

ECONOMIC SITUATION OF THE TOURIST ACCOMMODATION CAPACITY ON NORTH-WEST AND CENTER OF ROMANIA

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

(Received August 2014; accepted November 2014)

Abstract

In the present paper we continue the research work that we intended it over the years on regional tourism in recent years, the evolution of certain regions and understanding economic phenomena and disparities between regions. As such, they work in computing capacity and activity status of tourist accommodation in the North West and Centre regions known to me (the author) who also develop in terms of tourism quite similar. 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 proposed in the two study regions (North-West and Central region).

Key words: activity accommodation capacity of tourist accommodation, tourist accommodation establishments, tourist reception

JEL Classification: O 18, Q 26, Q 56

Introduction

In this paper we have focused on the analysis of tourist accommodation capacity and activity in 2006 in our country. We continued, in fact, the analyzes previously made the Romanian tourism, which is found in other published works, as well as years working in my PhD thesis. We considered the situation and the accommodation capacity of tourist accommodation business on proprietary forms and analysis on tourist reception with functions of tourist accommodation on two development regions (North-West and Central region), because they had relevant to the proposed initial research, but also because the two regions are similar in terms of tourism potential.

Literature review

Development regions are established regional subdivisions in 1998 by Law 151/1998. These regions are administrative areas which provide a framework for implementation and evaluation of regional development policy and specific statistical data collection in accordance with European regulations issued by EUROSTAT for the second NUTS2 territorial classification existing in the European Union. (www.regiuniledezvoltare-enciclopediaromaniei.ro)

Each region is managed by a regional development agency (which are non-governmental bodies, non-profit, public benefit, with legal personality).

Development regions of our country are eight in number, these being (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):

1. Development Region North - East - groups Bacau, Botosani, Iasi, Neamt, Suceava and Vaslui;
2. Development Region South - East - groups Braila, Buzau, Constanta, Galati, Tulcea and Vrancea;
3. Development Region South - Muntenia - groups Arges, Calarasi, Dâmbovița, Giurgiu, Ialomita and Prahova;
4. Development Region South - West Oltenia - groups Dolj, Gorj County, Olt and Valcea;
5. Western Development Region - groups Arad, Caras-Severin, Hunedoara and Timis;
6. Region of the North - West - groups Bihor, Bistrita-Năsăud, Cluj, Salaj, Satu-Mare and Maramures;
7. Central Development Region - groups Alba, Brasov, Covasna, Harghita, Mures and Sibiu;
8. Development Region Bucharest - Ilfov - groups Bucharest and Ilfov county.

Regional development policies is all central and local public administrative authorities, developed to improve the economic performance of some geographic areas established development regions and supported by the government, the European Union and other national and international institutions and authorities concerned (according to the Rules for the application of Law 11/1998 on regional development in Romania - revista "*Economie și administrație locală*", nr. 12/1998) Regional development also means supporting environment and adapt sustainable actions that converge with the region's areas of competence. (Pușcașu V., "*Dezvoltarea regională*", 2000)

In 1999 and 2000 has been prepared and updated NDP (National Development Plan), in partnership with regional agencies, ministries, other governmental and nongovernmental agencies and institutions whose work affects regional development.

NDP's construction (Daniela Luminița Constantin, "*Introducere în teoria și practica dezvoltării regionale*", 2000) is based on the strategic priorities of development for 2000-2006 and 2007-2013. Of these few:

- Development of human resources;
- Development of tourism;
- Improve and develop regional and local infrastructure;
- Private sector development and investment promotion;
- Development of transport infrastructure;
- Protecting and enhancing the environment.

Methodology of the study

The methods used were comparative analysis of macroeconomic indicators and the overall statistical analysis, mathematics existing in the Romanian Statistical Yearbook of 2000-2007.

In this chapter we made a comparative analysis of the two regions of North-West and Centre, but I tried and analysis between two periods defined as follows: 2001 - 2006 and 2007 - 2013, including the years of crisis in the past Romanian economy and implicitly Romanian tourism.

In Romania in 2006 tourist accommodation capacity and activity by ownership was as follows (see table no. 1):

Table 1. Tourist accommodation capacity and activity, by ownership

	U.M.	Total	Ownership	
			Majority state	Majority private
<i>Tourist reception with functions of tourists' accommodation number</i>	no	4710	638	4072
<i>existing capacity</i>	<i>places</i>	287158	57703	229455
<i>Of capacity</i>	<i>thousand places-days</i>	56500	8691	47809
<i>arrivals</i>	<i>thousands</i>	6216	667	5549
<i>overnights</i>	<i>thousands</i>	18992	3110	15882
<i>Indices of net using capacity in operation</i>	%	33,6	35,8	33,2

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 748

- tourist reception with functions of tourists' accommodation were in number 4,710, of which 4,072 are represented by those forms of private property owned and only 638 are forms of property owned by the state;
- existing capacity was 287 158 seats, of which 229 455 57 703 forms of private property and state ownership;
- operational capability (by ownership of businesses and individuals who actually administered the accommodation in the period) 56,500 thousand seats - days of which 47 809 in the private sector and 8.691 thousand places - day state;
- 6,216 thousand tourists arrivals, of which 5.549 thousand tourists in the private sector and 667 000 tourists in the state;
- overnights 18.992 thousand tourists, of which 15,882 thousand tourists in the private sector and 3,110 thousand in the state;
- net capacity utilization indices in operation is 33.6% total, of which 35.8 % in the public sector and 33.2 % in private.

We see, on the whole, the private sector that dominates both the tourist reception and service existing and tourist arrivals and overnight stays which shows that

privatization in tourism in recent years have taken a very large scale, which is a good thing.

In table no. 2 I passed the tourist reception with functions of tourists' accommodation on North - West and Central and subordinated their counties. On 31 July 2006, the situation was as follows:

Table 2. **Tourist reception with functions of tourists' accommodation on two development regions (North - West and Centre) - 2006**

Development Region	County Total	number of units												
		Hotels and motels	tourist inns	chalets	Camping and cottage type units	Villas and bungalows	Camps for students and pre-school	Urban guesthouses	Holiday villages	Rural tourist hostels	Hotels Youth	Hostels	tourist stops	Accommodation on ships
Total	4710	1220	9	116	121	1040	128	702	2	1259	34	41	31	7
Nord - Vest	543	134	2	20	13	94	21	56	-	193	3	4	3	-
Bihor	86	34	1	5	8	20	6	6	-	5	-	1	-	-
Bistrița-Năsăud	25	14	-	1	-	1	4	3	-	2	-	-	-	-
Cluj	205	47	1	7	3	33	1	16	-	91	2	2	2	-
Maramureș	146	26	-	2	-	3	3	24	-	87	-	1	-	-
Satu Mare	64	10	-	5	1	34	5	3	-	5	-	-	1	-
Sălaj	17	3	-	-	1	3	2	4	-	3	1	-	-	-
Centru	1223	181	-	37	16	133	20	244	2	573	8	6	3	-
Alba	41	10	-	1	-	3	3	3	-	20	-	1	-	-
Brașov	489	63	-	17	2	72	1	135	2	193	4	-	-	-
Covasna	52	20	-	-	1	2	5	10	-	14	-	-	-	-
Harghita	402	29	-	8	5	18	1	52	-	283	1	3	2	-
Mureș	119	32	-	1	4	31	3	27	-	17	2	1	1	-
Sibiu	120	27	-	10	4	7	7	17	-	46	1	1	-	-

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 756-757

In the North - West it had a total of 543 units of the establishments of tourists' accommodation, which represents 11.53 % of the total accommodation structures in the country, of which 134 are the hotels, in only in Cluj County are 47, that the largest share of the region, 35.07 % followed by Bihor county with a number of 34 units with a share of 25.37 % and Maramures with 26 units, representing 19.40 %, the remaining counties in the region with a small weight, insignificant in the development of the tourism point of view of the counties concerned.

Tourist Inns, only two in number, one in Bihor County and one in Cluj county, their share in total accommodation structures in the country is 22.22% .

Chalets (including hunting and fishing) in the region are in number 20, ie 17.24 % of the total tourist lodges in the country, of which the largest share is held by Cluj with 35 % or 7 cabins all cabins in the region, followed by Satu Mare and Bihor county, each with 5 chalets, the remaining counties in the region are insignificant.

Camping and cottage type units are in number 13, ie 10.74 % of their country, of which 8 are only in Bihor County, and 3 in Cluj County, in the county of Satu Mare and Salaj another one, the rest counties none.

Villas and bungalows in this area are in number 94, 9.04 % of the villas and bungalows in the country, of which 33 in Cluj county, accounting for 35.11 % of them on the North - West, 34 in Satu Mare, 36.17 %, with the largest share in Bihor County is 20, ie 21.20 % of the total in the remaining counties their number is insignificant.

Camps for school and preschool are 21 in number in the region, ie 16.41 % of the total in the country, of which the largest share is held by Bihor County has 6, in Satu Mare is 5 and the County Baia Mare four camps.

Urban guesthouses, they are 56 in number in this region, ie 7.98 % of the country's urban tourist guesthouses in Maramures are 24, ie 42.86 % of their total in the region, followed by 16 in Cluj County accounting for 28.57 % of the total urban hostels in the region, the rest of the counties which were insignificant in number.

Holiday villages there is no one in this region.

Rural tourist hostels are in number 193, ie 15.33 % of the total rural guest houses in the country, divided as follows: 91 in Cluj county, 47.15 % of the total rural pensions in the region, followed by a number of Maramures 87 rural guesthouses, accounting for 45.08 % of all rural guest houses in the region, the remaining 15 hostels are divided among the other four counties in the North - West, but an insignificant proportion analysis.

Youth hotels are number 3, 8.82 % of the total in the country, and of these two are located in Cluj county, and one of the hotels are located in Salaj.

Hostels are only 4, 9.76 % of the total in the country, of which two are located in Cluj county, and the other two in Bihor and Maramures.

Tourist stops are the number 3, 9.68 % of the total in the country, two in Cluj County and one in Satu Mare County.

As a general conclusion, we note that the overall region North - West is characteristic following situation:

The largest share in terms of tourist reception with functions of tourists accommodation is held in Cluj county region with a total of 205 units of accommodation, ie 37.75 % of the total units in the region, followed by Maramures 146 tourist accommodation, 26.89 % of the total, then Bihor 86 accommodation units, 15.84 % of the total, Satu Mare with 64 units, representing 11.79 % and finally in last place Salaj 17 tourist accommodation units and accounting for 3.13 % of all housing units in the region.

We can see that throughout the region there is a tourist village and accommodation structures are deficient 'accommodation and tourist inns.

The Centre Region a total of 1,223 units of reception with functions of tourists' accommodation, 25.97 % of the total in the country, their situation is broken down as follows:

Hotels and motels are in number 181, ie 14.84 % of the hotels and motels in the country, most being in Brasov 63 with a share of 34.81 % of the total in the region, followed by Mures 32 accommodation units of type hotels and motels, or 17.68 % of the regional total, then Harghita with 29 units receiving a share of 16.02 %,

Sibiu 27 units, or 14, 92 %, Covasna county with 20 units and a share of 11.05 %, and finally Alba 10 units, or 5.52 % of the hotels and motels in the Central region. Roadside inns are in this region.

Chalets are in number 37 and represents a percentage of 31.90 % of all lodges in the country, broken down by county as follows: in Brasov are the most, ie a total of 17 chalets representing a rate of 45.95 % of all lodges in the region, followed by Sibiu 10 chalets and a share of 27.03 % in the total colony in the region, then Harghita 8 cottages, 21.62 %, Mures and Alba each holding one tourist cottage;

Camping and cottage type units in the region are only 16, ie 13.22 % of their country, divided as follows: 5 in Harghita, Mures and Sibiu 4 in 2 in Brasov and Covasna county alone.

Villas and bungalows are 133 in the region, accounting for 12.79 % of the total country broken down as follows: Brasov county has a total of 72 villas and bungalows, ie 54.14 % of the total in the region, Mures County has 31 the villas and bungalows, or 23.31 % of the total in the region, Harghita County has 18 units representing 13.53 % of the villas and bungalows in the Central region, followed by Sibiu 7 in number, ie 5.26 % the remaining counties in the region, Alba County Covasna 3 units and 2 units which are insignificant in number of these accommodations.

Camps and preschool students in the Center are in number 20 with a share of 15.63 % of the total in the country, which means very little, since they were built before the revolution, and that the last while degraded the material and technical base and facilities, their number we can characterize as satisfactory compared to other regions. The largest share is held Sibiu 7 camps and preschool students, ie 35 % of the total in the region, followed by Covasna County, with a share of 25% or a total of five students and preschool camps, then Mures and Alba, each with three sides and finally Brasov and Harghita each with camp and preschool students.

Urban guesthouses Central region are the most pensions of its kind in the country, ie 244 hostels which represents 34.76 % of the total country, broken down by counties such center region 135 in Brasov, which means 55 33% of their total county Harghita county with a number of 52 urban hostels with a 21.31 % share in the region, Mures county with a number of 27 urban boarding with a share of 11.07% of the total their region, Sibiu with a number of 17 units, representing 6.97 % of the total area, Covasna 10 urban guesthouses and a share of 4.10 % and finally Alba where there were three urban guesthouses representation of 1.23 % in the region in this respect.

Holiday villages, the only holiday villages in the country are located in Brasov two in number, and categorical representation of 100 % for the entire country.

Rural tourist hostels, this region has the largest share of the country and the rural tourist pensions so that they are at number 573 year 2006 and accounted for 45.51 % of the total in the country, most in the county of Harghita, ie 283 and a share of 49.39 % of the total rural guest houses in the region, 193 are rural guesthouses in Brasov, which represents 33.68 % of their total area, Sibiu County with a smaller number of guesthouses rural region 46 with a share of 8.03 % Alba with 20 units,

ie 3.49 %, Mures county with 17 units and 2.97 % respectively, Covasna 14 pensions and accounted for 2.44 % of the total rural guest houses in the region. Youth hostels region has a total of 8 units, representing a share of 23.53 % of their country, of which the county of Brasov has 4, followed by 2- Mures and Harghita and Sibiu with one ;

Hostels are located at 6, representing 14.63 % of the total country, broken down as follows: 3 Harghita hostels, Alba, Mures and Sibiu with one.

Tourist stops are the number 3, a share of 9.68 % of their country, having two tourist stops Harghita and Mures one.

If we look at the whole Central region, we can say that this after the South - East holds the largest share of the accommodation with functions of tourist accommodation, 25.97 % of the total country, broken down by counties as follows:

- holds the largest share Brasov with structures of 489, representing 39.98 % of the total in the region;
- The following is the Harghita County with 402 receiving structures, representing 32.87 % of the structures for the region;
- Sibiu is composed of 120 structures of interest, 9.81 % of the region;
- Mures County has 119 accommodation structures, 9.73 % of the total in the Central region;
- Covasna County has 52 units, 4.25% of the total in the Central region;
- Alba, has 41 tourist accommodation, with a share in the region of 3.35 % of the total.

So, the highest shares are held by the first two districts considered that Brasov Harghita County, although other counties have a high tourism potential, though their structures are few and insufficient warm.

Table 3. Capacity of tourist accommodation

YEAR	Capacity of tourist accommodation					
	existing - places			In operation - thousand people - days		
	Nord - Vest	Centru	România	Nord - Vest	Centru	România
2000	25547	35235	280005	6563,3	9148,9	50197,1
2001	25197	34648	277047	6646,8	9200,7	51882,5
2002	24561	33823	272596	6495,3	8029,7	50752,1
2003	24320	32759	273614	6341,6	8515,5	51632,3
2004	24576	34365	275941	6699,8	9071,9	53988,6
2005	26019	35479	282661	7103,5	9422,3	54978,8
2006	26816	37025	287158	7371,3	9947,6	56499,9
2007	26805	35380	283701	7486,7	10477,3	57137,6
2008	26484	39302	294210	7760,5	10501,1	59188
2009	27886	38453	303486	7575,1	10738,8	61104,4
2010	26103	42029	311698	8105,4	11664,7	63808,3
2011	28459	45388	278503	8830,6	12867,4	68417,3
2012	30687	53787	301109	9456,9	15696,7	74135,6
2013	30029	57536	305707	9362,2	17985,1	77028,5

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2014

In the last 13 years the existing accommodation capacity had an upward trend with few exceptions, so the Northwest region increased from 2000 to 2013 with 4482 seats, and the central region increased by 22,301 places same period, from 4.97 times more than in the North-West. Considering gives at country (Romania) in the same period the number of seats increased from 280,005 to 305,707, ie 25 702, we can say that the central region seats increased considerably, thus showing more pronounced development of tourism services this region compared to the Northwest region, though the two regions have both, as shown tourism potential and human-like and also very varied and appealing.

The central region is observed in the analyzed years hence a greater influx of investment in the tourism, than in the North-West, but this analysis is the subject of this paper.

It should be noted that the number of seats in use calculated in thousands of places - day Northwest region known quite small fluctuations in the early years analyzed from 6563.3 in 2000 to 6646.8 in 2001, and the next two years decreased steadily with 221,700 seats / day. Since 2004 began their recovery and steady growth in the number of beds in operation for 2013 to reach 9,362.2 thousand places / days with 2798.9 thousand dwelling / day more than in the base year (2000).

In the central region, however, the increase of accommodation in operation had a slight increase in the first two years analyzed, decreasing from 2002 to 1119.2 thousand places / day compared to the base year analyzed (2000), because in know next steady job growth until 2013, the last year analyzed, from 8515.5 thousand job-days in 2003 to 17,985.1 thousand job-days, effectively doubling their number in recent 10 years. All these increases taking place and the economic crisis of the years 2008 - 2013, so this recent crisis has not greatly affected the tourism services sector. Proof of this is the number of seats in thousand job - days in the entire country that rose from 50,197.1 thousand people - days in the base year assessed at 77,028.5 after 13 years, so with 26,831.4 thousand job - days accommodation capacity in operation longer, even after five years of crisis in the same period.

Tourist accommodation capacity and activity development regions and counties in 2006 (see table no.4.).

1. *Region North - West* has a capacity of 26 816 existing seats, ie 9.34 % of the total accommodation capacity existing in Romania, accommodation capacity in operation is 7371 thousand people – days, a share of 13 05% of the total accommodation capacity in operation in the country. In the North - West 781 000 tourists arrived at the year 2006, 2,363 thousand tourists stayed overnight and net capacity utilization index operation was 32.10 %.

Cluj County has in its 6,866 beds, 25.60 % of the total from the North - West, 2,247 thousand people - days accommodation capacity in operation, 319 000 tourist arrivals in the county, 576 000 overnight stays and net use index of 25.60 % operating capacity. In the North - West, Cluj County ranks II after Bihor capacity as the existing accommodation and the operation and the number of nights and the

net use index of capacity in operation is ranked fourth in the region, but the number of arrivals in the county is ranked first.

Table 4. **Tourist accommodation capacity and activity on two development regions (North - West and Central) in 2006**

Development Region County	Accommodation capacity		Arrivals (thousands)	Overnights (thousands)	Indices of net using capacity in operation (%)
	existing (places)	running (thousand places-days)			
Total	287158	56500	6216	18992	33,6
1. Nord - Vest	26816	7371	781	2363	32,1
Bihor	10552	2429	212	1145	47,1
Bistrița-Năsăud	2705	835	71	261	31,3
Cluj	6866	2247	319	576	25,6
Maramureș	3363	1199	97	211	17,6
Satu Mare	2406	421	63	106	25,2
Sălaj	924	240	19	64	26,6
2. Centru	37025	9948	1164	2930	29,5
Alba	1544	489	51	103	21,1
Brașov	13883	4527	484	1055	23,3
Covasna	3735	804	51	458	57,0
Harghita	7486	1047	87	290	27,7
Mureș	6044	1697	238	590	34,7
Sibiu	4333	1384	253	434	31,4

Source: Author's computation based on statistical data from Romanian Statistical Yearbook 2007, p. 758

2. *Centre Region* has a number of 37 025 beds, which is a percentage of 12.89 % of the total in the country, has 9948 thousand people - days accommodation capacity in operation or 17.61 % of the total country arrivals of tourists to the region being 1,164 thousand, ie 18.73 %, which represents the largest number of arrivals in the country, 2,930 thousand nights, ie 15.43 % of the total for the entire country and an index of Use net operating capacity of 29.50 %.

Counties in the Central region which are important in this analysis Brasov, Mures and Sibiu. As such I will briefly analyze the time.

Brasov county has 13,883 places, 37.50 % of the total in the Central region, the fact is their largest share of the region; also has a number of 4,527 thousand people - days accommodation capacity in operation, still a leading position in the region and with these places represent a share of 45.15 % of their region; Brasov county level year 2006 came a number of 484 000 tourists, thus accounting for 41.58 % of their total area, 1,055 thousand tourists spent the night, all the largest share of the Central region, 36, 01%, having a total net capacity utilization of 23.30 % operating.

Mures County has a total of 6,044 beds with a share of 16.32 % in total area, also has 1,697 thousand places - days accommodation capacity in operation in this

county 238 000 tourists arrived in 2006 and 590 000 tourists spent the night, Mures County has a net use index of 34.70 % operating capacity.

Sibiu County, which although it has a great tourism potential, has a capacity of existing than 4,333 seats and functional accommodation capacity is 1,384 thousand places - days; 2006 still has a large number of tourist arrivals than Mures, 253 000 arrivals and a number of 434 000 overnight stays in accommodation with a net use index of 31.40 % operating capacity.

Conclusions

We see, on the whole, the private sector that dominates both the tourist reception and service existing and tourist arrivals and overnight stays which shows that privatization in tourism in recent years have taken a very large scale, which is a good thing.

From the analyzes, it appears the current situation of Romanian tourism activity.

Overall, I can say that Romanian tourism develops in recent years, more and knowing shapes us, but not publicized enough and that there are strategies or those that are not effective. Although tourism capacity is relatively sufficient, because not invested enough in the old structures of these degraded, especially refer to the material and technical basis of spas, while in coastal tourism and mountains, some states have made too many new hotels and motels in many cases distorts and upload local harmony.

The analysis made in the last thirteen years on tourism, tourist reception structures existing and operating in the two regions analyzed, the North - West and Central region, we note that the North-West sits better with the use of material and technical base, while in the Central Region tourism predominates weekend, the values are much lower use of existing capacity, as the influx of tourists in accommodation establishments is more pronounced on weekends.

References

1. Duma D. A., *Strategies to increase the contribution of tourism to development of local communities*, Publishing House Book of Science, Cluj Napoca, 2010;
2. Duma D. A., *Strategies to increase the contribution of tourism to development of local communities*, PhD thesis, ASE, Bucharest, 2008;
3. Constantin D. L., "Introducere în teoria și practica dezvoltării regionale", Ed. Economică, Colecția de administrație publică, București, 2000
4. Neagu O., Duma D.A., Teodoru M., *Marketing*, Publishing Risoprint, Cluj Napoca, 2008
5. Pușcașu V., "Dezvoltarea regională", Ed. Economică, Colecția de administrație publică, București, 2000
6. "Agricultural production methods designed to protect the environment and maintain the countryside" Applicant's Guide, Romania SAPARD Agency
7. revista Economie și administrație locală, nr. 12/1998
8. Romanian Statistical Yearbook, 2003-2014
9. www.enciclopediaromaniei.ro