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CONSIDERATIONS UPON ROMANIA'S TOURISTIC CIRCULATION AND ITS ECONOMIC IMPACT

CONSIDERATII PRIVIND CIRCULATIA TURISTICĂ A ROMANIEI ŞI IMACTUL SĂU ECONOMIC

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Abstract. *The purpose of the paper is the analyze the touristic circulation at Romania's borders and evaluate its economic impact in the period 2000-2008, based on the data collected from national Institute for Statistics. The number of foreigners' arrivals has increased by 68 % and their overnight stays in touristic accommodation units by 56 % with a deep impact upon touristic density, counting for 37.1 foreigner/square km and 0.41 foreigners/capita in the year 2008. About 63 % foreign visitors are coming from the EU countries. The main countries where tourists are coming from to visit Romania are: Hungary, Republic of Moldova, Bulgaria, Ukraine, Germany, Italy, Turkey, Poland, France. The number of Romanians travelling abroad is double in 2008 compared to the year 2000 and the EU countries represent 83 % of their travels. The increased revenues and expenditures per tourist reflects a positive economic impact of touristic circulation in Romania.*

Keywords: *touristic, circulation, Romania, considerations*

INTRODUCTION

Touristic circulation has become a more and more dynamic characteristic in the contemporary world, because touristic attractions are more and more required to cover the increased material and spiritual needs of the people [1,3].

Romania has high touristic potential grace to its basic items: a varied relief balanced distributed in the territory, wonderful mountain areas attractive in all the seasons, the Black Sea shore with its marvelous warm water and fine sand, the Danube Delta with its biodiversity and unique

landscapes, high value cultural and historical sites, etnographical and folk treasures enabling both Romanian and foreign visitors to discover its beauty [2].

Romania is facing a continuous intensification of touristic flow reflecting its integration in the international touristic circulation and its contribution to the development of international relationships.

In this context, the paper analyzed the touristic circulation of Romania during the period 2000-2008 in order to point out the main trend in touristic arrivals, structure of foreign visitors by continent and origin country, departures of Romanians abroad by continent and the economic impact of touristic traffic reflected by revenues and expenditures per tourist.

MATERIALS AND METHODS

In order to set up this paper, the following specific indicators have been used: number of foreign visitors arrivals, tourists' arrivals in establishments of touristic reception, the share of foreign tourists' arrivals (accommodated tourists) in the total number of tourists accommodated in establishments of touristic reception, overnight stays of foreign tourists and their share in total overnight stays in the establishments of touristic reception, number of tourists, travels and overnight stays, average duration of stay, (ADS = Overnight stays /No of accommodated foreign tourists), Touristic density by population (Dp = Foreign tourists arrivals/Population) and by surface (Ds = Foreign tourists arrivals/Romania's surface), foreign tourists arrivals by continent and origin country, travels abroad by destination continent, the main countries visited by Romanian tourists, tourism revenues and expenditures per tourist.

The data have been provided by National Institute of Statistics for the period 2000-2008 [4] .

RESULTS AND DISCUSSIONS

Arrivals of Foreign Visitors in Romania have registered a continuous increase from 5,264 thou arrivals in the year 2000 to 8,862 thou arrivals in 2008, reflecting a higher interest paid by people living outside of Romania's borders to get more information about it live. In 2008, the number of foreign visitors was 1.68 times higher than in 2000 (Table 1).

Table 1. Arrivals of Foreign Visitors in Romania registered at the borders (thou arrivals)

2000	2001	2002	2003	2004	2005	2006	2007	2008	2008/ 2000 %
5,264	4,938	4,794	5,595	6,600	5,839	6,037	7,722	8,862	168.35

Tourists Arrivals in the Establishments of Touristic Reception with Functions of Touristic Accomodation has increased by 44.81 % in 2008 compared to the year 2000, accounting for 7,125 thou arrivals in the last year of the studied period. The number of foreign tourists accommodated in touristic establishments has increased from 867 thou in 2000 to 1,466 thou in the year 2008, meaning an increase of 69 %. As a result, the weight of foreign tourists arrivals in total tourists accommodated in touristic establishments has raised from 17.6 % in 2000 to 20.6 % in the year 2008 (Table 2).

Table 2. Tourists Arrivals in the Establishments of Touristic reception with Functions of Touristic Accomodation (thou tourists)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008/2000 %
Tourists Arrivals	4,920	4,875	7,847	5,057	5,639	5,805	6,216	6,972	7,125	144.81
Foreigners	867	915	999	1,105	1,359	1,430	1,380	1,551	1,466	169.08
Foreigners Share in Tourist Arrivals (%)	17.6	18.8	20.6	21.9	24.1	24.6	22.2	22.2	20.6	20.6

Overnight stays in touristic establishments has grown up by 17.44 % in the analyzed period, reaching 20,726 thou overnight stays in 2008 compared to 17,647 thou in the year 2000. Also, a similar increasing trend has been registered by foreigners' overnight stays. In 2008, their number was by 56 % higher than in 2000, accounting for 3,359 thou overnight stays. As a consequence, the weight of foreigners' overnight stays in total overnight stays in touristic establishments has increased from 12.2 % in 2000 to 16.2 % in the year 2008 (Table 3).

Number of Tourists, Travels and Overnight stays. In the period 2004-2008 the number of tourists has increased by 15.26 %, while the number of travels has slightly decreased by 0.77 % and the number of overnight stays by 3.74 % (Table 4).

Table 3. Overnight stays in the Establishments of Touristic Reception with Function of Touristic Accomodation (thou overnights)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008/2000 %
Overnight Stays	17,647	18,122	17,277	17,845	18,501	18,373	18,992	20,593	20,726	117.44
Foreigners' Overnight Stays	2,149	2,391	2,534	2,766	3,333	3,464	3,242	3,586	3,359	156.30
Share of Foreigners' overnight stays (%)	12.2	13.2	14.7	15.5	18.0	18.9	17.1	17.4	16.2	-

Table 4. Number of Tourists, Travels and Overnight Stays (number)

	2004	2005	2006	2007	2008	2008/2004 %
Tourists	8,478,311	7,779,327	6,423,934	9,208,588	9,772,205	115.26
Travels	11,735,842	9,917,749	7,617,256	10,602,590	11,059,548	99.23
Overnight stays	63,322,463	57,578,058	64,229,700	64,431,550	60,956,938	96.26

Average Duration of Stay has varied between 2.4 days in 2000 and 2.3 days for foreign visitors and 3.6 days in the year 2000 and 2.9 days in 2008 for Romanian tourists. Therefore, there is a trend of reduction in average duration of stay in the both cases in the advantage of more and more travels but shorter (Table 5).

Table 5. Average Duration by Stay (days)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008/2000 %
Foreigners	2.4	2.6	2.5	2.5	2.5	2.4	2.3	2.3	2.3	95.8
Romanians	3.6	3.7	3.6	3.5.	3.3	3.2	3.1	3.0	2.9	80.5

Touristic density. The increased number of foreign tourists coming to visit Romania has determined the increase of touristic density both per inhabitant and square kilometer. In 2008, Romania registered 0.41 foreigners per capita, by 78 % more than in the year 2000. In 2008, 37.1 foreigners per square kilometer have been registered, by 68 % more than in the year 2000 (Table 6).

Arrivals of Foreign Visitors by continent of origin. About 94.9 % of foreigners coming to visit Romania are Europeans and the difference belongs to other continents, mainly to Asia. The number of foreigners belonging to the EU countries has increased continuously from a year to another, accounting for 5,566 thou arrivals in the year 2008, 2.4 times

higher than in the year 2000. The weight of foreign EU visitors has increased from 43.9 % in the year 2000 to 62.8 % in 2008 (Table 7).

Table 6. Touristic density per inhabitant and square kilometer

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008/2000 %
Foreigners per capita	0.23	0.22	0.22	0.26	0.30	0.27	0.28	0.36	0.41	178.26
Foreigners per s. km	22	21	20	23.4	27.6	24.5	25.3	32.4	37.1	168.63

Table 7. Arrivals of Foreign Visitors in Romania by Continent of origin (thou arrivals)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008/2000 %
Foreign Visitors' Arrivals	5,264	4,938	4,794	5,595	6,600	5,839	6,037	7,722	8,862	168.35
Europe	5,024	4,696	4,551	4,344	6,306	5,522	5,690	7,289	8,411	167.41
Africa	10	10	9	10	12	12	14	16	18	180.00
America	95	96	103	115	139	154	172	189	202	212.63
Asia	126	130	123	119	135	142	151	212	218	173.01
Australia Oceania	9	8	8	7	8	9	10	16	13	144.44
EU	2,311	2,401	2,502	2,951	3,847	2,868	2,803	4,811	5,566	240.84
Share of EU in foreign visitors arrivals (%)	43,9	48.6	52.2	52.7	58.2	49.1	46.4	62.3	62.8	-

Foreign visitors by country of origin. The main foreign visitors are coming from Hungary (22 %), Republic of Moldova (16.1 %), Bulgaria (12.5 %), Ukraine (8.2 %), Germany (5.9 %), Italy (4.9 %), Turkey (3.4 %), Poland (3.1 %), France (2.1 %), Serbia and Montenegro (2.1 %), Greece (1.3 %), Netherlands (1.9 %). All these 12 countries account for 83.5 % of the total number of foreigners coming to visit Romania. Their number has increased in the period 2004-2008 and it is continuously increasing (Table 8).

Departures abroad of Romanian visitors. In the period 2000-2008, more and more Romanians have travelled to other countries. In the year 2008, their departures accounted for 13,072 thou, being 2.04 % higher than in the year 2000. This is due to their higher interest in spending holidays or running business abroad (Table 9).

Table 8. Arrivals of Foreign Visitors in Romania by main Origin Country (thou arrivals) in 2004 and 2008

Country	Arrivals				Country	Arrivals			
	2004	2008	2008/2004 %	Share in total arrivals in 2008 %		2004	2008	2008/2004 %	Share in total arrivals in 2008 %
Total Arrivals	6,600	8,862	134.2	100.0	Turkey	253	303	119.8	3.4
Hungary	1,203	1,950	162.1	22.0	Poland	102	277	271.5	3.1
Rep of Moldova	1,436	1,429	90.5	16.1	France	76	183	240.7	2.1
Bulgaria	363	1,114	306.9	12.5	Serbia and Montenegro	143	184	128.6	2.1
Ukraine	330	730	221.2	8.2	Greece	70	118	168.5	1.3
Germany	255	522	204.7	5.9	Netherlands	55	80	145.4	0.9
Italy	189	433	229.1	4.9	-	-	-	-	-

Table 9. Departures abroad of Romanian Visitors (thou departures)

2000	2001	2002	2003	2004	2005	2006	2007	2008	2008/2000 %
6,388	6,408	5,757	6,437	6,972	7,140	8,906	10,980	13,072	204.63

Travels abroad by continent of destination. The most important destination for Romanian travelers is Europe whose share in total travels abroad was 97 % in the year 2008 compared to 92.4 % in 2004. The EU countries are the most attractive destination keeping the 1st position in Romanians' preferences. In 2008, the Romanians' travels in the EU countries represented 83 % of total travels abroad compared to 81.07 % in the year 2004.

Other important destinations are America, coming on the 2nd position with 1.23 % of total travels abroad, Africa with 1.12 %, Asia with 0.50 % and the remaining for Australia and Oceania (Table 10).

The Economic Impact of Touristic Flow is reflected in revenues and expenditures per tourist, whose level has deeply increased in the period 2004-2008. In the final year of the analyzed period, about 138.9 Euro per tourist have been registered being 2.9 times more than in the year 2004. In the year 2008, the expenditures per tourist accounted for 139 Euro, being 2.7 times higher than in the year 2004 (Table 11).

Table 10. Romanians' Travels abroad by Destination Continent in the period 2004-2008 (number)

	2004	2005	2006	2007	2008	2008/2004 %
Total travels abroad	485,127	490,664	552,259	887,629	917,083	189.03
Europe	448,305	465,057	482,996	833,484	890,298	198.59
Asia	6,262	6,217	12,690	12,112	4,560	72.82
America	19,588	13,972	22,295	15,991	11,358	57.98
Africa	4,566	4,380	3,440	24,381	10,333	226.30
Australia and Oceania	5,707	1,038	838	1,661	534	9.35
EU	393,327	406,266	416,269	736,279	761,179	193.52
Share of the EU in total travels abroad (%)	81.07	82.80	75.37	82.94	83.00	-

Table 11. Revenues and Expenditures per Tourist (Euro)

	2004	2005	2006	2007	2008	2008/2004 %
Revenues	47.9	109.5	160.9	127.4	138.9	290.0
Expenditures	51.2	96.4	161.1	121.6	139.0	271.5

Therefore, sometimes more revenues have been registered per tourist compared to expenditures and sometime less, meaning a variation of tourism economic efficiency from a year to another.

Revenues and expenditures per tourist are still at a low level compared to other EU countries, reflecting that Romania should intensify its efforts for attracting more tourists to visit it.

CONCLUSIONS

1. Touristic traffic is more and more intensive at Romania's borders, reflecting a high interest from foreigners side to visit it and Romanians wish to travel to other countries.

2. This trend is justified by the increased number of foreigners' arrivals and overnight stays in touristic establishments and by Romanians' departures to other destinations.

3. While average duration of stay is slightly lower, the number of travels is increasing and also the touristic density per inhabitant and square kilometer.

4. The foreigners coming to visit Romania are coming mainly from Hungary, Republic of Moldova, Bulgaria, Ukraine, Germany, Turkey,

Poland, France, Serbia and Montenegro, Greece and Netherlands, whose share in total arrivals is 83.5 %. The most intensive traffic is running with people living in the neighbouring countries (Hungary, Moldova. Bulgaria), but also in the Central and Eastern part of Europe.

5. About 95 % of foreign visitors are coming from Europe and about 63 % represents visitors coming from the EU member states.

6. Romanians' favored external destinations are the EU countries representing 83 % of total travels abroad.

7. The intensification of touristic traffic at Romania's borders has resulted in the continuous increase of revenues and expenditures per tourist with a positive impact upon the economic development.

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