CALCULATION OF PENSIONS BY PROMOTING TOURISM INDICATORS OF MOVEMENT ON TOURISM

CALCULAREA PENSIILOR PRIN PROMOVAREA INDICATORILOR DE MIŞCARE TURISTICI

ADELAIDA CRISTINA HONŢUŞ[1]

[1]University of Agronomical Sciences and Veterinary Medicine - Bucharest, Faculty of Management, Bucharect, Romania; adelaidahontus@yahoo.com

Abstract: *To achieve the best possible tourist activity necessary that besides natural resources and human and material resources appropriate to be able to satisfy the requirements of tourists. These resource materials are known as "technical material basis". This is represented by: accommodation and food, transportation, treatment and leisure facilities and is conditioned primarily by the development and modernization of existing material and technical base. Thus, a highly attractive tourist area can not be before receiving the offer of facilities required to receive and retain travelers. Indicators most representative and commonly used to express movement and its main tourist features are: Number of urge tourists, the number of tourists daily average, the number days / tourist, average length of stay, revenue from tourism, travel and traffic density The relative preference of tourists. Analysis of tourist traffic to the guesthouse "Maria" in Câmpulung Moldovan will be after calculating these indicators.*

Key words*: average number of tourists, average length of stay, tourist traffic density, tourist attraction*

INTRODUCTION

Câmpulung Moldovan city in NV is 47 ˚31'51" Suceava North Latitude and East Longitude 25 ˚33'05", hovering on both sides of the river Moldova, on a length of about 12 km and a width of 2 km, the gorge that separates Obcinile Bucovina mountains though. Has a wide socio-economic polarization represented by Territorial-administrative units in August, with an area of 805 km^2: communes with bottom Moldova Pojorâta, Breaza, Moldova spear, Suceava and Customs sources.

Câmpulung Moldvenesc resort city is the national interest and has great potential for tourism development in all its aspects: mountain, cultural

and religious, agro-tourism, ecological, etc.. This provides a great opportunity to attract a growing number of tourists.

MATERIAL AND METHOD

To analyze the tourist traffic to the guesthouse "Maria" - Câmpulung better planning and tourism, will calculate the most representative indicators of tourist traffic, namely: tourism demand shift index distribution of global tourism demand, while demand index variation, concentration coefficient monthly progress indicator accommodation capacity, the total pension structure capacity hostel accommodation, pension clients development index, progress index overnight stays, average length of stay indicator development in housing, employment indicator of pension (occupancy), indicator in relation to population density tourism, the "tourist office". Data will be processed and interpreted statistically.

RESULTS AND DISCUSSION

Tourist reception with functions of accommodation, the main component of technical-material base of tourism, tourist accommodation part of basic tourism services. Tourist accommodation establishments are those specially designed and equipped buildings classified by the comfort offered by the functions they perform, whose main purpose is to host the tourists and the provision of a set of services during the stay of tourists in these units .

Tourist reception of Câmpulung Moldovan city are: Hotel "Zimbru", Hotel "Eden", Hotel "Şandru", Hotel "Cosmos", Hotel "BTC", Motel "White Spring", Pension "Semeniuc" Pension "Maria" , House "St. George "Schiorilor Chalet, Villa "Dumimaridan", Pension "Manoir Mignon", House "White Box", Pension "Incom" Pension "Ela", Pension "Gentian", Pension "Ridana", House "VIP ", Guest "Sandru", Pension "Dor de Bucovina".

Analysis of tourist traffic to the guesthouse "Maria" will be performed after calculating the following indicators: number of overnight stays, total number of tourists, number of Romanian tourists, the number of foreign tourists, accommodation, number of board seats, average stay, number total tourists a year (A_t) the population.

Pension Maria

Pension Maria is listed as having two daisies, inaugurated in 1996. Has 6 store totaling 16 beds. The rooms are beautifully finished and has an overall pleasant atmosphere.

Address: Câmpulung Moldovenesc, Str. Caprioarei nr. 47, Jud Suceava

Tel/Fax: +40 230 314 695
Mobil: 0742239095; 0724397525; 0727548837





Foto. 1. Pension "Maria" - Out



Foto. 2. Pension "Maria" - Interior

Prices charged

Rent all ability pension
• 6 rooms
• 16 people (maximum 20)
• access to kitchen
• dining room
• For one day - 230 euro
• Peter two days - 345 euro
• For three days - 450 euro
Accommodation / person - one day
• With breakfast - 20 euro / day
• No breakfast - 15 euro / day
• Half board (breakfast and dinner) - 30 euro / day
• Ski School, equipment, lift (negotiable)
Accommodation / person - two or more days
• With breakfast - 17 euros / day
• No breakfast - 13 euros / day
• Half board (breakfast and dinner) - 25 euro / day
• Ski School, equipment, lift (negotiable)

Table 1

Calculation Indicators tour on tourist traffic to the Hostel "Mary":

Indicators	2006	2007	2008	2009	2010
Number of nights	2055	2110	2356	2540	2600
Total number of tourists	689	768	951	1314	1242
Number of Romanian tourists	654	720	895	1254	1185
Number of foreign tourists	35	48	56	60	57
Accommodation	16	16	16	16	16
Number of places in hostel	328	328	345	213	208
Average stay	3,14	2,93	2,63	2,02	2,19

a. changing tourism demand

$$\Delta C_t = \frac{CG_i}{CG_0} \cdot 100$$

Where: CG_i-global tourism demand in (i); CG_0-year global tourism demand (0).

$\Delta C_{t\ 2007}$ = (2110 / 2055) * 100 = 102,6 %
$\Delta C_{t\ 2008}$ = (2356 / 2110) * 100 = 111,6 %
$\Delta C_{t\ 2009}$ = (2540 /2356) * 100 = 107,8 %
$\Delta C_{t\ 2010=}$(2600 / 2540) * 100 = 102,3 %

Following the above calculation shows that the demand for tourism in 2010 has the same value as in the previous year, 2009. Only in 2008-2009 there was an increase in tourism demand.

b. index distribution of global tourism demand

$$I_i = \frac{CI}{CG} \cdot 100 \quad ; \quad I_e = \frac{CE}{CG} \cdot 100$$

Where: CI - domestic tourism demand;
CE external tourism demand.

$\mathbf{I_{i2006}}$ = (654/ 689) * 100 = 94,9 %
$\mathbf{I_{e2006}}$ = (35 / 689) * 100 = 5,1 %
$\mathbf{I_{i2007}}$ = (720 / 768) * 100 = 93,75 %
$\mathbf{I_{e2007}}$ = (48 / 768) * 100 = 6,2 %
$\mathbf{I_{i2008}}$= (895 / 951) * 100 = 94,1 %
$\mathbf{I_{e2008}}$ = (56 / 951) * 100 = 5,8 %
$\mathbf{I_{i2009}}$ = (1254 / 1314) * 100 = 95,4 %
$\mathbf{I_{e2009}}$ = (60 / 1314) * 100 = 4,5 %
$\mathbf{I_{i2010}}$ = (1185 / 1242) * 100 = 95,4 %
$\mathbf{I_{e2010}}$ = (57 / 1242) * 100 = 4,5 %

Following the above calculation shows that most tourists are Romanian and foreign tourists number is very small. Thus domestic tourism demand is much higher than foreign tourism demand.

c. index time variation in demand

$$ICE_{0-i}\ \frac{CE_i}{CE_0}\cdot 100 \quad ; \quad ICI_{0-i} = \frac{CI_i}{CI_0}$$

Where: ICE_{0-i} - the index of variation in external demand;
ICI_{0-i} -index change in domestic demand.

ICI $_{2007}$ = (720 / 654) * 100 = 110,1 %
ICE $_{2007}$ = (48 / 35) * 100 = 137,14 %
ICI $_{2008}$ = (895 / 720) * 100 = 124,3%
ICE $_{2008}$ = (56 / 48) * 100 = 116,6 %
ICI $_{2009}$ = (1254 / 895) * 100 = 140,1 %
ICE $_{2009}$ = (60 / 56) * 100 = 107,1 %
ICI $_{2010}$ = (1185 / 1254) * 100 = 94,4 %
ICE $_{2010}$ = (57 / 60) * 100 = 95 %

Following the above calculations note that in 2007 domestic demand began to grow until 2009, then decreased in 2010 with a share of 94.4%. Foreign demand was constant during 2007-2009 and in 2010 reached 95%.

d. Monthly concentration coefficient

Is calculated by dividing the number of tourists in the month with most total number of tourist arrivals a year (A_t).

$$C_c = \frac{LM}{A_t}$$, Where A_t = 1242 tourists

For this we consider the year 2010, the number of tourists each month is as follows: January 98, February 110, March 97, April 107 May 112 June 114 July 97, August 108, September 86, October 95, November 98 December 120.

$C_{c\ ian}$ = (98 / 1242) * 100 = 7,89 %
$C_{c\ feb}$ = (110 / 1242) * 100 = 8,85 %
$C_{c\ mart}$ = (97 / 1242) * 100 = 7,80 %
$C_{c\ apr}$ = (107 / 1242) * 100 = 8,61 %
$C_{c\ mai}$ = (112 / 1242) * 100 = 9,01 %
$C_{c\ iun}$ = (114 / 1242) * 100 = 9,17 %
$C_{c\ iul}$ = (97 / 1242) * 100 = 7,80 %
$C_{c\ aug}$ = (108 / 1242) * 100 = 8,69 %
$C_{c\ sept}$ = (86 / 1242) * 100 = 6,92 %
$C_{c\ oct}$ = (95 / 1242) * 100 = 7,64 %
$C_{c\ nov}$ = (98 / 1242) * 100 = 7,89 %
$C_{c\ dec}$ = (120 / 1242) * 100 = 9,66 %

e. indicator accommodation capacity development

$$\Delta C_t = \frac{LG_i}{LG_0} \cdot 100$$

Where: LC_i - year places (i);
LC_0 - year accommodations (0).

$\Delta C_{t\ 2007}$ = (16 / 16) * 100 = 100 %
$\Delta C_{t\ 2008}$ = (16 / 16) * 100 = 100 %
$\Delta C_{t\ 2009}$ = (16 / 16) * 100 = 100 %

$\Delta C_{t\ 2010}$ = (16 / 16) * 100 = 100 %

Number of beds in the period 2006-2010 is 16 and as indicator of development of accommodation capacity is not changed.

f. pension structure f the total accommodation capacity of hostels

$$S_{cp} = \frac{LP}{LC} \cdot 100$$

Where: LP - number of seats in the hostel;
LC-total accommodation capacity

S cp 2006 = (16/ 328) * 100 = 4,8 %
S cp 2007 = (16/ 328) * 100 = 4,8%
S cp 2008 = (16/ 345) * 100 = 4,63%
S cp 2009 = (16/ 213) * 100 = 7,5%
S cp 2010 = (16/ 208) * 100 = 7,7%

Pension Maria is analyzed during an accommodation capacity of 16 seats. Hostel accommodation capacity is constant over the period 2006-2008, and in the years 2009-2010 increased accommodation capacity in 2010 reaching a share of 7.7%.

g. Pension clients during development index "2006 - 2010"

$$\Delta T_P = \frac{TP_i}{TP_0} \cdot 100$$

Where: TP_i - tourists in hotels in (i);
TP_0 - tourists in hotels (0).

ΔTp_{2007} = (768/ 689) * 100 = 111,4 %
ΔTp_{2008} = (951/ 768) * 100 = 123,8 %
ΔTp_{2009} = (1314 / 951) * 100 = 138,1 %

ΔTp_{2010} = (1242 / 1314) * 100 = 94,5%

In 2007-2009 there was an increase in customers with up to 38%. In 2010 we observe a decrease in the number of tourists by 5.5%.

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h. overnight index evolution

$$\Delta N_P = \frac{NP_i}{NP_0} \cdot 100$$

Where: NP - nights

ΔNp_{2007} = (2110 / 2055) * 100 = 102,6 %
ΔNp_{2008} = (2356 / 2110) * 100 = 111,6 %
ΔNp_{2009} = (2540 / 2356) * 100 = 107,8%
ΔNp_{2010} = (2600 / 2540) * 100 = 102,3 %

Number of overnight stays increased by 2008 with a weight of 111.6%. And in 2010 has been a decrease in overnight stays, accounting for 102.3%.

i. progress indicator average length of stay at accommodation

To calculate the index of variation of the average length of stay in the time period (0 - i), apply the formula:

$$\Delta S_m = \frac{SP_i}{SP_0} \cdot 100$$

$\Delta S_{m\ 2007}$ = (2,93 / 3,14) * 100 = 93,3 %
$\Delta S_{m\ 2008}$ = (2,63 / 2,93) * 100 = 66,9 %
$\Delta S_{m\ 2009}$ = (2,02 / 2,62) * 100 = 77,1 %
$\Delta S_{m\ 2010}$ = (2,19 / 2,02) * 100 = 108,4 %

Average stay in the period had a variable trend, showing increases and decreases, and in 2010 was an increase of 8.4%.

j. indicator of pension employment (employment)

Reflect the use of supply in a given period, ie the work in hotels in installed capacity:

$$G_0 = \frac{NT \cdot S}{LP \cdot Z} \cdot 100 \; ; G_0 = \frac{NP}{LP \cdot Z} \cdot 100$$

Where: G_0 - occupancy percentages; NP - number of nights;
LP - number of hotels;
Z - number of days of supply of accommodation;
NT - number of tourists,.
S - average length of stay

G_{2006} = (2055/ (16 x 365)) * 100 = 35,18 %
G_{2007} = (2110/ (16 x 365)) * 100 = 36,13 %
G_{2008} = (2356 / (16 x 365)) * 100 = 40,34%
G_{2009} = (2540 / (16 x 365)) * 100 = 43,49%
G_{2010} = (2600 / (16 x 365)) * 100 = 44,52%

Employment of pension is increased in 2006-2010 is reaching 44.52% in 2010.

k. indicator in relation to population density tourist

$$D_t = \frac{T_t}{Popul.} \cdot 100$$

where: T - total tourists;
Pop - Population,

This indicator quantifies one of the social issues arising from tourist traffic, tourism pressure exerted on the population that

$D_{t\ 2006}$ = (689 / 20540) * 100 = 3,35 %
$D_{t\ 2007}$ = (768 / 20334) * 100 = 3,77%
$D_{t\ 2008}$ = (951 / 20255) * 100 = 4,69%
$D_{t\ 2009}$ = (1314 / 20135) * 100 = 6,52%
$D_{t\ 2010}$ = (1242 / 19992) * 100 = 6,21 %

It is noted that tourism in relation to population density is increasing in the period 2006-2009 and in 2010 fell to 6.21%.

l. indicator "tourist office"

$$F_t = \frac{L}{Popul.} \cdot 100$$

Where: L - number of places.

This indicator is calculated for several times and is called "tourist office", registered as such at the OMT Statistics Committee for each of the world supply basins.

$F_{t\ 2006}$ = (16 / 20540) * 100 = 0,07%
$F_{t\ 2007}$ = (16 / 20334) * 100 = 0,07%
$F_{t\ 2008}$ = (16 / 20255) * 100 = 0,07%
$F_{t\ 2009}$ = (16 / 20135) * 100 = 0,07%
$F_{t\ 2010}$ = (16 / 19992) * 100 = 0,08%

Tourist office has a constant value during 2006-2009 and in 2010, and increase tourism function has a value of 0.08% because the population is declining reaching 19,992 inhabitants.

CONCLUSIONS

Development of tourism in the mountain resort Câmpulung Moldovan requires a management plan which will consider integrated planning of actions to be taken to conserve biodiversity and landscape.

Activities touristic pensions determined to create a significant number of jobs. Given the implications it will have tourist activities on the local community, will develop and other related activities (trade, traditional crafts, transport, services, etc..) Which will lead to other more jobs, attracted the most much of the area.

Given all the issues raised in the study and summarized above, is evident appropriateness of the mountain resort Câmpulung Moldovan, and exploitation of natural resources of the area through tourism, both economically and socially and in terms of biodiversity conservation and the framework sustainable development areas.

The main measures should be applied to achieve a developed tourist activities in the Moldovan Câmpulung as the following: creation of

programs and funds for co-financing of regional development projects, linking with the national programs of local and regional expansion of communications in areas the tourist, efficient and modern transport, promoting regional tourism potential through participation in tourism fairs, through advertising campaigns, preparation of brochures with information about the area's tourism potential and suggestive images in this respect, guesthouses and farms agro media .

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