
STATISTICAL ANALYSIS OF TOURISM ACTIVITIES IN ROMANIA IN 2017

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Abstract

In generic terms, we are talking about tourism activity, which is an invisible trade activity because, through this activity, it is possible to obtain incomes, jobs, additional income and, thus, a more sustained contribution to the realization of the Gross Domestic Product in our country. Romania has special conditions because it has seaside, it has tourist resorts in the mountains and also has an agrotourism development process.

Taking into account the capacity of Romania to offer tourism services, we find that Romania, both internally and especially internationally, needs to progress strongly.

A series of indicators, arrivals, overnight stays, number of days, tourist capacity index and many other indicators reflecting tourism activity are analyzed in this article based on the study.

There is a slow increase in tourism activities regarding the access of foreign tourists to our country, but we find a more pronounced increase of the tourism performed by Romanian citizens abroad. It also appears as a paradox in that, although real net incomes are low, the population spends part of their holidays in neighboring countries, which probably offer better prices and quality.

In the survey we made comparisons between a number of aspects, such as: the increase compared to the previous month in 2017, taking into account the seasonal character of some tourist activities, especially the coastal ones, but also comparisons with the similar periods of the year previously carried out under the same conditions. In general terms, these results are satisfactory and show an increase in tourism activity.

Keywords: *tourism, number of arrivals, number of tourists, average length of stay, index of net occupancy of accommodation*

JEL Classification: *L83, Z32*

Introduction

In the study, the authors started from the touristic potential offered by Romania and analyzed, on the basis of tourism-specific indicators, a series of elements that arose in 2017. The data are analyzed on the basis of gross series or adjusted series seasonal. Also, the seasonal character of some types

of tourist activities was also considered. At the same time, in the field of tourist activity, any entry into Romania is included, even if it is done by the staff of companies that come in business interest, but which contributes by the hotel and restaurant activity to the increase of the receipts in the tourism field. The article also suggests some directions for improving tourism activity, which should be materialized with maximum speed. It is also expressed that the process of privatization of tourist objectives was inadequate in the sense that the concession process was a damaging one that neither brought money to the state budget nor maintained the standards attained by some of the tourist objectives owned by Romania. The study is completed with series of data and graphs analyzed for the purpose proposed by the authors.

Literature review

Anghelache (2017) analyzed the evolution of Romania's economic condition and presented the concrete situation of Romanian tourism, its natural potential which has not been preserved and developed. Anghelache and Anghel (2017) evaluated the decades since Romania was a member of the European Union, presenting the achieved achievements and the difficulties encountered. Anghelache, Fetcu and Anghel (2012) conducted an analysis of the evolution of Romanian tourism over a period of decades. Iorio and Corsale (2010) have shown that substantial changes in the Romanian rural environment, accompanied by the need for more solid economic activities, have led some families to turn to tourism as an economic diversification strategy. Hughes and Scheyvens (2016) analyzed the role of social responsibility of tourism businesses in their environmental, economic and social viability. Latkova and Vogt (2012) examined the attitudes of residents to the current and future development of tourism in several rural areas in different stages of tourism and economic development. Liu and Wall (2006) stated that tourism planning should target planning for both locals, involving local support and support, as well as visitors. Saxena, Clark, Tove and Ilbery (2007) have shown that rural areas are no longer exclusively associated with the production of agricultural products, but are considered locations for stimulating new socio-economic activities, often incorporating tourism, recreation, food production and consumption Specialized. Sequeira and Macas Nunes (2008) have used a number of appropriate methods to study the relationship between tourism and economic growth, indicating that tourism is a positive determinant of economic growth in both a large sample of countries and a sample of poor countries. Medina-Munoz, Medina-Munoz and Gutiérrez-Pérez (2015) conducted a research on the impact of tourism on poverty reduction. Zhao and Ritchie (2007) presented an integrated research framework that synthesizes

multiple perspectives and can be used as a general guideline to stimulate and guide future tourism research and its contribution to poverty reduction.

Research methodology, data, results and discussions

Tourism is an important activity for a country's economy, and even more so for Romania, which naturally has a very attractive tourist structure. Thus, our country has the seaside area, especially in summer and during other hot climates, as well as the mountain tourist area, which is a point of attraction throughout the year. At the same time, the areas full of historical significance and culture (Moldovan monasteries), Maramures, Oltenia and others are a point of concern for Romanian citizens, but also for foreigners. The Danube Delta, a UNESCO-protected natural reserve, is another area visited by foreign tourists. The tourist resorts in Romania benefit from accommodation, entertainment and a network of restaurants specific to each area. Despite some misinformation about the quality of tourism activity, there is a growing concern over the last period of time. On this background, agritourism is being developed that benefits tourists. Also, the number of tourists in treatment resorts has increased.

In the analysis of tourism activity in Romania we carried out a monthly analysis, also taking into account the seasonal character of some tourist areas. Thus, we compared the results recorded in October 2017 versus October 2016 or other periods. In the analysis of tourist activity, we used a number of relevant statistical indicators, such as: net occupancy index of accommodation; average duration of stay; number of arrivals; average overnight stays, etc. Consistent with the above, based on the data in table no. 1, it results that in October 2017 compared to October 2016 both arrivals and overnight stays in the establishments of tourists ,reception with functions of tourists' accommodation increased by 8.7% and 6.8% . Unlike in October 2016, in October 2017, border crossings increased both in arrivals of foreign visitors (by 25.5%) and in departures abroad of Romanian visitors (by 17, 5%). In the 12-month period (October 2016-October 2017), we have spectacular increases in both arrivals and overnight stays, as well as arrivals and departures records at the border decks.

**Situation of the arrivals and overnight stays in the establishments of
tourists' reception with functions of accommodation - October**

Table no. 1

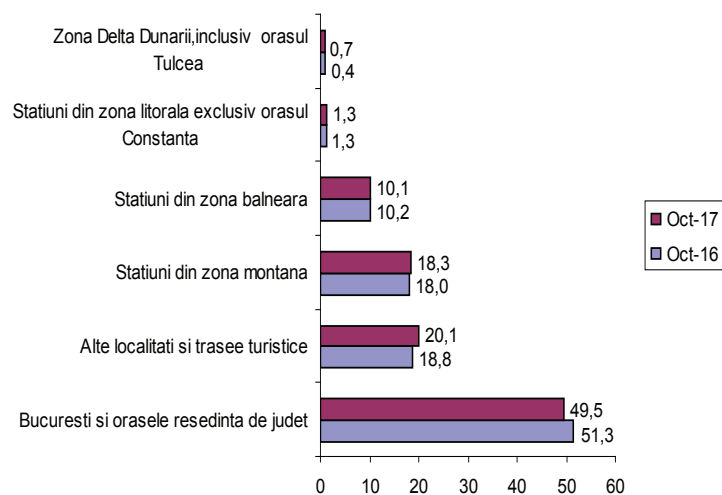
	Arrivals			Overnights		
	October 2016 thousands	October 2017 thousands	October 2017 versus octomber 2016 -%-	October 2016 thousands	October 2017 thousands	October 2017 versus octomber 2016 %
Total	880,8	957,3	108,7	1946,0	2078,0	106,8
Romanian tourists	649,2	711,6	109,6	1509,7	1612,6	106,8
Foreign tourists out of which:	231,6	245,7	106,1	436,3	465,4	106,7
- Europe	170,4	177,7	104,3	317,9	335,2	105,4
- European Union	147,2	151,3	102,8	271,1	285,0	105,1
- Asia	34,2	39,9	116,7	72,4	82,1	113,4
- North America	17,0	18,6	109,4	29,3	30,9	105,5
- South America	1,9	2,1	110,5	3,1	3,8	122,6
- Africa	1,9	1,7	89,5	3,6	3,1	86,1

Source: Press release of the National Institute of Statistics no. 305 /05 december 2017

The evolution of arrivals of tourists in Romania in October 2017, as compared to October 2016, is shown in graphs one (Romanian tourists) and two (foreign tourists).

Distribution of arrivals of Romanian tourists in the tourist accommodation establishments by tourist areas in October 2017 compared to October 2016 (%)

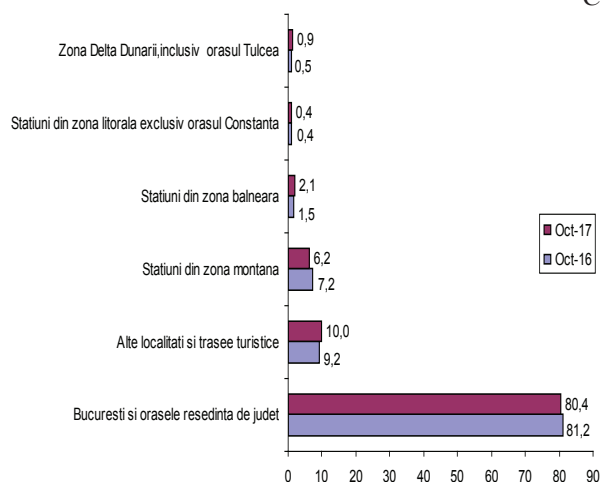
Chart no. 1



Source: Press release of the National Institute of Statistics no. 305 /05 december 2017

Distribution of arrivals of foreign tourists in the tourist accommodation establishments by tourist areas in October 2017 compared to October 2016 (%)

Chart no. 2



Source: Press release of the National Institute of Statistics no. 305 /05 december 2017

From the graphically presented data it follows that in 2017, the Romanian tourists have opted more than in 2016 for the Danube Delta area, the mountain resorts and other localities and tourist trails. The interest in Bucharest and the towns of the county's residence declined. Regarding foreign tourists, we see increased interest in the Danube Delta and the city of Tulcea, resorts in the spa area and other localities and tourist trails. The number of foreign tourists arriving in mountainous areas and Bucharest or the county seat of cities has decreased.

The data in the table show that the arrivals in the establishments of tourists reception in October 2017 were 957.3 thousand, registering an increase of 8.7% compared to the same month of 2016. The arrivals of the Romanian tourists in the structures of tourists' reception were 74.3% in October 2017, while foreign tourists accounted for 25.7%. The arrivals of foreign tourists in reception facilities come from Europe (72.3%). Of these, 85.1% are from the European Union.

With regard to overnight stays, in October 2017 there were 2,078.0 thousand, 6.8% more than in October 2016. Overnight stays of Romanian tourists in October 2017 were 77.6%, while those of foreign tourists by 22.4%. The largest share was held by tourists from Europe (72.0%), of which 85.0% were from the European Union.

In October 2017, the average length of stay was 2.3 days for Romanian tourists and 1.9 days for foreign tourists. In October 2017, the net use index of accommodation places was 30.7% in total, 0.6 percentage points more than in October 2016. The use of places was at hotels (40.6%), hostels (21.0%), tourist villas (20.9%), tourist boarding houses (19.2%) and agrotourist hostels (13.3%).

From the analysis of arrivals of foreign tourists in Romania at the border points, it is estimated that in October 2017 there were 1,085 thousand, 25.5% more than in October 2016. Most foreigners come from Europe (88.4%), out of which 54.4% come from the European Union. According to the country of origin of the tourists, they come from Bulgaria (23.2%), Hungary (21.8%), Italy (11.3%), Germany (9.0%), France (5.3%) United Kingdom (5.1%).

The registration at the border crossings of the Romanians abroad in October 2017 was 1,506.7 thousand, 17.5% more than in October 2016. 63.2% of the total number of departures abroad -were carried out by means of road transport. We extended this analysis also by comparing the arrivals of foreigners in Romania in the first ten months of 2017 compared to the same period in 2016.

In table no. 2 are presented the data regarding arrivals and overnights of foreign tourists during the period 01.01-31.10.2017 and the same period

of 2016. The table contains data on the origin of the arrived Romanians and foreign tourists, and for the aliens, the data are structured on origin (Europe, European Union, Asia, North America, South America and Africa). Most come from Europe and the European Union.

**Arrivals and overnights in accommodation establishments - period
01.01-31.10**

Table no. 2

	Arrivals			Overnights		
	01.01-31.10 2016 thousands	01.01- 31.10 2017 thousands	01.01- 31.10.2017 versus 1.01- 31.10.2016 -%-	01.01- 31.10 2016 thousands	01.01- 31.10 2017 thousands	01.01- 31.10.2017 versus 1.01-31.10. 2016 -%-
Total	9438,2	10441,2	110,6	22197,2	23557,3	106,1
Romanian tourists	7276,4	8030,3	110,4	17971,7	18954,9	105,5
Foreign tourists *) out of which:	2161,8	2410,9	111,5	4225,5	4602,4	108,9
- Europe	1617,8	1796,1	111,0	3088,6	3364,9	108,9
- European Union	1385,9	1545,9	111,5	2588,9	2863,5	110,6
- Asia	306,9	355,0	115,7	675,7	752,4	111,4
- North America	143,0	163,1	114,1	265,2	303,9	114,6
- South America	15,5	20,0	129,0	30,6	36,8	120,3
- Africa	16,2	16,2	100,0	55,7	35,0	62,8

*) By country of residence

Source: Press release of the National Institute of Statistics no. 305 /05 december 2017

Analyzing data from table no. 2 shows that arrivals between 01.01-31.10.2017 were 10,441.2 thousand with 10.6% more than during the period 01.01-31.10.2016. The arrivals of Romanian tourists were 76.9% and 23.1% foreigners between 01.01-31.10.2017. The same shares were also registered in the first ten months of 2016. Of the foreign tourists, the largest number is in Europe (74.5%), and of these 86.1% of the countries belonging to the European Union.

Overnight stays of tourists during the period 01.01-31.10.2017 amounted to 23,557.3 thousand, 6.1% more than in the same period of 2016. From the total number of overnight stays, the Romanian tourists represented, during the analyzed period, 80.5%, and foreign tourists, 19.5%. Of the foreign tourists, 73.1% come from Europe, and 85.1% of them belong to the European Union. The average length of stay during the same period was 2.4 days for Romanian tourists and 1.9 days for foreign tourists. During this ten-month period, the net occupancy rate of accommodation places was 32.1%, 0.3

percentage points more than the period 01.01-31.10.2016. Higher indexes were recorded in hotels (40.5%), tourist villas (27.0%), ship accommodation (24.6%), bungalows (24.0%) and stopovers (23.7% %). Most arrivals of foreign tourists came from Germany (289.1 thousand), Israel (247.2 thousand), Italy (207.7 thousand), France (147.2 thousand), Hungary (137.7 thousand).

The registration at foreign border points of foreign tourists was 10,881.7 thousand, 23.7% more than the period 01.01-31.10.2016. Most of them come from European countries (89.3%), of which 53.2% are from the European Union. Most arrivals were from Bulgaria (24.4%), Hungary (21.7%), Italy (9.9%), Germany (9.3%), Poland (5.3% (5.2%). The registration at the border crossings of the Romanian tourists abroad was 17,239.2 thousand, 24.6% higher compared to the period 01.01-31.10.2016. The most used for departures abroad were the means of road transport (69.5%).

This was the total tourist activity registered by Romania in the first ten months of 2017. Considering the net use coefficient of the accommodation capacity, Romania has an underused potential.

In order to understand the content and methodology for calculating these indicators, the following will be made. The arrival of a tourist is recorded when a person is enrolled in the register of the tourist accommodation structure to be accommodated one or more nights. It is considered a single arrival per tourist, regardless of the number of overnight stays resulting from his uninterrupted stay. Overnight stays 24 hours, starting with the hotel, for which a person is registered in the tourist accommodation. The Net Usage Index of tourist accommodation places the relationship between the tourist accommodation capacity in operation and its actual use by the tourists. the total number of overnight stays in the tourist accommodation capacity in operation is reported.

Conclusion

Tourism activity in Romania must be an important area to be given due attention.

It is the area that can bring extra income, provide jobs and provide income quite consistent with those working in this field.

Also, Romania's tourism resources must be capitalized. We are considering, first of all, agritourism that can offer exceptional conditions to Romanian visitors.

In other news, the historical objectives Romania has to contribute to the growth of tourism, especially by developing tourist capacities in the nearby areas. We refer first of all to the monasteries in Moldova, to the tourist area of Maramures, to the tourist specificity of the Danube Delta, which can

attract a large number of tourists, given the fact that the tourist capacity will develop.

The quality of the tourist services offered by companies operating in this area must also be improved and improved.

The Romanian seaside has to revert to a number of resorts that, by qualitative and price conditions, attract more and more tourists.

The conclusion is that in the tourist areas I mentioned, other opportunities for recreation and leisure activities should be developed as quickly as possible for tourists coming to our country. Of course, most wine skiers go to mountain resorts or coastal resorts. But, at the same time, they also need recreation, spending time in a positive way, to stay with important images about the tourist resorts in Romania.

At the same time, an indicator that is most specific, namely, the indicator of the tourist returns in our country, which is not growing acceptably, needs to be improved due to these measures to be taken in the field of tourism in Romania.

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