

THE BLACK SWAN OF THE ROMANIAN TOURISM

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Abstract:

The imposing and magnificent natural Romanian sight forces me to ask myself the question: "What is the problem of Romanian tourism?", question which has as support the contribution of tourism services to GDP, the share of people employed in tourism, the number of enterprises/businesses in tourism, mobile/property capital owned by the tourist sector, etc. The analysis of these indicators highlight the contribution of tourism services in Romania's economic and social growth. The two obvious aspects of tourism have a strong impact on people, communities and the environment. Impact on a region can be social, political, economic and cultural. The social impact of tourism refers to the direct effects on tourists and people/communities in destination areas, and the impact on the level of education, culture and civilization, on the use of leisure time, the links between communities/nations, and cultural heritage in tourist areas. Effects identified may impact both positively and negatively in the regions analyzed. The positive social impact in the communities relate to the creation of jobs (the new employment opportunities and professionalization of local labor, especially for disadvantaged groups, such as youth or women), infrastructure development, increasing local budget revenue, diversification of forms of crafts and facilitating social integration through intercultural exchanges between tourists and the host population. Regarding the negative social impact, this refers to the gradual destruction of traditional livelihoods, disrupting the local structures of power and the adoption of harmful behaviors (especially among children and young people). It results that tourism development leads to improved quality of life when there are taken into account the specific conditions and it is carried out in a sustainable manner.

Keywords: *black swan, romanian tourism, sustainable tourism, the industry of dreams, national income.*

JEL Classification: *D6, I00, L8, O1.*

I. THE MIRAGE OF ROMANIAN TOURISM

Starting from the idea that Black Swan exists, but nobody sees it through extrapolation it can be said that Romania's tourism potential is huge, but the economic and social effects produced by it are too small. This assertion follows from statistics found nationally and internationally. Comparisons regarding the effect of tourism in different countries outline the idea that economic growth contributes to the development of tourism in the region analyzed, and vice versa. For tourism development it is required investment allocation (in all fields, but especially in transport, infrastructure, telecommunications, education, etc.), developing strategies for promoting, introduction of legal regulations and institutional arrangements. It is needed, therefore, sustainable development that meets the needs and aspirations of the people, by respecting ecological limits, eradicating poverty, raising the skills of employees, providing high quality services, etc.

According to the World Tourism Organization (WTO), "Sustainable tourism development meets the needs of present tourists while protecting and increasing the chances and opportunities for the future. It is seen as an approach to management of all resources, so that the economic, social and esthetic needs to be fully satisfied, while maintaining cultural integrity, essential ecological dimensions, biological diversity and life system."

Summarizing the information presented by WTO, the concept of sustainable tourism has three important aspects: quality – criterion that leads to the quality of life of the host community, cultural identity, poverty reduction and environmental protection; continuity - a factor that contributes to the preservation of host community's culture; balance - an element that provides balance and benefits among all actors involved.

The importance of sustainable tourism development is clear from the strong connection created between tourism and the environment. We can actually say that tourism creates economic, social and environmental negative effects, and their counter can be achieved only through professional management that draws in decision process all stakeholders involved in tourism development.

In other order of ideas the concept of sustainable development rests on three fronts: economic - raising operation and exploitation of resources; ecological - recycling, avoiding environmental degradation; social - increasing jobs, practicing traditional crafts, attracting people to practice tourism as physical, mental regeneration measures, etc. We note that sustainable tourism development requires cooperation between authorities (who have legislative, economic, social tools), economic agents (who initiate development projects and tourism services), those who advocate for environmental protection and preservation of cultural heritage, local providers of service travel, tour operators and travel agencies, and last but not least, tourists as beneficiaries.

II. THE IMPORTANCE OF TOURISM FOR THE ROMANIAN ECONOMY

Considering the definition of tourism development we highlight the social, political, economic and cultural impact of tourism on Romania. Relating to the economic situation resulting from the conduct of business travel we find that there is a stronger correlation between activities. The arguments supporting this statement are the following:

- ✓ tourism is considered to be the creator and user of national income: - engaging and stimulating tourism activities contribute to creation of gross domestic product; export of tourists; exploitation of still unused resources, further exploit of other resources belonging to other fields; (value added in hotels and restaurants, the total value added by industry, VA share from tourism in overall VA overall; share of added value from tourism in GDP);

- ✓ tourism contributes to valuing the resources - better use of resources involved in the tourism business, especially natural ones (landscape, climate, water, flora and fauna), and

- ✓ anthropogenic (monuments - castles, churches, monasteries, etc.); tourism ensures the development of poor area tourism resources - such as rural tourism whose tender is composed of: unaltered nature, traditions, customs and activities in these areas; tourism helps alleviate imbalances across regions, intraregional, and at local, national and global level;

- ✓ tourism contributes to mitigate the inflationary phenomenon - increasing tourism demand in a certain area leads to greater seasonal fluctuations in prices due to differences in the purchasing power of residents and that of tourists; increases in land prices in areas where tourism is developing; strengthening the national currency - helps alleviate balance deficit of payments;

- ✓ tourism helps diversify economic structures - development of existing economic sectors that contribute to tourism demand and creating other industries due to the emergence of new tourism-specific activities: leisure, lift, travel agencies, production of handicrafts etc.

- ✓ tourism leads to lower unemployment - generates new jobs due to slow penetration of automation and mechanization in this sector; is considered the most dynamic sector in terms of employment (determines the following types of employment: direct - employees in hotels, restaurants, tourist shops, travel agencies, tour operators, indirect – jobs produced by employment sectors of supply of products and non-food items; employment in construction - development of tourist areas), which may be part-time and full-time;

- ✓ tourism is/can be a stimulator of investments - because tourism businesses are small compared to other fields of activity;

- ✓ tourism is an important component of external relations - are envisaged exports (invisible trade), international tourism (receiver - arrivals of foreign tourists in the country once they have permanent residence in the country of issue; transmitter - accounted for departures in tourist purposes of citizens of a foreign country);

- ✓ tourism is a growth factor in the quality of life – has a results rest, recreation, relaxation, cultural activities, intellectual training of individuals, socialization, increasing life expectancy, etc.

Thus, the role of tourism in the economy of a country can be defined as: contribution to national income, better use of resources in territorial profile; economic growth of areas lacking soil or subsoil resources; stabilization of employment; insurance of a normal monetary circulation; stimulating element of the global economic system; means of diversifying of economic structures; factor of training and education; regulator of the balance of external payments; ecological vocation etc.

III. IDENTIFICATION ELEMENTS OF THE EVOLUTION OF ROMANIAN TOURISM

Considering that the tourism product is the result of work performed by different operators, tourism involves many components with stimulating and training effects, both of production of tourism industry and other industries in the economy participating directly or indirectly to the economic growth process.

In this context we consider the identification of tourism elements (tourism indicators) present in the Romanian tourism industry, activity in the economy and the need to develop strategies and policies of the institutions of decision.

Analyzing the statistics issued by the National Statistics Institute it can be noticed that in the last five years the number and type of reception structures with functions of tourist accommodation operating in Romania has known an increase of accommodation units especially in 2011-2013, from 5003 in 2011 to 6009 in 2013 (table no. 1).

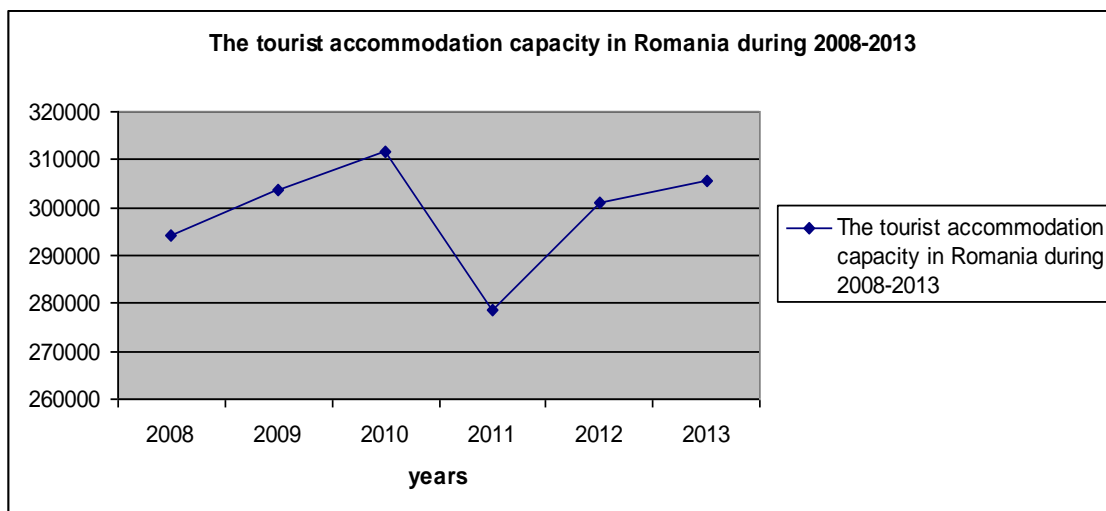
Table no.1
Tourist reception structures with functions of tourist accommodation existing in Romania during 2008-2013

Types of touristic accommodation structures	Years					
	Year 2008	Year 2009	Year 2010	Year 2011	Year 2012	Year 2013
Total	4840	5095	5222	5003	5821	6009
Hotels	1104	1159	1233	1308	1384	1429
Youth hotels	35	-	-	-	-	-
Hostels	46	97	114	145	178	185
Apartment hotels	7	11	13	11	16	16
Motels	153	146	151	184	206	215
Inns	5	5	4	4	3	3
Touristic villas	718	747	768	548	621	621
Tourist cottages	116	123	134	147	146	152
Bungalows	264	265	267	205	242	249
Holiday villages	3	4	4	5	6	6
Camping	59	55	51	44	48	48
Tourist stops	31	30	32	41	39	35
Tourist lodges	50	46	49	27	36	45
Camps for students and preschoolers	111	111	92	69	70	62
Boarding houses	783	878	949	1050	1247	1335
Farmhouses	1348	1412	1354	1210	1569	1598
Accommodation on river and sea vessels	7	6	7	5	10	10

Source: www.insse.ro

From the data presented results that the growth rate in 2013 compared to 2011 of structures of reception with functions of tourist accommodation was of 120.10%. This increase is due to the construction of new reception structures and of modernization of old ones especially by attracting European funds. The biggest increase is in hotels and rural hostels.

With regard to existing tourist accommodation capacity in Romania in 2008-2013, it grew from 294,210 to 305,707 places (chart no. 1).



Source: www.insse.ro

Chart no. 1 The evolution of the total capacity of tourist accommodation in Romania in 2008-2013

It can be seen an evolution of the total capacity of tourist accommodation in Romania indicating that the highest accommodation capacity is held by hotels (8482 in 2013) closely followed by motels (8446 in 2013).

In terms of accommodation capacity utilization is important to analyze the indicator called accommodation capacity in operation (available) showing the number of places that tourists can benefit, taking

into account the number of days the structures are open in a certain period, and are expressed in locations/days (table no. 2).

Table no. 2 Capacity of operating tourist accommodation existing in Romania in 2008-2013

Types of touristic accommodation structures	Years					
	Year 2008	Year 2009	Year 2010	Year 2011	Year 2012	Year 2013
Total	59187968	61104435	63808286	68417259	74135614	77028488
Hotels	39889848	40586883	42551627	45204127	47095076	47737109
Youth hotels	528123	-	-	-	-	-
Hostels	484035	1162555	1273505	1455857	1893538	2185296
Apartment hotels	57826	125845	143764	138787	202920	128945
Motels	1783799	1719302	1826777	2239121	2540342	2778809
Inns	19216	17020	13140	14752	10414	7300
Touristic villas	2631049	2835143	2740132	2713039	3114663	3154761
Touristic cottages	1382449	1425688	1449465	1454850	1365943	1396329
Bungalows	290828	330771	251738	277629	310360	333863
Holiday villages	46710	39093	38742	30988	42046	74802
Camping	1309169	971902	1024408	1228233	1269099	1114112
Touristic stops	188327	173857	186354	267710	244375	196783
Touristic lodges	124142	133238	82686	102901	128691	179728
Camps for students and preschoolers	1930919	1854677	1764042	1842506	1628360	1551293
Boarding houses	4390719	4903077	5490842	5999542	7343529	8179000
Farmhouses	4038887	4735468	4891862	5378364	6864934	7932634
Accommodation on river and sea vessels	91922	89916	79202	68853	81324	77724

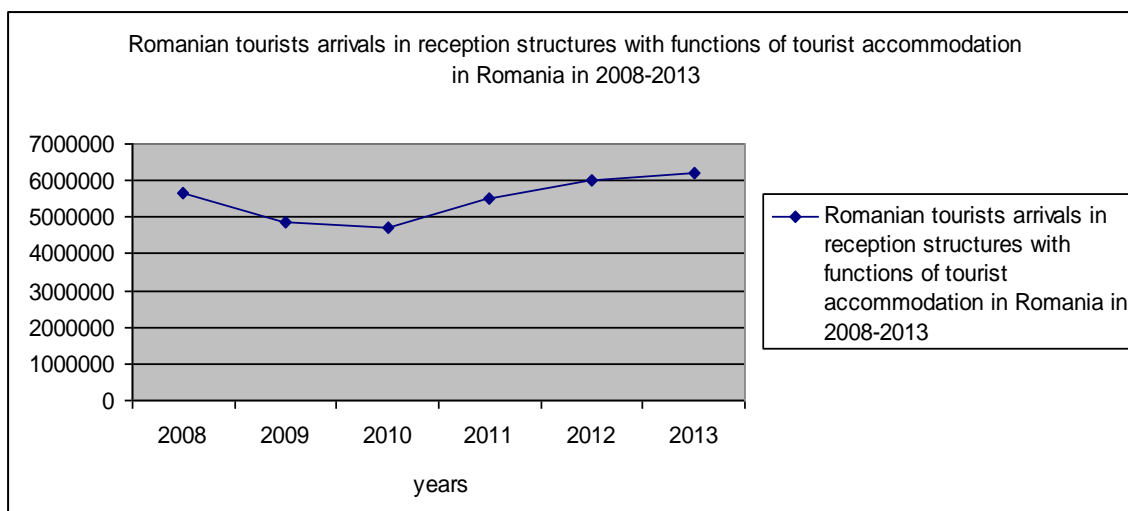
Source: www.insse.ro

The data in the table reveal that in 2008-2013 the tourist accommodation capacity in operation in Romania increased from 59187968 to 77028488 thousand places-days. The growth index over the period analyzed was of 130.14%. So, in 2008-2013 the number of accommodation places in existing accommodation units increased.

This increase was due to the increasing number of hotels and motels because many of them have a greater capacity of accommodation. We highlight that the lowest capacity of tourist accommodation is held by holiday villages.

The statistics presented are important both for economic activities (touristic) which run at the country level and also for knowing their contribution on the economic growth.

For a full analysis of the above information is necessary to complete the elements presented with data regarding the arrivals of Romanian and foreign tourists in arrival structures with functions of tourist accommodation in Romania in 2008-2013 (Chart no. 2).

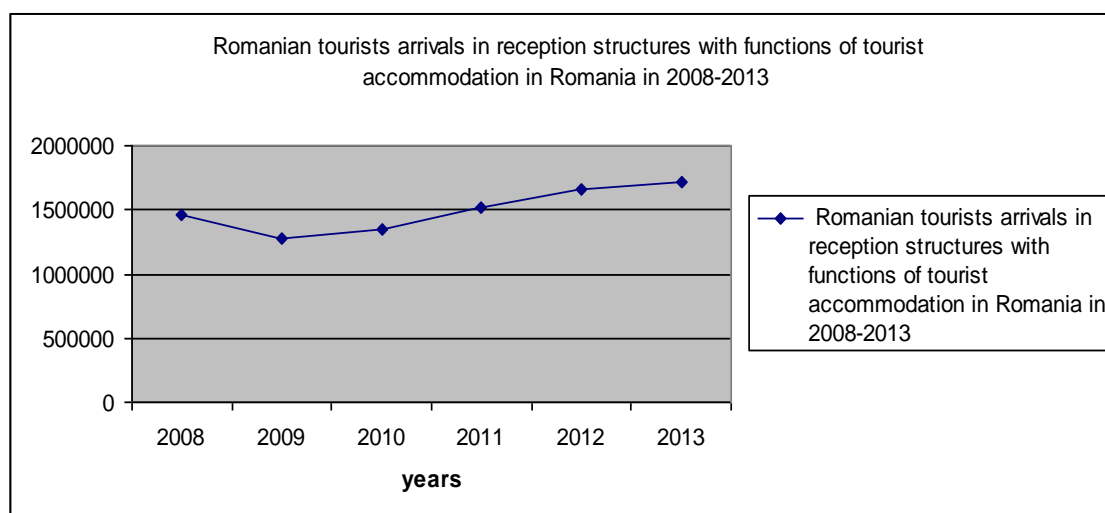


Source: www.insse.ro

Chart no.2. The evolution of Romanian tourists arrival in the accommodation units in 2008-2013

From the data presented it can be seen that there is an increase in arrivals of Romanian tourists in accommodation establishments in 2008-2013 from 5514907 thousand 6225798 thousand. Regarding the growth index, this has a value of 112.89%. The increase in the number of Romanian tourists arrivals is due to the increase of household income during this period, which led to increase in spending on tourism activities of the population. We note that most arrivals of Romanian tourists are recorded in hotels (4373747 in 2013) and motels (226604 thousand 2013).

In terms of foreign tourist arrivals in reception structures with functions of tourist accommodation in Romania in 2008-2013 (Chart no. 3) we see that their number increased.



Source: www.insse.ro

Chart no.3. The evolution of Romanian tourist arrival in the accommodation units in 2008 - 2013

From the chart no. 3 it is clearly seen the information according to which the foreign tourist arrivals in reception structures with functions of tourist accommodation in Romania increased from 1465891 thousand foreign tourists in 2008 to 1717355 foreign tourists in 2013. It should be noted that most foreigners were staying in hotels (1534902 thousand in 2013) and motels (159180 in 2013). The index of growth over the period analyzed was 117.15%. The results presented are probably due largely to performing a policy of tourism promotion, of package tourist offers of satisfactory price, alignment of tourism units to the requirements of the tourism market so that tourists can obtain quality services at affordable prices, etc. We mention that additional travel services are becoming increasingly important in creating the tourism product; on the way they are realized it depends the success or failure of a tourist action. Services can be diversified according to the needs of tourists and the material and human capacity of the company concerned; the most sought additional services by tourists are leisure-entertainment services.

IV. CONCLUSIONS

Based on the formula that tourism is considered "The industry of dreams" or "The Black Swan" I believe that this industry is obliged to deliver to customers / potential customers high quality travel services. Increasing the accessibility of these services has emerged as a result of the diversification of tourism services in the world, increasing household incomes, increasing leisure time etc. Companies providing tourist services should be working continually to achieve quality travel packages.

At the same time we see that the share of tourism in GDP creation is very low compared to countries classified in the same group with Romania. Thus, during last year the total contribution of tourism to GDP was 5.1%, a percentage that has placed Romania on the 154 place in the world (in 184 countries compared) below Albania (16.7% of GDP), Bulgaria (13.3%), Hungary (10.6%), Czech Republic (8.4%) and Slovakia (6%), according to a report by the World Tourism Council (WTC) and the last place among the countries of Europe.

The report states that in 2014 the contribution of tourism to GDP will be of 5.4%, followed by an average growth rate of 3.8% per year until 2024.

We conclude that the great advantage of Romania is the natural and cultural potential of great diversity and harmoniously distributed in the territory, which offers the possibility of practicing different forms of

tourism. But, without a quantitative and qualitative of the reception, restoration and leisure structures these touristic resources cannot be valued, it cannot be achieved an increase in the number of tourists, length of stay, occupancy grade, profit in tourism so that Romanian tourism can become competitive in the international market.

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