

Forms of Tourism in Romania and Influencing Factors

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Abstract

Tourism can take different forms. Natural resources together with man-made resources are the determining factors in generating forms of tourism. Thus the exploitation of this potential can generate different forms of tourism, such as rural tourism, ecotourism, cultural tourism, urban tourism, business tourism, mountain tourism, coastal tourism.

Romania has a wide range of natural and man-made resources, so the forms tourism takes are very diverse. Thus there are both forms of tourism that are determined by natural resources and forms of tourism that result from the exploitation of man-made resources. Of course, the practice of these forms of tourism is constantly under the influence of certain economic, social, cultural, political and legislative factors. Therefore, the aim of this paper is to identify the different forms that tourism can take and to see the importance of mountain and coastal tourism in Romania.

Key words: tourism, touristic potential, natural resources, man-made resources

J.E.L. classification: L80, L83

1. Introduction

For the tourist market of a country, the forms in which tourism is manifested are very important because they represent the expression of the valorisation of the natural and anthropic tourist potential.

Depending on these forms, strategies are established to attract tourist flows and to mitigate the negative effects generated by the factors that influence them.

2. Theoretical background

The form of tourism can be defined "by the concrete aspect of the combination of transport, accommodation, food and leisure services that make up the tourist product, but also the way in which the tourist product is marketed" (Minciu, 2001, p.71). In other words, the form of tourism is generated by the formula in which tourist services are associated, but it should be borne in mind that tourist services cannot exist without the presence of natural and man-made resources that constitute tourist attractions and generate tourist flows that take different forms,

An important role in classifying forms of tourism is played by the place of origin of tourists, which generates two main forms of tourism, namely domestic tourism and international tourism (Snak *et al*, 2002, p.31). Of course, for a country both forms of tourism are important, but the form of international tourism through which foreign tourists visit a country is more important because it generates foreign exchange. However, domestic tourism can be a very important form of tourism because in crisis situations, such as the health crisis caused by COVID, it can make an important contribution to a country's economy.

Many elements of the environment are of particular importance in the tourism development of a region, as they are the motivation for one form of tourism activities or another (Ielenicz, Comanescu, 2013, p.82). In other words, tourism can take different forms, resulting from the valorisation of different resources that determine the motivation to travel to a tourist destination.

Tourism can take several forms, depending on: the area of origin of the tourists, the length of stay, the price paid, the peculiarities of the tourist destination, the type of transport used, the age of the tourists, the way of organization (Dinu, M., 2002, p.248). As can be seen, the forms that tourism can take are varied and are generated by numerous factors, natural, artificial, endogenous and exogenous.

3. Research methodology

Tourism takes many forms of manifestation, therefore research of these forms is important to determine the structure of the tourism market in a country, such as Romania. In researching the main forms of tourism in Romania, indirect sources are used, i.e. statistical data obtained from official sources. The analysis of these data involves research over a certain period of time, in order to discover the trends and factors that determine the evolution of these forms of tourism.

4. Forms of tourism in Romania

In Romania, forms of tourism are determined by the existence of natural resources as well as resources created and exploited by people.

Thus, Romania is one of the countries in which all forms of relief are found, namely: plains, plains, hills, mountains, lakes, coastline, as well as natural resources with therapeutic value and a rich flora and fauna. Therefore the exploitation of these resources generates many forms of tourism such as: mountain tourism, coastal tourism, spa tourism, ecotourism, rural tourism and agrotourism, hunting tourism, equestrian tourism.

Harnessing man-made resources generates cultural tourism, business tourism, urban tourism. The exploitation of religious traditions and customs and the existence of monasteries lead to religious and pilgrimage tourism.

Particularly important for Romania are the forms of mountain and coastal tourism. These forms cover important segments of the Romanian tourism market, which is why it is very important to analyse data on the number of tourists arriving in accommodation units for these forms of tourism.

Table no. 1. Number of tourists arriving in tourist accommodation units in mountain resorts in Romania in 2019-2021

Year	Total tourists		Of which			
	Number	%	Romanian tourists		Foreign tourists	
			Number	%	Number	%
2019	2305517	100	2109378	91,5	196139	8,5
2020	1295105	100	1269109	98,0	25996	2,0
2021	1866402	100	1816197	97,3	50205	2,7

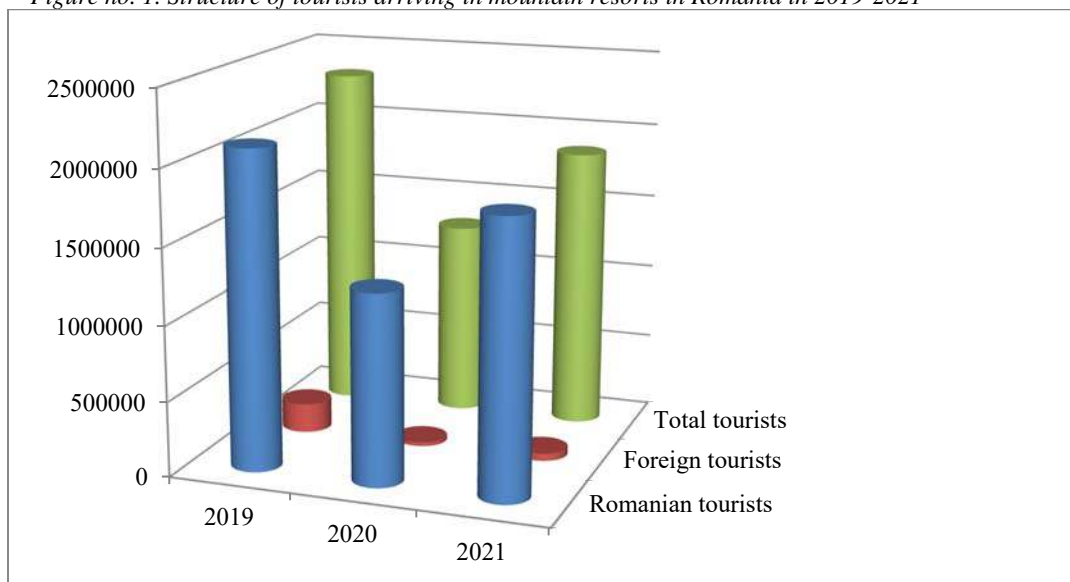
Sources: National Institute of Statistics, www.insse.ro - Romanian Tourism Statistical Abstract, 2022, p.40; 2021, p.40; 2020, p.40;

The analysis of the data in Table 1 highlights the evolution of the number of tourists staying in mountain resorts in Romania, namely:

- The total number of tourists arriving in tourist accommodation establishments in mountain resorts decreased by 19% in 2021 compared to 2019 (more than 439,000 fewer tourists)
- However, it can be seen that although in 2021 we are dealing with a decrease compared to 2019, in 2021 compared to 2020 there was a 44% increase in the number of tourists, which highlights the revival of the tourism phenomenon for this form of tourism.
- The dramatic decrease in tourist flow in mountain resorts was recorded in 2020 when there was a 44% decrease compared to 2019, the main cause being the restrictive measures generated by COVID.
- The same trends were recorded for Romanian tourists and foreign tourists staying in mountain resorts.

- The number of Romanian tourists in mountain resorts decreased in 2020 compared to 2019 by 39.8% and in 2021 compared to 2019 by 19%. The reduction of pandemic restrictions increased the number of Romanian tourists by 43.1%.
- Also in the case of foreign tourists there is a decrease, both in 2020 compared to 2019 by 86.7% (the largest decrease recorded due to restrictions imposed on air travel), but also in 2021 compared to 2019 there was a decrease of 74.4%, which still means a significant decrease in foreign tourist flows for mountain tourism. Of course, the easing of restrictions related to the existing pandemic has led to an increase in foreign tourist flows to mountain resorts by 93% in 2021 compared to 2020.
- The analysis of the structure of tourist flows in mountain resorts (see also figure number 1) highlights the following aspects for the period 2019-2021:
- The share of Romanian tourists in the total number of tourists in mountain resorts increased from 91, 5% in 2019 to 97, 3% in 2021.
- The share of foreign tourists in the total number of tourists in mountain resorts in Romania decreased from 8.5% in 2019 to 2.7% in 2021, which shows that Romanian tourists were the main consumers of this form of tourism, namely mountain tourism.
- Moreover, an analysis of the structure of mountain tourism highlights the large share of domestic tourism, between 91% and 97% of the mountain tourism market (foreign tourists account for between 3% and 8%).

Figure no. 1. Structure of tourists arriving in mountain resorts in Romania in 2019-2021



Source: Table no.1, National Institute of Statistics, www.insse.ro

The analysis of the data in Table 2 provides us with information about seaside tourism and the trends recorded in the period 2019-2022.

Table no. 2 Number of tourists arriving in tourist accommodation units on the seaside in Romania in 2019-2021

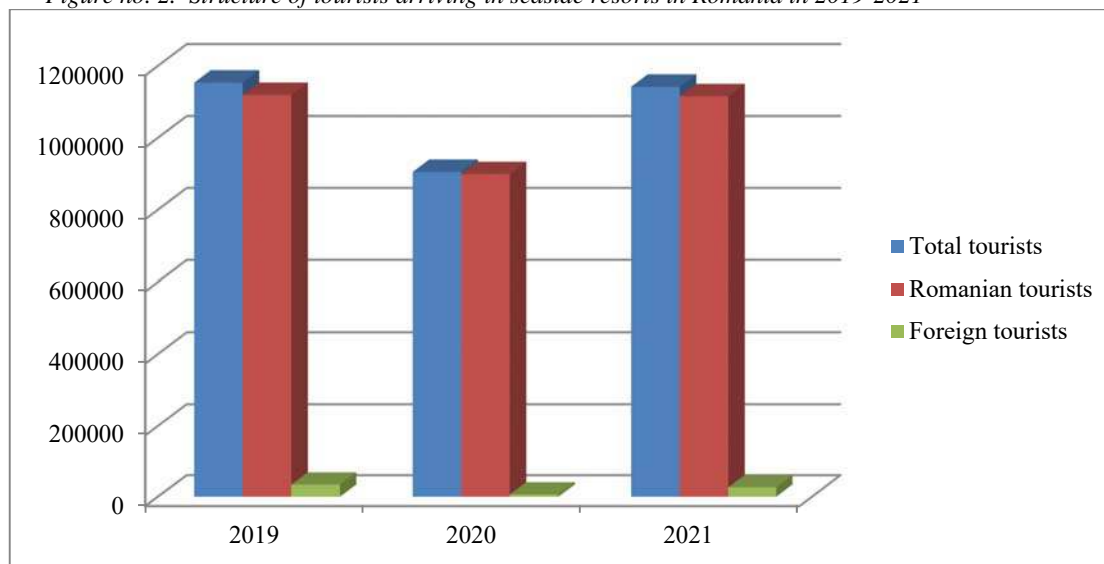
Year	Total tourists		Of which			
	Number	%	Romanian tourists		Foreign tourists	
			Number	%	Number	%
2019	1153682	100	1119401	97,0	34281	3,0
2020	905266	100	899104	99,3	6162	0,7
2021	1142271	100	1115593	97,6	26678	2,4

Sources: National Institute of Statistics, www.insse.ro - Romanian Tourism Statistical Abstract, 2022, p.38; 2021, p.38; 2020, p.38;

Thus, the following aspects emerge:

- The total number of tourists decreased in 2020 compared to 2019 by 21.5% and in 2021 compared to 2019 by 0.98% which means that seaside tourism has reached the same level as at the beginning of the pandemic in 2019.
- In 2020 there was a 21.5% decrease compared to 2019 as a result of the pandemic, but in 2021 it increased by 26.1% compared to 2020, which cancelled out the decrease generated by the pandemic and in this way seaside tourism in Romania remained at the same level.
- Romanian tourists on the Romanian coast decreased in 2020 compared to 2019 with more than 220,000 tourists, then increased in 2021 compared to 2020 with 24%. In 2021 compared to 2019 the number of Romanian tourists in seaside resorts was only 0.34% lower, which means that the tourist phenomenon for this form of tourism is recovering
- For foreign tourists on the Romanian coast, there is a huge decrease in 2020 compared to 2021 by 82%, which highlights the major impact of the pandemic on this form of tourism for foreign tourists.
- In 2021, the tourism phenomenon revived, registering a significant increase of 332% compared to 2020, but below the limit recorded in 2019 when the number of foreign tourists was 22% higher than in 2021.
- The analysis of the structure indicates that the majority of Romanian tourists (between 97% and 99%) are Romanian coastal tourists, while the share of foreign tourists in the total number of tourists on the Romanian coast is between 3% and 2% (see figure 2).

Figure no. 2. Structure of tourists arriving in seaside resorts in Romania in 2019-2021



Source: Table no.2, National Institute of Statistics, www.insse.ro

5. Conclusions

For the two forms of tourism analysed, it is found that they were strongly affected in the period 2019-2020, the main cause being health-related. Of course, there are other factors influencing the forms of tourism in Romania, such as those of an economic nature (high prices not correlated with the quality of natural resources and tourism infrastructure, but also with the services offered, which has deterred the orientation of tourist flows to the countries competing for Romania).

For the two main forms of tourism analysed, it is found that mountain tourism has the largest market share compared to coastal tourism, as coastal tourism is strongly affected by seasonality.

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