

## **Dynamics of Romanian Tourism in European Tourism in the Global Crisis. Facts and Perspectives**

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**Abstract:** Development of tourism as part of the service activity contributes to the development of national economy and hence to the development of European tourism. If tourist industry can cover a significant share of GDP, can cover and reduce unemployment by providing jobs in this field. Economic and financial crisis influences tourism and consumer behavior of tourism services. The dynamics of Romanian tourism in European tourism in the global crisis - facts and perspectives provide a comparative image of tourism in Romania among other European countries, giving an overview of the indicators analyzed in the perspective of marketing research. Tourism activity should be followed not only in terms of existing realities, but also in terms of real opportunities that can provide an insight into the field. To know our direction we need to know our coordinates and our potentials. Policies and strategies applied may also determine the future development of tourism.

**Keywords:** analysis; tourism; tourists; travel; tourism forms; number of arrivals; trends

**JEL Classification:** L83; L80; H12

With a rich history and a favorable geographical location, which is displaying various forms of relief, Romania receives tourists in the Carpathian basin. The wide variety of landforms helps to attract tourists to different forms of tourism. So mountain tourism is valued for winter sports and hiking and fresh air, health tourism offers treatments for various diseases, for relaxation and recreation. Besides the spa and mountain tourism, coastal tourism is an alternative way to develop Romanian tourism.

Development of tourism has direct influences on the national economy by increasing tourism share in GDP, creating jobs, but also by developing sectors

contributing to tourism. A good promotion of Romania can attract tourists from other countries, and the flow of tourists leads to cash flow. Improving the quality of tourism services and their level of performance, their hospitality and customer communication is determining the success of tourism, besides that a developed infrastructure is also required.

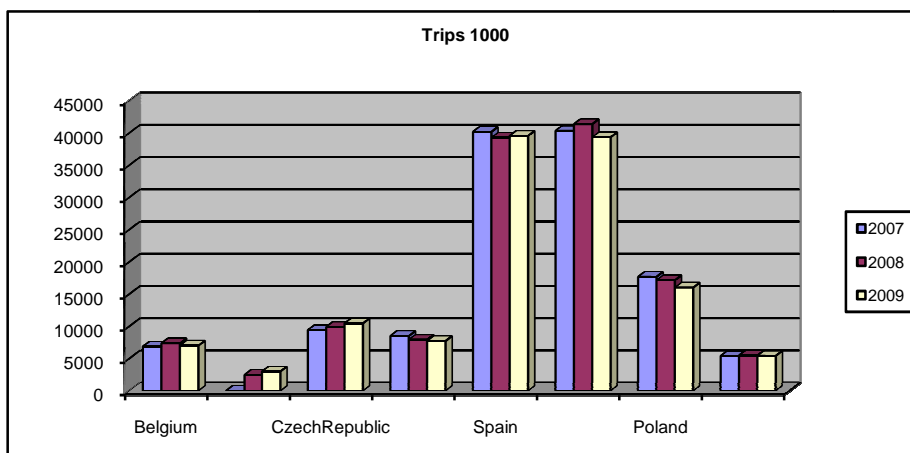
The present paper “Dynamics of Romanian Tourism in European Tourism in the Global Crisis. Facts and Perspectives” presents a statistical comparison; Romanian tourism is compared to tourism in other European countries such as Belgium, Spain, Italy, Poland, Czech Republic, Greece and Bulgaria. It is based on a secondary source research aimed to analyze the number of visitors and the number of tourists’ arrivals to different tourist destinations, etc.

**Table nr. 1. Trips**

**(1 000)**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Belgium</b>	6865	7357	7022
<b>Bulgaria</b>	:	2476	2993
<b>Czech Republic</b>	9433	9906	10453
<b>Greece</b>	8522	7934	7720
<b>Spain</b>	40180	39282	39567
<b>Italy</b>	40336	41378	39349
<b>Poland</b>	17687	17165	16025
<b>Romania</b>	<b>5402</b>	<b>5474</b>	<b>5420</b>

*Source - Eurostat*



Graphic 1

The number of trips recorded during the analyzed period shows an overall decrease in varying from country to country. Increases were recorded in Bulgaria by 20.88% in 2009 compared to 2008, the Czech Republic by 5.01% in 2008 compared to 2007 and by 5.52% in 2009 compared to 2008. In Spain, although in 2008 the number of trips decreased in 2008

compared to 2007, in 2009 compared to 2008 the trend was increasing, but did not reach the level of year 2007. Other states recorded decreases by analyzing the number of trips. Thus Greece, Poland and Romania recorded decreases within the analyzed period. In the first period, in 2008, Greece recorded a greater decrease of 6.89% compared to 2007 and of

2.69% in 2009 compared to 2008. Poland recorded a more pronounced decrease in the second period analyzed, as if in 2008 compared to 2007 the decrease was of 2.95%, and in 2009 compared to 2008 it was of 6.64%. In 2008 compared to 2007 Romania recorded a decrease of 1.33%, and in 2009 to 2008 a 0.98% decrease. According to the numbers in case of Romania the decrease was lower in the first period. Italy recorded an increase by 2.58% in the first period and a decrease of 4.90% in 2009 compared to 2008.

**Table 2 Tourists (1 000)**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Belgium</b>	3962	4140	4131
<b>Bulgaria</b>	:	473 <sup>e</sup>	529 <sup>e</sup>
<b>Czech Republic</b>	4768 <sup>p</sup>	4574 <sup>e</sup>	4827 <sup>e</sup>
<b>Greece</b>	4040	4106	3977
<b>Spain</b>	16551	16612	16261
<b>Italy</b>	24932	23673	: <sup>u</sup>
<b>Poland</b>	10990	11747	11841
<b>Romania</b>	<b>5086</b>	<b>5264</b>	<b>5213</b>

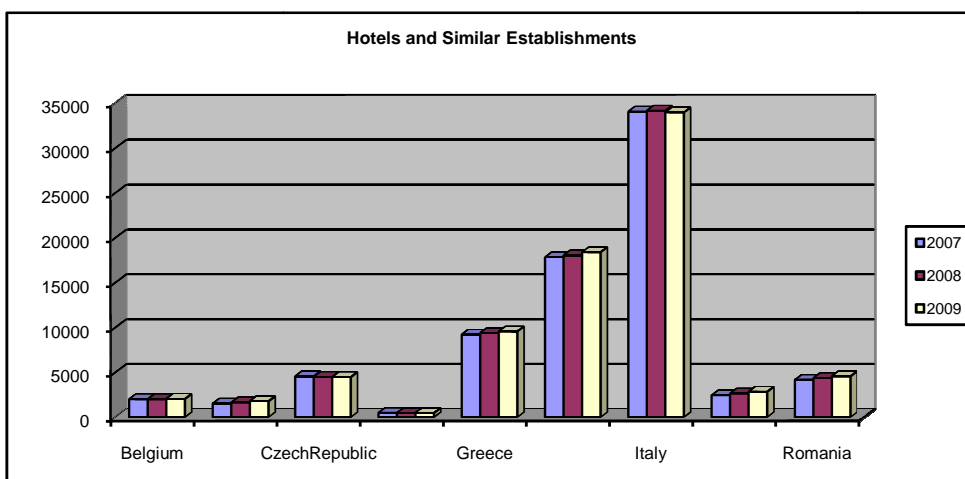
*Source – Eurostat*

The largest tourist arrival recorded over the analyzed period was in Italy and Spain. An overview shows that the number of tourists grew during the first period and fell in the second part of it. The largest increases in the first period were in Poland and Belgium by a 6.88% increase respectively by a 4.49%. Romania recorded an increase by 3.49% in 2008 compared to 2009. Increasing number of tourists were recorded in Greece (1.63% in 2008) and in Spain (0.36% in 2007), while Italy recorded a significant decrease of 5.04% in 2008 compared to 2007 and the Czech Republic a decrease of 4.08% in 2008 compared to 2007. By analyzing the second period we can conclude that Bulgaria recorded a 11.83% increase in the number of tourists and the Czech Republic a 5.53% increase. As well as for Poland an increase of 0.80% in 2009 was observed, compared to 2008. On the other hand all other countries recorded decreases in the number of tourists in the second half of the period. The largest decrease in the number of tourists was in Greece by 3.14% in 2009 compared to 2008, followed by Spain with a decrease of 2.11%, and Romania with a decrease of 0.96%.

**Table 3 Hotels and similar establishments**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>European Union (27 countries)</b>	202353	202046 <sup>P</sup>	201544
<b>Belgium</b>	2013	2009	2036
<b>Bulgaria</b>	1526	1646	1784
<b>Czech Republic</b>	4559	4483	4469
<b>Denmark</b>	477	470	471
<b>Greece</b>	9207	9385	9559
<b>Spain</b>	17827	18026	18387
<b>Italy</b>	34058	34155	33967
<b>Poland</b>	2443	2642	2836
<b>Romania</b>	<b>4163</b>	<b>4362</b>	<b>4566</b>

*Source – Eurostat*



**Graphic 2**

Other collective accommodation establishments include holiday dwellings, tourist campsites, youth hostels, tourist dormitories, group accommodation, school dormitories and other similar accommodation. Top countries with these facilities are Italy and Spain, which also experienced the largest increases. Thus Italy recorded a growth of 9.39% in 2008 compared to 2007 and an increase of 4.97% in 2009 compared to 2008, while in Spain growth was balanced by 6.49% in 2008 versus 2009 respectively 6.63% in 2009 compared to 2008. A significant increase took place in Belgium (8.06%) in the first period, while in the second period a decrease was shown (2.29%). Otherwise all other countries reported decreases during the analyzed period. Bulgaria also recorded decreases of 2.03% in 2008 compared to 2007, respectively 3.31% in 2009 compared to 2008. In other countries the decreases did not exceed 2%.

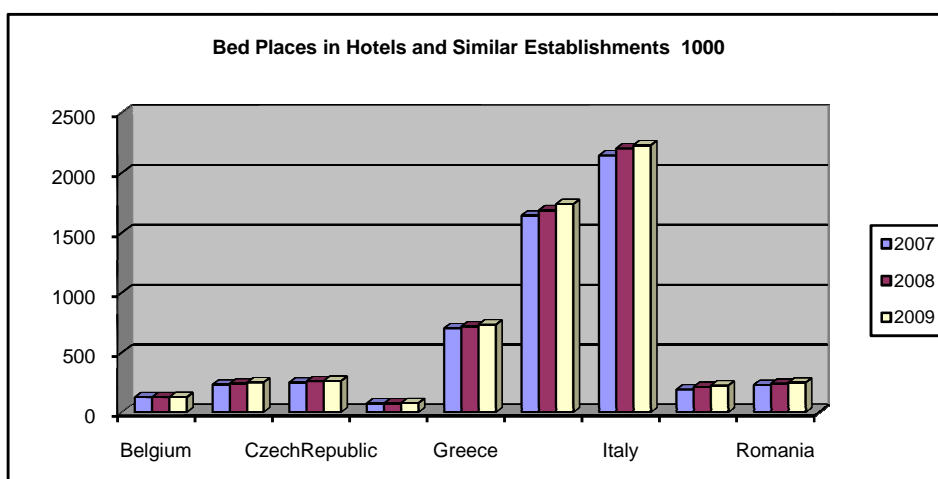
**Table nr. 4 Bed places in hotels and similar establishments -(1 000)**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>European Union (27 countries)</b>	11715	11962 <sup>P</sup>	12129
<b>Belgium</b>	125	125	126
<b>Bulgaria</b>	231	240	249
<b>Czech Republic</b>	248	258	261
<b>Denmark</b>	73	73	77
<b>Greece</b>	701	716	732
<b>Spain</b>	1642	1685	1737
<b>Italy</b>	2143	2202	2228
<b>Poland</b>	190	211	222
<b>Romania</b>	<b>228</b>	<b>238</b>	<b>247</b>

*Source - Eurostat*

Countries with the largest number of accommodation facilities are Italy, Spain, Gracia, and those with the smallest are Denmark and Belgium, however an overall growth is recorded. The largest increases of 11.05% was recorded in Poland in 2008 compared to 2007 and 5.21% in 2009 compared to 2008.

Data analysis indicates that the increases were more pronounced in the first period analyzed, except Greece and Spain. Romania increased the number of beds in collective accommodation establishments of 4.38% in 2008 compared to 2007 and 3.78% in 2009 compared to 2008. Comparing the two analyzed periods the most significant differences exist in countries like Poland, which recorded a growth of 11.05% in 2008 compared to 2007 and an increase of 5.21% in the second the period, 2009 compared to 2008, and in the Czech Republic who also recorded high growth differences and 4.03% in 2008 compared to 2007 and 1.16% in 2009 compared to 2008.



**Graphic 3**

Accommodation facilities presented decreases with little exceptions. The largest decreases were recorded in Bulgaria by 8.57% in 2008 compared to 2007, the Czech Republic by 3.34% in 2009 compared to 2008 and Italy by 3.10% in 2009 compared to 2008. Increases was recorded in Italy in 2008 (4.43%) compared to 2007, Denmark in 2008 (1.96%) compared to 2007 and by 0.96% in the second part of the reporting period. The Czech Republic experienced an increase by 2.45 % in 2008 compared to 2007. Romania recorded a decrease of 1.78% in the second half of the period. Countries like Spain and Greece recorded decreases by 2% throughout the analyzed period. It should be noted that countries like Italy, Spain, Denmark and Belgium have the highest number of beds.

**Table 5 Arrivals in hotels and similar establishments - (1 000)**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Belgium</b>	2877	3081	3217
<b>Bulgaria</b>	2228	2442	2100
<b>Czech Republic</b>	3795	3954	3726
<b>Greece</b>	6950	6968	7352
<b>Spain</b>	48641	47241	45138
<b>Italy</b>	43282	43498	43698
<b>Poland</b>	8652	9510	9592
<b>Romania</b>	<b>5186</b>	<b>5420</b>	<b>4663</b>

*Source – Eurostat*

Number of tourist arrivals is best represented in Spain, Italy, Poland, Greece, followed by Romania. Bulgaria recorded the lowest number of arrivals of tourists during the period. Data analysis shows that the number of tourist arrivals significantly differ between the two parts of the period. There were both increases and decreases, the only country which recorded a more balanced growth was Italy. Thus the number of tourists arrivals in hotels and other similar accommodation in Italy grew by 0.49% in 2008 compared to 2007 and by 0.45% in 2009 compared to 2008.

**Table 6 Arrivals in other collective accommodation establishments - (1 000)**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Belgium</b>	2191	2183	2212
<b>Bulgaria</b>	309	307	296
<b>Czech Republic</b>	2486	2233	2227
<b>Denmark</b>	1755	1831	1756
<b>Greece</b>	134	160	171
<b>Spain</b>	9188	9188	9332



<b>Italy</b>	9995	10251	10677
<b>Poland</b>	5907	5999	5900
<b>Romania</b>	<b>235</b>	<b>239</b>	<b>202</b>

*Source – Eurostat*

Bulgaria showed an increase in the number of arrivals by 9.60% in 2008 compared to 2007, while the number of arrivals recorded a major decrease - 14% in 2009 compared to 2008. Poland also recorded a growth of 9.91% in the first period, while the second part of the reporting period the increase was only by 0.86%. Arrivals in Czech Republic grew by 4.18% in the first period and decreased by 5.76% in 2009 compared to 2008. Greece presented an increase in the number of arrivals in hotels and other accommodation by 0.25% in the first period and an increase of 5.51% in 2009 compared to 2008. Romania recorded a growth of 4.51% in 2008 compared to 2007 and a decrease of 13.96% in the second half of the period. The data show that the number of arrivals recorded larger differences between the two periods in the Eastern European states. In other European countries these decreases were moderate.

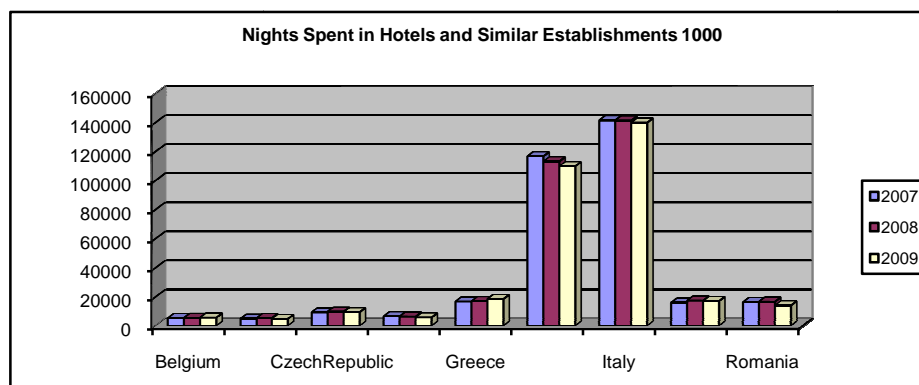
The number of arrivals in other collective accommodation units is best represented by Italy, Spain, Poland and the Czech Republic and the least represented is in Greece, Romania and Bulgaria. For this indicator Bulgaria and Czech Republic recorded decreases throughout the analyzed period. The largest decrease took place in Bulgaria, by 3.58 % in 2009 compared to 2008. Greece recorded an increase of 19.40 % in 2008 compared to 2007, 6.87 % in 2009 compared to 2008, while Italy showed a 2.56 % growth in 2008 compared to 2007 and a 4.15% in the second part of the period. In other countries there were both increases and decreases recorded during this period. Thus Poland showed an increase of 1.55 % in 2008 compared to 2007 and a decrease of 1.65 % in 2009 compared to 2008. Romania recorded a growth of 1.70% in 2008 compared to 2009 and a decrease of 15.48 % in 2009 compared to 2008.

**Table nr. 7 Nights spent in hotels and similar establishments - (1 000)**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>European Union (27 countries)</b>	848272 <sup>e</sup>	849452 <sup>e</sup>	839715 <sup>e</sup>
<b>Belgium</b>	5220	5422	5604
<b>Bulgaria</b>	4867	5370	4676
<b>Czech Republic</b>	9206	9686	9328
<b>Denmark</b>	6445	6279	5708
<b>Greece</b>	16675	16840	18367
<b>Spain</b>	116597	113083	109757
<b>Italy</b>	141311	141187	139790
<b>Poland</b>	15898	17300	17036
<b>Romania</b>	<b>16259</b>	<b>16580</b>	<b>13932</b>

*Source – Eurostat*

The nights spent in hotels and similar accommodation types is best represented in Italy, followed by Spain, Greece and Poland, and Bulgaria is the most underrepresented. Data analysis shows a clear differentiation of the two periods, before and after 2008. Bulgaria showed an increase by 10.33% in 2008 compared to 2007, while in the second period presented a decrease of 12.92%, Poland recorded an increase of 8.81% in 2008 compared to 2007, while in the second part of the period showed a decrease of 1.52%. In Romania the number of overnight stays in hotels and other similar accommodation presented an increase of 1.97% in 2008 compared to 2007 and a decrease of 15.97% in 2009 compared to 2008. Greece stood out clearly from other countries because in 2008 compared recorded a growth of 0.98% to 2007 and in the second period the increase was by 9.06%. Italy recorded slight decreases by 0.98% and 0.08%, respectively. Denmark experienced a more than 2.57% drop in 2008 compared to 2007, respectively by 9.09% in 2009 compared to 2008.



**Graphic 4**

The number of nights spent in collective accommodation units outline Italy, Spain, Poland, Denmark and Greece. In 2009 Romania was the last on this indicator list. Although Greece is not as well represented as Italy or Spain, according to the percentages the largest increases were recorded there. Thus in 2008 compared to 2007 growth rate of Greece on this index was 22.32% and of 20.59% in the second period. Bulgaria declined in 2008 compared to 2007 by 7.25%, and in 2009 compared to 2008 recorded a growth of 11.64%. Romania recorded a growth of 5.21% in the first period and a decrease of 7, 75% in 2009 compared to 2008.

Based on our research we can say that a lot of objectives and performances await Romania in the tourism industry, both in terms of attracting tourists to various forms of tourist accommodation, but also in terms of current infrastructure. An essential aspect of Romanian tourism is the development of international tourism. It can be seen that the crisis has affected tourism not only in Eastern Europe but in Western European states as well.

The development of tourist infrastructure is essential for Romania as well as the improvement of the personnel in tourism industry. Tourism cannot be effective without adequate infrastructure and personnel.

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