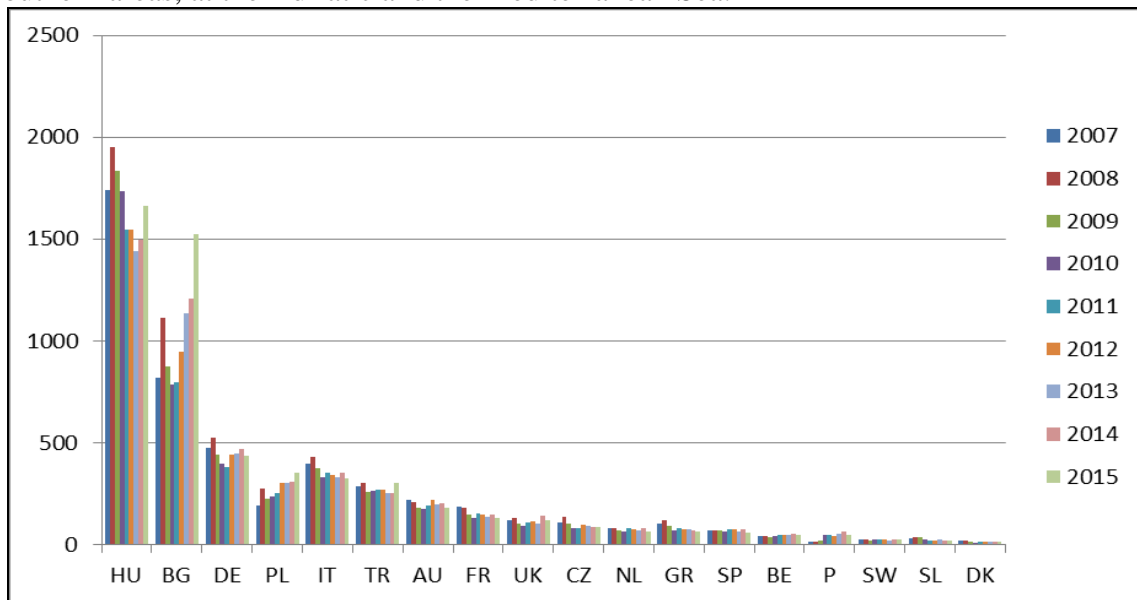
**Figure 1 Arrivals of foreign visitors in Romania by continents and countries of origin, thousand persons**

Source: processing after <http://statistici.insse.ro/shop/?lang=ro>

For starters we wanted to see from what continents and from which countries most

tourists are arriving in Romania. Most, as expected, are European tourists, followed by those from nearby countries (Moldova and Ukraine), and then from Asia, North America and Israel.

Like the previous situation, after a decline in the number of tourists in the 2009-2011 period, the last interval grew to the level of 2007 and 2008 or even higher in some cases. It seems that if we refer to citizens of the EU, and this matter the distance, the first two places are occupied by Hungarian and Bulgarian tourists, followed by those from Germany, the lower half of the group being made mainly of tourists from the Benelux and Nordic countries area. Is noteworthy the almost total absence, values do not appear in the graphic because are insignificant, of tourists from the former Yugoslavia, apparently preferring southern areas, at the Adriatic and the Mediterranean Sea.



**Figure 2 Arrivals of foreign visitors from UE in Romania by countries of origin, thousand persons**

Source: processing after <http://statistici.insse.ro/shop/?lang=ro>

Next we wanted to see what comfort conditions prefer the tourists. For this, we considered tourists, both Romanian and foreign, who stay in hotels and those who stay in pensions. The tourists comfort grading system differs from hotels to pensions, in the first case being awarded stars, and in the second flowers (daisies).

First notice a big difference between hotels and pensions, the number of tourists is almost 10 times higher in the first case. The annual data correspond to the Gauss curve, the middle zone of 2-4 stars or flowers, being the occupied, with an obvious increase in the upper part, the 3 and 4 star / flower.

It also noted a big difference between romanian and foreign tourists preferences. If the difference in the case of hotels is approximately 4-5 romanian to one foreign tourist, the difference increases to pensions by almost 20 to 1, romanian to foreign tourists.

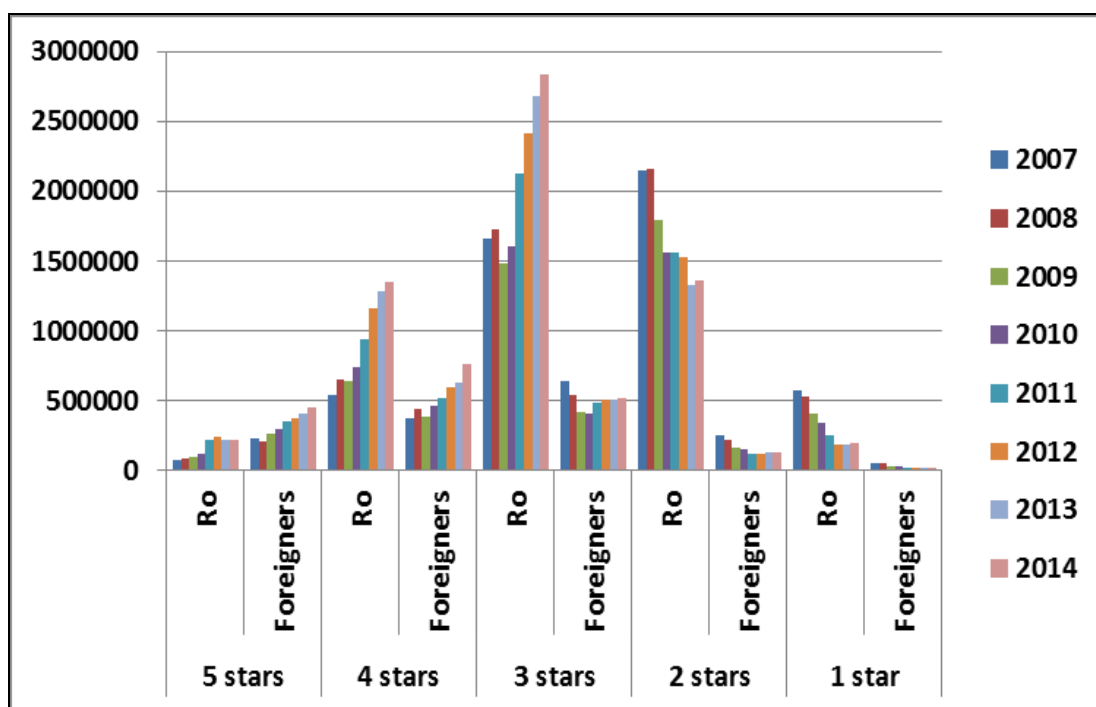


Figure 3 Tourist arrivals in hotels by category of comfort and type of tourists, pers.  
Source: processing after <http://statistici.insse.ro/shop/?lang=ro>

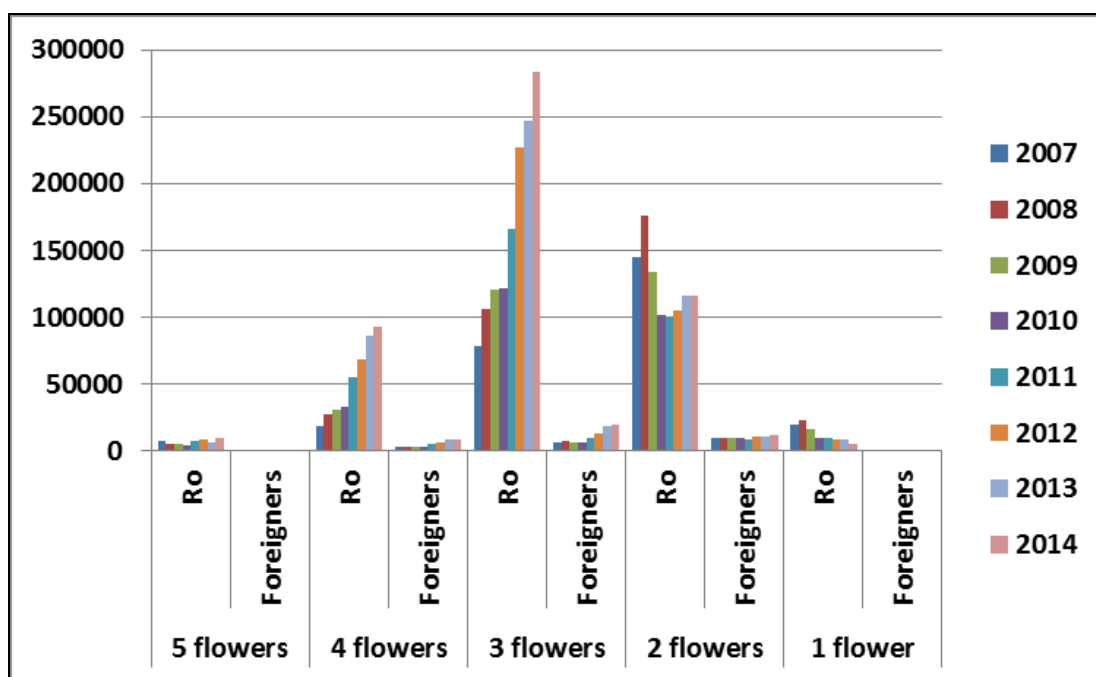
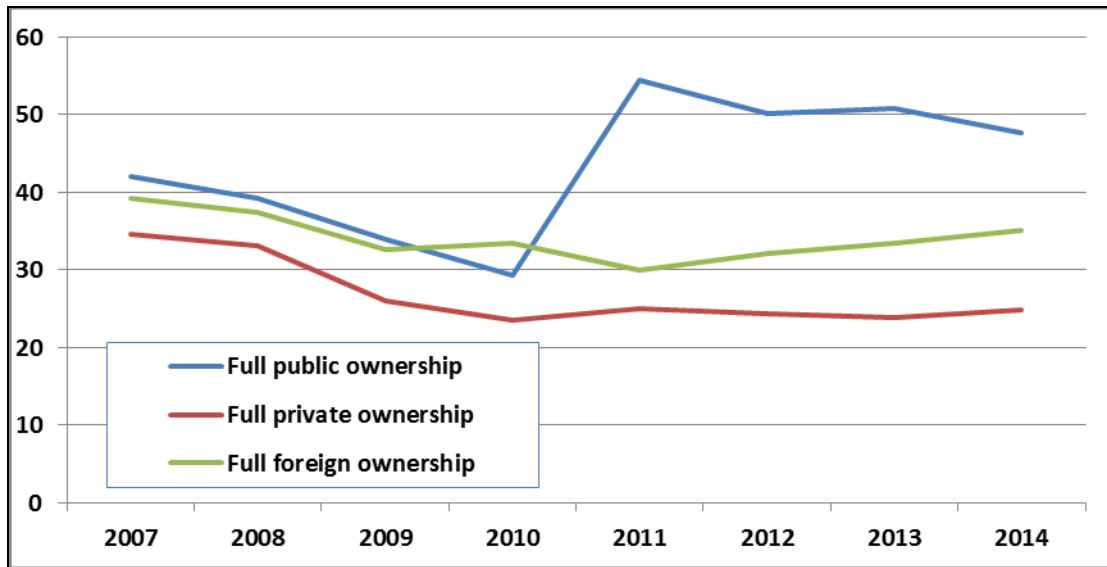


Figure 4 Tourist arrivals in pensions by category of comfort and type of tourists, pers.  
Source: processing after <http://statistici.insse.ro/shop/?lang=ro>

### RESEARCH RESULTS

Although the influx of tourists has increased lately, the index of accommodation capacity has not recorded significant changes, maintained at values between 25-50%. Accommodations owned public even registered decreases compared to 2011, from about 55% to 45%, while locations privately owned or foreign, were unable to reach the 2007 level.

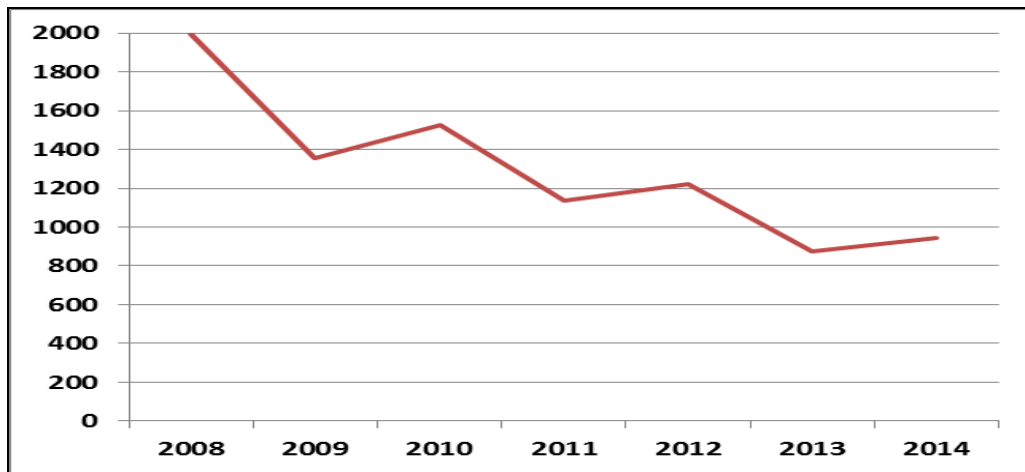


**Figure 5 Use index of accommodation capacity in operation by types of tourist accommodation structures and ownership, %**

Source: processing after <http://statistici.insse.ro/shop/?lang=ro>

This means that over half of the accommodation capacity remains unused during the year, respective locations revenues decreasing accordingly.

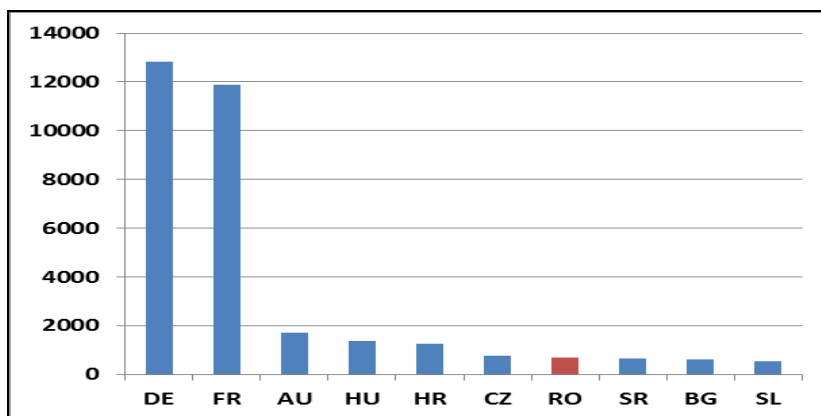
This situation is likely to be influenced by the current state of the accommodation locations, services offered, and access infrastructure. Since 2008, investments in hotels and restaurants decreased year by year, from about 2000 mil. RON, to almost half, about 950 mil. RON. Without substantial investments, without offering something new, competitive on the market, we can not expect tourists to opt for that location.



**Figure 6 Net investment in hotels and restaurants, mil. RON**

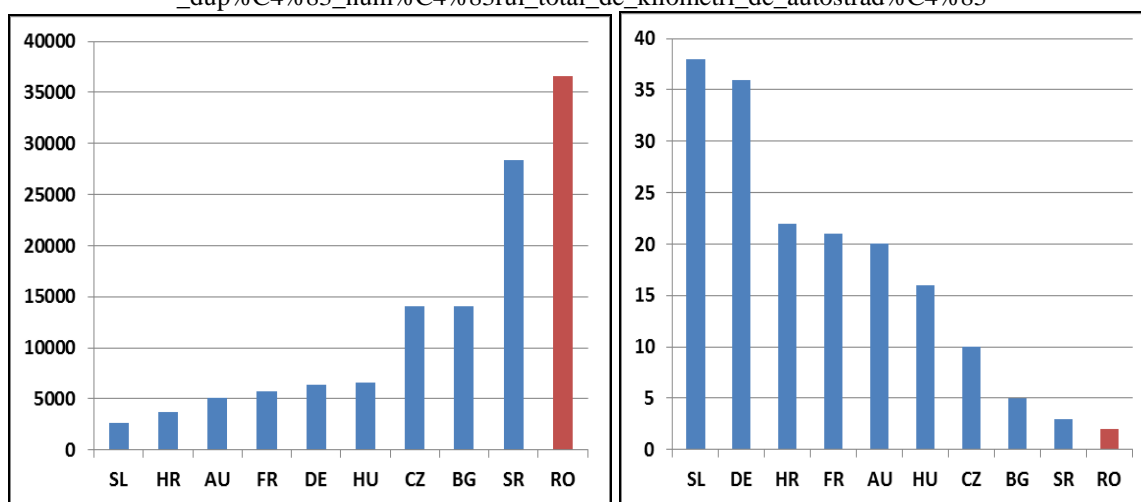
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Moreover, without roads that provide quick access to the location or even asphalt, we can not expect someone to dare to reach us. If we refer only to quick access, to freeways, obviously we can not compare with countries like Germany or France, which have such roads over 50 years, but must overcome at least the neighboring countries. Making a comparison, in terms of the length of freeways, we are ahead of countries like Bulgaria, Serbia and Slovenia, but reporting the number of kilometers to the total population, or total country area, we find that we are last.



**Figure 7 Length of highways (km) in several European countries (dec. 2014)**

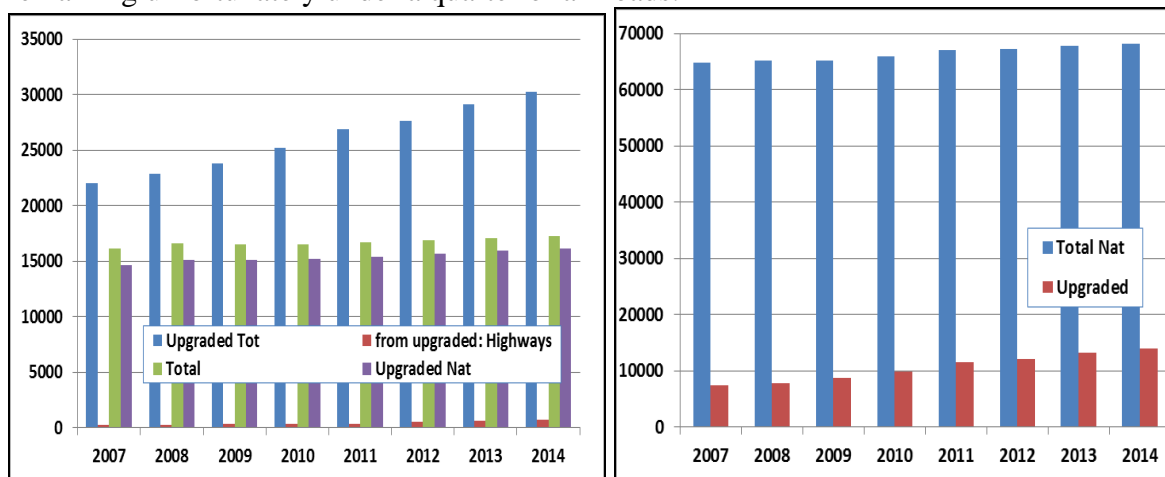
Source: (processing after [https://ro.wikipedia.org/wiki/Lista\\_%C8%9B%C4%83rilor\\_europene\\_dup%C4%83\\_num%C4%83rul\\_total\\_de\\_kilometri\\_de\\_autostrad%C4%83](https://ro.wikipedia.org/wiki/Lista_%C8%9B%C4%83rilor_europene_dup%C4%83_num%C4%83rul_total_de_kilometri_de_autostrad%C4%83))



**Figure 8 Population over the length of highways (pop / km) and Density, km/1000 kmp, in several European countries (dec. 2014)**

Source: processing after [https://ro.wikipedia.org/wiki/Lista\\_%C8%9B%C4%83rilor\\_europene\\_dup%C4%83\\_num%C4%83rul\\_total\\_de\\_kilometri\\_de\\_autostrad%C4%83](https://ro.wikipedia.org/wiki/Lista_%C8%9B%C4%83rilor_europene_dup%C4%83_num%C4%83rul_total_de_kilometri_de_autostrad%C4%83)

We can notice something positive, even if highway construction finishes slow, the number of kilometers of public roads rehabilitated almost doubled in the past seven years, remaining unfortunately under a quarter of all roads.



**Figure 9 Upgraded public roads, by category of roads, km**

Source: processing after <http://statistici.insse.ro/shop/?lang=ro>

## CONCLUSIONS

Finally, we can say that in recent years a growing number of tourists in Romania can only make us happy. The fact that many of them are Romanian means they appreciate the conditions and services and spend money here and not in other countries. Also, the increasing of the number of accommodations in guesthouses or pensions is a really hopeful, especially because most people who come here are true tourists, who come for nature and recreation and not for business.

However, there is room for improvement, resulted from lower occupancy level. We need to know to attract tourists, both Romanian and foreign, with deals and services that would satisfy a larger proportion at reasonable prices. Gone are the days when travel meant only to offer a bed and a bathroom. Tourists should have more benefits to cross the way till there. The offer should include the best possible conditions for accommodation, meals and opportunities to visit and fun in the area. Also, and this does not depend greatly on the managers of those locations, the transport conditions should not be forgotten. Without a near quick access road, and another pretty good up to that point, hardly anyone comes to visit, even if there are extraordinary conditions and facilities.

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5. \*\*\*– <http://statistici.insse.ro/shop/?lang=ro>.