

## COMPARATIVE ANALYSIS OF THE SITUATION OF ROMANIAN TOURISTS TRIPS AT HOME AND ABROAD

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*Abstract: The number of Romanian tourists who resorted to tour operators for trips in Romania increased in the last five years by more than 300%, while excursions abroad in 2015 are half the value from year 2012. However, those who preferred foreign destinations were with more than 50000 persons, compared to those who called for destinations in Romania. The most popular foreign destinations in 2015 were those in Europe, Greece, Bulgaria and Turkey occupying the first three places. In Romania favorite destinations were at the seaside, followed by mountain and spa. The paper presents the comparative situation of Romanians excursions that used the services of tour operators, in the country and abroad, and the possible causes of the interests of tourists to these services.*

*Keywords: tourists, vacation destinations, comparative situation*

### INTRODUCTION

The efficiency problem is widely recognized, being analyzed everywhere the natural and material, human and financial resources are consumed and where social work is spent, because any economic activity must meet certain requirements imposed by society [3]. Tourism and hospitality industry through his involvement in a country's economy, provides both jobs and an increase in welfare of the inhabitants of that area. From touristic point of view the general objective is represented by national and international promoting the touristic potential of places and regions specific attractions, well known, but also information regarding the less known or the ones known at all [4]. An important role in this industry is represented by tour operators. To provide better services they first have to know the past and current preferences of tourists, both in terms of destinations in the country and abroad. These, together with a good knowledge of the potential of tourist areas, could result in attraction of a larger number of tourists [2].

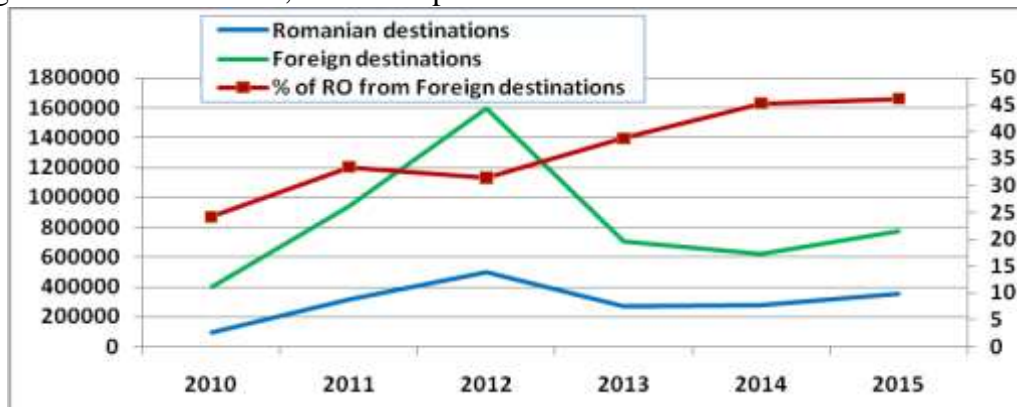
### MATERIALS AND METHODS

The study conducted has considered the data presented by the National Institute of Statistics regarding the number of Romanian tourists, who have resorted to the tour operator agency travel planning. Data taken were spread over the period 2010-2015, both in terms of internal travel and foreign ones. These data were retrieved, sorted, aggregated and processed in such a way to provide a more conclusive situation of each year to consider.

### RESEARCH RESULTS

Considering the period 2010-2015 was found a clear difference between tourists who preferred destinations abroad, compared to those who chose destinations in our country. Peak departures in both destinations was the year 2012 with increases, related to 2010, over 1 million foreign trips compared to just 400,000 domestic trips. The coming years, generally experiencing declines, particularly in outbound tourism, thus increasing the share of domestic trips versus outside (Figure 1) 2014 being the only year for which were observed clear differences respectively a slight increase in domestic tourism compared with a decrease of the external. Since year 2015 it resumed the sharp increase of

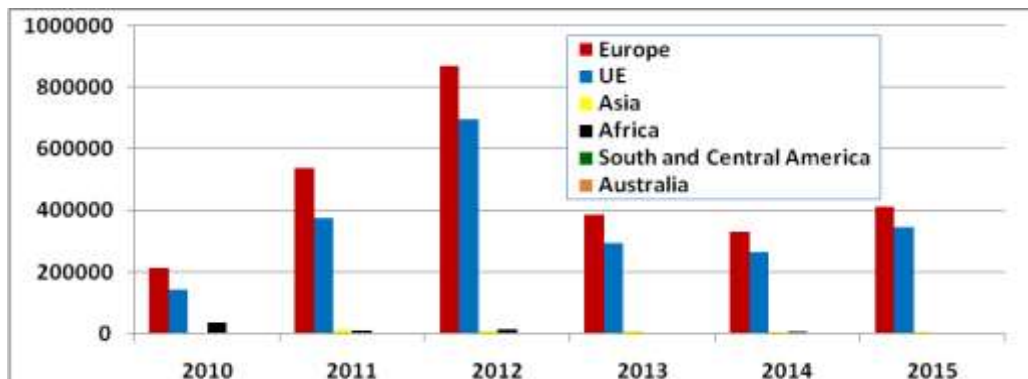
foreign and domestic travel, but not as pronounced as in 2012.



**Figure 1. Romanian tourists trip's comparative situation on the domestic and international, numbers**

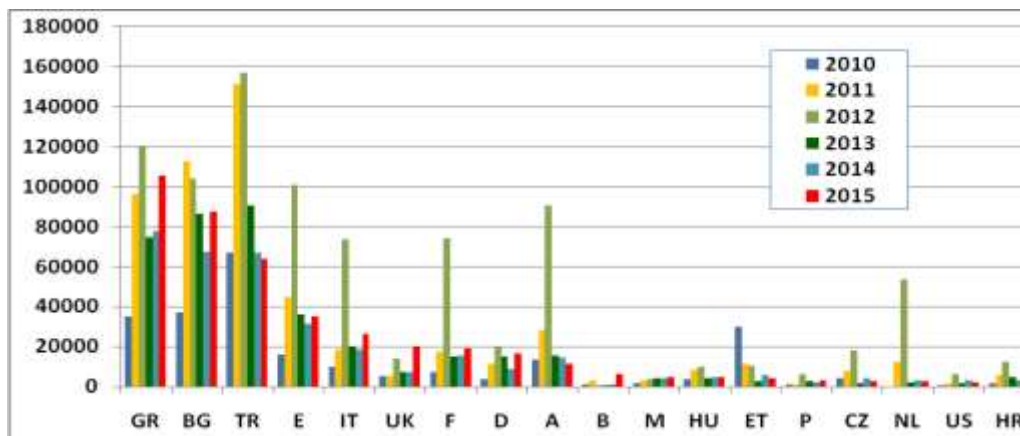
Source: Processed data from [www.insse.ro](http://www.insse.ro)

If we refer to tourism outside the country, as continents, Europe prevails, with most of the visits to the EU, followed by Asia and Africa (Figure 2).



**Figure 2. The number of Romanian tourists, participants in foreign tourist actions organized by travel agencies, by continents**

Source: Processed data from [www.insse.ro](http://www.insse.ro)



**Figure 3. The number of Romanian tourists participants in foreign tourist actions organized by travel agencies, top over 1000, by countries**

Source: Processed data from [www.insse.ro](http://www.insse.ro)

Among the most visited countries we have Greece (over 100,000 tourists in 2015), followed by Bulgaria and Turkey. On the following places we find Spain, Italy, Britain,

France, Germany and Austria (with values between 10,000 and 30,000 tourists in 2015). It highlights here the increase from 2012 (the year of elections in many countries, the Olympics and the European Football Championship), the year when Turkey was the leader, followed by Greece and Bulgaria and when Austria caught a 5. Also, the countries from the top 3 have managed to bring them a number of Romanian tourists almost equal to that of Romanian internal tourism (Figure 3).

It is remarkable that countries like Egypt managed to attract in most years more Romanian tourists than Hungary or Croatia for example, countries much closer to us.

In Romania, as stated previously, we had an increase of over 350% Romanian tourists in 2015 compared to 2010 (Table 1). However, net occupancy index has increased by slightly more than 3% (Table 2). This increase was more pronounced in the hotel sector (over 5%) and lower in others. Basically, occupancies close to 100% were achieved only at hotels from sea and mountains, during holidays and the peak seasonality. The rest of the periods were marked by a shortage of tourists, being occupied occasionally by those on business trips, or in transit.

**Table 1.**

**The percentage of growth of the Romanian tourists number, 2010-2015  
(2010=100%)**

| Year                             | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  |
|----------------------------------|-------|-------|-------|-------|-------|-------|
| Percentage of tourists growth, % | 100,0 | 325,5 | 517,4 | 281,6 | 289,3 | 369,7 |

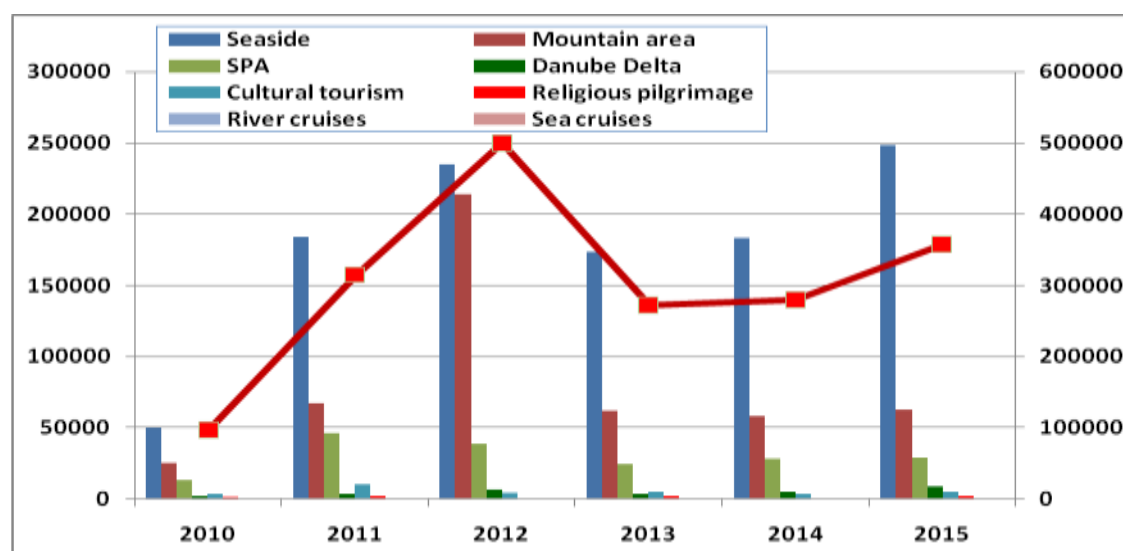
Source: Processed data from Romanian Statistical Yearbook 2016

**Table 2.**

**Indices of net using of the touristic accommodation capacity in operation (%)**

| Specification/ Years           | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--------------------------------|------|------|------|------|------|------|
| Total                          | 25,2 | 26,3 | 25,9 | 25,1 | 26,1 | 28,7 |
| Hotels and motels              | 29,4 | 30,9 | 31,2 | 30,7 | 32,0 | 35,3 |
| Agro-touristic boarding houses | 12,4 | 13,8 | 13,2 | 12,6 | 13,2 | 15,1 |

Source: Processed data from Romanian Statistical Yearbook 2016



**Figure 4. The number of Romanian tourists, participants in internal tourism actions organized by travel agencies, by tourist areas**

Source: Processed data from [www.insse.ro](http://www.insse.ro)

If we refer to the areas visited during the entire period analyzed it's clear preference for the Black Sea, followed by the mountains and the spa. Spa tourism is growing in the last years, because is a specific form of tourism, associated mainly with stress increasing,

professional diseases and those caused by the rhythm of modern life from urban areas [2]. Very little is highlighted the Danube Delta area, respectively cultural and religious tourism, not to mention cruises on rivers or sea (Figure 4).

## CONCLUSIONS

Previously submitted data allow us to draw some conclusions:

- The vast majority of tourists still prefer holiday destinations abroad to the country;
- Consecrated tourism countries such as Greece, Bulgaria and Turkey, continues to attract tourists despite various political and economic problems that they have;
- Romania tourism essentially means Black Sea (in summer) and mountain resorts (winter);
- SPA's third ranks is a result of the preferences of older people who are receiving discounted treatment tickets and the modern life stress from urban areas.

To attract tourists in Romania primarily is needed a revisions of the attitude of the hosts. An effective advertising and recommending places from the tour operator cannot compensate poor conditions of accommodation and meals, reduced leisure offer and high prices. Also it should be considered more obvious a focus on cultural and religious tourism, an area which brings more income in other countries and very little to us, especially that the basis exists but is not sufficiently exploited.

We look forward to the introduction this summer of holiday vouchers, which should allow more people to find a satisfying holiday locations in Romania. However we do not have high hopes because many pension owners said they prefer not to receive these vouchers because of unwieldy recovery of money on them.

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