TOURISM IN ROMANIA, AFTER 1990
THE TOURIST RECEPTION, THE QUALITY OF SERVICES
(DEVELOPMENT, PREFERENCES)

PhD Univ. Professor George ERDELI
Ec PhD. Candidate Ramona ARSENE
Bucharest University

Abstract

With complex representative tourist areas, Romania has had a significant tourism potential (Fagaras Country, Barsa Country, Hateg Country, Dorna Country, Prahova Valley, Buzau Valley, Olt Valley, Teleajen, Valley, Jiu Valley, Vrancea Country, boilers Danube, Transylvanian plateau, Mountains National Park, National Park Semenic National Park Retezat, Nera Gorge, Székely, edge Sibiu, Rucar Bran road, Danube Delta, Romanian Black Stone Land respectively) which, in my view, was not sufficient value.

Highlighting the tourism potential of our country, creating, in fact, tourist attractiveness depends directly by basic technical and service quality without which no tourist assets, however valuable, can not be realized. Romanian tourism offer was and is, in this view, faced with numerous problems that we believe should be considered in greater development programs, developed throughout the country and regional level.

Keywords: tourism potential, tourist offer, types of tourism, service quality, specific statistical indicators, value for money.

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Tourist reception are one of the major segments of the Romanian tourism offer. All tourist reception are considered critical to recovery bid - as outlined in the literature as a direct recreation, leisure and tourist food.

Basically, tourist reception facilities including hotels and motels, hotels PTR youth, villas, cottages, campsites, holiday villages, hostels, private farms and other functions of tourist accommodation units, catering establishments in their premises, catering establishments for serving tourists in resorts, as well as those managed by a tourism company, regardless of location, form of organization and ownership.

Function is found in all accommodation units, while the others are specific to only some of them. Activities in the tourist reception structures (accommodation, food, entertainment, therapy, trade, etc.) Is a whole product as parts of tourist travel. Therefore, it becomes mandatory to ensure proper correlation between the category of accommodation and other service quality.
Accommodation bases typology builds on various criteria. In defining the types to take into account the following parameters: size, comfort, functionality, time of use, type of tourism which serve him so. Detach the two major groups of base housing: the main accommodation base, the attributes of interest are dominant, and secondary accommodation base, integrated tourist area temporarily and at a modest level of functionality.

Main accommodation bases form a distinct group which includes hotels, motels, chalets, cottages and inns. Hotels as accommodation, experienced an explosive development in the twentieth century, with increasing mass nature tourism. The main function of any hotel accommodation is being associated and other features that often makes it a classic cell habitat or even a tourist sightseeing independently. The hotel is a standard unit of degree development of tourism in a region is considered in some countries as a benchmark of progress achieved by the economy in general context. Hotels meet an obvious promotional role.

In addition to office accommodation, whose importance is reflected in features and Utility Service, modern hotels adapts types of tourism in their sphere of influence. If cultural tourism these bases are equipped with conference and screenings, exhibition spaces or scientific meetings. If the hotel is located in an area of recreational tourism characteristic, the structure will not miss swimming pools, tennis courts, discos, bars, etc.. Size criterion leads to distinguish three categories of hotels: small (1-70 people), medium (71-150 seats) and (greater than 150 seats). Large hotels often called the Grand Hotel.

Accommodation at hotels is conditional since the construction phase, the size of tourism demand and tourism development perspective in a given region. In small towns, along the paths of movement side, middle, and hotels have a small CRC. Large hotels are generally located in big cities and major tourist resorts. If size is a factor selected hotels tourism demand quantity, the quality of its operating comfort. About 25,000 working in catering establishments, representing one quarter of all business units and over 30% of the relevant trade. Network of catering establishments is varied, from classical to modern restaurants, fast food, the sector is weak in Chapter establishments traditional (hunting, fishing, etc.). Catering in our country has experienced high rates of development, higher than in other commercial sectors. Food tourist areas are usually large hotels but there are independent units.

The baths, while accommodation and bases have developed treatment. Treatment stations have upgraded treatment facilities, most of them being in the hotel premises. It can perform about 95,000 procedures a number daily basis showing the treatment suitable to meet the diverse requirements of treatment for all disorders classified in the nomenclature of the World Health
Organization, cardiovascular diseases, diseases, stomach, kidney, respiratory, etc.. Tourism and exploit the rich background of natural variation of course on almost the entire area of the country, and traditional treatments, with original Romanian drugs (Aslavital, Gerovital Boicil, PellAmar).

In Romania there are about 160 state and local resorts with approximately 56,000 beds, representing 21% of accommodation on țară. Se seconded by natural factors of course quality and high places of accommodation - resorts: Baile Felix Baile Herculane Eforie Sud, Slanic Moldova, Covasna Spa Tușnad, Worcester, Buzias Calimanesti - Căciulata, Citrus, etc. Olanesti Spa.

Road network was subject to modernization, have built new roads, highways, bridges, passages, etc., to ensure greater movement speed and increased security. In construction of existing major repairs were made and gives them an important tourism value. I refer to: road and rail bridge over the Danube between Giurgiu and Ruse, highway Bucharest - Pitesti road bridge across the Danube from Giurgeni-Vadu Oii, long 1.456m, which suspended 750m above the river, the longest road bridge over the Danube; Transfagarasanul length of 95 km, which climbs to an altitude of 2.040m, 28 bridges and viaducts span of 7-20 m, 55 bridges, a 900m tunnel, road-Drobeta Turnu Severin Orsova, with two tunnels and 26 viaducts and bridges, road over road hydro dams at the Iron Gates, Vidraru Bicaz etc., complex highway and bridge - road and rail - across the Danube between Fetesti and Cernavoda, which doubles the ing carried out between 1890-1895 Saligny, road bridges over the Danube-Black Sea, many roads are upgraded between many Transcarpathia, following areas with spectacular scenery.

Motorways and national and European roads totaling 15,000 km (of which about 91% are easily upgraded or asphalt surfacing) and municipal county roads totaling 60,000 km (77% upgraded). Important is that of the total 15,000 km of roads were upgraded about two to four lanes. movement, which favors the automobile tourist traffic. In most counties there is a high tourist value, roads being upgraded in 60%. In the early '90s, mountain tourist resorts had 75 vehicles on the cable (of which 10 cable cars and gondolas, 16 chairlifts and 38 ski lifts.

Number of accommodation units is relatively evenly divided, with most accommodation establishments recorded the season (709 units) and the least in the Danube Delta (63 units). In Romania were recently recorded 290,000 beds in hotels, inns, cottages, campgrounds, camps and rural pensions. To these are added to the citizens approved accommodation, camps - colonies and boarding homes (school holiday period). Geographical areas: 44.5% of seats are focused on the Romanian Black Sea coast, 26% in cities and on trails, 21% in resorts and in ski resorts.
Existing tourist accommodation capacity (installed) is the number of tourist accommodations entered in the last act of acceptance, approval or classification of structure with function of tourist accommodation, excluding extra beds that can be installed if necessary. Are taken into account the number of seats in the existing structures on 31 July that year. As a general trend, the overall results a decrease in the number of beds from 302,533 places in year 1992 to 272,596 seats in 2002. After 2003 there is a noticeable upward evolution, registered in 2008: 294,000. used tourist accommodations.

Most development occurred among tourist guesthouses, from 239 places in year 1990 to 13,600 seats in 2008. Number of places in holiday villages has remained unchanged while the number of places in youth hotels has increased significantly after the year 2004 (486 seats) in 2008 that seats 2282. Number of seats in villas and bungalows decreased compared to 1990 (46,757.locuri) at 19,794. places in 2008. to increase the number of hotel units to 830 units for all category year 1990-1031 units in 2008., regardless of the number of stars, except unclassified accommodation units that have registered, which means that increased As interest for tourists. Were established hotels 5 stars and increased the number of classified units from 72 units 4 stars to 272 units 3 stars from 209 units to 1,108 units respectively at 2 stars 2,679 units to 2,074 units. The low number of units scheduled to star, and the unclassified. Most accommodation in the ‘90s were classified with a star (34.4% of total units), followed by unclassified (31.2% of total units), then the ratio has changed, most accommodation were the two stars, one star and unclassified.

Ratios of net use of tourist accommodation capacity in operation (is calculated by comparing the number of overnight stays made on tourist accommodation capacity in operation of such period) recorded a decreasing trend in the employment in the accommodation, the 58% in 1990 to 34% last year. Increased employment in agro hostels. Student camps, employment declined nearly four times. Increased employment in exchange holiday villages being 40% in recent years. Slightly upward trend recorded and youth hotel, the rest value low occupancy.

Tourism demand is generated, in fact, a motivation that does not consist of goods and services, the emergence of demand and its orientation to a destination or another is influenced by elements of attraction, natural or man leading the tourists to go for recreation attractive appearance is variable in territorial course, whether we refer to nature or other factors, which influences and more specific features of tourism activity.

After 1990, the highest number of overnight stays in tourist reception at the national level was recorded between 1991-1992. Minimum points on overnight stays were recorded during the years 1997-2000, due to
privatization of hotel units. As regards the share of total overnight stays of foreign tourists, there is a slight increase after 2002, following modernization and diversification of tourism infrastructure such tourist. 3464 foreign tourists (2005) 3242 foreign tourists (2006) 3586 foreign tourists (2007) 3359 foreign tourists (2008).

The number of available places in a year is possible to identify the average number of days the unit worked. This does not indicate the exact number of months of high season in various areas of interest, but when compared to employment achieved, indicating the potential financial viability (or otherwise) of housing units. More accommodation on the coast have worked on a very short season. There were many implications: charging higher prices (presumably competitive) during operation, imbalances in the field of skilled workforce, demonstrating the clear need to extend the season in this area. Degree relatively good employment was achieved in baths possible because the vast majority of customers came predetermined period of treatment based subsidized tickets (ticket system), and those units adapted for opening and operating period accordingly.

The accommodation units in mountain resorts, winter sports during the season, especially tourism weekends and during holidays there was a high occupancy rate. There is a large capacity and gaps in most other periods due to limitations in activities pleasure - Door and Out - door in the mountain resorts. Delta is the peak period in summer, but accommodation achieved a high occupancy rate and the winter tourism by actively encouraged by the climate conditions with a maximum of 9°C in July and a minimum of 3.8°C in December to Gorgova - Delta.

In recent years, the number of tourist arrivals - including day visitors - in Romania recorded an average annual growth of only 2.3%. Records of the accommodation units offer precise situation of foreign tourist arrivals in Romania, resulting in an average annual growth of 8% since 2000. Counting is avoided mostly tourists tournament for the accommodation figure of 1.4 million since 2006să not repeat because I consider that is an exaggeration of the number of foreign tourists - of what is known.

There is a considerable fluctuation from year to year, last year the most difficult to explain. Visitors arrivals in 2005 fell almost 11% while overnight stays increased by 3%, probably by increasing sensibility people in foreign countries during floods and expansion of avian fever cases recorded in Romania in that year. Later arrivals stood at 3.4% although overnight stays declined in a similar proportion. Foreign visitors mainly used road transport. Also have used more air transport to rail transport have increasingly fewer supporters. From a statistical viewpoint, has been appointed international

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Tourism Statistics

revista română de statistică nr. 5 / 2010
visitors every person who traveled to a country other than that in normally have their residence for a period not exceeding 12 months, the main purpose of visit is other than taking up paid employment in the country visited. Arrivals were units for foreign visitors register when entering the country, the number of arrivals is different from the number of people entered the country. A foreign person can make several trips to the country at a time, being counted as a new visitor’s home arrivals. International was established after nationality entered in the visitor’s passport. Romanians have found that TRP years hotels in the country - especially on the Black Sea - were charged high fees compared to the Black Sea resorts in Bulgaria and services were at a lower level than those of southern neighbors. Romanian Many went abroad for holidays, Bulgaria and Turkey as countries Favorites.

For example, the cost of a holiday at a 4 star hotel (all inclusive) in Turkey was identical to a holiday on the Black Sea in Romania on a 3-star hotel where only half the services were included - as better service quality the resorts in Turkey. Most package holidays abroad were conducted by charter flights and coach / bus - the second mode of transport was used mostly for travel in Bulgaria and tourist circuits in Europe (Italy and France). Approximately 25 travel agents, charter flights offered independently or in partnership - to eight countries and 19 destinations, of which those to Tenerife, Corfu and Cyprus had the most success.

Records of the National Tourism Agency concludes that the model leaves the Romanian making changes - no longer attracted to destinations in the country. Interest in foreign destinations is growing. Tour operators have reported a doubling in demand for holidays in Turkey in recent years. Implications for hoteliers and operators in Romania are related to the offer will be subject to a thorough critical analysis of quality and price.

As foreign tourists, Romanian tourists prefer transport means of road and air transport media. Regarding the average length of stay revealed that remained constant since 1990. Were determined a number of statistical indicators, as extended data analysis for many years. Bear in mind that the average length of stay could express the number of days tourists stay in the place of destination. Tourist practice operates with an average duration of stay, which is the ratio between the amount and number of overnight guests (all related to tourist accommodation capacity).

From analysis of effect that length of stay varies from one to another type of tourism, tourism is the maximum decrease in the curative and recreational or cultural. On a global scale, estimated the number of practitioners, with short break tourism prevails. The resorts and spas, has been a long and average stay, while the foundations of pre-urban area or those located along the access
roads being charged a short break travel. Average length of stay was generally higher in summer than winter, with the emphasis that differentiation does not introduce any curative tourism in these two situations.

Travel net intensity was calculated as a ratio between the number of tourists and resident population. Travel intensity, synthetic indicator for the transmitter and tourism demand, gives a quantitative value of tourist flows in general and its orientation in certain directions. Travel net intensity had higher levels of development in the North East region there focused on the Romanian seaside resorts. Central Region includes most mountain resorts and spas. The intensity of tourist traffic resulting from reporting the number of overnights per year to return a stable population of destination. Low intensity movements of interest was North-East region including counties: Bacau, Botosani, Iasi, Neamt, Suceava, Vaslui. At the opposite was the Southeast region counties: Braila, Buzau, Constanta, Galati, Tulcea, Vrancea.

Conclusion

It is estimated that legal persons and natural persons who own or manage tourist reception structures can contribute to a greater extent to the development of further tourism activity and improve service quality. Statistical indicators, data and information analysis provided important sources at different levels.

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