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ANALYSIS OF THE EVOLUTION OF TOURIST PARTICIPATION IN ACTIONS ORGANIZED AND INTERMEDIATED BY TOURISM AGENCIES IN ROMANIA BETWEEN 2008–2025

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Abstract: *The study analyzes the evolution of tourist participation in activities organized and facilitated by travel agencies in Romania between 2008 and 2025. The research examines the dynamics of incoming, domestic, and outgoing tourism, highlighting the differences between these two categories of agencies. Data indicate a significant increase in participation in organized outbound tourism in 2025. Organized domestic tourism recorded high figures, although a decline was observed in 2025 compared to the previous year. Among domestic destinations, seaside and mountain areas hold prominent positions relative to other tourist regions. Regarding outbound travel, Europe and the member states of the European Union account for a significant share of tourist flows. The results highlight the diversification of tourism demand and the importance of agencies in organizing and distributing domestic and international tourist flows.*

• Introduction

Tourism is a significant sector of the economy, undergoing continuous transformation driven by evolving tourist demand and shifting consumer preferences. Travel agencies play a vital role in organizing and brokering travel, contributing to the development of both domestic and international tourism.

The operations of travel agencies constitute a key component of the tourism sector, contributing to the organization, promotion, and marketing of tourism services and products—both domestically and internationally.

Analyzing the activities of travel agencies involves examining the number of participants in travel programs, categorized by the type of activity: inbound, domestic, or outbound.

• Material and method

The research methodology employed descriptive statistical analysis and a comparative approach, examining the trends in domestic, outbound, and inbound tourism. Furthermore, the study analyzed the primary forms of domestic tourism and the geographical distribution of outbound travel. The interpretation of the data facilitated the identification of development trends, fluctuations in tourism demand, and shifts that occurred during the analyzed period—including the impact of the pandemic on tourism activity.

• Results and discussions

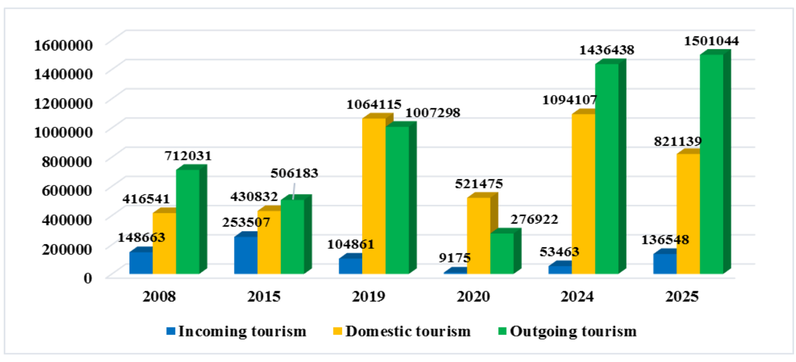


Figure 1. Number of tourists participating in actions organized by travel agencies with organizing activity

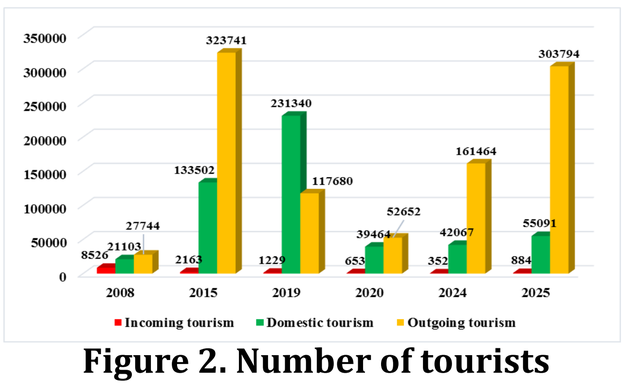


Figure 2. Number of tourists participating in tourist activities organized by travel agencies with intermediary activity

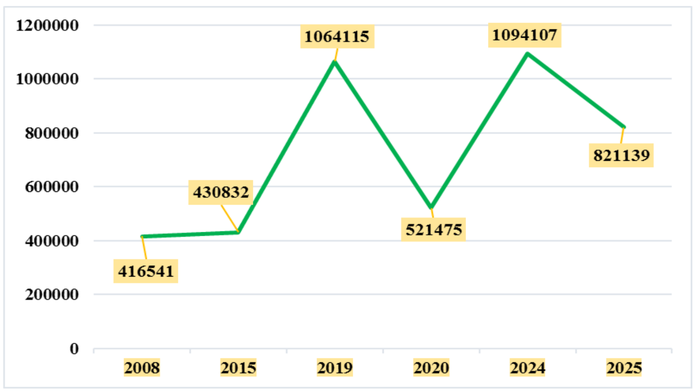


Figure 3. Total number of Romanian tourists who participated in domestic tourism organized by travel agencies with organizing activity

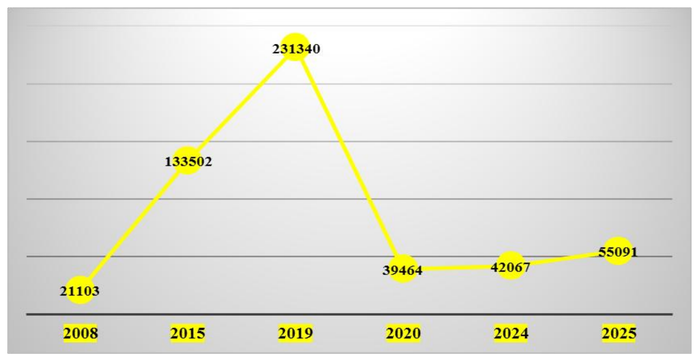


Figure 4. Total number of Romanian tourists participating in domestic activities organized by travel agencies acting as intermediaries

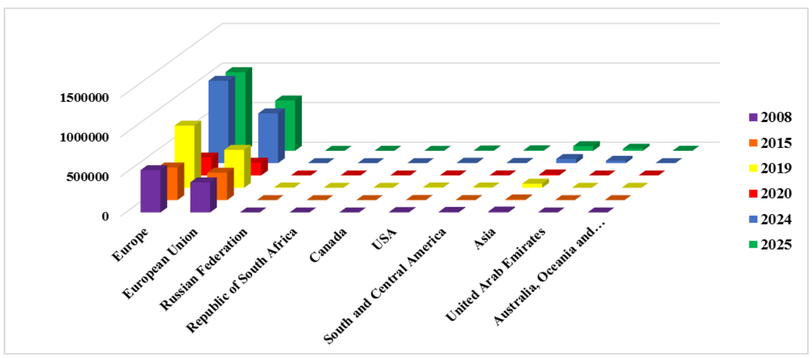


Figure 5. Number of Romanian tourists participating in outbound tourism activities organized by travel agencies with tour-organizing operations

Conclusions

The study of travel agency activity during the 2008–2025 period highlights significant transformations in tourism demand, driven by shifts in consumer preferences, the growth of international travel, and the impacts of the pandemic.

While the seaside remains a major destination, recent trends point to an increasingly diverse interest in cultural tourism, mountain tourism, and the Danube Delta. Europe remains the primary destination for Romanian tourists, largely due to the appeal of European Union member states. At the same time, the rise in travel to Asia and other distant locations underscores an interest in destinations beyond the traditional ones. Inbound tourism represents a segment with a less favorable trend, characterized by fluctuations and a relatively low number of foreign tourists utilizing the services of the agencies analyzed. The strengthening of outbound tourism, the diversification of destinations, and the uneven recovery of various tourism segments underscore the importance of modernizing services, effectively promoting destinations, and leveraging national tourism potential to ensure balanced and sustainable tourism development.