EVALUATION AND INTERPRETATION IN THE TOURISM AREA

EVALUARE SI INTERPRETARE IN ZONA TURISTICA

IONELA MIŢUKO VLAD[1]; ELENA COFAS[1]

University of Agronomic Sciences and Veterinary Medicine, Bucharest, Romania; bmitsouko@yahoo.fr

Abstract: *With this paper we intend to make analyzes upon the tourist area, in order to make assumptions on the position of the sector in Romanian economy. Thus, we have found that investments in the tourist area and the value of market services mainly rendered to the population in the travel agencies and the private hotels and restaurants is highly represented. Meanwhile, the growth of number of persons working in the hotels and restaurants from private sector has also the highest rate, but females working in these branches faces the slowest rate.*

Key words: *Evaluation, index of growth, tourism area*

INTRODUCTION

The present work has tried a method of analysis, identification and interpretation of indicators of tourism area. In pursuit of this study, we decided to calibrate data so that data to be relevant and analysis be supported by the phenomena that have been already studied (CP Barros, 2005). Data used in this material were taken from various publications of the Institute of Statistics of Romania (Romanian Statistical Yearbook, Structural surveys of the population).

Studies concerning the assessment and interpretation of phenomena in the tourism industry have been done by authors such as De Groote P., (2008) who made an analysis on a case study of hotel business sector in Belgium. Then, Murray I., Mills A. and F. Sobey, (2003) did a scan on tourism's and hospitality's management, while Panayotis G., (2005) analyzed the results of increases in hotel chains in the last 10 years.

Regarding our study, in order to obtain the consistent results accoding to the new reality of environmental tourism in Romania in the last years, we had to check the existence of data that reflect the desired phenomena having been studied, and the data had to be selected according

to specific criteria. Thus, we were able to show the results of the present study, starting from data analysis, calculation of indicators, validation and interpretation of these data, and then the results of the analyzed phenomenon.

First, we were analyzed data sets regarding the volume and destination of investments in Romania. Here were considered information on total investment in agriculture, industry, financial sector and education. Obviously, the investment in hotels and restaurants sector, which is the main item that in our analysis, was the central interest. Next, we focused on the analysis of the employment's area , as an indicator of labor force which have been determined in order to analyze the potential of the tourism sector in Romania. This choice is intended because the workforce in our country is often judged as being poorly refined, sometimes feminized or averaging advanced age. In this study, we were able to determine, on the period chosen, if indeed these features are available for tourism field. The employed population was chosen on the base of sex criteria, , of the total active population employed in hotels and restaurants sector, overall, and ultimately, employment in the private sector, in hotels and restaurants. These determinations we have found to be important because the primary data analysis have revealed major characteristics differentiated. Another set of data considered for this analysis was the value of services rendered to the population, by category of services and ownership type. These data were collected separately for the hotel field, restaurants and travel agencies in Romania.

MATERIALS AND METHODS

Treatment of topics relating to the evaluation and interpretation of data from tourism is justified by the complexity of this field, but also by the need of the diversification of ways of approaching and treating customers, considering also the volatility of business environment in Romania.

Identification of major changes in the evolution of the indicators considered in this paper, was also itself a purpose.

The main methods used in the present work consisted in collecting, analyzing, processing, evaluating data and information on tourism field, on the population and on investment in Romania. In the same time, the interpretation of the results and drawing conclusions complete the panel

methods.

Decision on choosing these data was that between the data on employed population and those relating to investment and to services, determined on sex criterion base, according to the types of property, were correlated. In this sense, data analysis was performed using the average growth index relating to the data sets mentioned above which, together with the calculation of the correlations between these data, led us to the conclusions mentioned in this study.

RESULTS AND DISCUTIONS

The presentation and the analysis of the data have confirmed the major discrepancies between the series considered, differentiated by ownership type (private and state), which require measures and policies able to encourage both structural and technological field in order to ensure an increased viability of the tourism sector in Romania.

Therefore, concerning the volume growth rate of investments by fields of the national economy, we present hereafter (Fig.no.1) the results obtained from calculations.

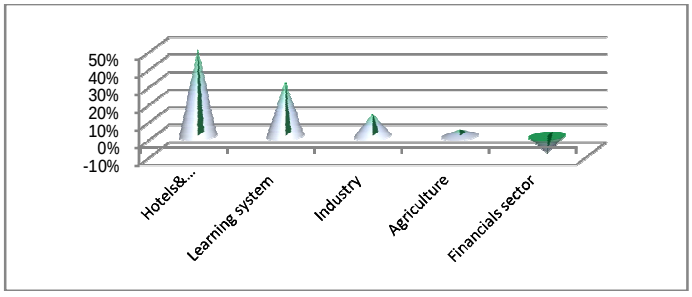


Fig. 1: Index of growth for investments, by sector (1997-2008)
Source: Statistical Yearbook, Bucharest, 2010

From the figure above, we see that the total volume of investments in hotels and restaurants in Romania, measured here by the growth rate (49.46% in the analyzed period), outruns clearly the following domain listed here (education, with a index increased by 30.96%) and far away from the industry, where investment's volume recorded a growth rate of only 12.47% in the analyzed period. The only area where the growth rate declined, is the financial one (with -9.61%).

Regarding the index of growth employed population, the calculation

and analysis of indices , by gender, totally, per hotels and restaurants sector, and for the private sector, it shows the figures that are represented below (Fig.no. 2). For this series, data were available for a period longer than for the previous indicator analysis.

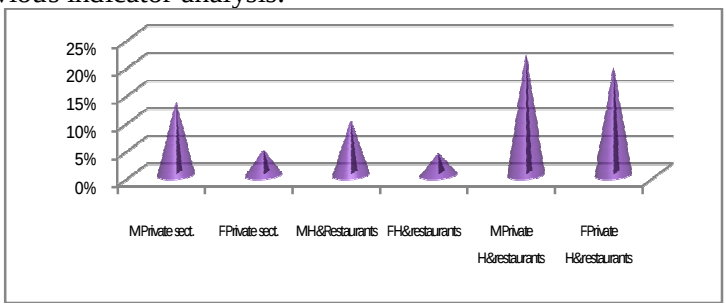


Fig. 2 Index of growth for occupied population, by sector and sexe (1996-2010)

Source: Statistical Yearbook, Bucharest, 2010

Thus, from the figure presented above, it results the following statements. The most sustained growth rate, among the analyzed series, has registered concerning the population employed in the private sector of hotels and restaurants (for men, 21.91% and for women, 19.50%). The next rate increase identified, which recorded a lower level, was the male population in the private sector (13.23%) and the total male population employed in hotels and restaurants.

The results obtained for the growth rate of value of market services rendered to the population, by category of services and ownership type, are shown in the figure below (Fig.no.3).



Fig.3 Index of growth for market services rendered to the population, by sector and type of ownership, 1998-2008

Source: Statistical Yearbook, Bucharest, 2010

We note here the important growth rates of value market services' for individuals in the private travel agencies (141.35%), the growth rate of value services rendered to the individuals in private restaurants (123.43%) and that of private hotels (97.47%). Much lower and even negative values for the same categories of data are recorded, but in the public sector.

We appreciate to be important mentioning that, calculating coefficients of simple correlation between employed population in the private sector and the volume investment's in this area (period 1996-2008), we observed that there is a close correlation. Meanwhile, the calculation of coefficients of simple correlation between the volume of investments made strictly in hotels and restaurants and in overnight stays in the establishments owned by the state, as the correlation between the first set of data (volume of investments carried out strictly in hotels and restaurants) and population employed in the hotel and restaurant sector, during 1998-2008, revealed a lack of correlation. Finally, the correlation between overnight stays in the establishments owned by the state sector in Romania and employed population in hotels and restaurants, during 1998-2008, is positive.

CONCLUSIONS

Findings of this paper have revealed the general trends of net highlighting in the tourism area. Thus, the results obtained after processing, analysis and data interpretation can be materialized in the form of rebalancing measures in terms of population employed in tourism, of investment's volume and value market services rendered to the individuals, in order to streamline the sector. In particular, the private sector irrevocably surpassed the state's one and it strengthens its position in tourism, by volume investments', employed population and value services' for the population. Meanwhile, as additional measures to support the sustainability of these phenomena, it seems necessary the diversification of the activities, the development of services and a better targeting of employment.

Also, the development of a competitive environment in the private sector by encouraging and supporting training programs and training in the entrepreneurship field, through accelerated integration of delivered services, support of functionality and management , were equally the conclusions that have emerged from the present study.

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