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 eurorregional 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 constat 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 turişti români şi 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. 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, situaţia 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 nopţilor petrecute de ne-rezidenţi la nivelul fării 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:

- 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 turistilor străini? In which tourist area of Romania has been recorded the highest number of overnight stays of foreign tourists?
- De ce numărul de nopţi petrecute de străini în România este atât de mică? Why the number of nights spent by foreigners in Romania is so small?
- Care sunt principalele carente ale turismului românesc? Which are the main shortcomings of Romanian tourism?

În următoarele două întrebări am încercat să raspund cu ajutorul unor experți în domeniul turismului, care consideră că deși carențele prezente 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.
Introduction

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).

<table>
<thead>
<tr>
<th>Country</th>
<th>Non-residents</th>
<th>Residents</th>
<th>Total overnight spent</th>
<th>Non-residents</th>
<th>Residents</th>
<th>Total overnight spent</th>
<th>Change (m%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU-27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BG</td>
<td>3822</td>
<td>2232</td>
<td>6054</td>
<td>4106</td>
<td>2463</td>
<td>6569</td>
<td>8.5%</td>
</tr>
<tr>
<td>BE</td>
<td>7458</td>
<td>2183</td>
<td>9641</td>
<td>8427</td>
<td>2296</td>
<td>10733</td>
<td>11.2%</td>
</tr>
<tr>
<td>CZ</td>
<td>6368</td>
<td>1050</td>
<td>10419</td>
<td>6781</td>
<td>4066</td>
<td>10807</td>
<td>11.0%</td>
</tr>
<tr>
<td>DK</td>
<td>2174</td>
<td>2302</td>
<td>4476</td>
<td>2743</td>
<td>2450</td>
<td>4973</td>
<td>12.4%</td>
</tr>
<tr>
<td>DE</td>
<td>17635</td>
<td>70293</td>
<td>88478</td>
<td>20389</td>
<td>74031</td>
<td>94410</td>
<td>6.7%</td>
</tr>
<tr>
<td>EE</td>
<td>1187</td>
<td>354</td>
<td>1541</td>
<td>1388</td>
<td>382</td>
<td>1770</td>
<td>14.9%</td>
</tr>
<tr>
<td>FI</td>
<td>337</td>
<td>516</td>
<td>1098</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>10250</td>
<td>14673</td>
<td>31008</td>
<td>8961</td>
<td>40967</td>
<td>12.6%</td>
</tr>
<tr>
<td>ES</td>
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<td>51709</td>
<td>122747</td>
<td>78561</td>
<td>52882</td>
<td>131345</td>
<td>7.4%</td>
</tr>
<tr>
<td>FR</td>
<td>29965</td>
<td>50645</td>
<td>80610</td>
<td>31175</td>
<td>52270</td>
<td>83396</td>
<td>3.1%</td>
</tr>
<tr>
<td>IT</td>
<td>53066</td>
<td>30661</td>
<td>83657</td>
<td>56641</td>
<td>28311</td>
<td>83582</td>
<td>0.2%</td>
</tr>
<tr>
<td>LV</td>
<td>82123</td>
<td>82123</td>
<td>7114</td>
<td>8909</td>
<td>8909</td>
<td>1115</td>
<td>17.6%</td>
</tr>
<tr>
<td>LT</td>
<td>742</td>
<td>227</td>
<td>960</td>
<td>755</td>
<td>350</td>
<td>1105</td>
<td>14.7%</td>
</tr>
<tr>
<td>LU</td>
<td>457</td>
<td>27</td>
<td>484</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HU</td>
<td>3515</td>
<td>3385</td>
<td>6890</td>
<td>3697</td>
<td>4329</td>
<td>7126</td>
<td>3.3%</td>
</tr>
<tr>
<td>ML</td>
<td>30941</td>
<td>13941</td>
<td>44742</td>
<td>2181</td>
<td>121</td>
<td>2292</td>
<td>12.0%</td>
</tr>
<tr>
<td>NL</td>
<td>6707</td>
<td>6630</td>
<td>13337</td>
<td>6660</td>
<td>7046</td>
<td>13786</td>
<td>10.4%</td>
</tr>
<tr>
<td>AT</td>
<td>21739</td>
<td>9010</td>
<td>30739</td>
<td>22201</td>
<td>9378</td>
<td>31579</td>
<td>2.7%</td>
</tr>
<tr>
<td>PL</td>
<td>3335</td>
<td>6704</td>
<td>10059</td>
<td>3584</td>
<td>7592</td>
<td>11176</td>
<td>11.3%</td>
</tr>
<tr>
<td>PT</td>
<td>10888</td>
<td>6490</td>
<td>17378</td>
<td>11436</td>
<td>6752</td>
<td>18108</td>
<td>4.5%</td>
</tr>
<tr>
<td>RO</td>
<td>1062</td>
<td>7372</td>
<td>8434</td>
<td>1179</td>
<td>6231</td>
<td>7470</td>
<td>-11.9%</td>
</tr>
<tr>
<td>SI</td>
<td>1715</td>
<td>890</td>
<td>2605</td>
<td>1737</td>
<td>839</td>
<td>2576</td>
<td>6.9%</td>
</tr>
<tr>
<td>SK</td>
<td>1209</td>
<td>1341</td>
<td>2550</td>
<td>1230</td>
<td>1444</td>
<td>2474</td>
<td>7.6%</td>
</tr>
<tr>
<td>FI</td>
<td>1651</td>
<td>4435</td>
<td>6086</td>
<td>1730</td>
<td>4835</td>
<td>6565</td>
<td>4.6%</td>
</tr>
<tr>
<td>SE</td>
<td>3054</td>
<td>8117</td>
<td>11171</td>
<td>3318</td>
<td>8570</td>
<td>11883</td>
<td>6.4%</td>
</tr>
<tr>
<td>UK</td>
<td>20025</td>
<td>85073</td>
<td>105098</td>
<td>23205</td>
<td>41529</td>
<td>70032</td>
<td>-3.3%</td>
</tr>
</tbody>
</table>

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

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

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)

![Percentage change in number of nights, June-September 2010/2009](image)

*Figure 1. Percentage 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 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

Romania has a rich touristic potential, highlighted by two key components:

- componenta naturală, caracterizată printr-un relief variat, condiții climatice favorabile, paisaje 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, muzei, 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 balnéare Spas resorts;
- stațiunile 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 balnéare are remarcată prin renumitele baze de tratament și zonele de agrement din stațiunile Bâile Felix, Bâile Herculane, Bâile Tușnad, Călimănești-Căciulata, Covasna, Sovata, Vatra Dornei etc. The spas resorts are distinguished by the renowned treatment facilities and recreational areas from the resorts of Bâile 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, părtii 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, definește 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 turistilor străini. Despite this rich offer tourism in Romania is not enjoying 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).


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.

Principală carență este Legea Turismului spune domnul Tinu Sebeanu, director executiv al Trend Hospitality. The main shortcoming is Tourism Law says Mr. Tinu Sebeanu, 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-romanes-c-udrea-promite-sa-rezolve-o-partea-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 însă 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 e”’”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. In interiorul acestui cerc vicios se află turistii 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-acelasi-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 înnopează 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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7. Official statement number. Accessed on the 27th of April 2011 on:
http://www.gandul.info/financiar/grupul-tui-este-nemultumit-de-litoralul-romanesc-udrea-promite-sa-
rezolve-o-parte-din-probleme-8047086.
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