

Coastal Tourism and Its Impact on the Development of the Region

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Abstract

In recent years the tourism and travel sectors have changed significantly. The world faces geopolitical tensions, the rise of terrorist threats and the fear of spreading them over vast globe territories.

Until now, the effect of these events on tourism and travel has been mixed. While some countries have experienced significant reductions in the number of international visitors, other destinations have remained unaffected.

In the last decades, travel and tourism, as well as the ecosystem, have proven to be significant factors of economic growth, contributing with over 10% to world GDP and accounting for 1 in 10 jobs on the planet. Industry continues to be a driving force, providing unique opportunities for developing and emerging countries to advance in the value chain.

Key words: tourism, competitiveness, development

J.E.L. classification: Z30, Z32

1. The performance of Romanian tourism

Within the ranking made on the basis of the Tourism and Travel Competitiveness Index, Romania occupied in the year 2016 the 68th place out of 136 countries, decreasing from the previous year rankreached in 2015, when it was ranked on 66thplace (Schwab, 2017).

Table no. 1. Tourism Competitiveness Index for Romania

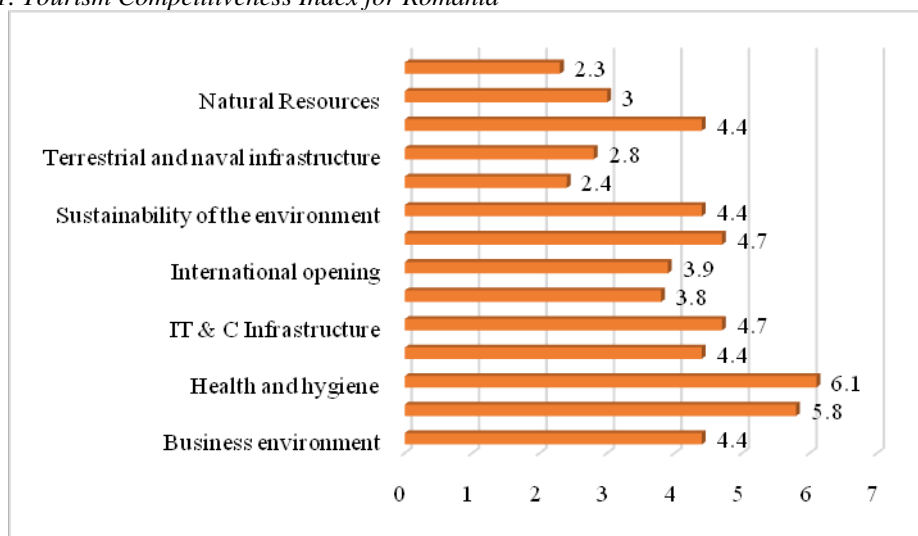
	Place	Score
	/136	scale 1-7
Permissive environment		
Business environment	76	4,4
Security and security	39	5,8
Health and hygiene	31	6,1
Human resources	81	4,4
IT & C Infrastructure	60	4,7
Policy and Conditions Allowed in Tourism and Travel		
Tourism prioritiesitizing	108	3,8
International opening	45	3,9
Price competitiveness	85	4,7
Sustainability of the environment	43	4,4

Infrastructure		
Air transport infrastructure	82	2,4
Terrestrial and naval infrastructure	92	2,8
Tourist infrastructure	62	4,4
Natural and cultural resources		
Natural Resources	68	3,0
Cultural resources	46	2,3

Source: authors' processing after Schwab, K (2014). The Travel and Tourism Competitiveness Report 2017, World Economic Forum, p. 285.

Romania obtained the best score on the health and hygiene pillar, 6.1 points out of 7 possible.

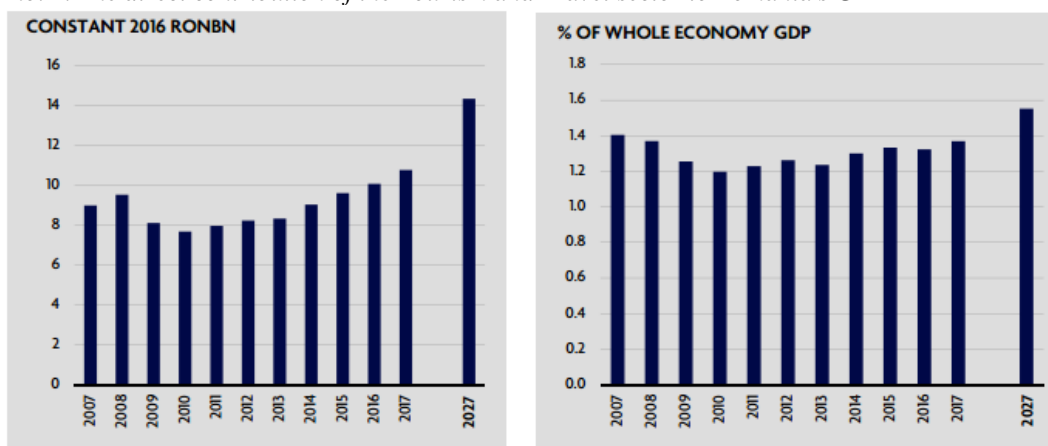
Figure no.1. Tourism Competitiveness Index for Romania



Source: authors' processing after Schwab, K (2014). The Travel and Tourism Competitiveness Report 2017, World Economic Forum, p. 285.

In 2016, the Romanian Tourism and Travel sector contributed with 39.3 billion Ron in total at the total value of GDP (5.2% of GDP), a figure expected to increase by 4.6% up to 41.1 billion RON (5.2% of GDP) in 2017. (Scowsill, 2017)

Figure no. 2. The direct contribution of the Tourism and Travel sector to Romania's GDP



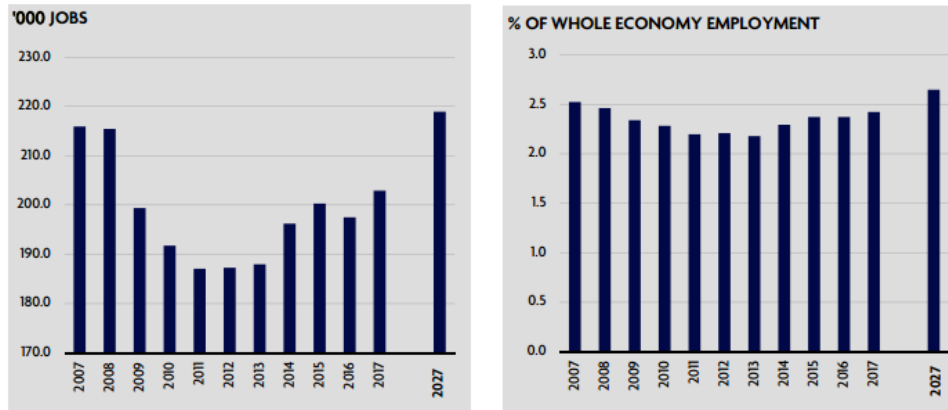
Source: author's processing after Travel & Tourism Economic Impact 2017 Romania, p. 3.

For the period 2017-2027, specialists forecast an increase of 2.7% per annum of the sector in total GDP to RON 53.7 billion (5.8% of GDP).

The Tourism and Travel Sector directly generated 513.500 jobs in 2016 (6.2% of total employment) and is projected to increase by 2.0% in 2017 reaching 524.000 jobs (6.3% of total employment).

Jobs generated directly by the industry concern jobs in hotels, travel agencies, airlines and restaurants and leisure activities.

Figure no. 3. The direct contribution of the Tourism and Travels to Employment sector



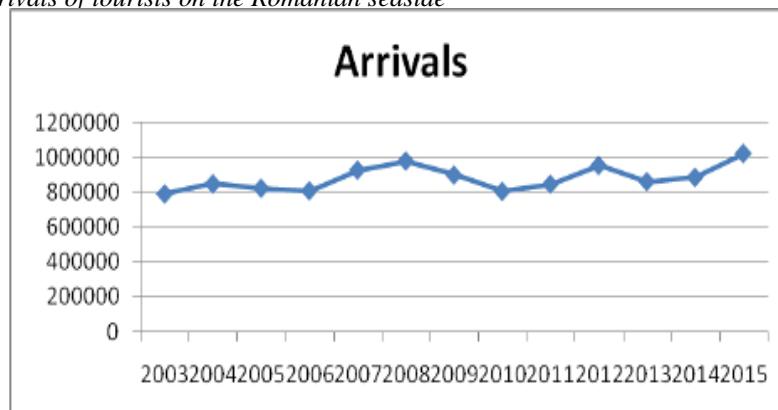
Source: author's processing after Travel & Tourism Economic Impact 2017 Romania, p. 4.

By 2027, it is estimated that Travel & Tourism will support 574.000 jobs (6.9% of total employment), which represents an increase of 0.9% per year during this period.

2. Coastal tourism and its impact on the development of the area

Based on the data provided by INS, we represented the evolution of the number of tourists who arrived on the Romanian seaside during 2003-2015, in the following chart:

Figure no. 4. Arrivals of tourists on the Romanian seaside

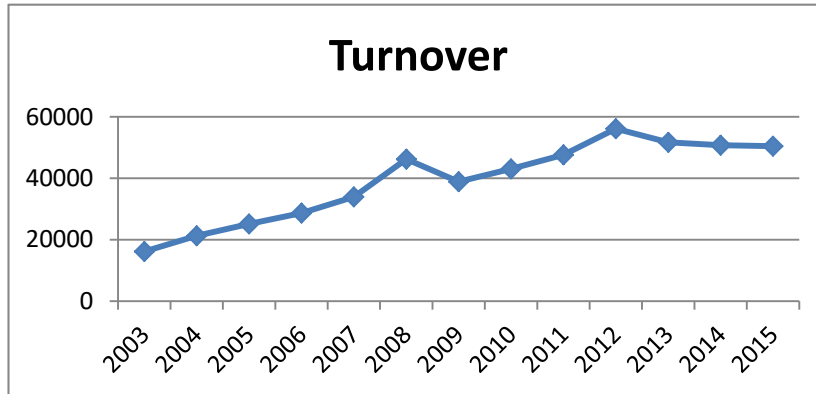


Source: www.insse.ro

The number of tourists arriving on the seashore during the analyzed period recorded slight fluctuations, a slight increase from 788763 persons in 2003 to 1021475 tourists in 2015, respectively an increase of 29.5%.

We want to see if this evolution of the number of tourists arrived influenced the evolution of turnover in Constanta County, this latter evolution being represented in the following chart.

Figure no. 5. Turnover in Constanta County



Source: www.insse.ro

Compared to the number of tourists, according to the data provided by INS, the turnover registered a more pronounced increase during the analyzed period.

Next, as we mentioned before, we want to analyze the existence of a linear relationship between turnover (cifra_afaceri) and the number of tourists (nr_turisti).

The linear correlation coefficient is 0.599, so the variables are positively correlated, the correlation being a strong one. Spearman's nonparametric correlation coefficient is also significant, revealing a positive correlation (0.571). (IBM Corp, 2013).

Table no. 2. Linear correlation between turnover and number of tourists

		Cifra_afaceri	Nr_turisti
Cifra_afaceri	Pearson Correlation	1	.599*
	Sig. (2-tailed)		.031
	N	13	13
Nr_turisti	Pearson Correlation	.599*	1
	Sig. (2-tailed)	.031	
	N	13	13

*. Correlation is significant at the 0.05 level (2-tailed).

			Cifra_afaceri	Nr_turisti
Kendall's tau_b	Cifra_afaceri	Correlation Coefficient	1.000	.385
		Sig. (2-tailed)	.	.067
		N	13	13
	Nr_turisti	Correlation Coefficient	.385	1.000
		Sig. (2-tailed)	.067	.
		N	13	13
Spearman's rho	Cifra_afaceri	Correlation Coefficient	1.000	.571*
		Sig. (2-tailed)	.	.041
		N	13	13
	Nr_turisti	Correlation Coefficient	.571*	1.000
		Sig. (2-tailed)	.041	.
		N	13	13

*. Correlation is significant at the 0.05 level (2-tailed).

Source: author's processing

The linear regression model obtained to explain the turnover as a function of the number of tourists is

$$\text{Turnover}_{id} = 0.107 * \text{No}_{tourists} - 54925.255$$

Table no. 3. Results obtained

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-54925.255	38118.163		-1.441	.177
	Nr_turisti	.107	.043	.599	2.478	.031

a. Dependent Variable: Cifra_afaceri

Source: author's processing

3. Conclusions

As we have seen above, tourism, through the number of tourists arriving on the Romanian seaside, has significantly influenced the turnover registered in Constanta County, which means that tourism contributes significantly to the development of the area. It remains to be seen whether these indicators have a direct influence on the investments in the county, on the incomes of the population or on the evolution of the employment rate in the region. All these elements will be subject to further analysis in another scientific article.

Territorial resources must be used efficiently and effectively, with a positive impact on the development of the county as a whole.

A link between these indicators number of tourists and turnover is a starting point in achieving a cohesive public policy in different areas regarding the optimal allocation of resources in order to avoid impacts that oppose to the territorial desired spatial evolution.

4. References

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