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## TOURISM MUST BE SUPPORTED

**Lecturer Ștefan Virgil IACOB PhD** (*stefaniacob79@yahoo.com*)  
*Artifex University of Bucharest*

### Abstract

*Tourism is a field of perspective for Romania, which can also ensure economic growth. We have in mind the fact that the geographical structure of Romania implies the development of tourism of all forms. Romania has a coastline, mountain tourist areas, rural tourist areas, the Danube Delta and other areas that are visited due to special historical monuments.*

*In this article, the main objective is to demonstrate that tourism is an area that must find its place in the priorities of any government. Therefore, the perspective must be looked at very carefully, and the necessary measures should not be such as to completely demolish the interest of tourists, especially foreigners, to visit our country.*

*It is important to take into account the fact that tourism has two sides that of tourism in business interest, but non-resident tourism, with accommodation in collective tourist accommodation structures, which must be capitalized at the level that Romania's complex tourist base offers. .*

*The methodology used is to take into account and take into account the data series published by the National Institute of Statistics and Eurostat, compared to previous periods or periods that are subject to the seasonal effect. We started from the use of the index method, of the complex basic series and we used the graphical representations, the dynamic series as well as the possibility of comparative, static and dynamic interpretation.*

**Keywords:** *tourism, potential, crises, HoReCa, economic growth.*

**JEL classification:** *E20, E30.*

### Introduction

In this article we started from the study of the number of non-resident tourists who arrived in Romania in the first semester of 2021. We compared it with the situation recorded in the previous year and we talked about the comparison with other situations recorded in more distant periods.

We focused on the first semester of 2021 because six months are uplifting, even if at the moment we can discuss a new relaunch of the pandemic health crisis, which will have an even more destructive effect on this field of activity.

Other countries in the European Union, Europe or the world are also affected by the health and economic and financial crisis, but in most cases,

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there is concrete support through government subsidies so that this area remains viable and can be developed. after going through this particularly serious economic crisis.

We have inventoried the number of citizens who have travelled in the interest of tourism, as well as the number of those who have travelled in the interest of business in order to highlight the potential of our country in order to further develop this tourism.

Of course, graphical representations and some references to the series of databases are intended to facilitate the understanding of the content of the research conducted by the author and debated by publishing this article.

Tourism is highlighted by the number of tourists, expenses incurred, average expenses per person during their stay in Romania, so as to highlight that if the use of tourism potential at the maximum level available in this field Romania, revenues would be much higher.

It is found that tourism has played an important role in the contribution that services have to the formation and growth of Gross Domestic Product. During the period when tourism was deficient, it was not supported, in addition to other economic and social problems caused by the crisis, it also determined the moderation of the share that services have in the formation and growth of Gross Domestic Product.

This scientific approach can be developed by using statistical-econometric models, which lead to obtaining parameters, based on which to estimate and establish the trend for the future.

The article is not a finite research on tourism, highlighting especially the issue of the number of foreign tourists who visited Romania in purely tourist interest or in business interest.

I also emphasize the fact that due to high costs and sometimes even the quality of tourist services, non-resident tourists are more careful when choosing the destination Romania for spending holidays.

#### **Literature review**

In this period governed by the pandemic and financial-economic crisis, the economies of all the states of the world have suffered, but the most affected are tourism and HoReCa. In Romania, the situation is similar. In the literature we identify the studies of some authors who have referred to this subject. Thus, Anghel, M G. (2018) performed an analysis on the evolution of tourism 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 evaluation of tourism in Europe.

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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. Kladou, Giannopoulos, A., Assiouras, I. (2014) analyses the tourism activity by destinations and evolution trends in the future, and Medina-Munoz, D, Medina-Munoz, R. and Gutierrez-Perez, E. (2015) deal with the impact of tourism on the standard of living of the population. Tosun, Dedeoğlu and Fyall (2015) addressed a number of issues regarding the decision to choose a tourist destination. Zhang, J, Wu, B, Morrison, A., Tseng, C., Chen, Y. (2017) analysed the role of the country's image in the decision-making process of tourists regarding the tourist destination.

### **Methodology**

I briefly summarize the main methodological aspects used by the National Institute of Statistics and Eurostat in the analysis of tourism, in order to facilitate the understanding of the content of the article. Thus, the source of the data is the monthly statistical survey on the attendance of tourist reception structures with accommodation functions (TOURISM 1 A) for arrivals and overnight stays in tourist reception structures with accommodation functions, in accordance with Regulation (EU) no. European Parliament and of the Council of 6 July 2011 on European statistics on tourism and repealing Council Directive 95/57 / EC.

Regarding the data regarding the arrivals of foreign visitors in Romania and the departures of Romanian visitors abroad, registered at the border points, they are obtained monthly from administrative sources. Thus, the arrival of a tourist in a tourist reception structure with tourist accommodation functions is registered when a person is registered in the register of the respective structure, in order to be hosted one or more nights. In each tourist reception structure with tourist accommodation functions, only one arrival per tourist is considered, regardless of the number of overnight stays resulting from his uninterrupted stay. Also, the overnight stay represents the interval of 24 hours, starting with the hotel time, for which a person is registered in the tourist accommodation structure and benefits from accommodation on account of the tariff related to the occupied space, even if the actual stay is less than mentioned.

The index of net use of tourist accommodation places expresses the relationship between the tourist accommodation capacity in operation and its effective use by tourists, in a determined period. It results from the calculation by reporting the total number of nights spent, to the tourist accommodation capacity in operation, from the respective period.

International visitor statistically means any person who travels to a country other than that in which he or she habitually resides, for a period

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not exceeding 12 months, the main purpose of the visit being other than the pursuit of a gainful employment in the country visited.

Arrivals are the unit of measure for foreign visitors registered on entry into the country, and departures are the unit of measure for Romanian visitors traveling abroad registered on departure from the country.

In the same vein, the number of arrivals or departures of visitors is different from the number of people entering or leaving the country. The same person from abroad can make several trips to the country during that period, being registered each time as a new arrival. In the same way, Romanian visitors go abroad. The following categories of travellers are excluded from the arrivals and departures of international visitors: immigrants and emigrants, diplomats, consular representatives and members of the armed forces when traveling to / from the place where they have to carry out their mission, in another country and refugees and nomads. The country of origin of the international visitor is established according to the nationality registered in the visitor's passport.

The statistical research regarding the attendance of the tourist reception structures with accommodation functions is addressed to all the tourist accommodation structures with an accommodation capacity of over 10 bed places, which operate in the reference month.

#### **Data, results and discussions**

Tourism activity is still in great difficulty due to the pandemic crisis and the effects of the economic and financial crisis. However, the tourist activity in Romania is influenced by seasonality and in this context in June 2021, compared to the corresponding month of the previous year, arrivals in tourist reception facilities with accommodation functions increased by 141.0% and overnight stays by 161, 0%. At the same time compared to June 2020, in June 2021 at the border points, the arrivals of foreign visitors increased by 64.5%, and the departures abroad of Romanian visitors by 73.0%.

These data regarding arrivals and overnight stays in tourist reception structures with accommodation functions in June 2021 are structured in table number 1.

**Arrivals and overnight stays in tourist accommodation structures with accommodation functions in June 2021**

*Table 1*

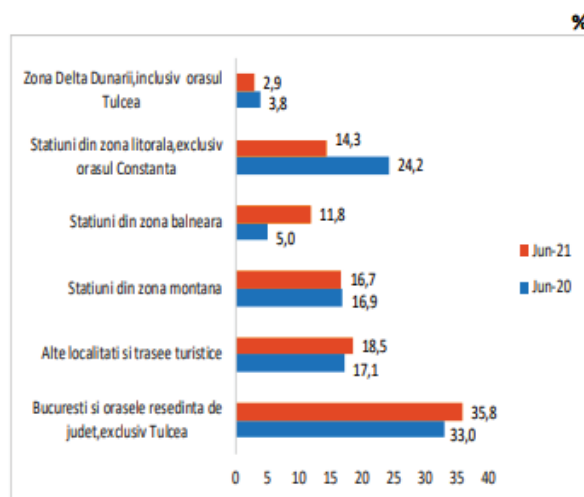
	Arrivals			Overnights		
	June 2020	June 2021	June 2021 compared to June 2020	June 2020	June 2021	June 2021 compared to June 2020
	thousand	thousand	(%)	thousand	thousand	(%)
<b>Total</b>	<b>334,0</b>	<b>804,9</b>	<b>241,0</b>	<b>705,3</b>	<b>1840,9</b>	<b>261,0</b>
Romanian tourists	321,0	734,6	228,8	678,0	1685,9	248,7
Foreign tourists of which:	13,0	70,3	540,8	27,3	155,0	567,8
- Europe	11,2	57,2	510,7	22,9	126,0	550,2
- European Union	9,0	40,6	451,1	18,6	90,5	486,6
- Asia	*	5,9	-	1,0	13,4	1340,0
- North America	1,0	4,3	430,0	1,7	9,8	576,5
- South America	*	0,4	-	*	0,9	-
- Africa	*	0,4	-	1,0	1,0	100,0

Source: INS communiqué number 195/2 August 2021

The distributions of the arrivals of Romanian and foreign tourists in the tourist reception structures, by tourist areas, in June 2021 compared to June 2020 are presented in graphs 1 and 2.

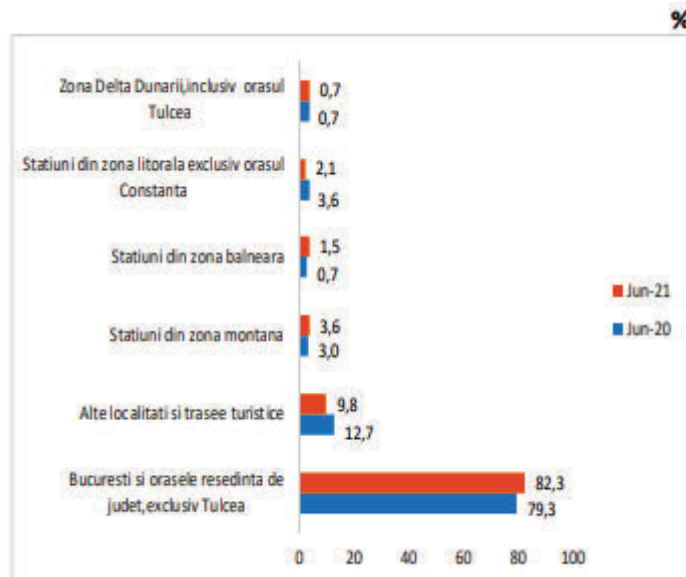
**Distribution of arrivals of Romanian tourists in tourist reception structures, by tourist areas, in June 2021 compared to June 2020**

*Chart 1*



**Distribution of foreign tourist arrivals in tourist reception structures, by tourist areas, in June 2021 compared to June 2020**

Chart 2



Interpreting the data structured in table number 1 and represented in the two graphs we find that the arrivals registered in the tourist reception structures in June 2021 amounted to 804,900 people, increasing by 141.0% compared to June 2020. Also of the total number of arrivals, in June 2021, the arrivals of Romanian tourists in the structures of tourist reception with accommodation functions represented 91.3%, while the foreign tourists only 8.7%.

Regarding the arrivals of foreign tourists in the tourist reception structures, the largest share was held by those from Europe, respectively 81.4% of the total foreign tourists and of these 71.0% arrived from the European Union countries.

At the same time, the overnight stays registered in the tourist reception structures in June 2021 amounted to 1,840,900, increasing by 161.0% compared to those in June 2020. Out of the total number of overnight stays, in June 2021, the overnight stays of Romanian tourists in the structures of tourist reception with accommodation functions represented 91.6%, while the overnight stays of foreign tourists registered a percentage of 8.4%.

Overnight stays of foreign tourists in the tourist reception structures, the largest share was held by those arriving from Europe, respectively 81.3% of total foreign tourists, and of these 71.8% come from European Union countries.

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Regarding the average length of stay in June 2021, it was 2.3 days for Romanian tourists and 2.2 days for foreign tourists.

The index of net use of tourist accommodation, in June 2021 was 25.1% on total tourist accommodation structures, increasing by 11.3% compared to June 2020. Indices of net use of accommodation more large in June 2021 were registered in hotels of 30.1%, accommodation on ships of 22.7%, tourist villas of 20.3%, tourist pensions of 17.3%, agritourism pensions of 17.2 %, tourist stops of 17.0%, hostels of 16.3% and tourist chalets of 15.6%, motels, bungalows and holiday villages, each with 15.1%.

The arrivals of foreign visitors in Romania, registered at the border points, were in June 2021 of 673,300 people, increasing by 64.5% compared to June 2020. The means of road and air transport were the most used for arrivals abroad, representing 80.5% and 14.6% of the total number of arrivals, respectively.

The departures of Romanian visitors abroad, registered at the border points, were in June 2021 of 1,129,700 people, increasing by 73.0% compared to June 2020. The means of road and air transport were the most used for departures abroad, representing 68.0% and 31.5% of the total number of departures, respectively.

In table number 2 are structured the data regarding the arrivals and overnight stays of the tourists in structures of tourist reception with accommodation functions, in the period 01.01-30.06.2021 compared to the similar period of 2020.

**Arrivals and overnight stays of tourists in tourist reception structures with accommodation functions, in the period 01.01-30.06.2021 compared to the similar period of 2020**

*Table 2*

	Arrivals			Overnights		
	Period 1.01-30.06.2020	Period 1.01-30.06.2021	Period 1.01-30.06.2021 compared to the period 1.01 - 30.06.2020	Period 1.01-30.06.2020	Period 1.01-30.06.2021	Period 1.01-30.06.2021 compared to the period 1.01 - 30.06.2020
	thousand	thousand	(%)	thousand	thousand	(%)
<b>Total</b>	<b>2148,2</b>	<b>3273,5</b>	<b>152,4</b>	<b>4280,0</b>	<b>6556,6</b>	<b>153,2</b>
Romanian tourists	1849,9	3076,9	166,3	3635,3	6110,4	168,1
Foreign tourists of which:	298,3	196,6	65,9	644,7	446,2	69,2
- Europe	223,0	159,2	71,4	470,7	363,0	77,1
- European Union	160,9	115,8	72,0	333,3	267,7	80,3
- Asia	38,7	12,9	33,3	98,7	30,2	30,6
- North America	16,4	13,2	80,5	34,4	29,2	84,9
- South America	2,5	0,9	36,0	5,7	2,3	40,4
- Africa	3,1	1,5	48,4	6,9	3,7	53,6

Source: *INS communiqué number 195/2 August 2021*

According to the data presented, it results that the arrivals registered in the tourist reception structures during 1.01.-30.06.2021 amounted to 3,273,500 people, increasing by 52.4% compared to the similar period of 2020. From the total number of arrivals, during 1.01.-30.06.2021, the arrivals of Romanian tourists in the structures of tourist reception with accommodation functions represented 94.0%, while the foreign tourists registered a percentage of only 6.0%.

The highest share was held by the arrivals of foreign tourists in the structures of tourist reception was of those arriving from Europe, respectively 81.0% of the total foreign tourists, and of these, a percentage of 72.7% come from the countries of the European Union. .

At the same time, the overnight stays registered in the tourist reception structures in the period 1.01.-30.06.2021 amounted to 6,556,600, increasing by 53.2% compared to those in the similar period of 2020.

Out of the total number of overnight stays, between 1.01.-30.06.2021, the overnight stays of Romanian tourists in the structures of tourist reception



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with accommodation functions represented 93.2%, while the overnight stays of foreign tourists registered a percentage of 6.8%. Overnight stays of foreign tourists in the tourist reception structures, the largest share was held by those arriving from Europe, respectively 81.4% of total foreign tourists, and of these 73.7% came from European Union countries.

The average length of stay between 1.01.-30.06.2021 was 2.0 days for Romanian tourists and 2.3 days for foreign tourists, and the index of net use of tourist accommodation between 1.01.-30.06.2021 was 19.2% of total tourist accommodation structures, decreasing by 0.2% compared to the similar period of 2020.

### **Conclusions**

From this article, based on an extensive research conducted by the author, several conclusions can be drawn, which must be taken into account for the interpretation of the perspective of the evolution of foreign or non-resident tourism in Romania. First of all, it is the quality of the spaces, of the tourist offer that Romania has in natural conditions. It must be maximized and in this regard subsidies must be important in ensuring and encouraging investors in this field to propose their development in the future.

The second conclusion is that Romania's tourism potential is not, even under normal conditions, used at the maximum level it offers. In this sense, we believe that the PNRR that was launched should have provided more precisely the possibility of subsidies in this area. However, the government has the potential to pay more attention to this area in its corrections and recovery programs.

The third conclusion is that the owners of tourist spaces must be more rigorous in offering quality services and reconsidering the price, compared to the situation that happens in countries with tourist potential, neighbouring Romania which often causes tourists to prefer, even and in conditions of restrictions imposed by the pandemic, spending holidays in other areas than the Romanian ones.

One last conclusion is that if no support is provided and no malleable measures are found to ensure the continuation of the HoReCa activity of tourism, in this 4th wave of the pandemic, tourist, leisure and other spaces could be closed again. , which will have the effect of reducing this tourist potential, which can hardly be resumed and improved in the coming periods.

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