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## Tourism and agrotourism evolution on an European and national level

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# TOURISM AND AGROTOURISM EVOLUTION ON AN EUROPEAN AND NATIONAL LEVEL

EUGENIA-DORINA CIOBANU(RĂDOI)<sup>1</sup>, MANEA DRĂGHICI<sup>2</sup>

**Abstract:** *In this article we wanted to identify, analyze and present the evolution in the last years of the tourism and agrotourism on an European and national level. In order to do that, the following indicators have been analyzed: the evolution and structure of international arrivals of tourists around the globe, the evolution and structure of international tourism encash, the evolution and share of tourist accommodation in Romania, the evolution and share of the accommodation capacity in Romania, the evolution of arrivals in accommodation units from Romania and the evolution of overnight stays in accommodation units from Romania. Following this analysis that is presented in the article in the rows below, we come to the conclusion that the tourism and agrotourism, on an European and national level, has had a constant growth in the last 5 years, thus representing an important branch with possibilities to develop economy, generating profit.*

**Key words:** *tourism, agrotourism, boarding*

**JEL clasification:** Q11

## INTRODUCTION

With the help of the specific research methods in tourism, having as analysis instruments the statistics indicators presented in the rows above, in this article we will present the evolution of tourism and agrotourism, in Europe and Romania, having as reference years the period 2010 - 2015. The term tourist has been used for the first time in 1800 by Samuel Pegge, in a writing called "Anecdotes Of The English Language", by formulating "A traveller is now -a- days called Tour-ist" [1] Theobald (1994) suggested that etymologically the word „tour” comes from Latin (turnare) and Greek (tornos), with the meaning of circle – the movement around a central point or an axis. After being absorbed into the English language the word tour got the meaning of the action of moving in a circle. Consequently, a tour represents a round trip and the one who takes such a trip bears the name of tourist. [2]

According to other opinions, tourism represents "the art of travelling for pleasure" (Bran, F. ,1997). The same author sees tourism as "the leisure activity that consists in travelling or living away from the place of residence for fun, rest, enrichment of experience and culture due to the knowledge of new human aspects and unknown landscapes". [3]

Since then, the necessity of the man named tourist to relax psychologically and physically after a period of physical or intellectual work, his need of knowledge, of movement, especially for the urban residents who have a sedentary lifestyle and human's natural need for socialization has registered a continuous increase from one year to the next and this led implicitly to the evolution and improvement of this economy branch, respectively the tourism activity.

This continued dynamics made tourism throughout the years an important factor of the socio-economical progress in all the countries that exercise it and have developed this way.

Through it's complex content, the tourism activity involves material potential as well as the human potential of a country, helping the economical, social, cultural evolution and international relations evolution of course. Tourism, through it's ample activity is a generator of new jobs and new income, thus contributing to the improvement of the living standard of that country's inhabitants.

The fact that this branch of the economy has developed continuously through implementing new forms of tourism, through the arrival of new and diversified structures of tourist accommodation, with accommodation and food services, through bringing in new equipments and recreation centers, all of these in order to satisfy the demands and needs of the tourists who have

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become more and more pretentious, has led to the creation of one of the most powerful branches in the economy, with a substantial input on the national, european and global GDP.

## MATERIALS AND METHODS

The analysis of the tourism evolution on a european and national level has been made with the help of the following indicators: international arrivals of tourists around the globe, international tourist encash, the existing accommodation structures in Romania, the existing lodging capacity in Romania, the existing accommodation units in Romania and the evolution of the overnight staying in the accommodation units in Romania.

All the data within this article has been taken and analysed from the World Tourism Organization publications: UNWTO Tourism Highlights 2016 Edition and from The National Institute of Statistics's statistical data, Tourism Breviary editions – 2012, 2013, 2014, 2015, 2016.

## RESULTS AND DISCUSSIONS

In the following rows we are going to analyze the European tourism evolution through two important indicators: the international tourist arrivals as well as the international tourist encash (income). By analyzing the statistical data, respectively the number of tourists that have arrived around the world and in Europe throughout the years 2010 – 2015, we see a significant growth, in the world as well as in the European Union.

The figures show us the the number of arriving tourists increased year by year, registering an important evolution of this industry, namely tourism activity.

It can be noticed that the tourists have chosen in large numbers the Southern/Mediterranean Europe as leisure destination, the least of them going towards Northern Europe.

Western Europe has also attracted a large number of tourists and Eastern/Central Europe attracted similar percents.

The biggest rate-of-rise was registered however in Eastern/Central Europe – 6,1%.

According to a United Nations World Tourism Organization publication (UNWTO) called „Tourism highlights”, EU is a major touristic destination, five of it's member states being among the first ten destinations in the world in 2014. [4].

Table 1. The evolution and structure of tourist international arrivals around the globe

Zona geografica	2010	2011	2012	2013	2014	2015	Media	Stdev	Coef var	Semnf	Ritm anual
	mil pers	mil pers	mil pers	mil pers	mil pers	mil pers	mil pers	mil pers	%		%
Total lume	950	994	1040	1088	1134	1184	1065	87.6	8.2	mica	4.5
economii avansate	506	523	551	586	619	647	572	55.2	9.6	mica	5.0
economii în curs de dezvoltare	442	460	484	501	515	536	490	34.9	7.1	mica	3.9
Europa	484.8	504	533.9	566.6	580.2	607.6	546	47.0	8.6	mica	4.6
Europa de Nord	62.7	59.3	65.6	68	70.8	75.6	67	5.8	8.7	mica	3.8
Europa Occidentală	154.4	159	166.7	170.8	174.4	179.7	168	9.5	5.7	mica	3.1
Europa Centrală/Orientală	94.5	103.5	111.2	126.9	120.2	127.1	114	13.2	11.6	mij	6.1
Europa Meridională/Mediter.	173.3	182.2	190.4	201	214.8	225.1	198	19.7	10.0	mij	5.4
Din care UE 28	380	401.3	411.1	433.9	454.1	477.9	426	36.0	8.5	mica	4.7

Source: Processed data from the World Tourism Organization: UNWTO Tourism Highlights 2016 Edition, UNWTO World Tourism Barometer Vol. 14 - May 2016 [5].

In Table 2, we can also note the tourist encash worldwide and in Europe, which, just like tourist arrivals, have obviously increased, along with them year by year.

So, the largest encash belonged to Southern /Mediterranean Europe with 138,8 billion €, from the total amount and the smallest encash belonged to Central/Eastern Europe with just 42,4 billion € out of the registered total, the average of the last 6 years that have been analyzed.

Thereby, if in 2010 the tourism encash at an European level had a total of 252.7 billion €, in 2015 was registered a tourism encash in total amount of 334 billion €, the average of the last 5 years being 296 mild €.

As a first conclusion, we can highlight that Europe has a 40-50% percentage of the number of tourist arrivals and of the tourism encash worldwide, thus being the most visited holiday destination.

Table 2. The evolution and structure of international tourism encash

Zona geografică	2010	2011	2012	2013	2014	2015	Media	Stdev	Coef var	Semnf	Ritm anual
	mild €	mild €	mild €	mild €	mild €	mild €	mild €	mild €	%		%
Total lume	744	793	892	931	975	1110	907.5	131.3	14.5	mij	8.3
Economii avansate	444	482	536	591	610	668	555.2	83.8	15.1	mij	8.5
Economii în curs de dezvoltare	255	266	303	311	364	442	323.5	69.7	21.5	mare	11.6
Europa	308.8	335.3	353.4	370.2	386.1	403.9	359.6	34.6	9.6	mica	5.5
Europa de Nord	46.3	50.1	52.6	56.3	62.2	68	55.9	8.0	14.4	mij	8.0
Europa Occidentală	107.2	116.1	122.9	125.8	130.2	131.9	122.4	9.3	7.6	mică	4.2
Europa Centrală/Orientală	36.3	40.2	43.8	45.4	43.8	45.4	42.5	3.6	8.4	mică	4.6
Europa Meridională/Mediter.	118.9	128.8	134	142.7	149.9	158.6	138.8	14.5	10.4	mij	5.9
Din care UE 28	252.7	271.8	291.2	305.2	321.2	334	296.0	30.5	10.3	mij	5.7

Source: Processed data from the World Tourism Organization: UNWTO Tourism Highlights 2016 Edition, UNWTO World Tourism Barometer Vol. 14 - May 2016 [5].

Hereinafter we are going to analyze the evolution of tourism and agrotourism in our country, using the following indicators and presenting statistical data representing the number of tourist accommodation structures, Romania's accommodation capacity, the number of tourists that have arrived in our accommodation units and their overnight staying.

The data will be presented in 4 individual tables, in order to help analysing the statistical data, to understand the evolution and to draw correct conclusions.

Table 3. The evolution and the share of the tourist accommodation structures in Romania

Tipuri unități	2010	2011	2012	2013	2014	2015	Media	Stdev	Coef var	Semnf	Ritm anual
	nr un	nr un	nr un	nr un	nr un	nr un	nr un	nr un	%		%
Total, din care:	5222	5003	5821	6009	6130	6821	5834	656.9	11.3	mij	5.5
Hoteluri	1246	1319	1400	1445	1473	1545	1405	108.2	7.7	mica	4.4
Moteluri	151	184	206	215	212	221	198	26.4	13.3	mij	7.9
Hanuri turistice	4	4	3	3	5	3	4	0.8	22.3	mare	-5.6
Hosteluri	114	145	178	185	204	248	179	46.5	26.0	mare	16.8
Vile turistice	768	548	621	621	624	643	638	71.8	11.3	mij	-3.5
Bungalouri	267	205	242	249	242	280	248	25.7	10.4	mij	1.0
Cabane turistice	134	147	146	152	162	196	156	21.5	13.8	mij	7.9
Sate de vacanta	4	5	6	6	9	7	6	1.7	27.9	mare	11.8
Campinguri	51	44	48	48	52	66	52	7.6	14.8	mij	5.3
Tabere de elevi si prescolari	92	69	70	62	62	63	70	11.5	16.5	mij	-7.3
Popasuri turistice	32	41	39	35	35	33	36	3.5	9.7	mij	0.6
Pensiuni turistice	949	1050	1247	1335	1323	1527	1239	209.3	16.9	mij	10.0
Pensiuni agroturistice	1354	1210	1569	1598	1665	1918	1552	247.1	15.9	mij	7.2
Casute turistice	49	27	36	45	53	61	45	12.2	26.9	mare	4.5
Spatii de cazare pe nave	7	5	10	10	9	10	9	2.1	24.4	mare	7.4

Source: The National Institute of Statistics, Tourism Breviary, editions 2013, 2014, 2015, 2016 [6].

In Table 3 we notice that the number of the tourist accommodation structures that have tourist lodging function has increased on a national level from 5.222 in 2010, to 6821 in 2015, the increase being a significant and important one for our objective to observe the level of development of the tourism activity in our country. Also, we notice that of the total of touristic accommodation structures that have lodging functions, the tourist and agrotourist boardings have the largest share, so approximative half of the accomodation units offer the possibility to spend leisure in a natural environment, authentic and quiet, a form of tourism that has been requested more and more by tourists, especially ones from urban environments, who look for a natural oasis of relaxation when choosing their leisure destination.

Table 4. The evolution and the share of accommodation capacity in Romania

Tipuri unitați	2010	2011	2012	2013	2014	2015	Media	Stdev	Coef var	Semnf	Ritm anual
	nr loc	nr loc	nr loc	nr loc	nr loc	nr loc	nr loc	nr loc	%		
Total, din care:	311698	278503	301109	305707	311288	328313	306103	16360.5	5.3	mij	1.0
Hoteluri	185521	175149	181702	183330	186236	190275	183702	5103.5	2.8	mica	0.5
Moteluri	6126	7219	8078	8493	7883	8331	7688	884.5	11.5	mij	6.3
Hanuri turistice	97	77	81	61	143	63	87	30.4	35.0	mare	-8.3
Hosteluri	5218	6140	7562	8482	9116	11757	8046	2322.6	28.9	mare	17.6
Vile turistice	16822	12590	14775	14074	13812	14473	14424	1395.5	9.7	mij	-3.0
Bungalouri	4565	2481	2663	2834	2722	2768	3006	773.4	25.7	mare	-9.5
Cabane turistice	5667	5928	5150	5183	5128	5876	5489	377.6	6.9	mica	0.7
Sate de vacanta	157	307	352	372	717	557	410	197.6	48.2	mare	28.8
Campinguri	25358	12801	12816	11945	12925	15039	15147	5106.9	33.7	mare	-9.9
Tabere de elevi si prescolari	16874	10689	10908	9851	9759	6979	10843	3270.8	30.2	mare	-16.2
Popasuri turistice	2043	1813	1847	1800	2209	1792	1917	171.0	8.9	mica	-2.6
Pensiuni turistice	18422	20499	25019	27325	27295	32051	25102	4977.1	19.8	mij	11.7
Pensiuni agroturistice	20208	20683	27453	28775	30480	35188	27131	5804.2	21.4	mare	11.7
Casute turistice	4164	1732	2199	2665	2398	2657	2636	824.7	31.3	mare	-8.6
Spatii de cazare pe nave	456	395	504	517	465	507	474	45.8	9.7	mica	2.1

Source: The National Institute of Statistics, Tourism Breviary, editions 2013, 2014, 2015, 2016 [6].

Table 4 presents Romania's accommodation capacity, in which hotels hold 60% of the registered total, respectively 328313 accommodations available in 2015, rising compared to the 311698 available in 2010.

Table 5 The evolution of arrivals in the accommodation units from Romania between 2010 - 2015

Tipuri de unități	2010	2011	2012	2013	2014	2015	Media	Stdev	Coef var	Semnf	Ritm anual
	mii pers	mii pers	mii pers	mii pers	mii pers	mii pers	mii pers	mii pers	%		
Total, din care:	6072.8	7031.6	7686.5	7943.2	8465.9	9930.4	7855	1309.3	16.7	mij	10.3
Hoteluri	4594.1	5368.2	5779.9	5917.9	6326.2	7282.4	5878	904.7	15.4	mij	9.7
Hosteluri	104.4	126.9	153.8	147.8	189.2	258.1	163	54.4	33.3	mare	19.9
Moteluri	204.5	221.1	230.8	242.5	231.7	259.9	232	18.8	8.1	mica	4.9
Hanuri	0.6	0.6	0.8	0.6	1.3	1.9	1	0.5	52.7	mare	24.4
Vile turistice	212.8	212.2	241.0	242.2	231.3	291.5	238	29.1	12.2	mij	6.5
Cabane turistice	74.0	80.5	86.3	94.9	94.0	94.9	87	8.8	10.0	mij	5.1
Bungalouri	14.4	15.4	16.8	16.4	18.1	24.4	18	3.6	20.3	mare	11.1
Sate de vacanta	1.8	2.1	3.5	5.8	3.3	5.9	4	1.8	47.6	mare	27.4
Campinguri	84.1	73.6	62.5	42.9	30.8	60.7	59	19.6	33.1	mare	-6.3
Popasuri turistice	9.0	11.1	12.1	13.0	14.5	17.7	13	3.0	23.3	mare	14.6
Casute turistice	2.0	5.0	6.9	9.6	12.0	11.7	8	4.0	50.5	mare	42.6
Tabere de elevi si prescolari	65.7	66.0	51.5	48.1	59.5	48.1	57	8.4	14.8	mij	-6.1
Pensiuni turistice	406.6	479.6	586.1	653.5	704.1	899.4	622	174.7	28.1	mare	17.2
Pensiuni agroturistice	289.9	360.7	447.1	501.7	549.3	672.7	470	136.6	29.0	mare	18.3
Spatii de cazare de pe nave	8.8	8.7	7.3	6.2	0.4	0.3	5	3.9	74.5	mare	-49.1

Source: The National Institute of Statistics, Tourism Breviary, editions 2013, 2014, 2015, 2016 [6].

In Table 5, we can see that during the analyzed period respectively 2010 – 2015, the dynamic and the share of arrivals in the tourist accommodation units that have tourist lodging functions by structure types, there is an important growth in the number of tourists that have arrived to our accommodation units.

Thus, the number of tourist arrivals in the accommodation units in our country has grown from 6072,8 thousand tourists in 2010 to 9930,4 thousand tourists in 2015.

The largest percent, throughout the accommodation unit is held by the hotels with a percentage of approximative 74,83 % of total arrivals in accommodation units in Romania.

**Table 6 The evolution of overnight staying in the accommodation units in Romania between 2010 - 2015**

Tipuri unități	2010	2011	2012	2013	2014	2015	Media	Stdev	Coef var	Semnf	Ritm anual
	mii înnp	mii înnp	mii înnp	mii înnp	mii înnp	mii înnp	mii înnp	mii înnp	%		%
Total, din care:	16051	17979	19166	19363	20280	23519	19393	2491.2	12.8	mij	7.9
Hoteluri si moteluri	13102	14707	15554	15538	16326	18468	15616	1777.3	11.4	mij	7.1
Hanuri turistice	3	2	1	1	2	2	2	0.8	41.1	mare	-7.8
Hosteluri	224	277	335	357	428	588	368	128.2	34.8	mare	21.3
Vile turistice Bungalouri	582	610	666.00	670.00	595.00	735.00	643	58.0	9.0	mica	4.8
Cabane turistice	134	143	152	168	170	182	158	18.2	11.5	mij	6.3
Sate de vacanta	3	3	7	18	9	15	9	6.2	67.7	mare	38.0
Campinguri si casute turistice	206	205	181	146	121	213	179	37.5	21.0	mare	0.7
Tabere de elevi si prescolari	311	276	201	195	238	233	242	44.5	18.4	mij	-5.6
Popasuri turistice	21	25	26	32	36	45	31	8.8	28.4	mare	16.5
Pensiuni turistice	802	929	1084	1197	1273	1664	1158	301.8	26.1	mare	15.7
Pensiuni agroturistice	605	741	906	996	1082	1368	950	267.9	28.2	mare	17.7
Spatii de cazare pe nave	58	61	53	46	1	1	37	28.1	76.6	mare	-55.6

Source: The National Institute of Statistics, Tourism Breviary, editions 2013, 2014, 2015, 2016 [6].

In Table 6 we see that the hotels stand out also regarding the number of overnight stay with a share of approximative 80,52 %, percentage to which we added the overnight stay at motels, the next ones in the ranking being the touristic and agrotouristic boards, adding up approximative 10% of the total of overnight stay in the accommodation units in Romania.

## CONCLUSIONS

As shown in the statistical situations analyzed and presented above, we see first of all a growth in all the aspects of the tourism and agrotourism activity developed in Romania.

Secondly, we conclude that our country is well situated regarding the number of accommodation units and accommodation capacity, but the booking degree is lower than it should be, due to the outdated material base or to the fact that it's not up to customer expectations, it has deficiencies and malfunctions like the mismatch of the accommodation capacity with the tourist resort functions, the inferior degree of comfort, the unqualified personnel, etc.

In conclusion, only  $\frac{1}{4}$  of our country's accommodating capacity is used in tourism activity, as Romania is situated among the last countries in the European ranking, just after Bulgaria regarding the filling degree of the accommodation capacity. [7]

Considering the fact that Romania has a very small degree of capitalizing the tourist potential, approximative 20 – 30% and the fact that the tourist base is very old and has an advanced degree of physical and moral effeteness, the investment efforts must be intensified and oriented towards its modernization and development if we want the tourism encash to grow and this branch of economy to prosper, thus improving the inhabitant's standard of living, especially for those who live in the rural area, where, at the moment, there are the biggest problems, as people live here and there in extreme poverty.

On a national level we have available all the resources and the tourist potential needed in order to become a competitive industry in tourism, locally as well as internationally but, without the involment of the authorities, of the investors and of the inhabitants, we will never fully profit from what we have and we will never be able to capitalize and we will never become a solid destination, tourism wise.

In that regard MIE, established a plan to enhance the national territory – PATN, which is the base for the complex and durable development, including the regional development of the territory and it stands for our country's specific contribution to the development of the European area and the premisis to go into the European economico-social development dynamic. [8]

Tourism is above all, a service industry, as the country's government plays an important part in supporting the training programmes and in potentiating the contracting and management capacity of the small and medium-sized enterprises by promoting proper training programmes supporting tourism small-sized enterprises.[9]

At the moment, Romania, is more competitive than its neighbour competitors regarding the prices, the environment, the openness toward tourism and commerce, but less competitive regarding technology, human resources and infrastructure.[10]

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