

ECONOMIC ANALYSIS OF THE SITUATION OF TOURIST ARRIVALS IN THE ESTABLISHMENTS OF TOURISTS' RECEPTION WITH FUNCTIONS OF TOURIST ACCOMMODATION IN ROMANIAN RURAL

Daniela Aurelia Duma, Ph.D

"Vasile Goldiș" Western University of Arad

e-mail:dumadaniela@gmail.com

Radu Blaga, Ph.D

"Vasile Goldiș" Western University of Arad

e-mail:buteniradu@yahoo.com

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Abstract

Romanian tourism meet an upward trend in recent years due to more coherent strategies of the ministry, and the growth occurred in the service sector, which in recent years has outpaced other sectors of economic activity. Therefore we considered it necessary to analyze, the evolution of tourist arrivals in tourist accommodation, the situation overnight stays in tourist accommodation structures, analysis of the structures of reception with functions of tourist accommodation and situation of tourist accommodation capacity and activity in the areas. We used comparative methods to analyze statistical data taken from the Statistical Yearbook of Romania, the study stretching over a period of several years, and last but not least, analysis of land.

Key words: reception facilities, accommodation, accommodation capacity

JEL Classification: O 18, Q 26, Q 52, Q 56

Introduction

Romanian tourism is experiencing a growing in recent years due to more coherent strategies of the ministry, and the growth occurred in the service sector, which in recent years has outpaced other sectors of economic activity, as seen in the analyzes previously in other works as well as my thesis, so in this paper I thought to look at tourist arrivals in the establishments of tourists' reception with functions of tourist accommodation in rural areas, tourist reception, their evolution recent years the establishments of tourists' reception during 2001 - 2006.

We also continued with a comparative analysis of the first years of the decade (2001 - 2006) and analyzed the following years (2007 - 2013), to see how they evolved tourist reception and during the crisis, and after the 2008 - in 2010.

Literature review

Speaking of our country that has been in the interwar agrarian country specific, we need to talk about rural tourism is practiced since the early 20's of last century -30 unorganized, but accommodation is in farms of the rural settlements. (Glăvan Vasile, "The Rural Tourism" Romanian Tourism Magazine, 1995)

Thus, among the first attempts of organized tourism in rural areas were the groups of tourists on the Romanian coast of the Black Sea in the years 1967-1968, and since 1972 the Ministry of Tourism regulated by the Research Centre for the promotion of international tourism, the identification and selecting rural representative for Romanian villages that were to be launched in tourism. (Puiu Nistoreanu, "Ecoturism și turism rural", 1993)

In 1972 it entered into the domestic and international tourist circuit 118 villages and 1973 by order of the Ministry of Tourism no. Experimental 744/1973 declaring themselves "tourist villages" 14 villages. (Botez G., Lupu N., Miron A, Penciu A., Stroian M., "Îndrumare pentru turismul rural", 1998)

By 1989, interest in rural tourism, as well as decreases gradually forms, and later, in 1990 to grow and revive the importance given to this form of tourism (Mitrache St. Manolache V., Stroian M, Bran Fl., Istrate I, "Agroturism și turism rural", 1996), so that associations and bodies appear propose affirmation and development of rural areas: Federation Romanian for Mountain Development (1990), the Romanian Agency for Country (1995), (Istrate I., Bran Florina, "Agroturismul în România, 1995), National Agency for Rural, Ecological and Cultural - ANTREC (1994), a nongovernmental, nonpolitical, nonprofit, member of the European Federation of Rural "EUROGITES "(France) with 32 branches in 2007 and today has offices in 800 cities (Buletine Informativ ANTREC, București, 1995-2013), with 3,500 members, totaling approximately 14,000 rooms.

ANTREC activity as an organization aims on the one hand supporting its members (owners of guesthouses), and on the other hand promote rural tourism trade Romanian village as a tourist destination. (Daniela Aurelia Duma, *Strategies to increase the contribution of tourism to development of local communities*, PhD thesis, 2008, Daniela Aurelia Duma, *Strategies to increase the contribution of tourism to development of local communities*, 2010)

There are over 45 tours in Romania which include hundreds of places where we meet rural tourism.(N.Neacșu, Andreea Bălțărețu, "Economia turismului", 2006, N. Neacșu, Andreea Cernescu, "Economia turismului", 2002)

Rural tourism has come in recent years tourism publicized than classic. In recent years there have appeared other companies whose object of activity and products of rural tourism.

Methodology of the study

These analyzes were made based on mathematical statistics taken from statistical yearbooks of the years 2000 to 2013.

We conducted further analysis focused on the following years of 2006 and 2007 to 2012, to see if there have been changes in the number of establishments of tourists' reception with functions of tourist accommodation in rural areas during the crisis from 2008 to 2011 and period immediately after the economic crisis that affected all economic sectors.

Statement of tourist arrivals in the establishments of tourists' reception with functions of tourist accommodation in rural.

The following table (see table no. 1) shows that in the period 2001 to 2006 tourist arrivals in the establishments of tourists' reception with functions of tourist accommodation type tourist guesthouses and holiday villages have been following developments:

Table 1. **Tourist arrivals in the establishments of tourists' reception with functions of tourist accommodation** (thousand tourists)

	2001	2002	2003	2004	2005	2006
Total	4875	4847	5057	5639	5805	6216
Rural tourist hostels	41	64	89	149	170	217
of which foreigners:	6	9	12	17	18	18
Holiday villages	2	2	1	1	4	3
of which foreigners:	1	1	-	-	1	1

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p 746

- rural touristic pensions in 2001 had 41,000 tourists, the number of tourists increased until 2006- 217000, a significant increase from 176,000 tourists in the 6 years, this shows promotional activity and strategies adopted and adapted to this form of tourism, especially ANTREC which understood the importance and complexity of the tourism phenomenon, the return to traditional forms of life by promoting sustainable tourism. As such, the number of foreign tourists in 2001 they numbered 6,000 went to triple in six years, reaching 18,000.
- tourist holiday villages, the only one in 2001, it received a total of 2,000 Romanian tourists, and in 2006, when there were already two holiday villages, the situation was not much better than the 3,000 tourists were still only 1,000 foreign tourists, so not developed until 2006, which suggests that managers of two holiday villages did not use any strategy for tourism marketing mix to analyze the tourism market and to refocus promotional policy towards gaining as many tourists. In some tourist accommodation establishments remained of the old managers before the revolution and although units were privatized, however mentality has changed, many of them waiting for the ministry to continue something for them.

Table 2. **Arrivals of tourists in the establishments of touristic reception with functions of touristic accommodation**

	2007	2008	2009	2010	2011	2012
Agro-touristic boarding houses	289	358	326	290	361	447
of which: foreigners	20	20	19	20	25	30
Holiday villages	4	4	2	2	2	4
of which: foreigners	*)	*)	*)	*)	*)	*)

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2013, p 604

Agro-touristic boarding houses - analyzing the period after 2006, in 2007 and 2012, we see that in 2007 there were 289,000 tourists, their number reached 447,000 in 2012, with some exceptions in the years of crisis when seen in 2009 (326,000) and 2010 (290,000) slight decreases, because in 2011 to recover the number of tourists reached 361,000. In 2007 the total of 289,000, 20,000 are represented by foreign tourists. Compared to the base year assessed and 2001 respectively, we see that the number of foreign tourists increased by 5 times, even though I went through a period of global economic crisis.

Holiday Villages in the year 2007 4,000 tourists attending the reception structures, as in 2008, and in the three years since their number is reduced to half, and in the last year analyzed, respectively, in 2012, the number of tourists returned to the 2007 value.*

Table 3. Establishments of tourists' reception with functions of tourist accommodation (thousands)

	2001	2002	2003	2004	2005	2006
Total	18122	17277	17845	18501	18373	18992
Rural tourist hostels	88	144	226	321	366	459
of which foreigners:	14	21	35	43	50	49
Holiday villages	5	4	3	3	8	7
of which foreigners:	2	2	1	1	1	1

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p 747

Regarding the number of overnight stays in the establishments of tourists' reception with functions of tourist accommodation (see Table no. 2), if known rural tourist pensions here an increase from 88,000 in 2001 to 459,000 in 2006, and foreign tourists that they numbered 14,000 in 2001 rose to 49,000 in 2006; regarding holiday villages here the situation has not changed much so that in 2001 the 5,000 tourists who spent the night in the tourist village, of which 2,000 were foreign tourists reach 7,000 tourists in 2006, which stayed overnight in the two tourist villages, and of these 1,000 were foreign tourists, which means that material and technical basis of these villages is poor. Unfortunately, long-term benefits to the communities where they are located two tourist villages came to decline them if they have not improved the quality of services.

Table 4. Establishments of touristic reception with functions of touristic accommodation

	2007	2008	2009	2010	2011	2012
Agro-touristic boarding houses	1.292	1.348	1.412	1.354	1.210	1.569
Holiday villages	3	3	4	4	5	6

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2013, p 605

* Starting with 2006, the touristic chalets include hunting (fishing) chalets too and since 2009, hotels for youth were assimilated to hostels, urban touristic boarding houses were defined as touristic boarding houses and rural touristic boarding houses were defined as agro-touristic boarding houses.

Number of overnight stays in the establishments of tourists' reception of 2007 agro-touristic boarding houses were 592,000, of which 59,000 were foreign tourists, in 2008 the number of tourists who spend the night in these structures was 744,000, of which 54,000 were represented by foreign tourists. In 2009 and 2010, Ciza period, although the number of tourists who spend the night fell to 673,000 and 605,000, though the number of foreign tourists has increased to 55,000, 57,000 respectively, in 2010. Between 2009-2011, the number of overnight stays increased to 741,000 in 2012, and they have reached 906,000 tourists and foreign ones at 61000-78000. Number of overnight stays in holiday villages was 8,000 in 2007, this decreased to 7,000 in 2012 with slight oscillations between the two years presented.

Situation establishments of tourists' reception period 2001 – 2006

Between 2001 and 2006, state establishments of tourists' reception with functions of tourist accommodation was as follows:

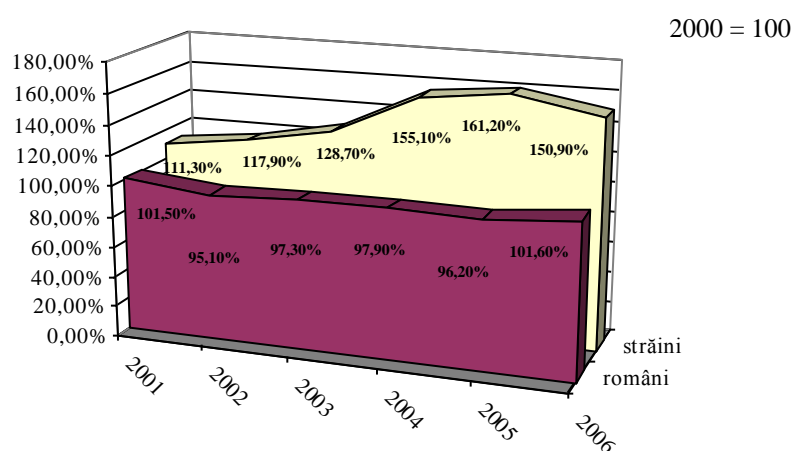


Fig. 1 - overnight stays in the establishments of tourists' reception with functions of tourist accommodation

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 741

- Romanian tourists' overnight stays in 2001 increased compared to 2000 by 1.5%, but in 2002 decreased by 4.90% since 2000 and 6.40% as compared to 2001, in 2003 the number of overnight stays Romanian increases by 3.20% compared to 2002 and in 2004 has increased slightly by 0.6%, decreasing again to 1.70% in 2005, but recovered in 2006, reaching about same level as in 2001, 101.6%.
- foreign tourists have experienced large variations exponentially increasing 111.3% from 2001 until 2005, when they reach the maximum of 161.2%, so 61.2%

compared to 2000, but in 2006 number of foreign tourists decreases 10.30% over the previous year, reaching 150.9%.

Situation reception structures with functions of tourist accommodation in the period 2001 - 2006

Situation for shelters with functions of tourist accommodation in our country during the period 2001 - 2006 it is as follows:

Table 5. Situation reception structures with functions of tourist accommodation
number of units

	2001	2002	2003	2004	2005	2006
Total	3266	3338	3569	3900	4226	4710
Hotels and motels	968	974	1029	1077	1154	1220
Hotels Youth	3	1	4	10	25	34
Hostels	7	11	15	21	33	41
Tourist inns	18	16	16	15	11	9
Chalets	158	140	138	132	113	116
Camping and cottage type units	132	129	134	125	124	121
Villas and bungalows	1016	928	941	970	1021	1040
Camps for students and preschool	168	168	157	157	151	128
Urban guesthouses	244	271	328	461	597	702
Rural tourist hostels	536	682	781	892	956	1259
Tourist stops	10	11	15	25	29	31
Holiday villages	1	1	2	2	3	2
Accommodation on ships	5	6	9	13	9	7

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 743

Since 2001 their number increased from 3,266 to 4,710 in 2006 (1444 units of interest), broken note that the number of hotels has increased steadily from 968 in 2001 to a total of 1,220 in 2006, hotels for youth increased from 3 in 2001 to 34 in 2006, the hostels have increased from 7 in 2001 to 41 in 2006, tourist inns declined since 2001 from 18 to number 9, so halved in number in 2006, chalets also decreased from 158 in 2001 to 116 in 2006, this was done either by transforming both inns and tourist chalets in hotels or motels, or due to degradation and sagging rundown of many of these.

Campsites and maisonette units from 132 in 2001 down to 121 in 2006, all due to a lack of investors and their sagging derelict, tourist villas and bungalows increased from 1,016 in 2001-1040 in 2006, the camps of students and preschool children decreased from 168 in 2001 to 128 in 2006, most of them were lost in the last two years analyzed (23 in number in 2005 and 2006), tourist city rose from 244 in 2001 to 702 in 2006, rural touristic pensions increased from 536 in 2001-1259 to 2006 their number reached to more than double in the 6 years analyzed, tourist stops increased from 10 in 2001 to 31 in 2006, no on holiday villages we not better,

being in 2001 by a number of 1 and 2006 in number two accommodation vessels are few and they have increased from 5 in 2001 to 7 in 2006.

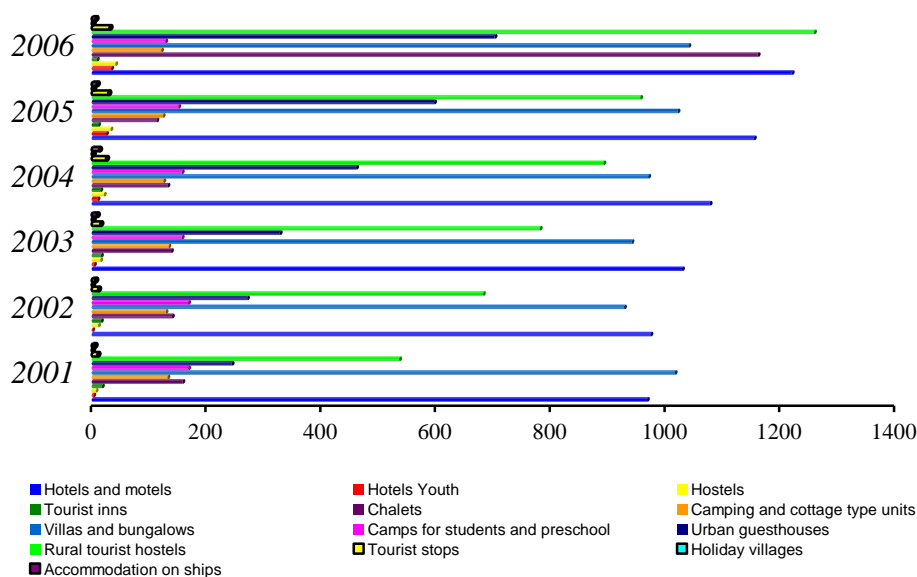


Fig. 2 - Structures of tourists' reception with functions of tourist accommodation

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 741

To go more in-depth analysis of the pensions which complete the work will take into account only accommodation units that operate in rural areas. Thus, in the table 3, on tourism capacity during 2001-2006, we find the following situation:

- tourist inns, because their number decreased during this period, as we have already said, and the number of seats was reduced from 526 in 2001 to 278 seats in 2006, so existing accommodation capacity was reduced, and the ability functional accommodation also experienced a decrease from 71 000 places - day available to tourists in 2001 to 41 000 places - day in 2006;
- chalets, tourist accommodation capacity was 7,523 seats in 2001, and in 2006 it dropped to 5,875 places and tourist accommodation capacity in operation on the 7,523 places in 2001 was 1,880 thousand places - days, and 2006 1371 thousand people - days so fell 509 000 places - day in the 6 years analyzed ;
- camping and cottage type units, tourist accommodation capacity in 2001 was 2,802 thousand seats 33 530 places - day tourist accommodation capacity in operation, and in 2006 decreased to 31 235 seats with a capacity of 1,559 thousand in operation seats - days;
- tourist villas and bungalows in 2001 were 23 169 seats representing 8.36 % of the total tourism accommodation capacity existing in the same year, and by 2006 this

number decreases reaching 20 703 beds, the accommodation capacity in function in 2001 was 2,777 thousand places - days, and in 2006 their number increased to 3,022 thousand people - days;

- Rural tourist hostels, tourist accommodation capacity in 2001 was 4,748 places, 1.71 % of the total number of seats available at that time, and this number has continued to rise in 2006, reaching 14 551 places, with more than 9803 locations in 2001, representing a rate of 5.07 %, increasing to 3.36 % compared to the base year under review, the accommodation capacity in operation in 2001 was 1,106 thousand places - days, they knowing also increased by 2,082 thousand places - days of 2001 to 2006, thus reached a total of 3,188 thousand places days;

Table 6. **Situation accommodation capacity in operation**

	<i>thousand people - days</i>					
	2001	2002	2003	2004	2005	2006
Total	51882	50752	51632	53989	54979	56500
Tourist inns	71	56	46	45	50	41
Chalets	1881	1506	1567	1642	1448	1371
Camping and cottage type units	2802	2920	2419	2223	1906	1559
Villas and bungalows	2777	2474	2515	2626	2737	3022
Rural tourist hostels	1106	1270	1615	2132	2528	3188
Holiday villages	13	13	17	14	49	39

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 743

- Holiday villages in 2001 was one holiday village which had a capacity of 36 seats existing in 2003 were two holiday villages in 56 places, the magnitude of the largest having a number of seats Holiday villages in 2005, when there was also funded a holiday village with 210 seats, seats reaching 266 in 2005, but is reduced to less than half in 2006, the abolition of one of the holiday villages, they remain in the number two in 2006 with a total of 110 beds available seats instead of seats in operation increased from 13 000 places - day 39 thousand job - days in 2006, after in 2005 this number was 49 000 places - day.

In 2007 these were in 1292, their number increased until 2009-1412 units, and in 2010 their number decreased to 1,354 units, while in 2011-1210 units after the crisis, and in 2012 reached a peak in the period under review of 1,569 units.

Holiday villages. And they have had an increasing trend, from 3 unit in 2007-6 units in 2012.

Table 7. **Establishments of touristic reception with functions of touristic accommodation**

	2007	2008	2009	2010	2011	2012
Agro-touristic boarding houses	1292	1348	1412	1354	1210	1569
Holiday villages	3	3	4	4	5	6

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2013, p. 601

Table 8. **Tourist accommodation capacity situation**

	<i>existing (places)</i>					
	2001	2002	2003	2004	2005	2006
Total	277047	272596	273614	275941	282661	287158
Tourist inns	526	422	378	385	292	278
Chalets	7523	6176	6361	6215	5961	5875
Camping and cottage type units	33530	34440	32952	31259	30795	31235
Villas and bungalows	23169	21253	21233	20961	20120	20703
Rural tourist hostels	4748	6219	7510	9405	11151	14551
Holiday villages	36	36	56	56	266	110

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 743

We note that the 6 types of accommodation structures analyzed, representing a rate of 25.09% (0.19 % + 2.72 % + 12.10 % + 8.36 % + 1.71 % + 0.01 %) in 2001 the total capacity of the existing accommodation, and in 2006 this percentage reached 25.35 % (0.10 % + 2.05 % + 10.88 % + 7.21 % + 5.07 % + 0.04 %), so the 2001 and 2006 experienced only a slight increase of 0.26 %. Although rural tourism from us has developed a lot in recent years, however, there is no coherent strategy at the country level with respect to this form of tourism. This form of tourism can benefit us both at the country and the rural communities, especially rural communities that in recent years have faced major problems of population exodus not only the city but also in other countries, which shows the lack of local strategies thoughtful to stop this phenomenon and many other repercussions arising from the export of labor more or less forced.

Table 9. **Touristic accommodation capacity In operation (thou places-days)**

	2007	2008	2009	2010	2011	2012
Agro-touristic boarding houses	3.626	4.039	4.735	4.892	5.378	6.865
Holiday villages	47	47	39	39	31	42
Total	3.673	4.086	4.774	4.931	5.409	6.907

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2013, p. 601

Agro-touristic boarding houses. In 2007 there were 3626 thousand job-days in these accommodation units in operation in 2008 their number increased to 4,039 thousand places-days in 2009 recorded a no. of 4735 thousand job-days in 2010 while he was still in the period of economic crisis the number of places of accommodation capacity increases, so reach 4892 thousand job-days, then in 2011 increasing to 5378 thousand job-days, reaching in 2012 the 6865 thousand job-days.

Holiday villages know some fluctuations in the whole of these six years analyzed, so that in 2007 the number of accommodation places were 47 000-days per year the situation is the same as in 2007 and over the next two years, 2009 and 2010 the number was 39 thousand job-days, decreasing in 2011 to 31,000 places-days, and

in the last year analyzed recovers reaching 42,000 places in reception-day specific areas.

All these structures of the analysis we have included the complete vision of rural tourism, these structures are located in the suburbs and rural areas in most of them. On the other structures of not accounted for in my analysis, namely, hotels and motels, hotels, youth hostels, camps and preschool students, tourist cities, tourist stops, accommodation on ships we have considered as part from other forms of tourism than rural, although these forms may overlap with it.

It should be noted that the tourist reception with functions of tourists' accommodation in Romania are mostly classified as 3, 2, 1 star comfort and classified. Although the material and technical basis is sufficient, though its quality has deteriorated or deteriorating further especially in the spa, so no investment structures reception with functions of accommodation can earn extra stars and finally all travelers suffer and thus the whole tourism.

So in 2005, in Romania there were 4,226 structures tourist reception with functions of tourists' accommodation, of which only 14 were 5 star 219 4 star, 3 star 830, 1780 2 stars 1 star 1030 353 were classified (see table no.10).

Table 10. Structures reception with functions of tourists' accommodation

years	5 stars	4 stars	3 stars	2 stars	1 stars	unclassified	Total
2005	14	219	830	1780	1030	353	4226
2006	53	251	990	2084	955	377	4710

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 744-745

After only a year, the situation is as follows: the 4710 structures of the functions of tourist accommodation (only one year they grew by 484 in number, and in recent years the trend is still growing): 53 were 5 stars, 251 4-star, 990 3 star, 2 stars 2084, 955 and 377 classified 1 star. We note that in the two years analyzed most accommodation establishments increased accommodation 2 stars. If in 2005 they account for 42.12 % of the total, in 2006 the share was 44.25 %, so 2.13 % more, which might be explained by the fact that the owners of the companies tourism investments were made (by credit or access EU funds, see measure 3.3. SAPARD program, which was a success in rural areas of the country (funds earmarked for environmental protection and the maintenance of the countryside were in 2005 by 4466 .775 EUR), which is observed in the increasing number of structures of 3-star and the 1 star fell, so be turned into structures of higher either been abolished. observing structures is not excluded classified and given their slight, as the old structures 1, 2 and 3 stars have been downgraded due to lack of quality.

If we look at rural boarding, which experienced one of the highest increases of the establishments of tourists ' accommodation, we find the following (see table no. 11):

Table 11. **Tourist reception with functions of tourist accommodation and tourism capacity categories of comfort**

	5 stars	4 stars	3 stars	2 stars	1 stars	unclassified
2005						
Total	14	219	830	1780	1030	353
Rural tourist hostels	-	22	142	652	140	-
2006						
Total	53	251	990	2084	955	377
Rural tourist hostels	7	33	192	906	121	-

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 744-745

• the rural pension as were 956 in 2005, 22 hostels were 4-star 142 3 stars 2 stars 652, 140 of a star and there is no unclassified B, which shows interest in small rural entrepreneurs quality and compliance with industry classification.

In 2006 the situation changes, the existing rural boarding number 1,259, are divided by categories such comfort:

• 5-star hostels are already appearing in number 7, the number of 4 stars increases to 33, so the 3 stars their number increased to 192, while the two stars rise to 906, with 254 more than the year previously, the 1 star is the number 121, so they decrease from the previous year with 19 units.

Conclusions

In conclusion, we note that the 6 types of accommodation structures analyzed, representing a rate of 25.09 in 2001 in total accommodation capacity existing, and in 2006 this percentage reached 25.35 %, so the 2001 and 2006 experienced only a slight increase of 0.26 %. Although rural tourism from us has developed a lot in recent years, however, there is no coherent strategy at the country level with respect to this form of tourism. This form of tourism can benefit us both at the country and the rural communities, especially rural communities that in recent years have faced major problems of population exodus not only the city but also in other countries, which shows the lack of local strategies thoughtful to stop this phenomenon and many other repercussions arising from the export of labor more or less forced.

Overall, increases the quality of accommodation in rural areas, increase their number and thus we can say that increased the quality of the overall form of rural tourism.

Following the analysis that we made in the thirteen years (2000 – 2013) taken into account, we can say that the development of rural tourism, overall, the accommodation capacity, structures reception of tourist arrivals, the overnight stays in accommodation spaces, with few exceptions during crisis, increased with an upward trend in all elements analyzed. Regarding the evolution of

accommodation service in rural areas they have not felt the crisis as accommodation structures in urban areas.

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