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THE DYNAMICS OF TOURISM ACTIVITY IN MARAMUREȘ COUNTY - AN EMPIRICAL ANALYSIS BASED ON OFFICIAL STATISTICAL INDICATORS

TODEA IONUȚ DARIUS[1], HOTCA AURELIE-FLORENTINA[1], CHENDE DRAGOȘ-CIPRIAN[2], IOANA-ANDA MILIN[1], IULIANA-IOANA MERCE1*

[1]University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania
[2]Doctoral School "Engineering of Vegetable and Animal Resources", University of Life Sciences "King Mihai I" from Timisoara, Romania

Abstract: *The research assesses the dynamics of tourism in Maramureș County in the period 2021–2025, through official INS TEMPO-Online indicators. The analysis tracks accommodation structures, existing and operating capacity, internal and external demand, length of stay, net use and seasonality, with territorial differentiation. The results indicate the expansion of supply, accompanied by an increase in the share of apartments and rooms for rent and a reduction in the share of agrotourism pensions. The quantitative expansion does not automatically demonstrate a better use; the net economic yield and the predominance of weekends cannot be established from accommodation statistics. The recommendations concern product diversification, supplier cooperation and monitoring of the monthly distribution of demand.*

• Introduction

The evaluation of the tourist activity requires the reporting of resources and the expansion of the infrastructure to the actual demand. For Maramureș County, the literature addresses the evolution of tourism indicators, the potential of the sector, the visibility of rural resources and the valorization of cultural heritage. These directions justify an analysis that makes comparisons between the number of accommodation units, the available capacity and its use.

• Material and method

The evaluation of the tourist activity requires the reporting of resources and the expansion of the infrastructure to the actual demand. For Maramureș County, the literature addresses the evolution of tourism indicators, the potential of the sector, the visibility of rural resources and the valorization of cultural heritage. These directions justify an analysis that makes comparisons between the number of accommodation units, the available capacity and its use.

• Results and discussions

Table 1. Evolution of tourist supply, demand and use in Maramureș County

Indicator	2021	2022	2023	2024	2025
Structures	508	537	618	702	718
Existing places	10 055	10 680	11 909	12 764	12 781
Places-days	2 665 833	3 238 937	3 685 663	3 993 950	4 440 583
Arrivals	232 291	264 330	298 238	338 196	308 975
Overnight stays	424 295	476 808	540 925	628 467	588 827
Overnight stay/arrival	1,83	1,80	1,81	1,86	1,91
Net Utilization %	15,92	14,72	14,68	15,74	13,26
Gini Arrivals	0,212	0,144	0,150	0,146	0,158
Gini nights	0,243	0,178	0,183	0,171	0,164

The number of structures increases from 508 to 718, by 41.34%, and the existing places from 10,055 to 12,781, by 27.11%. The operating capacity expands from 2,665,833 to 4,440,583 place-days, by 66.57%.

Table 2. Internal and external demand in Maramureș County

Year	Romanian arrivals	Foreign Arrivals	Romanian nights	Foreign Nights	Foreigners arrivals %	Foreigners nights %
2021	222 493	9 798	405 208	19 087	4,22	4,50
2022	248 759	15 571	448 730	28 078	5,89	5,89
2023	275 793	22 445	497 514	43 411	7,53	8,03
2024	312 379	25 817	579 443	49 024	7,63	7,80
2025	278 382	30 593	534 361	54 466	9,90	9,25

Domestic demand remains dominant, but the external component is consolidating: foreign arrivals increase from 9,798 to 30,593, and their share from 4.22% to 9.90%. The increase in the external share coexists in 2025 with the reduction in Romanians' arrivals and nights compared to the previous year.

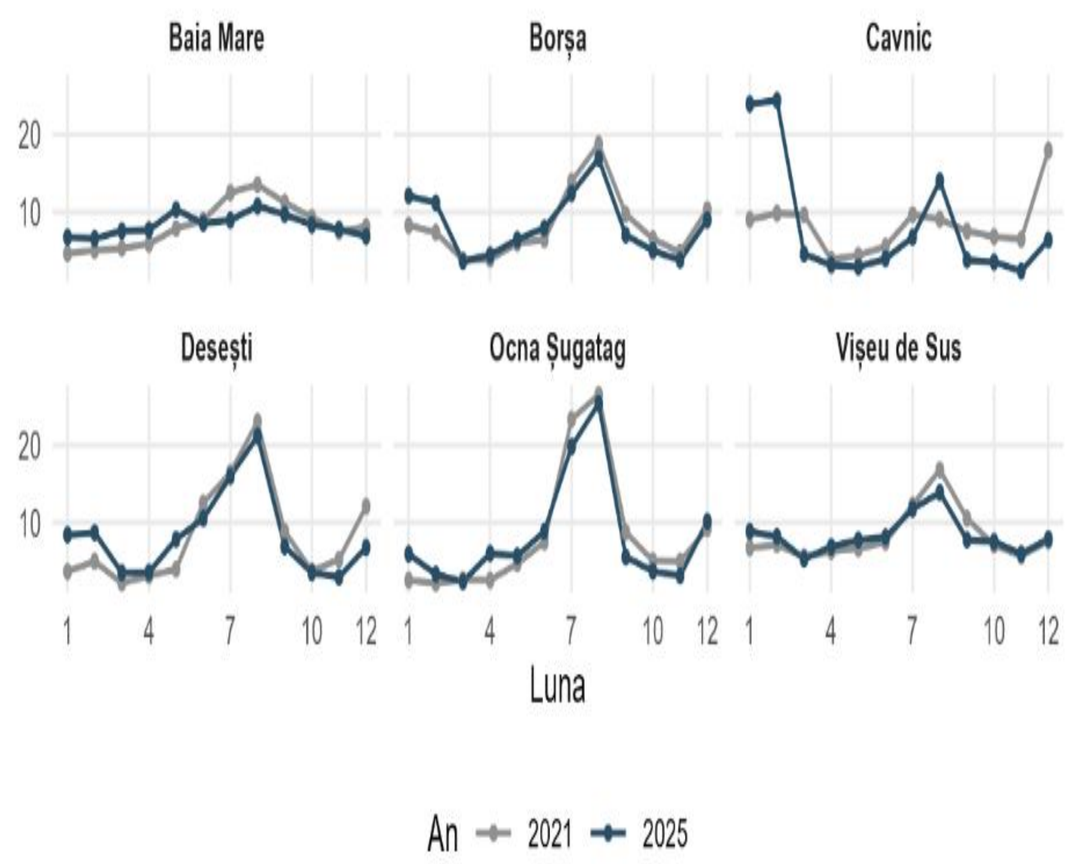


Figure 1. Monthly distribution of overnight stays in selected localities)

In 2025, Băile Herculane accounts for 77.62% of overnight stays in the 19 ATUs, and the top three ATUs together account for 87.15%. The HHI decreases from 0.634 in 2010 to 0.552 in 2019, then increases to 0.609 in 2025. Concentration does not follow a continuous trend in the same direction and in 2025 remains below the 2010 level.

• Conclusions

In 2021–2025, the accommodation offer of Maramureș County expands and changes its structure, with the advance of apartments and rooms and the reduction of the share of agrotourism pensions. The demand remains predominantly internal, and the external component increases. The county seasonality is attenuating, with local differences, and urban centers have a significant role in the distribution of nights. The prospects concern the coordination of tourism products and the monitoring of the use of accommodation infrastructure.