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## STUDY ON THE EVOLUTION OF TOURISM

**Assoc. prof. Ștefan Virgil IACOB PhD** (*stefaniacob79@yahoo.com*)  
*Petroleum – Gas University of Ploiesti / Artifex University of Bucharest*  
**Dana Luiza GRIGORESCU PhD Student** (*danaluiza2004@yahoo.com*)  
*Bucharest University of Economic Studies*  
**Cristian Marius RĂDUȚ PhD Student** (*radutm@gmail.com*)  
*Bucharest University of Economic Studies*

### Abstract

*In this article, the authors have studied and highlighted what is the trend of evolution of tourism in Romania. It should be noted that tourism in Romania through the offer it has in terms of this activity has been and should remain one of the areas that contribute to the formation and growth of the Gross Domestic Product. Considering the effects that the crises that have befallen Romania and not only, have had on the evolution of tourism during the last years, it is found that in the first part of 2023, tourism activity has maintained the growth trend. The data used to highlight these aspects were statistical and econometric methods, using data provided by the National Institute of Statistics and Eurostat.*

**Keywords:** *tourism, HoReCa, economy, evolution, crises.*

**JEL classification:** E20, E30.

### Introduction

The authors analyzed compared the data from March 2023, with those from the corresponding month of the previous year, and it was found that arrivals in tourist accommodation establishments with functions of accommodation increased by 18.6%, and overnight stays by 17%.

Further, the distributions of the arrivals of Romanian tourists in the establishments of touristic reception and of the arrivals of foreign tourists in the touristic reception structures, by tourist areas, in March 2023 compared to March 2022 were highlighted.

The situation regarding the average length of stay in March 2023 was analyzed, finding that it was 1.8 days for Romanian tourists and 2.3 days for foreign tourists.

In the article, a comparative analysis was made regarding the arrivals and overnight stays of tourists in tourist accommodation establishments with functions of accommodation, in the first quarter of 2023, compared to the same period of 2022.

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### **Literature review**

I continue the series of other previously published articles; I have further addressed some aspects regarding tourism and the perspective of its evolution in the next period. A number of authors have referred to this topic. Thus, Anghel, M G. (2018) performed an analysis on the evolution of tourism activity in Romania and Anghelache, C., Anghel, M.G. and Samson, T. (2018) approached the perspective of the evolution of tourism activity, in general, in the next period. Carballo, M., Arania, J., Leon, C and Moreno-Gil, S (2015) study and publish a paper on the economic avoidance of tourism activity at European level. Hughes, E. and Scheyvens, R. (2016) referred in their studies to the evolution of tourism more broadly, but with reference to the social role of this activity. James, S. V. (2020), pays attention to the study of the evolution of tourism in Romania in the conditions of the health and economic and financial crisis. Kladou, Giannopoulos, A., Assiouras. I. (2014) analyses the activity of tourism by destinations and trends of evolution in the future, and Medina-Munoz, D, Medina-Munoz, R. and Gutierrez-Perez, E. (2015) dealt with the impact of tourism on the standard of living of the population.

### **Methodologies**

In order to facilitate the understanding of the analysis made and presented in this article, you will briefly present the main methodological aspects used by the National Institute of Statistics and Eurostat in the analysis of tourism. Thus, tossing of a tourist is recorded when a person is registered in the register of the touristic reception structure with the function of tourist accommodation, to be hosted one or more nights. In each touristic reception structure with the function of tourist accommodation, only one arrival per tourist is calculated, regardless of the number of overnight stays resulting from his uninterrupted stay. As far as the overnight stay is concerned, it re-resonates the interval of 24 hours, starting with the hotel time, for which a person is registered in the records of the tourist accommodation space and benefits from accommodation in the account of the tariff corresponding to the occupied space, even if the duration of the actual stay is less than the mentioned interval.

Also, the net use standards of tourist accommodation express the relationship between the tourist accommodation capacity in operation and its actual use by tourists, within a given period of time. This results from the calculation by reporting the total number of overnight stays achieved, to the tourist accommodation capacity in operation, during that period.

The sample of the accommodation structures was constituted starting from the list of authorized / classified accommodation structures, downloaded from the website of the Ministry of Entrepreneurship and Tourism - Department

for Tourism, on January 6, 2023. The list included 14. 061 structures with over 10 beds, of which 9. 621 accommodation structures and 4440 apartments and rooms for rent. In March 2023, out of the total accommodation structures, 3. 965 units were under capital repairs and 1. 978 did not complete the questionnaire for other reasons.

### Data, results and discussions

Analyzing comparatively the data from March 2023, with the corresponding month from the previous year, we find that arrivals in tourist accommodation establishments with functions of accommodation increased by 18.6%, and overnight stays by 17%. Also, with March 2022, in March 2023, at the border checkpoints, the arrivals of foreign visitors decreased by 13.2%, and the departures abroad of Romanian visitors increased by 24.7%. The data on arrivals and overnight stays in establishments of touristic accommodation with functions of accommodation in March of 2023 are structured in table number 1.

#### Arrivals and overnight stays in establishments of touristic reception with functions of accommodation in March of 2023

Table 1

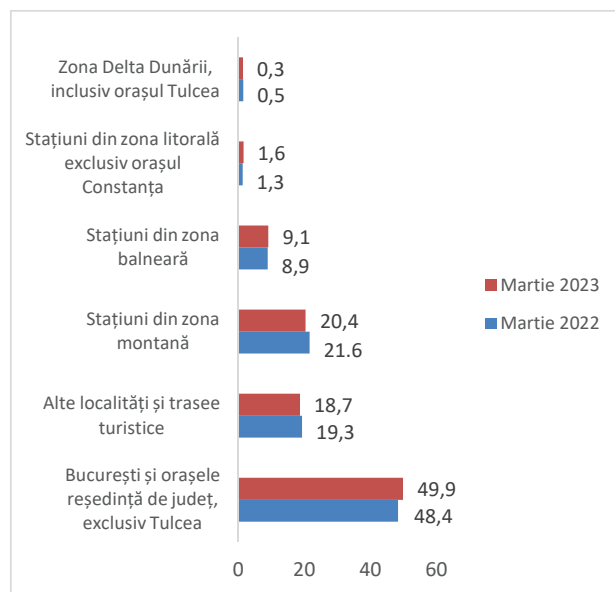
|                   | Arrivals               |                        |                                       | overnight              |                        |                               |
|-------------------|------------------------|------------------------|---------------------------------------|------------------------|------------------------|-------------------------------|
|                   | March 2022 (thousands) | March 2023 (thousands) | March 2023 compared to March 2022 (%) | March 2022 (thousands) | March 2023 (thousands) | March 2023 vs. March 2022 (%) |
| Total             | 687,1                  | 815,2                  | 118,6                                 | 1302,7                 | 1524,0                 | 117,0                         |
| Romanian tourists | 572,3                  | 672,5                  | 117,5                                 | 1039,6                 | 1202,3                 | 115,7                         |
| Foreign tourists  | 114,8                  | 142,7                  | 124,3                                 | 263,1                  | 321,7                  | 122,3                         |
| of which:         |                        |                        |                                       |                        |                        |                               |
| -Europe           | 83,8                   | 112,1                  | 133,8                                 | 174,9                  | 242,3                  | 138,5                         |
| - European Union  | 54,4                   | 81,6                   | 150,0                                 | 115,2                  | 177,7                  | 154,3                         |
| - Asia            | 17,2                   | 18,2                   | 105,8                                 | 50,1                   | 50,3                   | 100,4                         |
| - America de Nord | 8,6                    | 8,1                    | 94,2                                  | 23,8                   | 19,3                   | 81,1                          |
| - America de Sud  | 0,5                    | 0,7                    | 140,0                                 | 1,7                    | 1,8                    | 105,9                         |
| - Africa          | 2,1                    | 1,2                    | 57,1                                  | 6,4                    | 2,6                    | 40,6                          |

Source: NIS press release no. 107 / 04.05.2023

Regarding the attributions of the arrivals of Romanian and foreign tourists in the touristic reception structures, by tourist areas, in March 2023 compared to March 2022, they are presented in graphs 1 and 2.

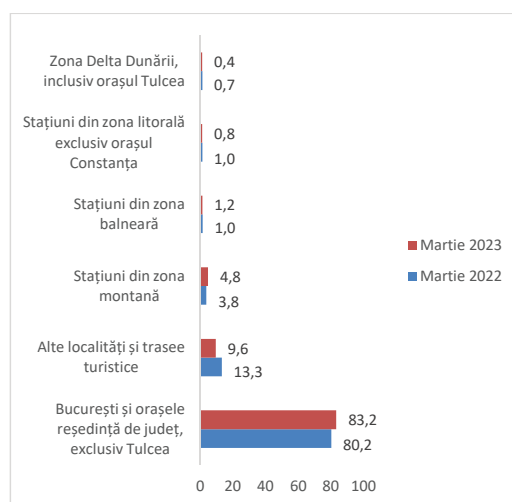
**Distribution of Romanian tourist arrivals in tourist accommodation establishments, by tourist areas, in March 2023 compared to March 2022 (%)**

*Graphic 1*



**Distribution of arrivals of foreign tourists in tourist accommodation establishments, by tourist areas, in March 2023 compared to March 2022 (%)**

*Chart 2*



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Interpreting the data structured in table number 1 and those presented in graphs 1 and 2, we find that the bones recorded in the touristic reception structures in March 2023 amounted to 815,2 thousand, increasing by 18,6% compared to those of March 2022. Also, d in the total number of arrivals, in March 2023 the arrivals of Romanian tourists in the establishments of touristic reception with functions of accommodation represented 82,5%, while the foreign tourists represented 17,5%.

At the same time, the overnight stays recorded in the touristic accommodation structures in March 2023 amounted to 1,524 thousand, up by 17% compared to those of March 2022. Also, in the total number of overnight stays, in March 2023 the overnight stays of Romanian tourists in tourist accommodation establishments represented 78.9%, while the overnight stays of foreign tourists represented 21.1%.

Analyzing the average stay in March 2023, we find that it was 1.8 days for Romanian tourists and 2.3 days for foreign tourists.

As for the net use of tourist accommodation, in March 2023, it was 22.6% for total tourist accommodation, up by 1.9% compared to March 2022.

As for the bones of foreign visitors to Romania, registered at the border points, they were in March 2023 of 1,008.1 thousand, down by 13.2% compared to March 2022. Also, the payments of Romanian visitors abroad, registered at the border checkpoints, in March 2023 totalled 1. 354.4 thousand people, up by 24.7% compared to March 2022.

In table number 2 are structured the data on the arrivals and overnight stays of tourists in establishments of touristic reception with functions of accommodation, in the first quarter of 2021 compared to the same period of 2020.

**Arrivals and overnight stays of tourists in establishments of touristic reception with functions of accommodation, in the first quarter of 2023 compared to the same period of 2022**

*Table 2*

|                               | Arrivals                       |                                |   | overnight                      |                                |  |
|-------------------------------|--------------------------------|--------------------------------|---|--------------------------------|--------------------------------|--|
|                               | Period<br>01.01-<br>31.03.2022 | Period<br>01.01-<br>31.03.2023 | Period<br>01.01-<br>31.03.2023<br>compared<br>to the<br>period<br>01.01 -<br>31.03.2022 | Period<br>01.01-<br>31.03.2022 | Period<br>01.01-<br>31.03.2023 | Period<br>01.01-<br>31.03.2023<br>compared to<br>the period<br>01.01 -<br>31.03.2022 |
|                               | Thousands                      | Thousands                      | %   | Thousands                      | Thousands                      | %  |
| <b>Total</b>                  | <b>1940,8</b>                  | <b>2412,5</b>                  | <b>124,3</b>  | <b>3677,2</b>                  | <b>4561,6</b>                  | <b>124,1</b>   |
| Romanian tourists             | 1699,1                         | 2031,4                         | 119,6   | 3128,5                         | 3690,6                         | 118,0  |
| Foreign tourists**) of which: | 241,7                          | 381,1                          | 157,7   | 548,7                          | 871,0                          | 158,7  |
| -Europe                       | 183,5                          | 297,8                          | 162,3   | 391,6                          | 650,6                          | 166,1  |
| - European Union***)          | 123,1                          | 212,8                          | 172,9   | 263,7                          | 464,7                          | 176,2  |
| - Asia                        | 30,2                           | 50,8                           | 168,2   | 84,0                           | 145,2                          | 172,9  |
| - America de Nord             | 15,3                           | 21,5                           | 140,5   | 42,2                           | 49,7                           | 117,8  |
| - America de Sud              | 1,2                            | 1,8                            | 150,0   | 3,4                            | 4,6                            | 135,3  |
| - Africa                      | 3,6                            | 2,9                            | 80,6  | 10,4                           | 6,5                            | 62,5   |

\*) Data less than 0.5;

\*\*) By country of residence;

\*\*\*) Data on the European Union were recalculated without the United Kingdom of Great Britain and Northern Ireland

Source: NIS press release no. 107 / 04.05.2023

Interpreting the data presented in table number 2, we note that the arrivals recorded in the touristic reception structures, including apartments and rooms for rent, in the period 01.01.-31.03.2023, totalled 2. 412.5 thousand people, up by 24.3% compared to the same period of 2022.

Out of the total number of arrivals, between 01.01.-31.03.2023, the arrivals of Romanian tourists in the touristic accommodation establishments with functions of accommodation represented 84.2%, while the arrivals of foreign tourists recorded 15.8%.

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The overnight stays recorded in the tourist accommodation structures, including apartments and rooms for rent, between 01.01.-31.03.2023 totalled 4. 561.6 thousand, up by 24.1% compared to the same period of 2022.

Out of the total number of overnight stays, in the period 01.01.-31.03.2023, the overnight stays of Romanian tourists in the touristic accommodation establishments represented 80.9%, while the overnight stays of foreign tourists recorded 19.1%.

The average length of stay between 01.01.-31.03.2023, was 1.8 days for Romanian tourists and 2.3 days for foreign tourists. The net use index of tourist accommodation in the period 01.01.-31.03.2023 was 23.5% for total tourist accommodation structures, including apartments and rooms for rent, up by 3.2% compared to the same period of 2022.

Analyzing the data by counties, we find that during the period 01.01.-31.03.2023, the number of arrivals of tourists in the touristic reception structures with functions of accommodation, including apartments and rooms for rent, recorded higher values in: Bucharest, respectively 400.2 thousand people, Brasov, respectively 328.6 thousand people and Prahova, respectively 139.6 thousand people. The overnight stays of tourists in the touristic accommodation structures with accommodation functions, including apartments and rooms for rent, recorded higher values in: Bucharest, respectively 816.5 thousand, Brasov, respectively 628.5 thousand and Prahova, respectively 283.2 thousand.

Analyzing the number of countries, we find that most of the arrivals of foreign tourists accommodated in the touristic reception structures with functions of accommodation, including apartments and rooms for rent, in the period 01.01.-31.03.2023 came from: Italy, respectively 45.2 thousand people, Israel, respectively 37.8 thousand people and Germany, respectively 34.7 thousand people.

The arrivals of foreign visitors to Romania, registered at the border points, were between 01.01.-31.03.2023 of 2. 820.9 thousand people, up by 21.8% compared to the same period of 2022, and the payments of Romanian visitors abroad, registered at the border points, were in the period 01.01.-31.03.2023 of 4. 064.8 thousand people, up by 34.5% compared to the same period of 2022.

### **Conclusions**

The study presented in this article leads to a number of conclusions. A first conclusion is that the effects of the crises that have befallen Romania have had effects of a higher intensity on this field of domestic and international tourism, but also on HoReCa.

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Another conclusion is that in the first quarter of 2023 the number of arrivals of tourists in tourist accommodation establishments with functions of accommodation, including apartments and rooms for rent, recorded higher values. Also, both the arrivals of foreign visitors to Romania and the departures of Romanian visitors abroad are increasing in the first quarter of 2023 compared to the same period of last year, which indicates a revival of this area, which our country, given the potential it has, should exploit better.

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