

# Tourist Services in Romania

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## Abstract

*Tourism services represents an important component of the services sector, as in many countries tourism is a major contributor to economic growth, create jobs and meet the needs of tourists. All the services that make a tourist arrangement have a major role in meeting the needs of tourists. These services are transport services, accommodation services, catering services, leisure services and other services depending on the motivation of tourists.*

*The evolution of these services are under the impact of internal factors but also internationally, such as economic and political climate, social stability, natural factors, psychological factors.*

*Consequently, the number of tourists who consume tourism services may increase or decrease, depending on these factors.*

**Key words:** services, tourism, accommodation services

**J.E.L. classification:** L80, L83.

## 1. Introduction

Services are essential activities for an economy as it reflects the level of development of economy. Due to the important contribution to the economic development, the services are established in a separate sector that is called tertiary sector or services sector.

The service sector includes all activities that produce goods with non-material form. This includes the telecommunications services, medical services, education services, cultural services, IT services, transport services, consulting services, defense services, the social care, banking and insurance, and so on.

Along with these services, tourism plays an important role in the services sector.

## 2. Touristic services - essential component of the service sector

Tourism is a series of services, such as organizing the voyage, transportation, food and recreation (Minciu 2001, p.215). Thus, tourism should provide the conditions for improving work capacity and ensuring appropriate ways of spending leisure time enjoyable and instructive (Neagu, 2000, p.189).

These services are closely related:

- human resources;
- natural resources;
- resources created by humans;
- material and technical base of tourism;
- general infrastructure of a country.

"Touristic services are services executed by one or more employees of a company, for tourist or group of tourists" (Stanciulescu et al, 2002 p.162). Tourist services have certain characteristics, such as:

- intangibility;
- inseparability;
- heterogeneity;

- perishability.

Touristic services are based on basic services and complementary services (Snak et al., 2001 p.277). In the basic services, accommodation services have a key role, along with transportation services, meal services and leisure.

Accommodation has emerged as the focal point for the hosting of guests and visitors through the ages: a guest pays a fee in return for a specified service and grade of accommodation, and associated services such as food and beverages (Page, 2009, p.253).

Touristic services in Romania had a different development caused by the transition from socialist to market economy. Thus, after 1990, because of majority state ownership and accommodation units were state property, hotel services were adversely affected, in terms of quality. This has led to a shortage of tourists, especially foreign tourists.

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With the privatization of tourism enterprises and increasing investment in tourism was held and increasing the number of tourists who benefited from tourism services.

Accommodation services can be reflected by the number of tourists accommodated in the establishments of the tourists' reception with functions of tourists' accommodation, by type of establishments (Table no. 1).

According to the data in this table, we see an increasing trend in the number of tourists who were staying in establishments of the tourists' reception with functions of tourist accommodation, with 36.19% in 2014 compared to 2006. Note the two periods:

- 2006-2010, the number of tourists dropped by over 143 000;
- during 2010-2014, the number of tourists increased by 2.3 million.

Decrease in the number of tourists who were accommodated in the period 2006-2010 is due to the economic crisis that affected Romania and who had a negative influence and on the sector of tourist services, including the services of accommodation. Overcoming the economic crisis has led to an increase in the number of tourists from the year 2011.

The same trend is observed by type of accommodation, except number of tourists staying in campgrounds (a decline from 85778-30763) and tourists accommodated on ships (a decline of 94.3%). These decreases are due to reducing the number of beds offered in these accommodations.

If it is considered the number of tourists accommodated depending on the types of accommodations, it is observed that majority share is held by hotels (76% in 2006 and around 75% in 2014). Also we see a doubling of the number of tourists accommodated in tourist boarding houses and hostels but agro-tourism, which signifies an expansion of these structures tourist accommodation.

*Table no. 1 Tourists accommodated in the establishments of tourists' reception with functions of tourists' accommodation, by type of establishments, in Romania*

	2006	2009	2010	2011	2012	2013	2014
Number of tourists							
TOTAL	6216028	6141135	6072757	7031606	7686489	7943153	8465909
Hotels	4729371	4547718	4594146	5368225	5779858	5917889	6326198
Motels	255370	202700	204513	221139	230835	242522	231740
Tourist inns	5502	914	638	611	823	643	1336
Hostels	90066	107828	104364	126877	153759	147848	189243
Tourist villas	231311	233177	212848	212154	240961	242187	231312
Bungalows	18860	26204	14410	15412	16780	16393	18062
Tourist chalets	71167	86961	73992	80479	86322	94888	94049
Holiday villages	3415	1968	1757	2071	3547	5810	3348
Camping sites	85778	84789	84100	73558	62516	42879	30763
School and pre-school camps	118095	84655	65741	65995	51539	48117	59523
Tourist halting places	15388	10399	8952	11118	12113	12897	14482

Tourist boarding houses	363664	412162	406632	479590	586119	653464	704129
Agro-tourist boarding houses	217020	325686	289923	360696	447113	501746	549302
Houselet-type units	3728	6918	1981	4976	6927	9580	12013
Ship accommodation places	7293	9056	8760	8705	7277	6200	409

Sources: realized by author, based on data provided by National Institute of Statistics (Romanian Tourism in Figures, 2007, p.35; 2010, p.42; 2013, p.38; 2015, p.36).

A clearer picture of the tourism service is provided by the data in Table 2. Thus, it is observed that net use index of accommodation capacities decreased from 33.6% in 2006 to 26.1% in 2014. The same trends of decrease is recorded in each accommodation, except agro-tourist pensions, which have a constant trend.

Factors behind the low levels of net use index of accommodation structures are presented below:

- the high seasonality of tourist activity;
- practicing tourism weekend;
- high tariffs on accommodation;
- low quality of tourism services;
- lack of attractive service packages;
- competition.

To increase the number of tourists benefiting from the services of accommodation required certain measures, such as:

- reducing seasonality, by granting certain facilities;
- charging of tariffs linked to the quality of services;
- increase the quality of services offered;
- development of new forms of tourism;
- modernization of tourist structures;
- development of transport infrastructure (road construction);
- achievement of effective promotions;
- cooperation with travel agencies recognized on tourist market;
- providing complex tourist services.

Table no. 2 Net use indices of the tourist accommodation capacity in use, by type of establishments of tourists' reception with functions of tourists' accommodation in Romania

	2006	2009	2010	2011	2012	2013	2014
%							
TOTAL	33,6	28,4	25,2	26,3	25,9	25,1	26,1
Hotels	41,0	33,5	29,9	31,6	32,1	31,6	32,9
Motels	22,4	18,7	18,7	16,8	14,7	14,1	14,0
Tourist inns	19,6	12,5	25,1	10,8	10,6	10,8	10,7
Hostels	19,5	20,7	17,6	19,0	17,7	16,3	17,6
Tourist villas	25,2	23,0	19,9	20,8	19,6	19,9	20,2
Bungalows	22,5	26,0	15,0	15,8	17,8	12,7	12,1
Tourist chalets	10,2	10,8	9,2	9,8	11,1	12,0	12,5
Holiday villages	18,6	9,2	7,5	10,7	15,5	23,6	10,5
Camping sites	15,4	20,7	19,6	15,3	12,4	10,8	8,7
School and pre-school camps	17,0	21,9	17,6	15,0	12,3	12,6	14,6
Tourist halting places	20,9	16,3	11,3	9,6	10,6	16,1	14,3
Tourist boarding houses	19,6	16,6	14,6	15,5	14,8	14,6	15,4
Agro-tourist boarding houses	14,4	14,2	12,4	13,8	13,2	12,6	13,2
Houselet-type units	15,1	21,5	6,2	16,8	18,3	14,4	19,2

Ship accommodation places	56,5	68,0	73,3	88,7	65,4	58,7	11,3
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Sources: realized by author, based on data provided by National Institute of Statistics (Romanian Tourism in Figures, 2007, p.69; 2010, p.76; 2011, p.76; 2012, p.58; 2013, p.55; 2014, p.53; 2015, p.53).

### 3. Conclusion

Tourism services play an important role in the service market. Within these, hotel services are essential, as is a basic service for tourist and therefore it is a decisive factor in choices that the tourist makes.

In Romania, although it notes the increasing number of tourists benefiting from the services of accommodation, existing accommodation capacities are not fully exploited, resulting a low index of use.

Inappropriate use of accommodation generates, as immediate consequences, low revenues and therefore a small number of jobs.

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