

Arrivals, Overnights and Area Distribution of Tourists in Romania and the Means of Transport Used by Foreign Tourists, in January–October 2021

Liliana Gherghina
“Babeş-Bolyai” University of Cluj-Napoca,
Faculty of Economics and Business Administration, Romania
liliana.gherghina@econ.ubbcluj.ro

Abstract

The main purpose of the study presented in this paper is to identify, calculate and analyses some of the indicators used to measure tourist traffic in Romania, during the period January-October 2021.

Based on the identified statistical indicators, namely the number of arrivals and overnight stays of Romanian and foreign tourists in Romania, the distribution of tourists by area in tourism reception structures with accommodation functions and the means of transport used by foreign tourists, we calculated the average daily number of tourists, the average length of stays, the density of tourist traffic. We also identified the relative preference for tourism by areas and carried out an analysis of the results obtained.

Following the calculations and analysis realized, we found that, although there were restrictions on tourists' circulation in Romania, as well as abroad, the tourism demand increased during the season and post-season periods.

Key words: arrivals, overnight stays, reception structure, tourist traffic, tourism demand

J.E.L. classification: L8, L83

1. Introduction

Tourism represents, according to its content and role, a distinct field of activity, an important component of economic and social life for a growing number of countries. The engine of tourism development is conceived through innovation and increasing the quality of tourist services offered by economic operators, and tourism development can only be ensured through strong national policies. “The tourism sector is, therefore, a catalyst for the growth and socio-economic development of a country” (Druiu, 2021, p. 262).

“As travelers’ demands are constantly changing and their expectations are increasing, the touristic offer must reinvent itself through a new type of tourism, called creative tourism” (Sava, 2022, p. 486).

Of course, any type of tourism developed at the local level has a beneficial impact on the economic and social environment, contributing to the development of sustainable tourism and new touristic products in different Romanian touristic destinations.

Through the study presented in this paper, we identified, calculated and analyzed indicators used to measure tourist traffic, respectively tourism demand in Romania, in the period January-October 2021.

2. Theoretical background

Specialized studies proved that, in order to value the touristic potential of a touristic area/destination, there is a need to meet the tourism demand with the components of the tourist offer. Tourism demand represents the second essential component of the tourist market. It can be defined

as representing “the desire for a certain tourist product, doubled by the possibility and decision to buy it” (Kotler, 1997, p. 36). In this context, “tourism consumption represents all the expenses incurred by the subjects of the request for the purchase of goods and services with tourist motivation” (Minciu, 2004, p. 137).

In order to meet the demand with the tourist offer, it is necessary to ensure the optimal means of transport for each tourist destination because “the evolution of tourism is also due to the existence of a well-developed transport network, a network that extends over the territory of the country, to reach different destinations as easily as possible” (Crăciun *et al.*, 2020, p. 69).

When choosing a trip, tourists consider three elements, namely: place, duration and reason. Thus, the choice of a tourist destination in the country or abroad is very important, because depending on it, the duration of the trip is determined, respectively 1-3 days - weekend tourism or more than 4 days - up to 12 months a year - holiday tourism. Of course, the number of arrivals and overnight stays in a tourist area, in tourist reception structures with accommodation functions, are recorded at various lengths of intervals, depending on the needs of the analysis.

When it comes to the identification of the reasons of a trip, this analysis is done aims at evaluating the consumption behavior and spending behavior of the visitors in the analyzed tourist area. Among the most important reasons for travelling, the following have been discussed by speciality literature: recreation and vacation, visiting friends or relatives, business, spa treatment, as well as other reasons.

It is important for tourism operators to know “the lifestyle of consumers of tourist products and services, in order to structure and diversify the tourist offer, to satisfy the specific requirements and demands of each consumer segment” (Gherghina, 2018, p. 26) .

During the last 30 years, the intensification of domestic and international tourist traffic, the diversification of forms of tourism and holiday spending, the changes in the tourism industry and the participation of an increasing number of countries in the tourism market make it more difficult to obtain information from the tourism field. Under these conditions, it is necessary to find some observation methods capable of ensuring a good knowledge of the tourist activity and the harmonization of the statistical instruments used to record and quantify it.

3. Research methodology

In measuring the tourist phenomenon, an important problem is the collection of information. From this point of view, the registration methods and the basic tools used for tourism research are very important, respectively through direct observation of the phenomenon (inventory), as well as through partial observations (specialized survey), carried out on samples having the same behavior as the overall one. According to the place or unit of observation, the most used statistics are carried out in the key places of the tourist activity, respectively at the border points (departures/arrivals at the border), at tourist reception structures with accommodation functions, or depending on the means of transport used. Based on these tools, quantitative and qualitative information is obtained that allow the compilation of domestic and international tourism statistics that can be used to substantiate macroeconomic decisions and policies in the field of tourism.

In order to identify tourist traffic in Romania, during the period January-October 2021, we used statistical indicators, available on the website of the National Institute of Statistics, <https://insse.ro/cms/ro/comunicate-de-presa-view>. Thus, the method used was quantitative, the documentation method, the office research method that is based on the analysis of statistical documents on the basis of which we calculated averages, developed graphs and carried out a final analysis.

4. Findings

In the following rows, the results of the research on indicators of tourist circulation are presented, namely the number and average results of arrivals and overnight stays of Romanian tourists and foreign tourists in Romania, as tourist destination according to the distribution of tourists by area, in tourist accommodation structures and according to the means of transport used by foreign tourists, during the period January and October 2021.

We have to add that, in the database presented in the 3 tables below, the 0 value was entered for *) values below 0.5, and **) for foreign tourists according to the country of residence.

➤ *The number and means of Romanian and foreign tourist arrivals, in tourist reception structures with accommodation functions in Romania, in the period January - October 2021*

Table no.1 Arrivals of Romanian and foreign tourists, in tourist reception structures with accommodation functions

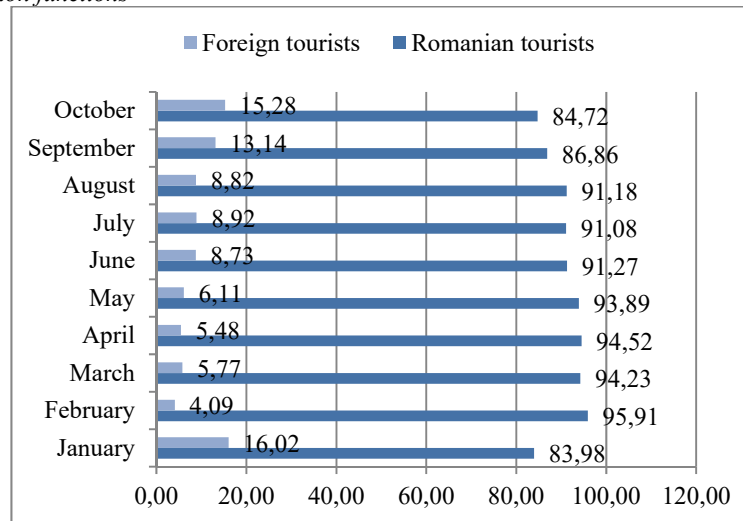
	January	February	March	April	May	June	July	August	September	October
	thous and	thous and	thousa nd	thous and	thous and	thousa nd	thousa nd	thousa nd	thousa nd	thousa nd
Total	796.3	498.3	431.3	448.9	609.3	804.9	1434.4	1729.9	1072.5	648.1
Romanian tourists	668.7	477.9	406.4	424.3	572.1	734.6	1306.4	1577.3	931.6	549.1
Foreign tourists**) of which:	127.6	20.4	24.9	24.6	37.2	70.3	128.0	152.6	140.9	99.0
- Europe	93.4	16.9	20.9	20.2	28.3	57.2	95.2	125.8	109.1	75.9
- <i>The European Union</i>	<i>65.8</i>	<i>12.0</i>	<i>15.2</i>	<i>15.4</i>	<i>21.4</i>	<i>40.6</i>	<i>77.0</i>	<i>98.4</i>	<i>87.6</i>	<i>58.7</i>
- Asia	19.0	1.3	1.2	1.4	1.9	0.9	13.7	13.0	13.9	8.1
- North America	6.8	1.1	1.3	1.9	3.7	4.3	7.1	8.4	9.0	7.0
- South America	1.0	0	0	0	0	0.4	0.6	0.6	0.7	0.6
- Africa	1.2	0	0	0	0	0.4	0.6	0.8	0.9	0.6

Source: <https://insse.ro/cms/ro/comunicate-de-presa-view>

Following the calculations based on the information presented the table above, we found that, out of the total number of tourist arrivals of 8473.9 thousand, 7648.4 thousand Romanian tourists (90.26%) and 825.5 thousand foreign tourists (9.74%), in the tourist reception structures with accommodation functions situated in Romania, in the interval January-October 2021, the highest number of tourist arrivals was registered in the season period and the peak season, respectively in the month of August - 1729.9 thousand (20.41%), in the month of July - 1434.4 thousand tourists (19.93%), as well as in postseason, respectively in September - 1072.5 thousand tourists (12.66%). Regarding the arrival of tourists during the tourist season, the highest number for people practicing tourism in Romania was registered for Romanian tourists in August - 1577.3 thousand tourists (91.18%) and July -1306.4 thousand tourists (91.08%) and - for foreign tourists in August - 152.6 thousand tourists (8.82%) and in September - 140.9 thousand tourists (13.14%).

If we compare the total number of tourists (NT) of 8473.9 thousand tourists to the total number of days (NZ), 304 days for the analysed period, we obtain an average daily number of tourists (NTZ) of 27.87 thousand tourists/day.

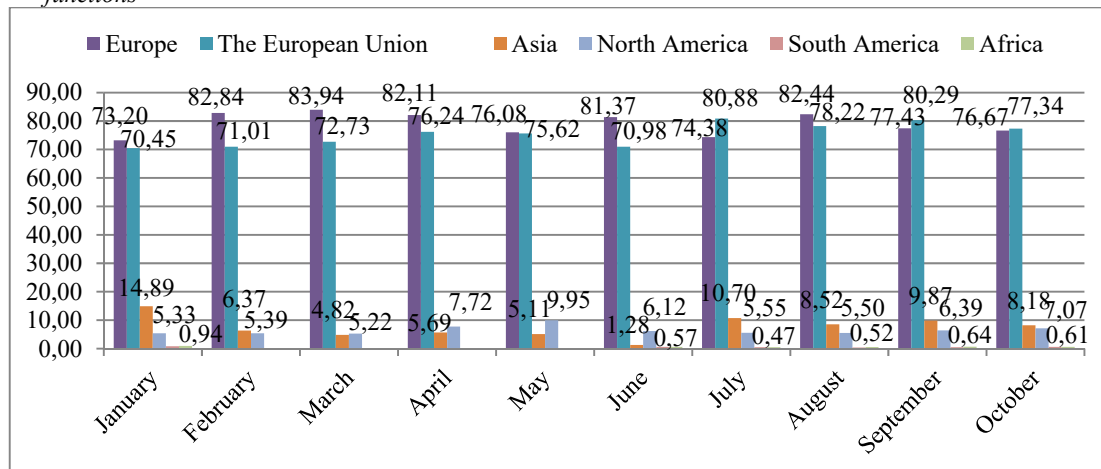
Figure no. 1 Means of Romanian and foreign tourist arrivals in tourist reception structures with accommodation functions



Source: designed by the author

By analysing the graph above for each month included in the interval, we notice that the highest demand for tourism in Romania came from Romanian tourists during the month of February - 95.91% (477.9 thousand tourists out of 498.3) and April - 95.52% (424.3 thousand tourists out of 448.9), and from foreign tourists during the month of January - 16.02% (127.6 thousand tourists out of 796.3) and October - 15.28% (99 thousand tourists out of 648.1).

Figure no. 2 Means of foreign tourist arrivals, in tourist reception structures with accommodation functions



Source: designed by the author

Regarding the arrivals of foreign tourists in tourist reception structures with accommodation functions in Romania, we found that out of the total number of foreign tourists, the largest percentage is held by tourists coming from Europe, during the month of March 83.94% (20.9 thousand tourists out of 24.9), and among these 72.73% (15.2 thousand tourists out of 20.9) came from European Union countries. In January, the highest demand came from foreign tourists coming from Asia - 14.89% (19 thousand tourists out of 127.6), South America - 0.78% (1 thousand tourists out of 127.6), and Africa - 0.94% (1.2 thousand tourists out of 127.6), and tourists from North America visited Romania during the month of May - 9.95% (3.7 thousand tourists out of 37.2).

- *The number and means of overnight stays of Romanian and foreign tourists, in tourist reception structures with accommodation functions in Romania, during the period January – October 2021*

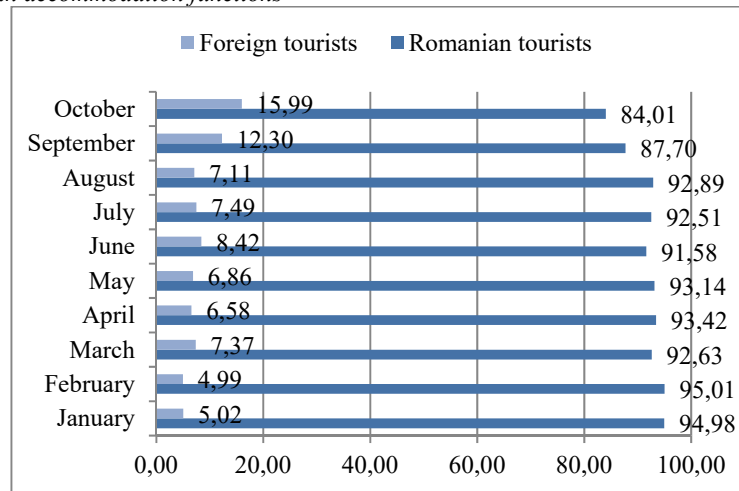
Table no.2 Overnight stays of Romanian and foreign tourists, in tourist reception structures with accommodation functions, during the period January – October 2021

	January	February	March	April	Mai	June	July	August	September	October
	thous and	thous and	thousa nd	thous and	thous and	thousa nd	thousa nd	thousa nd	thousa nd	thousa nd
Total	884.3	942.7	781.8	852.4	1254.5	1840.9	3685.5	4491.3	2389.4	1364.3
Romanian tourists	839.9	895.7	724.2	796.3	1168.5	1685.9	3409.5	4171.8	2095.5	1146.2
Foreign tourists**) of which:	44.4	47.0	57.6	56.1	86.0	155.0	276.0	319.5	293.9	218.1
- Europe	36.4	39.4	48.1	46.1	67.1	126.0	194.5	255.4	223.2	163.8
-European Union	26.4	28.5	35.6	35.9	50.8	90.5	155.3	193.6	176.4	123.8
- Asia	2.6	2.7	3.0	3.4	5.0	13.4	32.4	34.2	33.6	22.3
- North America	2.6	2.5	3.3	4	7.1	9.8	15.2	19.4	21.0	16.8
- South America	0	0	0	0	0.6	0.9	1.5	1.7	2.1	1.3
- Africa	0	0.5	0.7	0.6	0.7	1.0	1.3	1.6	2.4	1.7

Source: <https://insse.ro/cms/ro/comunicate-de-presa-view>

Based on the information summarized in the table above, we found that, during the period January-October 2021, out of the total number of overnight stays of 18487.1 thousand tourists, of which 16933.5 thousand Romanian tourists (91.60%) and 1553.6 thousand foreign tourists (8.40%), registered in the tourist reception structures with accommodation functions in Romania, the highest number of tourist overnight stays was registered during the month of July - 3685.5 thousand tourists (19.94%), August - 4491.3 thousand (24.29%) and September - 2389.4 thousand tourists (12.92 %). Regarding overnight stays of tourists during the season period, the highest shares of tourist activity in Romania came for Romanian tourists during the month of July - 3409.5 thousand tourists (92.51%) and during the month of August - 4171.8 thousand tourists (92.89%), and for foreign tourists in August - 19.5 thousand tourists (7.11%) and in September - 293.9 thousand tourists (12.30%).

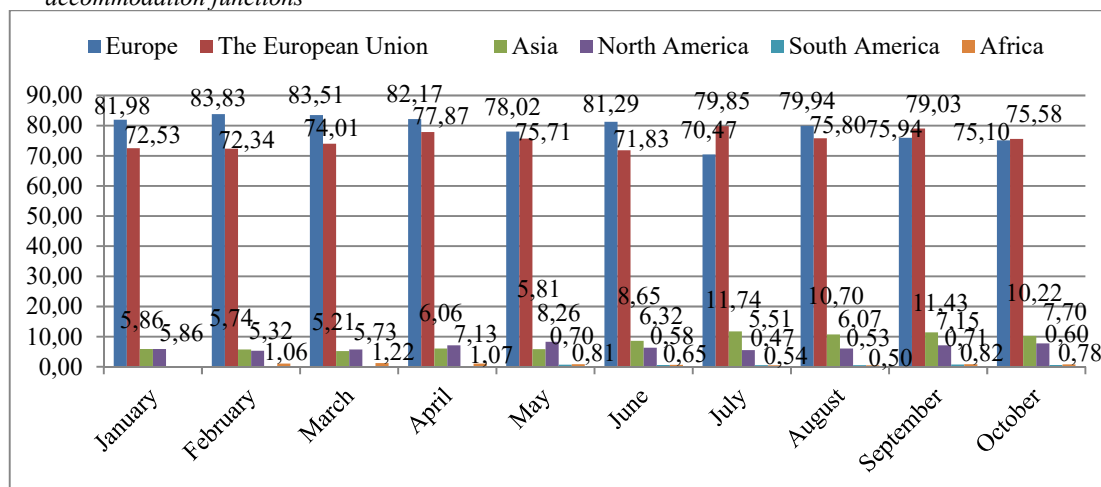
Figure no. 3 Means of overnight stays of Romanian tourists and foreigners, in tourist reception structures with accommodation functions



Source: designed by the author

Based on the Graph, the conclusion was that, depending on the months included in the analyzed interval, the highest demand for overnight stays came from Romanian tourists during the month of February - 95.01% (895.7 thousand tourists out of 942.7) and January - 94.98% (839.9 thousand tourists out of 884.3), and from foreign tourists in October - 15.99% (218.1 thousand tourists out of 1364.3) and September - 12.30% (293.9 thousand tourists out of 2389.4).

Figure no. 4 Means of overnight stays of foreign tourists, in tourist reception structures with accommodation functions



Source: designed by the author

When analysing the overnight stays of foreign tourists in tourist reception structures with accommodation functions in Romania, we found that out of the total number of foreign tourists, the largest share is held by tourists coming from Europe during the month of February 83.83% (39.4 thousand tourists out of 47), and among these 60.64% (28.5 thousand tourists out of 39.4) have arrived from European Union countries. When speaking about tourists from other continents, tourists coming from Asia spent the night in Romania during the month of July – 11.74% (32.4 thousand tourists out of 276), tourists from North America spent the night in Romania in October – 7.70% (16.8 thousand tourists out of 218.1), tourists from South America in September – 0.71% (2.1 thousand tourists out of 293.9), and from Africa in March – 1.22% (0.7 thousand tourists out of 57.6).

Relating the total number of overnight stays of tourists (NZT) of 18487.1 thousand tourists to the total number of tourists (NT) of 8473.9 thousand tourists of the analysed period, we obtain an average length of stay period of (Sj) of 2.18 days of stay of tourists in tourist destinations in Romania.

➤ *Distribution of arrivals of Romanian tourists and foreign tourists, in tourist reception structures, by tourist areas in Romania, during the period January - October*

Table no.3 Distribution of Romanian and foreign tourist arrivals in tourist reception structures, by tourist areas

Tourism areas	January	February	March	April	Mai	June	July	August	September	October
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
<i>Romanian tourists</i>										
Bucharest and the county cities, excluding Tulcea	35.8	46.4	45.0	44.1	40.6	35.8	27.2	26.0	38.2	43.7
Other localities and tourist routes	16.3	18.4	19.7	20.6	19.5	18.5	15.8	15.4	17.8	20.9
Mountain resorts	35.7	23.7	23.1	19.9	19.0	16.7	17.0	17.9	19.5	21.3
Spa resorts	11.2	9.8	10.7	12.3	13.7	11.8	9.3	9.5	10.8	11.9
Seaside Resorts, excluded Constanta	0.7	1.2	1.0	2.1	4.5	14.3	28.7	29.1	11.9	1.3
The Danube Delta area, including the city of Tulcea	0.3	0.5	0.5	1.0	2.7	2.9	2.0	2.1	1.8	0.9
<i>Foreign tourists</i>										
Bucharest and the county cities, excluding Tulcea	76.9	84.4	79.4	83.4	83.0	82.3	69.4	71.0	75.6	80.4
Other localities and tourist routes	9.4	8.9	10.1	10.0	8.5	9.8	12.6	12.1	14.0	12.6
Mountain resorts	9.2	5.3	5.1	3.0	2.5	3.6	6.9	8.3	7.1	4.6
Spa resorts	2.1	0.9	1.7	1.0	1.5	1.5	2.2	2.0	1.3	1.3
Seaside Resorts, excluded Constanta	1.3	0.4	1.3	1.4	3.4	2.1	8.0	5.9	1.5	0.7
The Danube Delta area, including the city of Tulcea	1.1	0.1	2.4	1.2	1.1	0.7	0.9	0.7	0.5	0.4

Source: <https://insse.ro/cms/ro/comunicate-de-presa-view>

A dynamic in the distribution of the arrivals of Romanian tourists and foreign tourists, in tourist reception structures, by tourist areas in Romania, in the period January - October 2021 is observed.

From the table above, one can see that the highest tourist demand, according to the Romanian tourists' preferences, is for Bucharest and the county cities, excluding Tulcea - 46.4% during the month of February, followed by mountain resorts 35.7% - in January, seaside, excluding the city of Constanta - 29.1% in August, other localities and tourist routes - 20.9% in October and spa resorts - 13.7% in May. The last place is occupied by the Danube Delta Area, including the city of Tulcea - 2.9% in June.

When it comes to the demand of foreign tourists, they preferred to visit the city of Bucharest and the county cities, excluding Tulcea - 84.4% during the month February, followed by other localities and tourist routes - 14% in September, resorts in the mountain area 9.2 % - in January, seaside resorts, excluding the city of Constanta - 8% in January and the Danube Delta area, including the city of Tulcea - 2.4% in March. The last place is occupied by spa resorts - 2.2% in July.

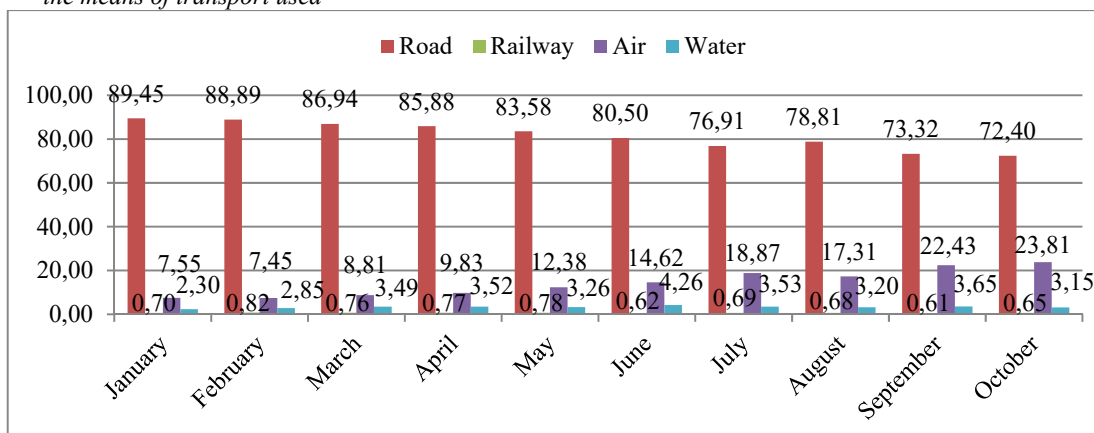
➤ Arrivals of foreign visitors in Romania, depending on the means transport used, between January and October 2021,

Table no.4 Arrivals of foreign visitors in Romania, depending on the means transport used

Transport	January	February	March	April	Mai	June	July	August	September	October
	number	number	number	number	number	number	number	number	number	number
Total Arrivals	337416	289448	317767	330771	418066	673312	954315	1054545	755673	613391
Road	301810	257288	276277	284076	349400	541986	733964	831077	554024	444074
Railway	2354	2368	2419	2537	3264	4192	6627	7203	4596	3976
Air	25489	21557	27990	32508	51770	98419	180065	182512	169483	146038
Water	7763	8235	11081	11650	13632	28715	33659	33753	27570	19303

Source: <https://insse.ro/cms/ro/comunicate-de-presa-view>

Figure no. 5 Arrivals of foreign visitors in Romania, between January and October 2021, depending on the means of transport used



Source: designed by the author

It is observed that the majority of foreign tourists preferred to travel to visit Romania by means of road transport, followed by air transport and water transport, and the last place being occupied by railway transport.

During the entire analyzed period, the highest values were recorded for road transport in January - 89.45% (301810 tourists), air transport in October - 23.81% (146038 tourists), water transport in June - 4.26% (28715 tourists) and railway transport in February - 0.82% (2368 tourists).

According to the National Institute of Statistics, on the 1st January 2021, Romania had an area (S) of 238397 km² and a population (P) of 19201662 inhabitants (https://insse.ro/cms/sites/default/files/field/publicatii/romania_in_figures_2022.pdf) for the whole analyzed period, as well as the total number of foreign visitors arriving in Romania (NTSRO) of 5744704 tourists. According to this data, the density of tourist circulation according to the population (DTP) was 0.30 tourists/inhabitants, and according to the surface (DTS) the density is of 24.10 tourists/km².

5. Conclusions

With the emergence and maintenance for a period of two years of the Corona Virus (COVID-19) pandemic and the restrictions imposed on tourism, the general conditions led to a series of negative effects, from an economic and social point of view, respectively to the decrease in the number of arrivals and the number of overnight stays, due to the fact that some of the economic operators had their activity suspended, during the state of emergency, or operated at reduced capacity, during the state of alert.

Regarding the arrivals of Romanian and foreign tourists in tourist reception structures with accommodation functions in Romania, one could observe that for the entire period 8473.9 thousand tourists (100%) were registered, and the highest demand was during the peak season, respectively in August -1729.9 thousand tourists (20.41%), registering an average daily number of tourists of 27.87 thousand tourists/day.

Comparing the number of arrivals of Romanian tourists and foreigners to the total for each month, we noticed an increase in tourist demand from Romanian tourists during the month of February (95.91%), and from foreign tourists in January (16.02%). Out of the total of foreign tourists of 825.5 thousand tourists, the highest number of arrivals is recorded for tourists coming from Europe - 642.9 thousand tourists (77.88%), from Asia - 74.4 thousand tourists (9.01%) and from North America - 50.6 thousand tourists (6.13%). Regarding the distribution by month, the largest numbers of foreign tourists arriving in Romania during the month of March came from Europe (83.94%), in January came from Asia (14.89%), from South America (0.94%) and from North America (0.78%), and in May from North America (9.95%).

The total number of overnight stays of Romanian and foreign tourists in tourist reception structures with accommodation functions in Romania for the entire period was 18487.1 thousand tourists (100%). The maximum demand was also recorded during the peak season, respectively in August - 4491.3 thousand tourists (24.29%), depending on the total number of arrived tourists (8473.9 thousand tourists), resulting in an average length of stay of 2.18 days of tourist consumption in tourist destinations in Romania.

Comparing the number of overnight stays of Romanian and foreign tourists to the total of each month, we noticed an increase in tourist demand from Romanian tourists in February (95.01%), and from foreign tourists in October (15.99%). Out of the total number of foreign tourists of 825.5 thousand tourists, the highest number of overnight stays is registered from Europe tourists - 1200 thousand tourists (77.24%), from Asia - 152.6 thousand tourists (9.82%) and from North America - 101.7 thousand tourists (6.55%). Regarding the distribution by month, the more foreign tourists who stayed overnight in Romania in February came from Europe (83.83%), in July from Asia (11.74%), in October from North America (7.70%), in March from Africa (2.1 %), and in September from South America (0.7%).

According to the preferences of tourist areas in Romania, most Romanian and foreign tourists arrived in tourist reception structures in Bucharest and the county cities, excluded the city of Tulcea - during the months of February, March, April and May, in resorts in the mountain area - the month of January, in seaside resorts, excluding the city of Constanta - in July and August, in other localities and tourist routes - in September and October, in spa resorts - in May and July, in the Danube Delta, including the city of Tulcea - in March, May and June.

When visiting Romania, the majority of foreign tourists preferred to travel using road transport (79.62%) and air transport (16.29%), water transport (3.40%), with railway transport (0.69%) taking the last spot.

This study can be used in comparison with other studies in the field of tourism, as well as a basis for in-depth research.

6. References

- Crăciun (Radu), O., Vasiciu (Săndulescu), C.G., Săndulescu D., 2020. Ecotourism in Panama – the Way to Increase the Tourism. "Ovidius" University Annals, Economic Sciences Series, Vol. XX, Issue 1, pp. 66-70 [online] Available at: <https://stec.univ-ovidius.ro/html/anale/RO/2020/Section%201/9.pdf> > [Accessed 8 September 2022]

- Druiu, M.L., 2021, Study Regarding the Tourism Sector in Romanian Economy. “Ovidius” University Annals, Economic Sciences Series, Vol. XXI, Issue 2, pp.261- 266 [online] Available at: <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%203/12.pdf> > [Accessed 9 September 2022]
- Kotler, Ph., 1997. *Managementul marketingului [Marketing management]*. Bucharest: Teora Publishing House
- Gherghina, L., 2018. *Marketingul firmei de turism [Tourism company marketing]*. University course, Publishing Centre of the “Eftimie Murgu” University of Resita
- National Institute of Statistics, 2022. *Romania in Figures – statistical abstract*. [online] Available at: (https://insse.ro/cms/sites/default/files/field/publicatii/romania_in_figures_2022.pdf) > [Accessed 14 September 2022]
- Minciu, R., 2004. *Economia turismului [The economy of tourism]*, revised 2nd edition. Bucharest: Uranus Publishing House
- Sava, D., 2021. The Creative Tourism – An Interactive Type of Cultural. “Ovidius” University Annals, Economic Sciences Series, Vol. XXI, Issue 2, pp. 486- 492 [online] Available at: <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%203/42.pdf> > [Accessed 10 September 2022]