

## ANALYZING THE MAIN INDICATORS OF THE ROMANIAN TOURISM FLOWS IN EVOLUTION AND STRUCTURE DURING THE FIRST DECADE OF THE 21<sup>ST</sup> CENTURY

SMARANDA SIMONI<sup>1</sup>

<sup>1</sup> *University of Pitești, Romania*

**Abstract:** *This paper deals with the main indicators of tourism flows in Romania over the last decade: total arrivals, arrival structure by destination, origin country, by accommodation, etc. In the period 2000-2008 there has been an increasing trend in the number of tourists in Romania, values increasing from 5 million to over 7 million tourists (of which 2/3 were Romanian tourists), with a slight downward trend between 2009-2010, due to the economic crisis. Tourist density in 2009 for Romania was of 0.29 visitors / capita. The average length of stay in 2009 was 2.82 days, with 3.01 days for the Romanian tourists to 2.09 days for the foreign tourists. In case of the structure of tourist arrivals in Romania on destinations, half tourists preferred urban destinations, 14% of tourists preferred mountain resorts, 13% beach resorts 13% and 10% spas. The structure of tourist arrivals by accommodation type shows that most tourists preferred hotels and motels (77%). Most foreign tourists came from the European countries (95%), higher rates returning neighbors.*

**Key words:** *tourism flow, tourist arrivals, arrival structure, Romania.*

### INTRODUCTION

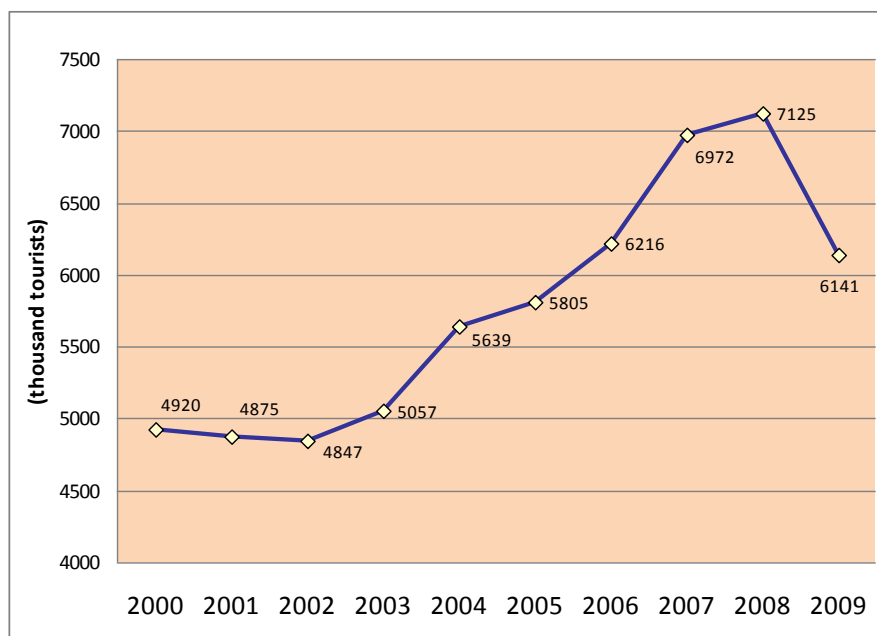
Tourism in Romania focuses on cultural-historical objectives, sea and mountain resorts and spas. The number of tourists is increasing, currently reaching 6.7 million annually, of which about 20% of foreign tourists. Romania has seen a rapid development of tourism in the first decade of the 21<sup>st</sup> century, domestic and international tourism providing almost 5% of GDP and about half a million jobs.

### MATERIALS AND METHODS

This paper is based on researching the references mentioned below and then processed into pertinent conclusions. The study was based on analyzing, processing and interpreting the statistical data from the website of the National Institute of Statistics (Tourism chapters of the Romania's Statistical Yearbook). One of the shortcomings of this source of information is that the latest free data is a few year old (2009 being the most recent year available in the statistics). Arrivals or the number of tourists is the most important indicator of tourist traffic. We drew suggestive diagrams for each indicator using the graphic modeling method and Microsoft Office Excel; then graphs were interpreted to conclude on the evolution or situation of the respective topic.

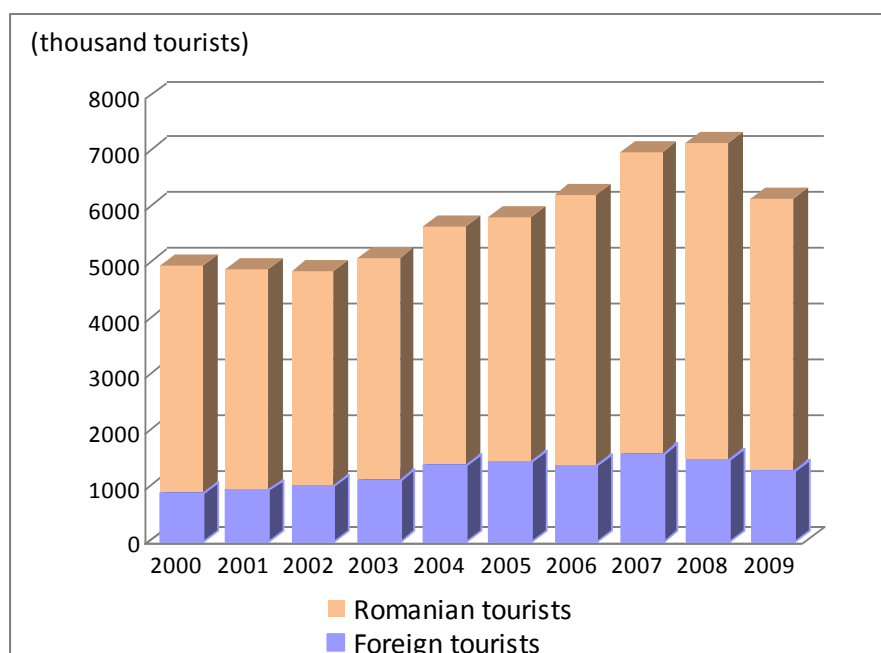
### RESEARCH RESULTS

There was an increasing trend in the number of tourists in Romania in the period 2000-2008, values increasing from 5 million to over 7 million tourists. In 2009, the number of tourists decreased by 1 million compared to the previous year due to the economic crisis.



**Fig 1. Arrivals in Romania in the first decade of the 21<sup>th</sup> century**  
Data source: Statistical Yearbook of Romania, 2010

Figure 2 shows that the number of foreign tourists who visited Romania trended upward in the lastest 10 years, with a peak in 2007 (1.5 million tourists); after that, the value decreased to 1.2 million tourists in 2009 (as an effect of the economic crisis). In 2009, 21% tourists were foreigners and 79% Romanian. The number of Romanian tourists increased in the period 2004-2008 due to revenue and living standard growth.



Year / (thousand tourists)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total tourists	4920	4875	4847	5057	5639	5805	6216	6972	7125	6141
Foreign tourists	867	915	999	1105	1359	1430	1380	1551	1466	1276
Romanian tourists	4053	3960	3848	3952	4280	4375	4836	5421	5659	4865

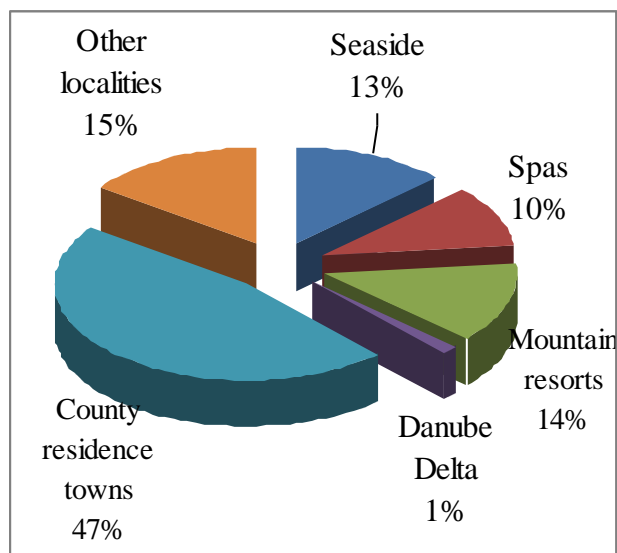
**Fig 2 Evolution and structure of tourist arrivals in Romania in the first decade of the 21<sup>st</sup> century** Data source: Statistical Yearbook of Romania, 2010

The tourist traffic density ( $T_d$ ) provides information on the stress degree of a certain area and indirectly on the measures that can be taken to ensure tourists' needs without disrupting residents. This indicator is calculated by dividing the number of tourists to the area or to the resident population of the respective territory.

- $T_d = \text{arrivals (A)} / \text{resident population (P)}$
- $T_d 2009 = 6141000 \text{ tourists} : 21469959 \text{ residents} = 0,29 \text{ tourists/ resident}$
- $T_d = \text{arrivals (A)} / \text{area (S)}$
- $T_d 2009 = 6141000 \text{ tourists} : 238391 \text{ sq.km} = 25,76 \text{ tourists/ sq.km}$

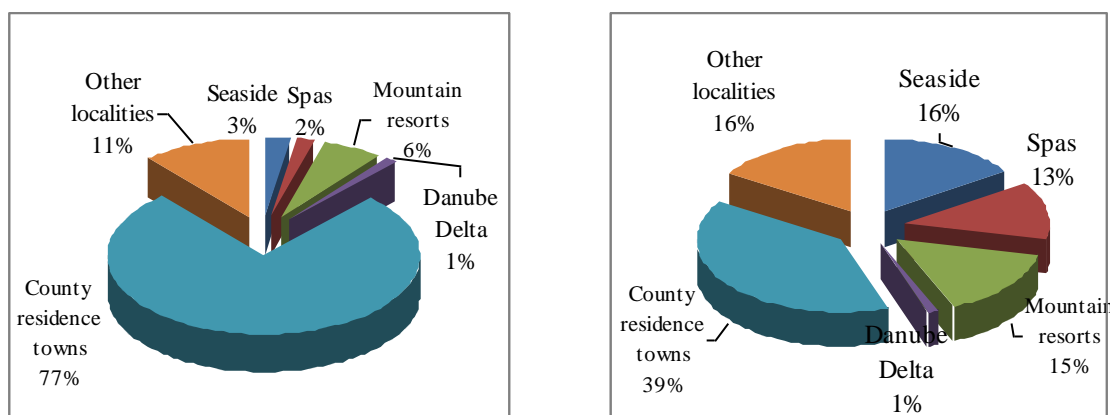
Tourist density in 2009 for Romania was of 0.29 tourists/ resident (reporting to the resident population) and tourists 25.76 / sq.km (reporting on the surface of the Romanian territory).

The average length of stay in 2009 was 2.82 days, with 3.01 days for the Romanian tourists, and 2.09 days for the foreign tourists.



**Fig 3 The structure of tourist arrivals by type of destination in Romania (2009)**

Data source: Statistical Yearbook of Romania, 2010



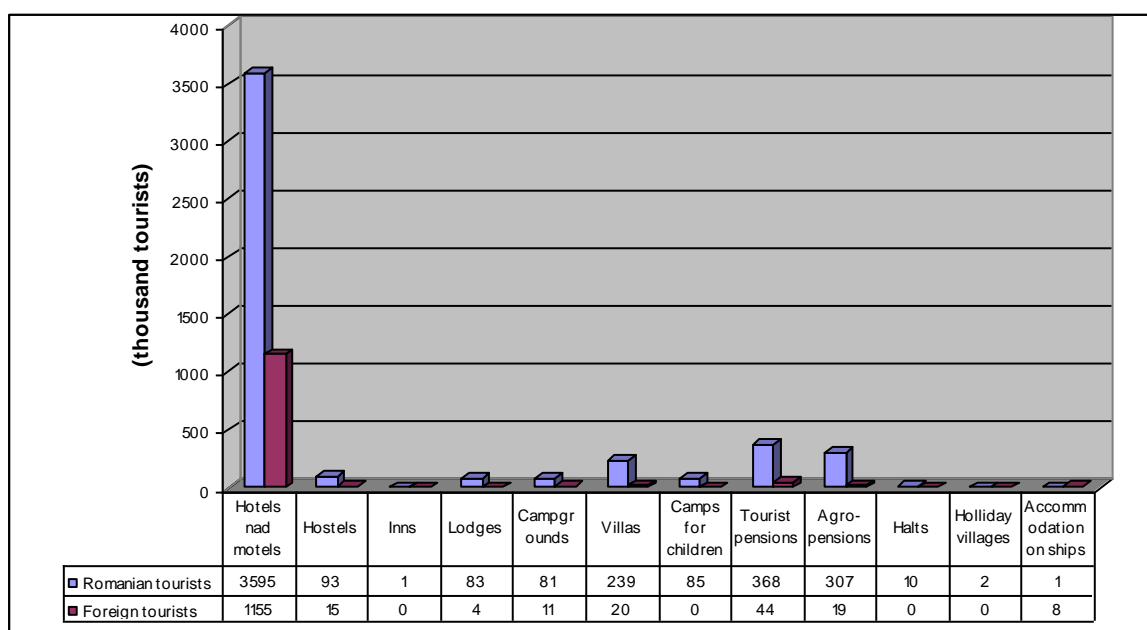
		Total	Seaside	Spas	Mountain resorts	Danube Delta	County residence towns	Other localities
Arrivals	thousands	6141	788	640	831	70	2884	928
Foreign tourists	thousands	1276	32	23	81	16	980	144
	%	100	3	2	6	1	77	11
Romanian tourists	thousands	4865	756	617	750	54	1904	784
	%	100	16	13	15	1	39	16

**Fig 4 The structure of foreign tourist arrivals (left) and of Romanian tourist arrivals (right) by type of destination in Romania (2009)** Source: Statistical Yearbook of Romania, 2010

In case of arrivals in Romania (2009) by destination, the conclusions are (Fig. 3, 4):

- almost half (47%) of the total tourists preferred urban tourism (in county municipalities);
- 14% of total tourists preferred mountain resorts, 13% seaside resorts 13% and 10% spas;
- there are differences between Romanian and foreign tourists' preferences: foreign tourists preferred urban tourism (77%), while Romanian tourists preferences were more diverse: 39% urban tourism, 16% seaside resorts, 15% mountain resorts, 13% spas;
- the Danube Delta was visited by 70,000 tourists (1% of total) in 2009.

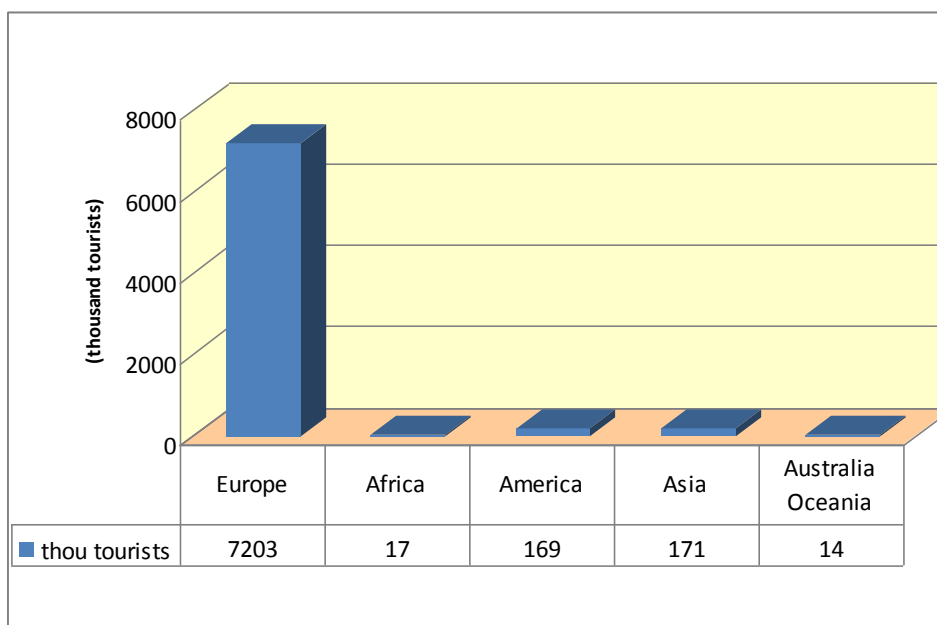
In case of *arrivals by accommodation*, most 2009 tourists preferred hotels and motels (77%), followed by tourist pensions (7%), agro-pensions (5%), villas and bungalows (4%) and camping (1.5%) - Figure 5.



**Fig 5 The structure of arrivals by accommodation (2009)**

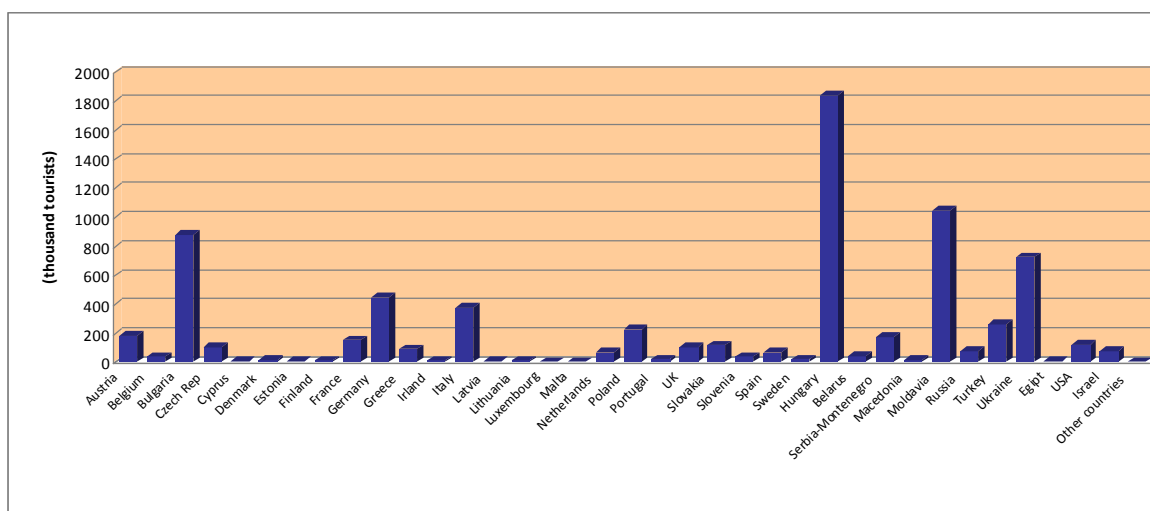
Data source: Statistical Yearbook of Romania, 2010

In case of the *origin of foreign tourists* who visited Romania in 2009 (fig. 6, 7), most were from the European countries (95%), higher rates returning the neighboring countries: Hungary, Moldavia, Bulgaria, Ukraine, Serbia and Montenegro, plus Germany, Italy, Turkey, Poland, France. Approximately 5% of tourists came from other continents, especially North America (U.S.) and Asia (Israel).



**Fig 6 Foreign arrivals in Romania by origin region (2009)**

Data source: Statistical Yearbook of Romania, 2010



Origin country	(thousand tourists)	Origin country	(thousand tourists)	Origin country	(thousand tourists)
Europe	7203	Ireland	11	Sweden	19
European Union	4799	Italy	375	Hungary	1836
Austria	180	Latvia	4	Belarus	43
Belgium	37	Lithuania	10	Serbia-Montenegro	170
Bulgaria	877	Luxembourg	1	Macedonia	12
Czech Republic	101	Malta	1	Moldavia	1043
Cyprus	8	Netherlands	67	Russia	73
Denmark	13	Poland	223	Turkey	258
Estonia	4	Portugal	20	Ukraine	724
Finland	9	United Kingdom	104	Egipt	4
France	150	Slovakia	114	USA	119
Germany	443	Slovenia	35	Israel	76
Greece	90	Spain	67	Other contries	1

**Fig 7 Foreign arrivals by origin country (2009)**

Data source: Statistical Yearbook of Romania, 2010

## CONCLUSIONS

This study presents the main indicators of tourist traffic in Romania, in the first decade of the 21<sup>st</sup> century: total tourist arrivals, arrival structure by destination, origin region and origin country, accommodation. In the period 2000-2008 there has been an increasing trend in the number of tourists in Romania, values increasing from 5 million to over 7 million tourists (two thirds of Romanian tourists), with a slight decrease in 2009-2010 due to the economic crisis. Tourist density in 2009 for Romania was of 0.29 visitors / capita. The average length of stay in 2009 was 2.82 days, with 3.01 days for the Romanian tourists and 2.09 days for the foreign tourists. In case of arrivals by destination, half of the total tourists preferred urban tourism, 14% mountain resorts, 13% seaside resorts, 10% spas. In case of arrivals by accommodation, most tourists preferred hotels and motels (77%). Most foreign tourists came from the European countries (95%), higher rates returning neighbors.

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