ECONOMIC STATISTICS OF SPECIFIC RESOURCES AND ACTIVITIES OF RURAL TOURISM

STATISTICA ECONOMICĂ A RESURSELOR ŞI ACTIVITĂŢILOR AGROTURISTICE

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Abstract: *The indicators system form an overview of the entire business of rural tourism by establishing evolution, dynamics and structure. Also, it is measurable and can play variations of elements, the features which may encounter this form of tourism. For this reason, indicators will have the following characteristics: uniqueness of the content design, calculation and aggregation of their resources, to ensure comparability, namely the expansion and extension system with new indicators.*

Key words: *rural tourism indicators, tourism activities, statistics*

INTRODUCTION

Tourism is one of the branches of national economy, which occupies a strategic position through its contribution to GDP formation and size. This includes those activities producing services that are designed to meet the consumption needs of tourists.

Rural tourism is examined and closely observed the dynamics by using a system of specific indicators, based on a standardized worldwide methodology for computing. In this way, is made the assessment of the effects of support decision in the tourism in rural areas.

MATERIALS AND METHODS

To obtain the data and statistical information on tourism activity is needed to use methods based on regular administrative information that can

be done through the registration system in accommodation units, the sample of tourists or tourist facilities, polls and surveys among the population and tourists.

The territorial aspect of these methods are based on statistical analysis of the regional tourism market (through statistical survey, tourists and panels rural locations, etc.) estimation methods (forecast) market interest (the elasticity coefficients, correlations, power projections purchasing, etc.) analysis of the multiplier effect (in reference to highlight the effects of rural tourism on rural areas), diagnostic analysis, along with simulations and optimizations.

As mentioned objectives may refer to the following types of analysis: comparative analysis, statistical analysis, analysis of travel and tourism multiplier effect, diagnostic analysis, territorial balance, the SWOT analysis of specific indicators, medium-term forecast etc.

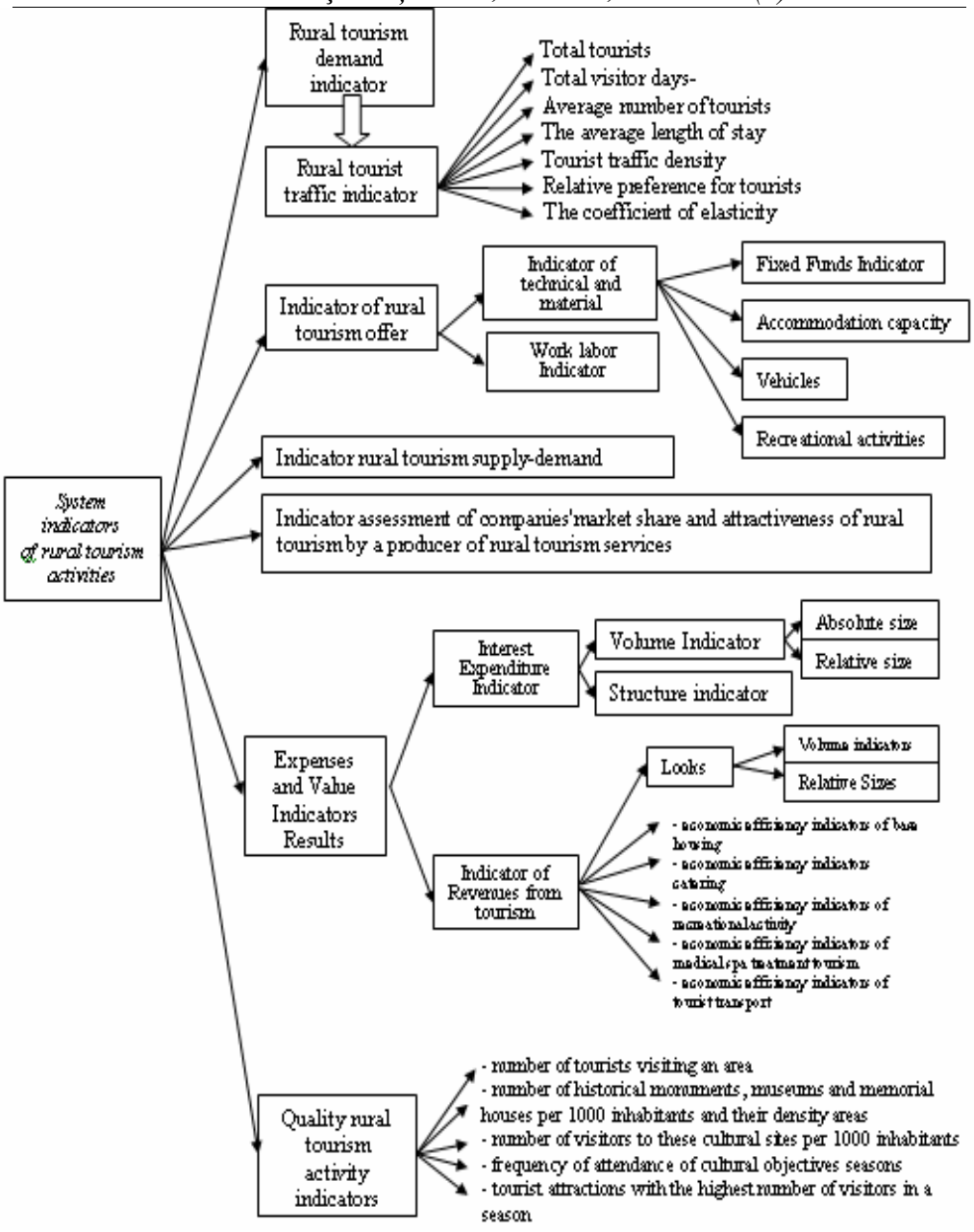
RESULTS AND DISCUTIONS

Determining indicators of activities commensurate with the rural tourism activity is the starting point of observation and gathering statistical information, in turn, it is included in a system of elements whose group includes:

• *quantitative elements*: serving description of the intensity of each feature of this system (number of tourist arrivals, number of employees, turnover etc.).

• *qualitative elements*: traits expressed state (nationality of tourists, social-professional categories, motivations, structure of expenditure, satisfaction, etc.).

The system of indicators used in the analysis of the rural tourism activity has emerged as a subsystem of indicators applied to tourism in general and is customized according to the activities undertaken by practicing this form of tourism. This system is adapted to the new domestic and international requirements, depending on the methodology of classification determined according to Eurostat, on rural tourism. They indicators may be playing in the form of system components that are structured and presented schematically in the figure below:



The system of indicators for activity of rural tourism

CONCLUSIONS

Applied economic statistics in specific activities of rural tourism, expressed through the theoretical and practical indicators mentioned in the previous section, should provide information on:

1. The volume of tourism services is less than or equal to the maximum demand (given the characteristics of agritourism services which seek to merge the activities of agricultural technology to the rural pension leisure traveler required)

2. Agrotourism offer, structured in rural hostels uppon degrees of comfort, may exist and be independent of the requst;

3. Offer is strong, while demand for services exists as long as there is agro tourism consumption;

4. Agrotourism offer structure services (accommodation, meals, entertainment) is very diversified based on different forms of tourism: holiday (recreation, sports, spa, family), cultural tourism (education, festivals, religious), health care (treatment, prophylactic), business travel (traveling, congress).

5. Agrotourism offer has a high degree of stiffness, characterized by immobility, unable to be stored, a different degree of adaptability to seasonal variations (this adaptability can be total, partial or imperfect demand, complex, heterogeneous and likely to increase diversified).

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