

## STUDY ON THE TOURIST EXPENSES OF NON-RESIDENTS IN ROMANIA, IN 2021

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*Abstract:* Who should visit Romania and why? Without a tourism strategy, without a country brand, without investments in external promotion, without a vision, Romania has lost any chance in the last years to attract more foreign tourists. The total number of non-residents staying in collective tourist accommodation structures, in 2021, was 837.7 thousand, and their expenses totaled 1970.5 million RON. Non-resident tourists who arrived in Romania for business purposes spent over 1097.8 million RON. Business (including participation in congresses, conferences, courses, fairs and exhibitions) represented the main reason for the stay spent by 53.1% of the non-resident tourists arriving in Romania in 2021. Non-resident tourists who arrived in Romania for personal interest spent over 872.7 million lei.

**Key words:** expenses, non-residents, travel, countries, purpose of the trip

### INTRODUCTION

In Romania, foreign tourists, who come especially for leisure, prefer city breaks, general and niche tours (cultural, wine, historical), respectively holiday packages. The rest of the non-resident tourists come to Romania for work/business. To attract more foreign tourists to Romania, the authorities have opened offices to promote our country. Romania can become a name in world tourism again, as it was in the 70s and 80s if it completely changes the way it promotes itself abroad if it supports public-private partnerships in the field if it ensures the necessary public investments in infrastructure or education [1,3].

Romania receives three times fewer tourists than Bulgaria and six times less than Hungary. Governments have been losing tourism battles with all their neighbors over the past decade. The Romanian state has not fulfilled its mission and has lost the money made available to it, tens of millions of euros. Romania has failed to promote tourism abroad and the Romanian state has not fulfilled its mission to create a country brand and to finance external promotion [11,17].

The verdicts are harsh, but they reflect reality and belong to officials and experts. While Austria has a budget of 70 million euros for tourism promotion, Romania allocates just under 3 million euros annually. Tourism has grown thanks to entrepreneurs, but the Romanian state has failed to capitalise on the potential. It has lost battles with the Bulgarian and Greek coasts but is also losing out to Croatia. Everything is at zero in terms of promotion [10,14].

### MATERIALS AND METHODS

The objective of the statistical survey on the tourism expenditure of non-residents staying in collective tourist accommodation establishments is to collect data on the tourism expenditure of non-residents staying in collective tourist accommodation establishments in Romania, as this information is necessary for the preparation of the Balance of Payments by the National Bank of Romania. Data collection in the field is done with receptionists working in tourist accommodation establishments [2,5].

When non-residents arrive at the tourist accommodation facility, after registering at the reception, they are asked by the receptionist to fill in the questionnaire on tourist

expenditure of non-residents staying in collective tourist accommodation facilities, which they have to return to the reception at the end of their stay in the accommodation facility[16].

The main variables collected are non-residents' tourist expenditure in Romania and its structure, as well as other information characterizing the trip (country of residence of the tourist, organizer of the trip, main means of transport used to arrive in Romania, main reason for travelling to Romania). After collecting these data, it was necessary to centralize them and analyses them in detail. Following the analysis, the data were highlighted both tabularly and graphically, and at the end, we were able to present some conclusions [1,3].

### RESEARCH RESULTS

Of the total business expenditure in 2021, the largest share is for accommodation expenditure (48.1%), of which accommodation with breakfast included (89.8% of total accommodation expenditure) is the most preferred type of expenditure. Spending by non-resident tourists in restaurants and bars accounted for 18.4% and shopping accounted for 16.2% of total business spending. Of the total shopping expenditure, 46.2% was spent on food and drink and 29.5% on gifts and souvenirs [10,14].

Spending on car rental accounted for 64.0% of total transportation spending, and spending on access to amusement parks, fairs, casinos, and arcades accounted for 36.3% of total recreation spending. The total number of non-residents staying in collective tourist accommodation establishments in 2021 was 837.7 thousand, and their total expenditure amounted to 1970.5 million lei [11,14].

The second most important reason for the stay of non-residents in Romania was private trips (46.9% of the total number of non-resident tourists), among which holiday trips stand out (59.2% of all private trips). Spending by non-resident tourists arriving in Romania for private purposes accounted for 44.3% of total spending, i.e. 872.7 million lei[7,13]. As in the case of business travel, the largest share of total expenditure by non-resident tourists arriving in Romania for private purposes is for accommodation (45.3%), of which accommodation with breakfast included has the largest share (81.7%) [10].

Spending in bars and restaurants accounted for 16.5% of the total expenditure for personal purposes, while shopping accounted for 16.2% of the total expenditure of non-resident tourists visiting Romania for personal purposes [4,10].

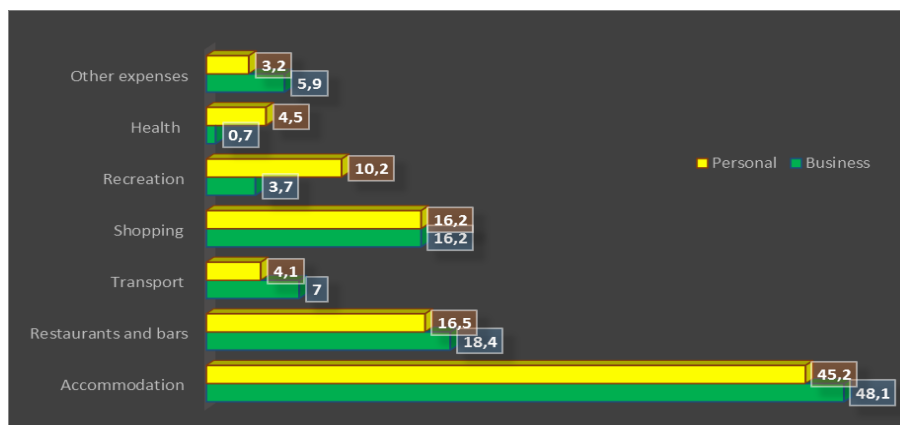
These expenditures are represented in Table 1. and can be better seen graphically in Figure 1.

**Table 1.**

#### Expenditure groups in total business travel expenditure and in total personal travel expenditure (2021, %)

Purpose	Accommodation	Restaurants and bars	Transport	Shopping	Recreation	Health	Other expenses
<i>Business</i>	48,1	18,4	7,0	16,2	3,7	0,7	5,9
<i>Personal</i>	45,2	16,5	4,1	16,2	10,2	4,5	3,2

Source: *Tourist expenses of non-residents in Romania, in 2021, published March 2022, <https://insse.ro> [10,12]*



**Figure 1. Share of expenditure groups in total business and personal travel expenditure (2021, %)**

Source: Personal processing of the authors after <https://insse.ro>

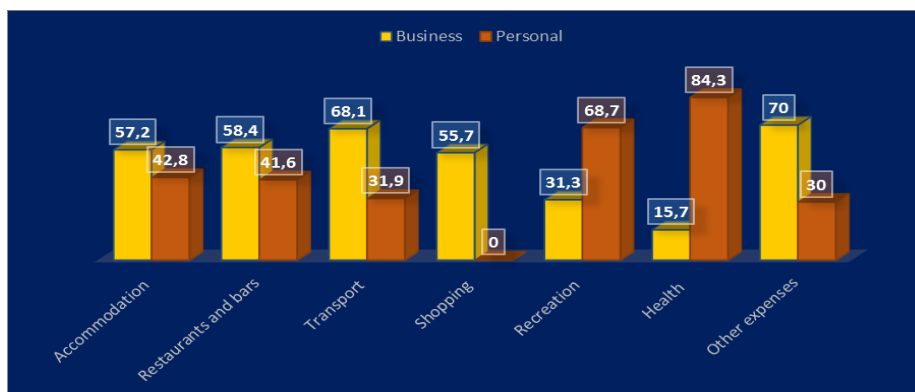
**Table 2.**

**Expenditure groups for business and personal travel, in total expenditure group (2021, %)**

Purpose	Accommodation	Restaurants and bars	Transport	Shopping	Recreation	Health	Other expenses
<b>Business</b>	57,2	58,4	68,1	55,7	31,3	15,7	70,0
<b>Personal</b>	42,8	41,6	31,9	44,3	68,7	84,3	30,0

Source: Tourist expenses of non-residents in Romania, in 2021, published March 2022, <https://insse.ro>[10,12]

Table 2. shows the expenditure groups for both business and personal travel in total expenditure. In order to better observe these expenditures, we have also presented them in graphical form in Figure 2.



**Figure 2. Share of business and personal travel expenditure groups in total expenditure group (2021, %)**

Source: Personal processing of the authors after <https://insse.ro>

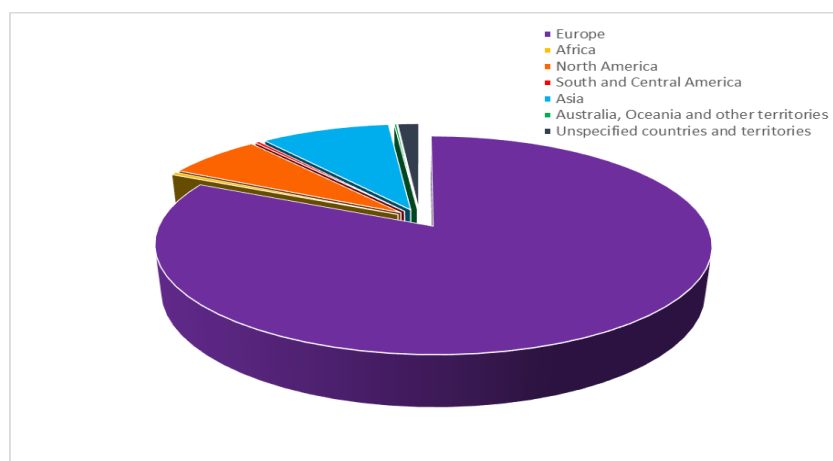
Next, we have a centralization of the total number of non-residents, by area, who visited Romania in the year under review. (Table 3.) This situation of the total number of non-residents who visited Romania we have represented in percentage terms in the graph in Figure 3. where you can see which tourists from which area visit us more [9].

**Table 3.**

**Number of non-residents who visit Romania, by area of residence (2021)**

Area	Number of tourists
<i>Europe</i>	686112
<i>Africa</i>	3547
<i>North America</i>	55678
<i>South and Central America</i>	2588
<i>Asia</i>	76017
<i>Australia, Oceania and other territories</i>	1381
<i>Unspecified countries and territories</i>	12424
<b>TOTAL non-residents</b>	<b>837747</b>

Source: <https://www.unwto.org/unwto-publications>, <https://insse.ro> [12,16]



**Figura 3. Total number of non-residents who visit Romania, by country of residence (2021,%)**

Source: Personal processing of the authors after <https://insse.ro>

Almost 40.0% of non-residents organized their stay in Romania through travel agencies, and the main means of transport used was by plane [16].

The number of non-resident tourists staying in private accommodation units (apartments and rooms for rent) in 2021 was 26.6 thousand, and their expenditure in Romania was 18.2 million lei [6].

Of the total expenditure incurred in Romania by non-resident tourists staying in private accommodation establishments in 2021, the following are highlighted: expenditure on accommodation (29.9%), expenditure in bars and restaurants (28.0%), expenditure on transport (20.8%) and expenditure on the purchase of products for personal use (12.6%)[8].

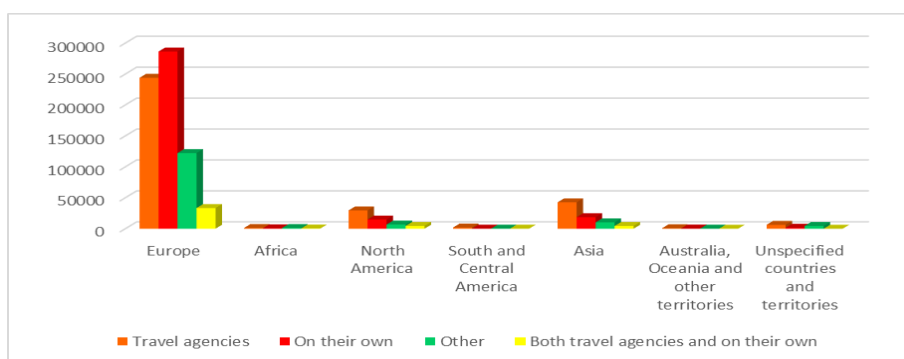
Of all non-residents arriving in Romania, 39.0% used travel agencies and 38.5% organized their stay on their own. The rest of the stay had another organizer (trade unions etc.) 17.4%, as well as the travel agency, one part and the non-resident tourist in the other part, 5.1% [10].

All this data by the way of travel organization is highlighted in Table 4. and graphically in Figure 4.

**Table 4.**  
The number of non-residents according to the organizer of the trip (2021)  
-number of tourists

Area	Travel agencies	On their own	Other	Both travel agencies and on their own
<i>Europe</i>	243985	286446	122269	33412
<i>Africa</i>	1220	715	1198	414
<i>North America</i>	29537	14848	6807	4486
<i>South and Central America</i>	1973	227	232	156
<i>Asia</i>	42644	18610	10314	4449
<i>Australia, Oceania and other territories</i>	799	294	210	78
<i>Unspecified countries and territories</i>	6298	1633	4493	0
<b>TOTAL non-residents</b>	<b>326456</b>	<b>322773</b>	<b>145523</b>	<b>42995</b>

Source: <https://www.unwto.org/unwto-publications>, <https://insse.ro> [12,16]



**Figure 4.** The number of non-residents according to the organizer of the trip (2021)

Source: Personal processing of the authors after <https://insse.ro>

The main means of transport used by non-resident tourists to arrive in Romania was by plane (76.7% of the total number of tourists). Own cars accounted for 17.2%, followed by coaches and buses with 4.0% and other means (train, riverboats, rented cars, motorbikes, etc.) with 2.1% [15,17].

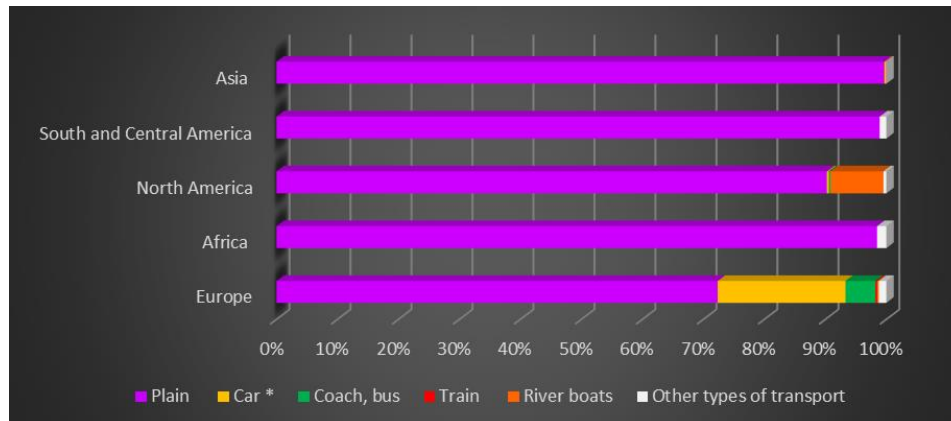
To better observe the preferred mode of transport of non-residents we have compiled Table 5. It shows which are the most important travel modes for non-resident tourists. Figure 5. shows the percentage of the means of transport used by non-residents.

**Table 5.**  
Number of non-residents by main means of transport used (2021)  
-number of tourists

Area	Plain	Car *	Coach, bus	Train	River boats	Other types of transport
<b>Europe</b>	496405	143770	33816	1898	1689	8534
<b>Africa</b>	3493	0	0	0	0	54
<b>North America</b>	50254	168	147	0	4845	264
<b>South and Central America</b>	2560	0	0	0	0	28
<b>Asia</b>	75781	169	10	23	0	34
<b>Australia, Oceania and other territories</b>	1381	1381	0	0	0	0
<b>TOTAL non-residents</b>	<b>642298</b>	<b>144107</b>	<b>33973</b>	<b>1921</b>	<b>6534</b>	<b>8914</b>

\*Note : Including rental cars

Source: <https://www.unwto.org/unwto-publications>, <https://insse.ro> [12,16]



**Figura 5. Number of non-residents by main means of transport used (2021,%)**

*Source: Personal processing of the authors after <https://insse.ro>*

Out of the total number of non-resident tourists staying in private accommodation units (apartments and rooms for rent) in 2021, 82.9% had private and 17.1% had business as their purpose of travel. Of the trips for private purposes, holiday trips (72.6%) and business trips (79.6%) accounted for a higher proportion of private trips [17].

In 2021, non-resident tourists staying in private accommodation units (apartments and rooms for rent), mostly organized their trips to Romania on their own (81.0% of the total), and chose their car (41.3%), plane (23.8%), train (4.6%), coach and bus (2.5%) and other means of transport (27.8%) as means of transport [3,11].

## CONCLUSIONS

In 2021, almost 840000 tourists came to Romania, less than the number of Romanians who went to Greece. The number of tourists started to increase again in 2022, according to INS, but although the trend is upward, it is far from the countries Romania could compete with. The target for this year was 1-1.5 million foreign tourists.

Unfortunately, the target for the year under review was not reached.

From the data presented it can be seen that the highest percentage of non-residents visiting us is occupied by the business travel category.

The expenditure of non-residents who visited us for business purposes had a high percentage in the total expenditure.

It was observed from the analysis of the data that non-residents who visited the country for personal purposes allocated a higher percentage of expenditure to recreation. The areas where most non-resident tourists come from are Europe, Asia, North America and Africa.

Depending on how they organize their trip, non-residents in Europe prefer to travel on their own, followed by organizing their trip through travel agencies. Tourists from Asia prefer to organize their trips through travel agencies, as do tourists from North America.

As regards the means of transport used or preferred by non-resident tourists, air travel was most often used, followed by travel by own or rented car and travel by coach or bus.

However, resorts on the Romanian coast have lost a lot to urban chaos. The Delta is unique, but it is not promoted properly, just as we do not promote Transylvania or Bucovina. The Danube is a household word throughout Europe. You can say Danube Delta, not Romania. There is an airport in Tulcea, but unfortunately, it cannot receive a Boeing. We have tourism products, but Romania does not promote them.

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