

COMPARATIVE STUDY REGARDING OVERNIGHTS REGISTERED IN THE MEMBER STATES OF THE EUROPEAN UNION AND ROMANIA, DURING JUNE-SEPTEMBER 2009/2010

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Second year PhD student at the University of Oradea, under the guidance of Prof. Alina Bădulescu, within the Doctoral Research Project entitled „Doctoral studies and phd candidates for a competitive research in a knowledge-based society,” (01.10.2009-01.10.2012), I chose the presentation of this theme because after studying a number of statistics presented by Eurostat (Statistics in Focus 53/2010, 6/2011, 19/2011 etc.) we could not ignore the alarming situation regarding the number of overnights registered throughout Romania, in comparison with the other Member States of the European Union. By choosing the following research theme: „Tourism and development in the euroregional context” I felt the need to find out more answers regarding the afore mentioned problem. In consequence I started to consult the statistics recorded in our country concerning the number of overnight stays registered in Romania during the period June-August 2009/2010, in order to check whether an error has sneaked in.

Metodologia de cercetare utilizată a constatat în utilizarea site-ului insse.ro, în vederea culegerii datelor reprezentative pentru perioada iunie-septembrie 2009/2010, cu privire la numărul de înnoptări petrecute de turiștii români și străini în România. The research methodology employed consisted in the use of the insse.ro site, in order to gather representative data for the period June-September 2009/2010, regarding the number of nights spent by foreign and Romanian tourists in Romania. Pentru ca acest studiu sa fie și mai reprezentativ am stabilit principalele zone turistice ale României preferate de turiștii români și străini. For this study to be even more representative I have established Romania's main touristic areas preferred by Romanian and foreign tourists.

În urma datelor culese sa confirmat, din păcate, situația prezentată de Eurostat în tabelul de la începutul lucrării cu privire la numărul de înnoptări înregistrate la nivelul României. Following the data collected, unfortunately, it has been confirmed the situation presented by Eurostat in the table at the beginning of paper on the number of overnight stays registered in Romania. Conform datelor prezentate în acest tabel, România se situează pe ultimul loc la nivelul UE, înregistrând în 2010 un procent de doar 15% din totalul nopților petrecute de ne-rezidenți la nivelul țării noastre. According to the data presented in this table, Romania ranks last in the EU, registering in 2010 a rate of only 15% of total nights spent by non-residents in our country.

Am încercat de asemenea să găsesc răspuns la următoarele întrebări: I also tried to find answer to the following questions:

Care sunt zonele turistice preferate de români? Which are Romanians' favorite touristic areas?

În ce zonă turistică a României sa înregistrat cel mai mare număr de înnoptări al turiștilor străini? In which tourist area of Romania has been recorded the highest number of overnight stays of foreign tourists?

De ce numărul de nopți petrecute de străini în România este atât de mică? Why? Why? Why the number of nights spent by foreigners in Romania is so small?

Care sunt principalele carențe ale turismului românesc? Which are the main shortcomings of Romanian tourism?

La ultimele două întrebări am încercat să răspund cu ajutorul unor experți în domeniul turismului, care consideră că deși carențele prezentate există de mai bine de 10-15 ani, demersurile întreprinse în vederea ameliorării acestora, se realizează cu pași de melc. For the last two questions I tried to answer with the help of some experts in tourism, who consider that although there presented inadequacies exist for more than 10 to 15 years, the steps taken for their improvement are achieved with the slowness.

Uniunea Europeană, România, numărul de înnoptări, rezidenți, ne-rezidenți Keywords
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1.Introduction

Conform datelor furnizate de Eurostat în lucrarea Statistic in Focus 19/2011:1-2, în vara anului 2010, turismul a înregistrat creșteri semnificative față de vara anului 2009, în majoritatea țărilor europene

The second research paper in the doctoral thesis, based on the theme „Tourism-regional development relationship in economic theory”, we considered analyzing the situations of the overnights registered within the EU member states, detailing the indicator for Romania, for the main tourist regions.

According to data supplied by Eurostat Statistics in Focus 19/2011 work: 1-2, in the summer of 2010, tourism has registered significant growths compared to the summer of 2009, in the majority of the European countries.(Statistics in Focus, nr.19/2011)

Table 1. Nights spent in hotels and similar establishments, non-residents and residents, in EU (June-September 2010 compared with the same period in 2009).

'000	June-September 2009			June-September 2010			Total nights spent 2010/2009 change (in%)
	Non-residents	Residents	Total nights spent	Non-residents	Residents	Total nights spent	
EU-27	325581	383169	708750	346547	383498	730045	3.00%
BG	3822	2232	6054	4106	2463	6569	8.50%
BE	7458	2183	9641	8427	2296	10723	11.20%
CZ	6368	1050	10119	6781	1098	10879	1.10%
DK	2124	2302	4426	2493	2480	4973	12.40%
DE	17685	70793	88478	20389	74021	94410	6.70%
EE	1187	354	1541	1388	382	1770	14.90%
IE(1)	7373	3616	10989				
EL	34453	10220	44673	35003	8964	43967	-1.60%
ES	71038	51709	122747	78961	52882	131843	7.40%
FR	29945	50945	80890	31176	52220	83396	3.10%
IT	53006	80551	133557	55641	78211	133852	0.20%
CY	6270	853	7123	6606	762	7368	3.40%
LV	762	337	999	883	291	1174	17.60%
LT	665	298	963	755	350	1105	14.70%
LU(2)	457	27	484				
HU	3515	3385	6900	3697	3429	7126	3.30%
MT	3042	139	3181	3463	131	3594	13.00%
NL	5707	6630	12337	6569	7046	13616	10.40%
AT	21729	9010	30739	22201	9378	31579	2.70%
PL	3335	6704	10039	3584	7592	11176	11.30%
PT	10888	6490	17378	11436	6732	18168	4.50%
RO	1085	7573	8658	1176	6451	7627	-11.90%
SI	1715	899	2614	1775	839	2614	0.00%
SK	1209	1341	2550	1229	1444	2743	7.60%
FI	1651	4435	6086	1730	4635	6365	4.60%
SE	3054	8117	11171	3313	8570	11883	6.40%
UK	26038	48075	74113	25863	44189	70052	-5.50%

(1),(2) EU-27: 2010 IE and LU data not available.

Source: made by author based on data collected from the work Statistics in Focus, nr.19/2011: 2, available on: http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-11-019/EN/KS-SF-11-019-EN.PDF

LEGEND (Country codes):			
EU-27 European Union			
BG: Bulgaria	EL: Greece	LU: Luxembourg	RO: Romania
BE: Belgium	ES: Spain	HU: Hungary	SI: Slovenia
CZ: Czech Republic	FR: France	MT: Malta	SK: Slovakia
DK: Denmark	IT: Italy	NL: Netherlands	FI: Finland
DE: Germany	CY: Cyprus	AT: Austria	SE: Sweden
EE: Estonia	LV: Latvia	PL: Poland	UK: United Kingdom
IE: Ireland	LT: Lithuania	PT: Portugal	

Both in summer 2009 and in 2010, 70% of the number of nights recorded in tourist reception structures (with tourist accommodation functions) in the EU, are held by five countries namely: Italy (18.3%), Spain (18.1%), Germany (12.9%), France (11.4%) and United Kingdom (9.6%). (Table 1).

2. Comparing the number of nights spent by resident and non-resident tourists at the EU level during June-September 2009/2010

Numărul de înnoptări înregistrate de *ne-rezidenți* (2) în sezonul de vară (iunie-septembrie) din 2009-2010.

The number of overnight stays by **non-residents** (2) in summer (June-September) of 2009-2010. In Table 1, it can be observed that among non-residents' favorite destinations are Spain, Italy and Greece (in 2009 as well as in 2010) these take hold of almost half of all those nights recorded in the EU. Proceeding with the comparison of the two years (2009 and respectively 2010) can be seen that the number of overnights spent by non-residents recorded an increase in 2010 in all member countries, except United Kingdom.

Thus, in 2010, the most representative increases, of over 80%, are registered in Cyprus and Malta (89.7% and 96.4%) and the lowest increase, of only 15%, in Romania. (Statistics in Focus 19/2011: 2)

The number of overnight stays by **residents** (3) in summer (June-September) of 2009-2010. Following Table 1, in terms of resident tourists, in 2010 can be observed an increase in the number of overnight stays from 2009 in most member states of the EU, except in the following countries: Romania (-14.8%), Cyprus (-10.7%), United Kingdom (-8.1%), Slovenia (-6.7%), Malta (-6.2%) and Italy (-2.9%). (Statistics in Focus 19/2011: 2)

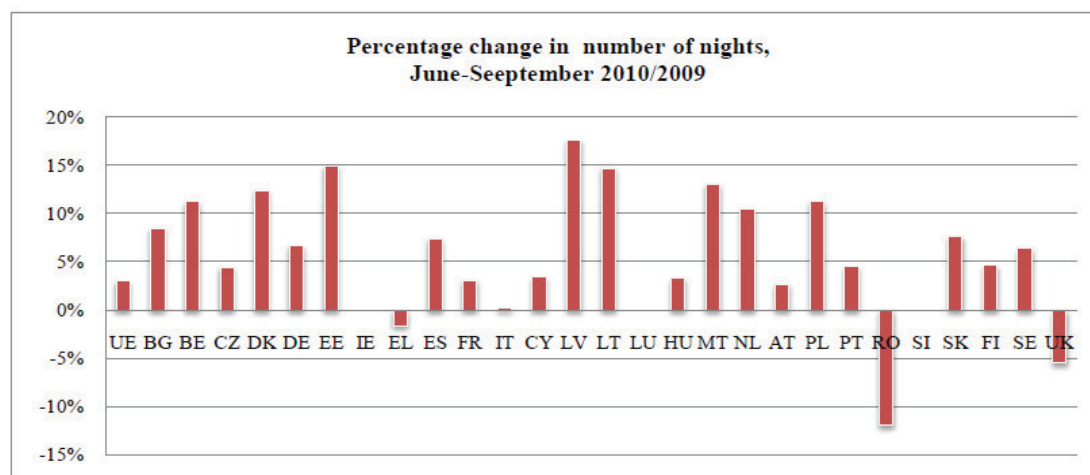


Figure 1. Procentage change in number of nights in hotels and similar establishments, June-September 2010 compared with the same period in 2009.

Comparing the summer months (June-September) of 2010 with those in 2009 has been registered a growth of 3% in the number of overnight stays (1) at European Union's level. The most significant increases were in: Latvia (+17.6%), Estonia (+14.9%) and Lithuania (+14.7%), while in Romania, United Kingdom and Greece can be noted a decrease in the number of overnight stays, compared to 2009, with: -11.9% (RO) -5.5% (UK) and -1.6% (EL) (Fig.1).

3.Comparing the number of nights spent by residents and non-resident tourists in Romania for the period June-September 2009/2010

România deține un potențial turistic bogat, reliefat prin două componente esențiale: Romania has a rich touristic potential, highlighted by two key components:

-*componenta naturală*, caracterizată printr-un relief variat, condiții climatice favorabile, peisaje pitorești, izvoare și lacuri cu rol terapeutic etc. *The natural component*, characterized by a varied landscape, favorable weather conditions, picturesque landscapes, springs and lakes with therapeutic effects etc.

-*componenta antropică*, caracterizată prin vestigiile arheologice, monumente istorice și de arhitectură, muzee, case memoriale etc. *The anthropogenic component*, characterized by the archaeological vestiges, historical and architectural monuments, museums, memorial houses, etc.

Among the most representative touristic areas of Romania are distinguished: (Monthly Statistical Bulletin number 12/2009:95 and 12/2010:95).

-stațiunile balneare Spas resorts;

-stațiuni din zona montană Mountain area resorts;

-stațiunile din zona litorală (exclusiv orașul Constanța) Seaside area, excluding town of Constanța;

-Delta Dunării (inclusiv orașul Tulcea) Danube Delta area, including town of Tulcea;

-București și orașele de reședință de județ (exclusiv Tulcea) Bucharest and towns country residence, excluding Tulcea;

-Alte localități și trasee turistice Other localities and tourists routs.

O scurtă prezentare a acestor zone turistice. A brief overview of these touristic areas. (Romanian Tourism, 2010:7-8, Statistical Breviary)

Stațiunile balneare se remarcă prin renumitele baze de tratament și zonele de agrement din stațiunile Băile Felix, Băile Herculane, Băile Tușnad, Călimănești-Căciulata, Covasna, Sovata, Vatra Dornei etc. *The spas* are distinguished by the renowned treatment facilities and recreational areas from the resorts of Băile Felix, Herculane, Tusnad, Călimănești-Căciulata, Covasna, Sovata, Vatra Dornei etc.

Zona montană cunoscută prin renumitele stațiuni turistice: Poiana Brașov, Sinaia, Predeal, Bâlea, etc., oferă numeroase posibilități de agrement, pârtii și instalații pentru sporturile de iarnă. *The mountain area* is known for its famous touristic resorts: Poiana Brasov, Sinaia, Predeal, Bâlea, etc. and offers many recreational opportunities, ski slopes and facilities for winter sports.

Litoralul românesc se întinde pe o lungime de 245km, cu Delta Dunării și cu complexul de lagune Razim-Sinoe în partea de nord, iar în partea de sud se întinde litoralul turistic propriu-zis pe o lungime de aproximativ 70km. *The Romanian seaside* has a length of 245km, with Danube Delta and Razim-Sinoe lagoon complex in the north and in the south part lays the touristic seashore itself over a length of about 70km. (Turismul României, Breviar turistic, 2010:6-8).

București, capitala țării, deține un potențial semnificativ în ceea ce privește dezvoltarea turismului de afaceri și cel urban. Bucharest, the capital of the country, has a significant potential in terms of tourism development and urban affairs.

În ciuda acestei oferte bogate turismul din România nu se bucură de o atenție mărită din partea turiștilor străini. Despite this rich offer tourism in Romania is not enjoying of an increased attention from foreign tourists. (Figura nr.2 și Figura nr.3) (Figure No. 2 and Figure No. 3)

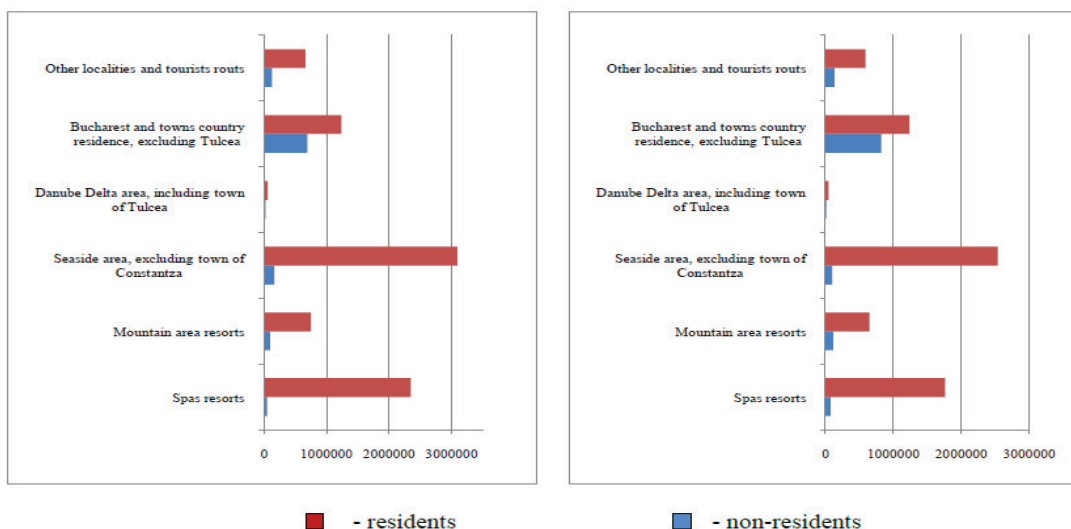


Figure 2. Nights spent in hotels and similar establishments, non-residents and residents, in RO (June-September 2009).

Figure 3. Nights spent in hotels and similar establishments, non-residents and residents, in RO (June-September 2010).

Source: made by author based on the data collected from the work Monthly Statistical Buletin number 12/2009:95 available on site: http://www.insse.ro/cms/files/arhiva_buletine2009/bsl_12.pdf and 12/2010:95 available on site: http://www.insse.ro/cms/files/arhiva_buletine2010/bsl_12.pdf and from the document The attendance of tourist reception structures with accommodation functions during 1.I-30.IX.2010 :73-78.

From the data collected from the Monthly Statistical Bulletin 12/2009: 95, comes out that the summer season (June-September) of 2009, the overnight stays of the Romanian tourists in the tourist reception structures represent 88% of the total number of overnight stays, while the overnight stays of foreign tourists represented only 12%, data released by Eurostat and Statistics in Focus 19/2011 document.

In 2010, compared with the same period in 2009, the number of the overnight stays made by Romanian tourists represents 85% of the total number of overnight stays, while the overnight stays of the foreign tourists represented 15%, a very small percentage compared with other EU states.

From the two figures (Figure No. 2 and 3) comes out that the main destination of the Romanian tourists are the seaside and the spas. If we look at this issue in terms of foreign tourists we can see a shift towards business tourism, Bucharest and county seats are the main touristic areas that stand out. (Figure No. 2 and 3).

4. Conclusion - Which are the main deficiencies of the Romanian tourism?

This question was addressed to some of the most important investors and professionals in the country. http://www.financiarul.com/articol_53156/turismul-romanesc-prins-in-acelasi-cerc-vicios-timp-de-20-de-ani.html

Experts' answer:

Președintele Marshal Turism, domnul Ion Antonescu, afirmă că o primă frână a dezvoltării turismului este *nivelul ridicat al fiscalității*. Marshal Tourism's President, Mr. Ion Antonescu, says that the first brake of tourism development is the *elevated level of the taxation*.

Radu Enache, Președintele Continental Hotels și Joseph Goschi, Președintele Unita Turism afirmă că principalul factor negativ în dezvoltarea turismului autohton este *calitatea slabă a infrastructurii*. Radu Enache, President of Continental Hotels and Joseph Goschi, President of Unita Tourism says that the main negative factor in the development of local tourism is *the poor quality of the infrastructure*.

Principala carență este Legea Turismului spune domnul Tinu Sebeșanu, directorul executiv al Trend Hospitality. *The main shortcoming is Tourism Law* says Mr. Tinu Sebeșanu, executive director of Trend Hospitality.

Doamna Lucia Morariu, Președintele Eximtur, consideră că principalele carențe ale turismului Românesc sunt *starea proastă a infrastructurii și slaba motivare a personalului care lucrează în acest domeniu*. Ms. Lucia Morariu, the president of Eximtur, believes that the main shortcoming of the Romanian tourism is *the poor state of the infrastructure and the feeble motivation of staff working in this domain*.

„*The prices on the seaside are a little too big for our taste. Prices are decisive in choosing travel destinations,*” says Detlef Höhne, product manager for Romania of the TUI. <http://www.gandul.info/financiar/grupul-tui-este-nemultumit-de-litoralul-romanesc-udrea-promite-sa-rezolve-o-parte-din-probleme-8047086>

„*Nu sa schimbat nimic în ultimii 10-15 ani*, este prima concluzie care poate fi extrasă din răspunsurile de mai sus. *Nothing has changed in the last 10-15 years*”, is the first conclusion that can be extracted from the responses above. „După zeci de ani de capitalism turismul românesc continuă să se afle la coada Europei în ciuda reliefului bogat de care dispune... Persistă o serie de probleme nerezolvate, devenite deja acute: starea jalnică a infrastructurii, fiscalitatea prea mare, lipsa unor strategii coerente etc.” *After decades of capitalism Romanian tourism continues to be the tail of Europe*” and despite the rich landscape that has in its possession ... „*There are still a series of unsolved problems that have already become acute: the dilapidated state of the infrastructure, excessive taxation, lack of coherent strategy etc.. În interiorul acestui cerc vicios se află turiștii care se plâng de calitate slabă a serviciilor comparativ cu tarifele existente.... Inside this vicious circle are tourists who complain about services' poor quality compared to the existing rates.*” http://www.financiarul.com/articol_53156/turismul-romanesc-prins-in-aceiasi-cerc-vicios-timp-de-20-de-ani.html

Note:

1.Overnights:

-It is the interval of 24 hours, starting at hotel time, for which a person is recorded in the tourist accommodation space and benefits of hosting in the account fee for the occupied space, even if the actual duration of the stay is less than the mentioned interval. Also taken into account are the overnights related to extra beds installed (paid by customers).

-It represent each night for which a person is registered in a tourist accommodation unit, whether or not physically is present in the room. (<https://statistici.insse.ro/shop/>)

2.Non-residents (foreign tourists). Țara de origine a turistului străin care înnoptează într-o unitate de cazare turistică, se stabilește după țara de reședință a turistului. Country of origin of the foreign tourist that stays overnight in a tourist accommodation establishment, it is determined by the country of residence of the tourist. (<https://statistici.insse.ro/shop/>)

3.Resident (local tourist). Tourists who travel within their own countries.

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