

## COMPETITIVENESS IN THE TOURISM SECTOR. THE CASE OF ROMANIA

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**Abstract:** *In an attempt to identify the competitive advantages in tourism of Romania, the paper examines the theoretical approaches and quantification methods of a country's competitiveness in tourism and travel. Using the World Economic Forum framework and the research methodology of Tourism and Travel Competitiveness Index, the paper highlights the main challenges facing the Romania's tourism sector, the Romania's competitiveness in tourism profile and also Romania's competitive advantages in tourism. The paper analyzes the factors responsible for the poor performance of the Romania's tourism sector compared to other countries from the region and despite its certain touristic potential and concludes that Romania must exploit and properly promote the competitive advantages identified through an integrated, simple and clear strategy.*

**Keywords:** tourism and travel industry, competitiveness in tourism and travel, competitive advantages in tourism, Tourism and Travel Competitiveness Index,

**JEL classification:** Z31, Z32, L83,

### **1. Introduction - general trends in the tourism and travel sector**

According to the World Travel Market (WTM) Global Trends Reports in association with Euromonitor International (EI) that highlights the emerging trends in the global travel and tourism industry, despite the economic growth uncertainty across the globe and rising geopolitical unrest, "travel continues to shine globally", arrivals have increased with 4.3% in 2014 and the forecasted growth for 2015 is estimated at 3.7% (WTM&EI, 2015:7). The latest report of the World Economic Forum (WEF, 2015), which analyzes 141 economies around the globe, shows that the travel and tourism sector is forecasted to continue to grow at 4% per year, faster than financial services, transportation and manufacturing (WEF, 2015a). The World Travel & Tourism Council (WTTC) estimates that the travel and tourism sector accounts for 9.5% of global GDP in 2015, a total of US\$7 trillion, 5.4% of world exports and providing 266 million jobs, directly and indirectly (WTTC apud WTF, 2015a).

The online revolution and the economic crisis are the factors that affected world tourism the most in recent years. Trends resulting from the cumulative action of these factors are surprising. The trends that have marked world tourism in 2014 were: boosting competition in the low cost segment due to the economic crisis; the emergence of new market niches due to demographic and social changes; the explosive growth of the online travel market and of the impact of social media; growth in peer-to-peer tourism; focusing on extremes: luxury hotels and the low-

cost industry; differentiating through design or services (WTM&EI, 2014). The top trends for 2015 show that the European continent remains the top choice of tourists worldwide, but "mainstream" areas from famous European destinations were dethroned by alternative districts popular with local hipsters ("hipster holidays"); hi-tech strategies attract visitors to secondary cities ("smart cities"); using big data and mobile technology transform travel by the introduction of personalization ("Travel 3.0"); crowdsourcing and crowdfunding are used for new luxury hotels ("cotels") etc. (WTM&EI, 2015:3).

Recent events in Europe and the increased threat of terrorism make the rethinking of the security policy obligatory. In this context, while the countries with a tradition in tourism and travel expect a reduction in the number of arrivals, new destinations, secondary, alternative, less crowded and, last but not least, cheaper *but* necessarily smart, innovative and with massively personalized services may gather prominence much more easily than in the past.

The challenge facing the new entry countries, regions, cities or destinations is identifying new niche markets, implementing new technologies and innovations for increasing competitiveness advantages. From this perspective, the present paper analyzes the case of Romania, trying to identify, on the basis of the analysis of Romanian tourism competitiveness, the competitive advantages and the recent trends in Romanian tourism, the state of facts in a global context.

## **2. Competitiveness in tourism and travel – theoretical background**

Defining and measuring the tourism competitiveness of a destination has become a constant preoccupation in the last two decades because the number of destinations in tourism expanded globally.

According to the OECD approach, the agreed definition of tourism competitiveness for a destination is "about the ability of the place to optimise its attractiveness for residents and non-residents, to deliver quality, innovative, and attractive (e.g. providing good value for money) tourism services to consumers and to gain market shares on the domestic and global market places, while ensuring that the available resources supporting tourism are used efficiently and in a sustainable way" (Dupeyras and MacCallum, 2013:7).

In terms of measuring tourism competitiveness, more and more efforts have been devoted to the collection of quantitative data, maintenance of tourism data sets, developing indicators, to the quantitative and qualitative analysis of data etc. by researchers (Baggio and Klobas, 2011; Dwyer et al., 2012), and also by international organizations (OECD, WEF, IMD etc.).

The OECD approach uses several indicators to address key elements agreed to be considered in a tourism competitiveness assessment by member and partner countries: governance of tourism, product development, quality of tourism services, price competitiveness, accessibility/connectivity, branding of the destination, natural and cultural resources, human resources development (Dupeyras and MacCallum, 2013: 16). The core indicators are organized into four categories: measuring the tourism performance and impacts (key indicators 1-4: 1. Tourism gross domestic product obtained; 2. Tourism revenues per visitor market; 3. Overnight stays in all types of accommodation; 4. Exports of tourism services);

monitoring the ability of a destination to deliver quality and competitive tourism (key indicators 5 – 7: 5. Labor productivity in tourism; 6. Tourism purchasing power parity and price; 7. Visa requirements to enter the country); monitoring the attractiveness of a destination (key indicators 8-10: 8. Natural resources and biodiversity; 9. Cultural and creative resources; 10. Visitor satisfaction); describing policy responses and economic opportunities (key indicator 11: National Tourism Development Plan) (Dupeyras and MacCallum, 2013:17).

The WEF calculated the Competitiveness index in tourism and hospitality industry (Travel & Tourism Competitiveness Index - TTCI) which aims to measure the factors and policies implemented in various countries to increase the attractiveness and development of the travel and tourism sector. The Travel & Tourism Competitiveness Index's (TTCI) structure is based on 14 pillars organized into four sub-indexes: A) Enabling Environment, composed of five pillars: 1. Business Environment, 2. Safety and Security, 3. Health and Hygiene, 4. Human Resources and Labor Market, 5. ICT Readiness; B) T&T Policy and Enabling Conditions, composed of four pillars: 6. Prioritization of Travel & Tourism, 7. International Openness, 8. Price Competitiveness, 9. Environmental sustainability; C) Infrastructure, composed of three pillars: 10. Air Transport Infrastructure, 11. Ground and Port Infrastructure, 12. Tourist Service Infrastructure; and D) Natural and Cultural Resources (2 pillars): 13. Natural Resources and 14. Cultural Resources and Business Travel (WEF, 2015a).

### **3. Romania's touristic potential and trends in tourist activity**

Romania has great touristic potential: over half of Romania's surface has tourism potential, a quarter of Romania's surface is considered a tourism paradise, and a third has certain touristic potential (Oanta and Sindica, 2009). According with National Tourism Development Master Plan 2007 – 2026, the main Romania's touristic attraction (Authors preelucration on the basis of the data offered by World Tourism Organization, 2007), are:

1. Natural landmarks. About 7% of the Romania surface are protected areas: Danube Delta Biosphere Reserve, 13 National Parks, 13 Nature Reserves; Romania has about a third of Europe's natural mineral springs with therapeutically properties; Romania has large beaches at Black Sea, Romania has 14 caves and 35 sealtworks adapted for access of visitors, 7 wine regions etc.
2. Cultural heritage. Romania has seven sights included in UNESCO World Heritage: Danube Delta, Monasteries of Moldova, Horezu Monastery, villages with fortified churches in Transylvania, Dacian fortresses from Orastie Mountains, Historic Centre of Sighisoara, Wooden Churches of Maramures; 6,614 numents that are designated as national and international interest objectives (archaeological sites, archaeological and historical buildings including structures, monuments and statues of religious and secular), 740 museums and public collections, 220 art galleries, 2400 churches with historical or architectural significance, 17.350 artistic events etc.

The main Romania's touristic products (Authors prelucration on the basis of the data offered by World Tourism Organization 2007), are based on the following potential that influenced tourism sector structure and size:

1. Seaside tourism: 11 resorts on Black Sea coast, in 2009, 29% of registered hotels in the country were those on Black Sea coast, 45% of the total number of accommodation places in Romania were in seaside tourism;
2. Spa tourism: 29 spa resorts of national importance and 32 spa stations on local importance, 3 categories of spa products: medical treatment, convalescence and maintenance, in 2005 8.7% of Romania total number of accommodation units, 13.8% of accommodation places;
3. Active tourism: winter tourism - 27 ski areas approved and 80 ski slopes authorized, few resorts, hiking - 340 marked trails, equestrian tourism – 9 equestrian centers, hunting and fishing tourism, 21.603.924 ha for hunting and 645 locations for fishing, 3 narrow railways adapted for touristic aims;
4. Rural tourism: 1259 touristic pensions in Romania with 14931 places in 2006;
5. Black Sea and Danube cruises: reinstalling cruises on the Danube in 2003 increased the number to around 1000 per year;
6. Business, conferences and exhibitions tourism: 835 conferences spaces, 1 big exhibition center (ROMEXPO), other exhibition center in construction;
7. Niche tourism: Romania has potential for development of cultural tourism (cultural heritage), eco-tourism (protected areas), extreme tourism (mountains, caves etc.), golf tourism, wine tourism, culinary tourism, religious tourism, medical tourism, etc.

The available statistical indicators on the state of development of Romanian tourism are difficult to identify and often irrelevant in relation to the performance of tourist destinations and their evolution in the context of the global economy, which causes difficulties in finding solutions for Romanian tourism development. For example, the Romanian Statistical Yearbook quantifies the number of tourists only in relation to the arrivals registered in the types of accommodation establishments included in its classification, without taking into account the tourists accommodated in other units of reception, does not allow measurement of tourist flows on forms of tourism or micro-destinations, while the establishments of tourist reception having functions of touristic accommodation with accommodation capacity of less than 5 places are not included in the statistical survey (INSEE, 2013: 595).

The statistical data on tourist activity in Romania indicates a slight upward trend for most indicators for the period 2007-2012. The number of tourist reception establishments with the functions of tourist accommodation increased from a total of 4694 in the year 2007 to 5821 in 2012; the highest growth was recorded for: hostels (more than double), guesthouses, and agro-tourism (INSEE, 2013: 601). The tourism capacity has increased slightly: the number of bed-places grew from 283.701 in the year 2007 to 301.109 bed-places in 2012. The net use index of tourist accommodation capacity in operation in Romania fell to 25.9% in 2012,

compared to 2007 (when it was 36%) (INSEE, 2013: 606). However, the tourist accommodation capacity in operation increased from a total of 57.138.000 places-days in the year 2007 to 74.136.000 places-days in 2012; it has doubled in the case of tourist guesthouses and agro-tourism, but fell sharply in the case of tourist chalets, villas and bungalows, camps and school camps (INSEE, 2013: 601).

The number of nights spent by tourists in the establishments of tourist reception with the functions of tourist accommodation decreased from a total of 20.593.000 in the year 2007 to 19.166.000 in 2012. Rural tourism was the only segment that increased; in contrast, the number of tourist overnight stays in structures of accommodation related to ecotourism or adventure tourism, tourist chalets, villas, camps and school camps is almost insignificant (INSEE, 2013: 605).

The number of arrivals of foreign visitors in Romania registered a slight increase from 7.722.000 arrivals in 2007 to 7.937.000 arrivals in 2012 (INSEE, 2013: 611). In 2012, most foreign tourists came from, in descending order: Hungary, Moldova, Bulgaria, Ukraine, Germany, Italy (INSEE, 2013: 613).

Considering the analysis of the Competitiveness Index Tourism & Travel, quantified and reported by the WEF, we note that compared to the 14 pillars present in the analysis of WEF, the Romanian Statistical Yearbook does not provide relevant statistical data, sub-indices and criteria, such as the Tourist Service Infrastructure and Hotel room number (per 100 inhabitants). As shown above, the positive development of accommodation capacities can be found in the WEF analysis (rank 50 of 141). The WEF stresses that this position is a notable competitive advantage (WEF, 2015: 283).

**Table 1: Subindex C Infrastructure, Pillar 12. Tourist Service Infrastructure, Romania, 2015**

<b>Subindex: C Infrastructure 1-7 (best), Pillar 12. Tourist Service Infrastructure</b>		
	<i>Rank</i>	<i>Score</i>
<b>Tourist service infrastructure 1-7 (best)</b>	42	<b>5.0</b>
<i>Hotel rooms number/100 pop.</i>	50	0.7
<i>Extension of business trips recommended 1-7 (best)</i>	73	5.3
<i>Presence of major car rental companies 1-7 (best)</i>	59	5.0
<i>ATMs accepting Visa cards number/million pop.</i>	19	958.1

Source: World Economic Forum, The Travel & Tourism Competitiveness Index 2015, [on-line], Available: [http://www3.weforum.org/docs/TT15/WEF\\_Global\\_Travel&Tourism\\_Report\\_2015.pdf](http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf), p. 283, [April 2, 2016].

#### **4. Romania's competitiveness in tourism and travel**

In Romania, the positive trends in the general level of competitiveness in the 2011-2015 period are not reflected in the evolution of tourism competitiveness. If we analyze the situation of Romania's competitiveness in tourism in the same period, as presented in Table 2, we can see that, compared to 2011, Romania fell to lower ranks in the world ranking according to WEF.

**Table 2:** The evolution of Romanian tourism competitiveness indicators in the 2011-2015 period

Competitiveness report	Romania's rank (Worldwide)	Romania's rank (In Europe)
<i>The Travel &amp; Tourism Competitiveness Index Ranking 2011</i>	63 (of 139)	34 (of 42)
<i>The Travel &amp; Tourism Competitiveness Index Ranking 2013</i>	68 (of 140)	35 (of 42)
<i>The Travel &amp; Tourism Competitiveness Index Ranking 2015</i>	66 (of 141)	32 (of 37)

Source: Data collected by the authors: World Economic Forum, The Travel & Tourism Competitiveness Report 2011, 2013, 2015.

Compared to neighboring countries, Romania is the second to last; Moldova is the lowest ranked and Croatia is the highest ranked (Romania ranks 66 of 141, Croatia - 33, Czech Republic - 37, Hungary - 41, Bulgaria – 49) (see Table 3) (WEF, 2015).

**Table 3:** Position of Romania's competitiveness in the travel & tourism sector compared to neighboring countries

Country	Rank (of 141)	Score
Bulgaria	49	4,0
Croatia	33	4,3
Czech Republic	37	4,2
Hungary	41	4,1
<b>Romania</b>	<b>66</b>	<b>3,8</b>
Moldova	111	3,2

Source: World Economic Forum, The Travel & Tourism Competitiveness Index 2015, [online], Available: [http://www3.weforum.org/docs/TT15/WEF\\_Global\\_Travel&Tourism\\_Report\\_2015.pdf](http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf), p.5, [March 19, 2016].

On a closer analysis of the position occupied by Romania in Travel & Tourism (66 of 141), we note that the weakest rankings based on specific areas in terms of competitiveness are, in descending order: Business Environment (rank 96 of 141), Ground and Port Infrastructure (rank 91 of 141), Prioritization of Travel & Tourism (rank 88 of 141). However, the situation is more encouraging in other areas: Tourist Service Infrastructure (rank 42 of 141), International Openness (rank 42 of 141) Environmental sustainability (46 of 141) and Health and Hygiene (46 of 141). Romania recorded significant gaps in areas whose image represents assets of Romanian tourism. Table 4 presents the scores for all the competitiveness pillars of Travel & Tourism sector in Romania, 2015.

**Table 4:** The competitiveness pillars of the Travel & Tourism sector in Romania in 2015

<b>Travel &amp; Tourism Competitiveness Index of Romania, 2015 = Rank 66 from 141</b>		
<b>Index</b>	<b>Rank</b>	<b>Score</b>
<b>A) Enabling Environment:</b>	<b>59</b>	<b>4,9</b>
1. Business Environment,	96	4,1
2. Safety and Security	65	5,4
3. Health and Hygiene	46	5,9
4. Human Resources and Labor Market,	64	4,6
5. ICT Readiness;	59	4,4
<b>B) T&amp;T Policy and Enabling Conditions:</b>	<b>35</b>	<b>4,4</b>
6. Prioritization of Travel & Tourism,	88	4,3
7. International Openness,	42	3,9
8. Price Competitiveness,	54	4,9
9. Environmental sustainability;	46	4,4
<b>C) Infrastructure:</b>	<b>71</b>	<b>3,5</b>
10. Air Transport Infrastructure,	87	2,3
11. Ground and Port Infrastructure,	91	3,1
12. Tourist Service Infrastructure;	42	5,0
<b>D) Natural and Cultural Resources:</b>	<b>66</b>	<b>2,4</b>
13. Natural Resources	79	2,7
14. Cultural Resources and Business Travel.	49	2,1

Source: World Economic Forum, The Travel & Tourism Competitiveness Index 2015, [online], Available: [http://www3.weforum.org/docs/TT15/WEF\\_Global\\_Travel&Tourism\\_Report\\_2015.pdf](http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf), pp.282-283 [March 19, 2016].

#### **4. Romania's competitive advantages in tourism and travel**

Romania's competitive advantages in tourism, identified by the WEF, are presented in Table 6 - The notable competitive advantages in Tourism & Travel Competitiveness Index for Romania, 2015. We note that there are numerous advantages and they offer a starting point for finding solutions to developing the tourism industry. According to the essential ingredients for achieving international competitive success identified by Porter, Romania has the resources and the skills required for competitive advantage in the tourism industry.

In the current global context, especially the European context, emphasis should fall on a very important competitive advantage for Romania, namely the Terrorism Incidence Index (rank 1 of 141). We can also observe the very good positions and scores of other competitive advantages such as: Timeliness of T & T data (best 0-21) (rank 7 of 141); Hotel price index (US \$) (rank 9 of 141); ATMs accepting Visa cards per million pop. (19 of 141); Railroad density (km / surface area) (21 of 141); Comprehensiveness of T & T data (0-120 best) (21 of 141); No. of oral and intangible cultural expressions (25 of 141).

**Table 5:** The notable competitive advantages in Tourism & Travel Competitiveness Index for Romania, 2015

<b>Travel &amp; Tourism Competitiveness Index of Romania, 2015 = Rank 66 of 141</b>		
<b>Index</b>	<b>Rank</b>	<b>Score</b>
<b>A) Enabling Environment:</b>	<b>59</b>	<b>4,9</b>
<b>1. Business Environment,</b>	96	4,1
No. of days to start a business	42	8
Cost to start a business (% GNI/capita)	36	2.1
Profit tax rate (% profit)	42	10.7
Other taxes rate (% profit)	37	1.00
<b>2. Safety and Security</b>	65	5,4
Index of terrorism incidence	1	7
Homicide rate	42	2
<b>3. Health and Hygiene</b>	46	5,9
Physician density per 1,000 pop.	48	2,4
Hospital beds per 10,000 pop.	19	61.0
HIV prevalence (% pop.)	1	0,1
<b>4. Human Resources and Labor Market,</b>	64	4,6
Labor market	48	4,3
Ease of finding skilled employees	49	4,2
Ease of hiring foreign labor	24	4,5
<b>5. ICT Readiness;</b>	59	4,4
Internet use for B2C transactions	40	5,1
Broadband internet subs. per 100 pop.	40	17,3
Mobile network coverage (% pop.)	39	99,9
<b>B) T&amp;T Policy and Enabling Conditions:</b>	<b>35</b>	<b>4,4</b>
<b>6. Prioritization of Travel &amp; Tourism,</b>	88	4,3
Comprehensiveness of T&T data (0–120 best)	21	92,0
Timeliness of T&T data (0–21 best)	7	19,5
Country Brand Strategy rating (0-100 best)	32	78,6
<b>7. International Openness,</b>	42	3,9
No. of regional trade agreements in force	46	1
<b>8. Price Competitiveness,</b>	54	4,9
Hotel price index (US\$)	9	88,9
<b>9. Environmental sustainability;</b>	46	4,4
No. of envtl. treaty ratifications (0–27 best)	28	22
Baseline water stress (0–5 worst)	44	0,8
Forest cover change (% average per year)	35	-1,00
Coastal shelf fishing pressure (tonnes per km <sup>2</sup> )	6	0.0
<b>C) Infrastructure:</b>	<b>71</b>	<b>3,5</b>
<b>10. Air Transport Infrastructure,</b>	87	2,3
No. of operating airlines	50	43,0



<b>11. Ground and Port Infrastructure,</b>	91	3,1
Railroad density (km/surface area)	21	4,5
<b>12. Tourist Service Infrastructure;</b>	42	5,0
Hotel rooms per 100 pop.	50	0,7
ATMs accepting Visa cards per million pop.	19	958,1
<b>D) Natural and Cultural Resources:</b>	<b>66</b>	<b>2,4</b>
<b>13. Natural Resources</b>	79	2,7
No. of World Heritage natural sites	43	1
Total protected areas (% total territorial area)	42	19,2
<b>14. Cultural Resources and Business Travel.</b>	49	2,1
No. of World Heritage cultural sites	34	6
No. of oral and intangible cultural expressions	25	4
No. of large sports stadiums	42	10,0
No. of international association meetings	47	56,7

Source: data collected by the authors from World Economic Forum, The Travel & Tourism Competitiveness Index 2015, [online], Available: [http://www3.weforum.org/docs/TT15/WEF Global Travel&Tourism Report 2015.pdf](http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf), pp.282-283 [March 19, 2016].

## Conclusions

It is a paradox the fact that, despite its touristic potential and competitive advantages in tourism and travel, Romania has the worst performance in terms of competitiveness comparison with its neighbors (Bulgaria, Croatia, Hungary, Ukraine). What are the factors responsible for the poor performance of the Romania's tourism sector compared to other countries from the region and despite its certain touristic potential?

An analysis of Tourism and Travel Competitiveness Index reveals the dominance of the advanced economies in the top positions of the ranking. This phenomenon is explained by the fact that much of the pillars that are quantified in ICT & T depend directly on the level of national economy development and developed countries have a considerable advance regarding investment in the economy, but also in the tourism sector. However, it can be seen as emerging countries, including Romania, stand out through price competitiveness (Romania has rank 9 from 141 at Hotel price index). Therefore, we consider that the main way to increase tourism competitiveness is to obtain a better price-performance ratio than the competition. The lack of a clearly formulated investment plan in this area led Romania to the loss of potential tourists in the favor of the neighboring countries, which have found better ways to encourage and sustain the tourism development programs, as well as attracting foreign investments and EU funds.

Although Romania has many competitive advantages in the tourism and travel, is not fully used favorable geographical position, natural and cultural resources nor the high quality of human capital. We believe that this is due to the strategic ambiguity of the public authority in tourism. Although we have identified an attempt to shape a strategy for tourism development (Romania's National Tourism

Development Master Plan 2007-2026, 2007), the main principles formulated there are not implemented. Also, opportunities in tourism are not transmitted to the target audience (general public, investors and entrepreneurs) in an organized form, public authorities must increase efforts to promote Romania's tourist image, improving collaboration between business and public authorities, the overall improvement of infrastructure (Ground and Port Infrastructure, Romania rank 91 from 141). We believe that Romania as a touristic destination based on natural resources (e.g. Romania holds some of the most important natural resource in Europe, the Black Sea, the highest concentration of springs resorts in Europe (one third of springs resorts in Europe are located in Romania), the Danube Delta is the second largest and best preserved of the European deltas (Natura 2000, CDB, 2016), the largest share of the Danube basin is in Romania, 29.9% (ICPDR, 2015) and so on, is a very important competitive advantages. Even though this is contradicted by the position 79 from 141 for Natural Resources with a score of 2.7 from 7. WEF highlights as competitive advantages the number of World Heritage natural sites (rank 43, score 1.0), total Protected Areas (rank 42, 19.2%).

Although declared priority field of the national economy, the tourism sector had to deal with various problems like: erosion and pollution of beaches, density, excessive tourist facilities in some areas, state of degradation of many buildings and monuments, lack of a database of festivals and cultural events, poor endowment of local airports and stations, poor quality of trains and buses, poor quality of roads, lack of tourism signs goals and tourist attractions, facilities overcome numerous resorts, low wages and hard labor that stimulate labor migration hospitality, lack of institutional structures for regional development of tourism, lack of a strong, positive Romania as a tourist destination abroad etc. (Romania's National Tourism Development Master Plan 2007-2026, 2007: 8-9). The lack of integrated strategies and poor management of tourist destination could be improved based on clear and simple OECD's recommendations for Romania as destination: to improve its image, and to develop and promote six key tourism products: Health and wellness: relaxation, recovery treatments, organic food; Cultural tourism: touring, visiting historical and traditional sites; Rural tourism: holidays in small rural guest houses/farms/ ecotourism (Romania became the first country in Europe to elaborate a system for evaluating eco-destinations); Active tourism: cycling, trips, hiking, equestrian tourism; Nature tourism: trips in wild nature and natural parks, observing specific flora and fauna; City breaks: weekend touring in a city (OECD, 2016: 372).

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