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THE MATERIAL AND HUMAN BASIS USED IN TOURISM AND AGROTOURISM IN TULCEA COUNTY

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Abstract:*The present article aims to identify,analyze and present the evolution, in recent years, of the technical-material and human basis used in the tourism and agrotourism in Tulcea County. In order to do that, the following indicators have been used in the analysis: the evolution of the tourism and agrotourism boardings from Tulcea County, the evolution of the tourist accommodation structures with lodging functions – from the rural area –Tulcea County, the evolution of the accommodation capacity, the evolution of the civil population sorted by national economy activities – Tulcea County, the evolution of the average number of employees sorted by national economy activities - Tulcea County and the evolution of the average number of employees from hotels and restaurants – Tulcea County. At the end of this analysis, we can conclude that the technical-material and human basis used in the tourism and agrotourism activity in Tulcea county is there, but is underdeveloped compared to the touristic potential of the area, that is not capitalized to its maximum capacity in the tourism and agrotourism activity.*

Key words: *tourism, agroturism, Tulcea*

JEL classification: *L83*

INTRODUCTION

In this article we are going to analyze and present, with help from the indicators cited in the rows above, the evolution of the technical-material and human basis used in the tourism and agrotourism activity in Tulcea County, in the past 5-6 years.

The technical-material basis – or the tourist infrastucture - represents the sum of technical and urbanistic endownment necessary in order to insure the advertised good tourist services. Within the technical-material basis there are: the accommodation structures - the lodging and food service capacity, the recreation structures, the treatment structures (hydropathic tourism), as well as the network of services associated with tourism (tourist transport, special services).[1]

The development of the tourism industry is generating jobs – the human bais used in tourism. Taking under consideration the diversity of the tourism industry, we can talk about a multitude of activities that generate jobs: accommodation, rehabilitation, recreation, commerce, transport, inventory etc., plus the manpower that is activated in the sectors that supply the touristic enterprises.[2]

In Tulcea County, the build-up of modern structures amplified starting with 2001, so in the Danube Delta have emerged a multitude of villas that combine the area's tradition with everything that stands for the comfort and the conditions required for quality tourism.

However, the accommodation structures from this area are insufficient and that is why most tourists stay in the inhabitants's households or in tents.[3]

MATERIALS AND METHODS

In order to analyze the evolution of the technical-material and human basis used in the tourism and agrotourism activity in Tulcea County, we are going to use the following statistical indicators, appropriate for tourism: the evolution of the agrotouristic boards from Tulcea County, the evolution of the tourist accommodation structures with lodging functions – in the rural area – Tulcea, the evolution of the accomodation capacity from the tourist structures with lodging functions – in the rural area – Tulcea, the evolution of the civil population sorted by national

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economy activities– Tulcea, the evolution of the average number of employees sorted by national economy activities – Tulcea County and the evolution of the average number of employees from hotels and restaurants – Tulcea County. The data used in this article has been taken and analyzed form the statistical data of The National Institute of Statistics.[4]

RESULTS AND DISCUSSIONS

Services and tourism are the main departments that have a high investment potential in Tulcea County, said the the specialists who attened the trade symposiums. Tourism is the only tenable source for local development.[5]

In Tulcea County, an important source of income that has been developed after 1990 is the agrotourism. Many locals, feeling the tourism potential that the Delta has to offer, as well as the lack of an organized tourism, of accommodations, have developed their own business by accommodating tourists in their households, by offering them more and more services, by adapting quickly to the market demands.[6]

In 2009, Tulcea's Country Council drafts The Strategic Plan for Durable Tourism Development in the Danube Delta, the tourism activity thus becoming a primary development area in the county.[7]

In the purpose of developing the tourism activity, the Tulcea City Hall drafts the Development Strategy for the Tulcea Municipality 2014-2020. [8]

Also, The Local Development Plan GAL "ORIZONTURI 2012", had the same objectives of developing the touristic area Tulcea – Danube Delta.[9]

Following those efforts the tourism activity has developed a lot in the last years in Tulcea County. The agrotourism being the most successful tourism form throughout the territory of this important tourism area in our country.

Agrotourism is defined by romanian authors as "the particular form of rural tourism with a higher degree of complexity, gathering the tourism activity itself (accommodation, services, recreation, etc), as well as the economical activity, usually agrarian exercised by the tourist's hosts (the production activities, the manufacturing of agrarian products from the household and the merchandising of those products".[10]

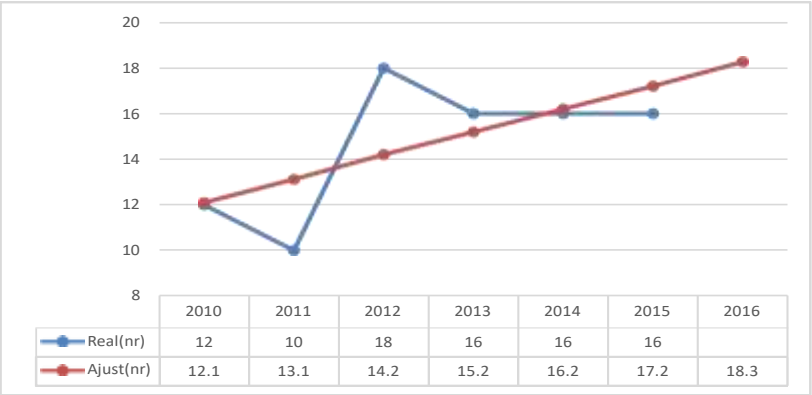
In the rows below we will present a short analysis of the existence and and evolution of the material and human basis used in the tourism and agrotourism activity in Tulcea County.

We note in the first phase that the number of agrotourism bords has increased a little in the last years, with an increase rate of 5.9%, from 12 units in 2010, to 16 units in 2015.

The largest number of agrotourism boards existing in the County was registered in 2012, when there were 18 units of this type operating in Tulcea.

Tabel 1. Indicatorii statistici ce caracterizează media pensiunilor agroturistice, din Tulcea, pe perioada 2010-2015

Valori	2010	2015	Extpr 2016	Medie	Stdev	Coef var(%)	semnf	Ritm anual(%)
Real(nr)	12	16	x	14.60	3.01	20.50	mare	5.9
Ajust(nr)	12.1	17.2	18.3	x	x	x	x	x



Grafic 1. Evoluția tendinței numarului de pensiuni agroturistice din Tulcea, pentru anul 2016 (Y=1.028x+11067; R2=0,41; r=0,64)

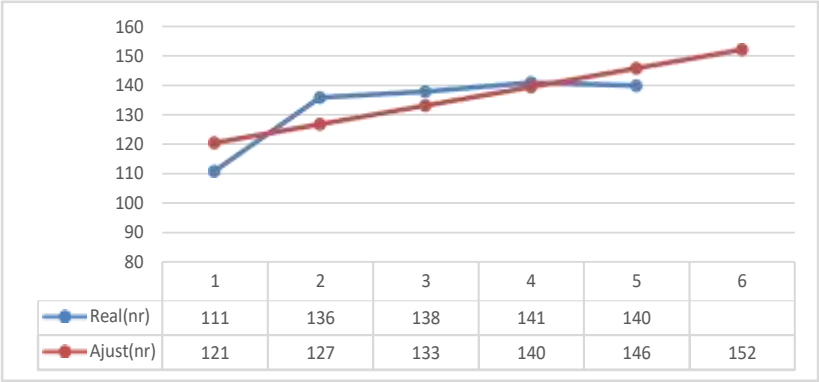
Also, the total number of touristic accommodating structures from Tulcea County has increased from 111 units existing in 2011 to 140 units existing in 2015.

Here also, in 2014 there were registered 141 tourist accommodations, the largest number in the analyzed years. It is observed that the annual increase in the analyzed years is 6% for the number of tourist accommodation structures with lodging functions from the rural area of Tulcea County.

This proves the evolution of the rural tourism and agrotourism that took place in the County between 2010-2015.

Tabel 2. Indicatorii statistici ce caracterizează media structurilor de primire turistică cu functiuni de cazare, din mediul rural - Tulcea, pe perioada 2010-2015

Valori	2011	2015	Extpr 2016	Medie	Stdev	Coef var(%)	semnf	Ritm anual(%)
Real(nr)	111	140	x	133.20	12.56	9.43	mic	6.0
Ajust(nr)	121	146	152	x	x	x	x	x

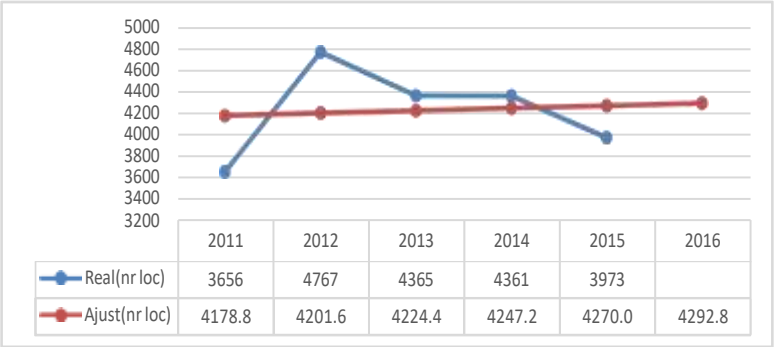


Grafic 2. Evoluția tendinței numarului de structuri de primire turistică cu funcțiuni de cazare, din mediul rural - Tulcea, pentru anul 2016 (Y=6.3x+114.3; R2=0,63; r=0,79)

Obviously the lodging capacity in the tourist accommodation structures has increased compared to 2011, the County having in 2015 3973 accommodation places. Although over the years 2012-2014, there has been registered a decrease from year to year. In 2012 has been registered the highest accommodating capacity with a number of 4767 accommodation places, a number that decreases after that to up to 3973 places.

Tabel 3. Indicatorii statistici ce caracterizează media capacității de cazare în structurilor de primire turistică cu functiuni de cazare, din mediul rural - Tulcea, pe perioada 2010-2015

Valori	2011	2015	Extpr 2016	Medie	Stdev	Coef var(%)	semnf	Ritm anual(%)
Real(nr loc)	3656	3973	x	4224.40	424.01	10.04	mijlociu	2.1
Ajust(nr loc)	4179	4270	4293	x	x	x	x	x



Grafic 3. Evoluția tendinței capacității de cazare în structurile de primire turistică din mediul rural - Tulcea, pentru anul 2016 (Y=22.8x+4156; R2=0,01; r=0,08)

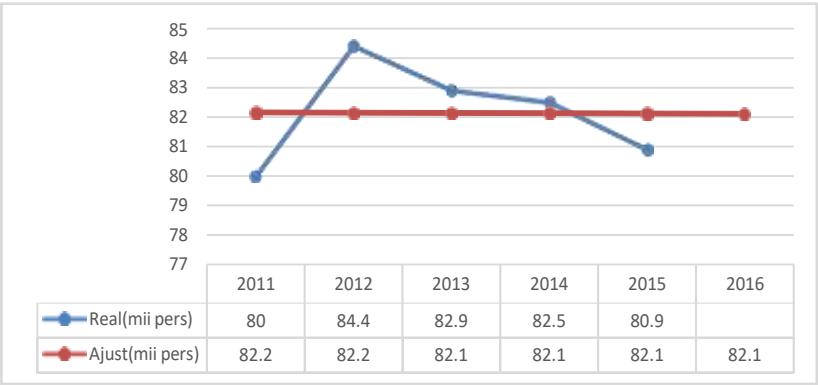
Moving on, we are going to analyze the human basis of the tourism activity in Tulcea County and the registered evolution from the last years.

In the table below we can also see a small increase of the tourism human basis.

So, the annual increase rate of the people who work in the tourism activity in the County is 8,47%, and of the employees in general, the increase rate has been of 0,3% per year.

Tabel 4. Indicatorii statistici ce caracterizează media angajaților din Tulcea, pe perioada 2010-2015

Valori	2011	2015	Extpr 2016	Medie	Stdev	Coef var(%)	semnf	Ritm anual(%)
Real(mii pers)	80	80.9	x	82.14	1.73	2.10	mic	0.3
Ajust(mii pers)	82.2	82.2	82.2	x	x	x	x	x

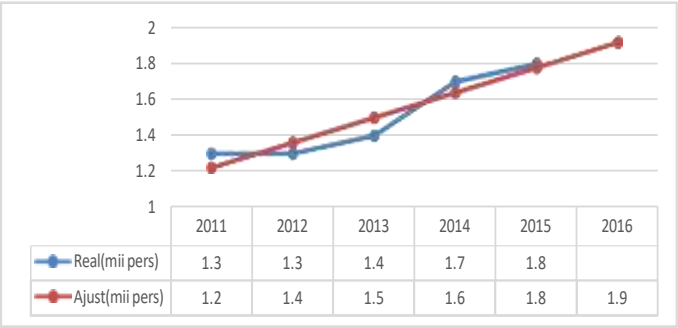


Grafic 4. Evoluția tendinței numarului de angajați din Tulcea, pentru anul 2016 (Y=0.01x+82.17; R2=0,01; r=0,07)

In the chart below we can see the increase of the number of persons who have been hired in the tourism activity from 1,3 thousand persons in 2011, to 1,8 thousand persons in 2015.

Tabel 5. Indicatorii statistici ce caracterizează media angajaților din hoteluri și restaurante, din Tulcea, pe perioada 2010-2015

Valori	2011	2015	Extpr 2016	Medie	Stdev	Coef var(%)	semnf	Ritm anual(%)
Real(mii pers)	1.3	1.8	x	1.50	0.23	15.63	mijlociu	8.5
Ajust(mii pers)	1.2	1.8	1.9	x	x	x	x	x

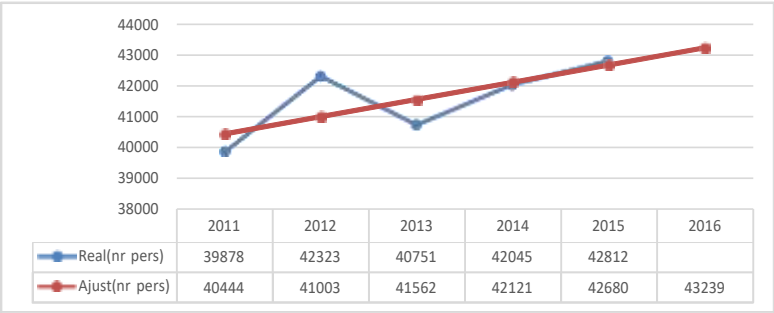


Grafic 5. Evoluția tendinței numarului de angajați din hoteluri și restaurante din Tulcea, pentru anul 2016 (Y=0.14x+1.08; R2=0,89; r=0,94)

The employees average in Tulcea has also registered an increase of 1,8% per year between 2010-2015, which can be observed in the data below.

Tabel 6. Indicatorii statistici ce caracterizează media salariaților din Tulcea, pe perioada 2010-2015

Valori	2011	2015	Extpr 2016	Medie	Stdev	Coef var(%)	semnf	Ritm anual(%)
Real(nr pers)	39878	42812	x	41562	1211	2.91	mic	1.8
Ajust(nr pers)	40444	42680	43239	x	x	x	x	x

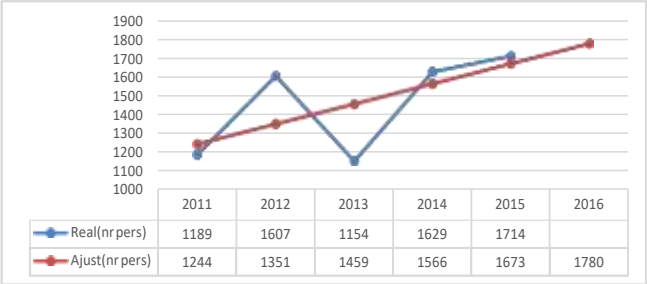


Grafic 6. Evoluția tendinței numarului de angajați din Tulcea, pentru anul 2016 (Y=559x+39885; R2=0,53; r=0,73)

We can also see in the figures that show the average number of employees from hotels and restaurants an increase of 9,6%, through 2011-2015.

Tabel 7. Indicatorii statistici ce caracterizează media salariaților din hoteluri și restaurante din Tulcea, pe perioada 2010-2015

Valori	2011	2015	Extpr 2016	Medie	Stdev	Coef var(%)	semnf	Ritm anual(%)
Real(nr pers)	1189	1714	x	1459	265	18.20	mijlociu	9.6
Ajust(nr pers)	1244	1673	1780	x	x	x	x	x



Grafic 7. Evoluția tendinței numarului de angajați din hoteluri și restaurante din Tulcea, pentru anul 2016 (Y=107.2x+1137; R2=0,41; r=0,64)

CONCLUSIONS

After all the data presented and analyzed above, we can conclude that the material and human basis of the tourism from Tulcea County has had in the first phase, starting with 2011, a considerable increase, then a small decrease starting with 2012, the year of 2015 bringing an increase again, which proves the fact that there is still a need to develop and diversify in order to provide a good quality tourism services.

Building new tourist accommodation units, upgrading the existing ones, hiring tourism qualified personnel, professional trainig for people who already work in this domain, promoting the tourism area nationally as well as internationally, are just a few of the action strategies that those involved in the tourism and agrotourism activity developed in Tulcea County need to follow.

The natural tourism potential of the area is extremely rich due to the existance of the Danube Delta, the Biosphere Reservation, unique in Europe, which provides multiple possibilities for development, capitalizing and the increase of the standard of living for the inhabitants in Tulcea County.

At the moment, this huge tourism potential is not capitalized at full capacity as the number of tourists is smaller than it could be in this important tourism area, one of the reasons being the technical-material basis, respectively the tourism infrastructure of the County which is poorly developed and the human resources used in this activity are unquialified or insufficient.

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