

Analysis of Tourist Traffic Indexes in Romania compared to Some Countries in Europe

Alina GHEORGHE PhD Student
The Bucharest University of Economic Studies

Abstract

In this paper the author presents the situation of tourist traffic, both nationally and internationally. The analysis is performed in order to formulate and implement a strategy for the development of rural tourism services, and thus, to ecotourism.

The evolution of this area depends, mainly, of satisfying the demand for such services and improving their quality.

Key words: *ecotourism, development, tourist function, tourist traffic density*

Introduction

Developing ecotourism industry is a topical subject, and at the same time, debated with great interest by the Romanian and foreign specialists. In European countries, such as Italy, France, Austria and Switzerland, the quality of ecotourism and tourism services is high. In Romania, ecotourism is at the beginning of the road, but there's a massive potential in this respect, because we have a number of protected areas, customs and traditions which shows a growing interest of foreign tourists.

The tourist founction of areas or localities (F) is calculated using the following formula (R. Minciu, 2004, pg. 48):

$$F = \frac{L}{P} \cdot 100 \quad \text{where :}$$

- L represents the number of places in the area or locality concerned;
- P represents the permanent population of the area or locality.

In turn, tourist traffic density provides information regarding the request of zones and indirectly on the measures to be taken in order to ensure coverage of the requirements of tourists without being disturbed the life and activity of the residents or the ecological balance of the areas

(R.Minciu, 2004, p.97). Tourist traffic density (DCT) shall be determined using the following formula (R. Minciu, 2004, p. 97):

$$DCT = \frac{NT}{S} \quad \text{where:}$$

- NT represents number of arrivals;
- S represents the surface of the zone.

The two indicators are used to analyze the degree of development of tourist areas or countries.

The tourist function and tourist traffic density

The first issue addressed in this article is the evolution in the number of arrivals and overnights in Romania and several countries in Europe, within the timeframe 2007-2012, because we can find that is the level at which our country in this respect. The indicators are presented in Table 1:

Table no. 1.1. Number of arrivals and overnights in Bulgaria, Croatia, Romania, Greece, Italy, within the timeframe 2007- 2012

	Number of arrivals				
	Bulgaria	Croatia	Romania	Greece	Italy
2007	4598704	8172572	6701247	14536306	84252957
2008	4696571	8180205	6883643	14615830	84655477
2009	4094104	7877925	5918046	17486610	85167186
2010	4048651	7424733	5809849	17046763	87113893
2011	4600931	7932093	6739403	17157172	90590734
2012	5148958	10744103	7344210	18342752	90056877

	Number of overnights				
	Bulgaria	Croatia	Romania	Greece	Italy
2007	17368969	37375257	19961467	62069346	376641751
2008	17170507	37566453	20142905	62544510	373666688
2009	14375139	36613152	16858279	70592864	370762377
2010	15016797	36031805	15505964	70078199	375542550
2011	17426121	38109198	17387520	72590123	386894732
2012	18852044	60495563	18462099	78177354	380711483

(Source: EUROSTAT, accessed at 21.04.2014).

In the above table, we can see that the most visited countries are Italy and Greece, followed by Croatia. Romania lies on a lower position in this ranking, which is due to inadequate training of personnel specialized in

tourism and low degree of promotion of tourist attractions in Romania. Also, one reason why the number of overnights is decreased in Romania is the low quality accommodation services and poor infrastructure. Table 2 presents the evolution of accommodation capacity within the timeframe 2007-2012:

Table No. 2. The capacity of existing accommodation in Bulgaria, Croatia, Greece, Romania, Italy, within the timeframe 2007-2012

	The capacity of existing accommodation				
	Bulgaria	Croatia	Romania	Greece	Italy
2007	266613	482231	283701	790956	4485581
2008	271672	485439	294210	804429	4649050
2009	281353	493850	302755	1094718	4598682
2010	276621	439613	311698	1125758	4698852
2011	274733	437758	278503	1111242	4742064
2012	301140	798928	285488	1118685	4762601

(Source: EUROSTAT, 2014).

This indicator also registers variations from one year to another. Greece and Italy are positioned in the top. Romania is occupying an inferior place. Nationwide, after the economic and financial crisis in the country, the number of places of accommodation has grown from year to year, which it confirms the growing interest expressed by the authorities and investors in the tourism sector. Next, the author analyzed the tourist function of Romania, Italy and Greece, represented in Figure No. 1:

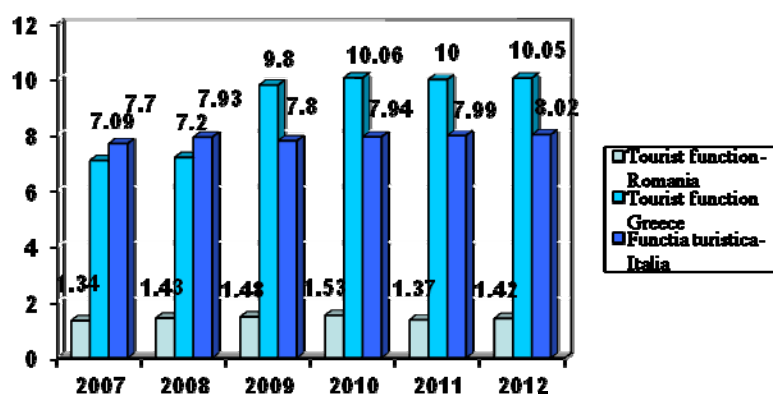


Figure no. 1. Tourist function of Romania, Greece and Italy, within the timeframe 2007-2012

Source: Made by author

Extensive analysis with respect to the development of tourism at European level leads us to the conclusion that countries that exhibit variety of landforms similar to Romania, have a higher level of interest of our country, thanks to the interest of officials in promoting tourism in the tourist areas, where you practice ecotourism, recreational tourism and agrotourism.

The European country in which results in a higher level of interest is Greece, a country that lives in particular from tourism (agrotourism, ecotourism). The tourist function in Italy varies between 7.99% in 2011 and 8.02 % in 2012.

The tourist traffic density in these countries from Europe is represented in Figure no. 2:

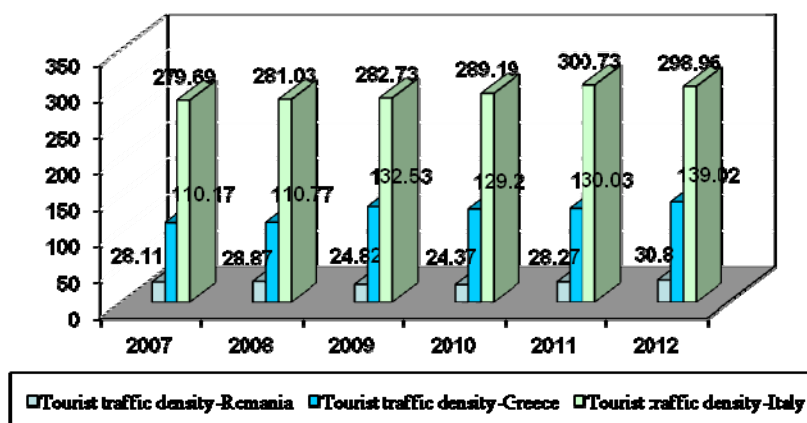


Figure no. 2. Tourist traffic density in Romania, Greece and Italy, within the timeframe 2007- 2012

Source : Made by author

Considering the interest of tourists (ecotourists or rural tourists) to visit the regions and European countries of great tourist attraction, where officials and the hosts are interested to promote quality services, Italy, Greece, recorded at tourist density index, elevated levels year after year, as can be seen from Figure no. 2.

As has been able to ascertain, the indicators that determine indirectly the quality of ecotourism have evolved according to tourist attraction, due to the geographical conditions, the material and human resources performance.

Dynamic indexes with fixed base and chained base of tourist structures with accommodation function in Romania

In Romania, the number of accommodation establishments in both tourism and ecotourism, is changing from one year to another, as shown in the table below:

Tabel nr.3 Accommodation establishments

Accommodation establishments	2007	2008	2009	2010	2011	2012
Hotels and motels	1231	1264	1361	1397	1503	1606
Hostels	79	81	97	114	145	178
Tourist inns	6	5	5	4	4	3
Tourist huts	108	116	123	134	147	146
Camping and cottage type units	111	109	101	100	71	93
Touristics villas and bungalows	974	982	1012	1035	753	863
Preschool and students camps	115	111	111	92	69	70
Touristic guesthouses	736	783	878	949	1050	1200
Agrotouristic guesthouses	1292	1348	1412	1354	1210	1569
Touristic houselets	30	31	30	32	41	39
Holiday villages	3	3	4	4	5	6
Accommodation spaces on ships	9	7	6	7	5	10
Total	4694	4840	5095	5222	5003	5821

Source: INS accessed at 5.11.2014

In the table above, it is noted that, after the installing of the economic and financial crisis in Romania, the interest of entrepreneurs in the tourism development of the ecotourism industry has grown. A growing number of people are interested in starting a small business in the field of ecotourism, most being family businesses. As a result of this development, has significantly increased the number of holiday villages tourist chalets and agrotouristic guesthouses and this aspect is presented in Table no 4.:

Table no. 4 Dynamic indexes with fixed base(BF) and chained base(BL) recorded in Romania, within the timeframe 2007-2012

Accommodation establishments	2007		2008		2009		2010		2011		2012	
	BF	BL	BF	BL	BF	BL	BF	BL	BF	BL	BF	BL
Hotels and motels	104,4	100,9	107,2	102,6	111,6	104,1	118,4	106,1	127,4	107,5	136,2	106,8
Hostels	239,3	105,3	245,4	102,5	293,9	119,7	345,4	117,5	439,3	127,1	539,3	122,7
Tourist inns	54,5	66,6	45,4	83,3	45,4	100,0	36,3	80,0	36,3	100,0	18,1	75,0
Tourist huts	95,5	93,1	102,6	107,4	108,8	106,0	115,5	108,9	130,0	109,7	129,2	99,3
Camping and cottage type units	89,5	91,7	87,9	98,1	81,4	92,6	80,6	99,0	57,2	71,0	67,7	118,3
Touristic villas and bungalows	95,3	93,6	96,1	100,8	99,1	103,0	101,3	102,2	73,7	72,7	84,5	114,6
Preschool and students camps	76,1	89,8	73,5	96,5	73,5	100,0	60,9	82,8	45,6	75,0	46,3	101,4
Touristic guesthouses	123,2	104,8	131,1	106,3	147,0	112,1	158,9	108,0	175,8	110,6	201,0	114,2
Agrotouristic guesthouses	135,1	102,6	141,0	104,3	147,6	104,7	141,6	95,8	126,5	89,3	164,1	129,6
Touristic houselets	103,4	96,7	106,8	103,3	103,4	96,7	110,3	106,6	141,3	128,1	134,4	95,1
Holiday villages	100,0	150,0	100,0	100,0	133,3	133,3	133,3	100,0	166,6	125,0	200,0	120,0

Source: Made by author

A second cause for ecotourism accommodation in Romania has increased the interest of the national authorities in this respect, by developing ecotourism development strategies at the county level.

Conclusion

In conclusion, it is noticed that at the national level, it is necessary to formulate a strategy for the development of ecotourism, since the country has great potential in this respect, both geographically, socially, and economically. At the same time, Romania is visited by a growing number of foreign tourists, and for attracting a larger number is required a better promotion of ecotourism services at the international level, and also the romanian customs and traditions.

References

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