

ROMANIAN TOURISM IN THE CONTEXT OF SERVICES GLOBALIZATION

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Abstract

This paper makes a short and descriptive analysis regarding the globalization effects on Romanian tourism. In obtaining results, the author used the tourist flow analysis which is analyzed by its components namely internal or external number of tourists, their origin and synthesis method is realized reconstruction phenomenon separate component. The main objective of this analysis is to provide some answers, especially in terms of increasing interest for Romanian tourism in the context of globalization of tourism.

Key words: *tourism, globalization, competitiveness*

Tourism contribution to the development of services

Globally, there is a tendency of the tourism to develop at an accelerated rate as compared to other industries. This process caused, on the one hand, the reduction of the amount of people employed in agriculture and even in industry and, on the other hand, it increased the share of services in respect of gross domestic product. While the development of industry and agriculture is clearly linked to the existence of the highways, without which raw materials and finished products can not be moved, this interdependence is not proved enough yet for the development of the services. However, services can not develop without a quality transport infrastructure. Because services have emerged as the main economic engine of the last decades, the analysis of the

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relationship between the economic sector and infrastructure illustrates the pressing need to allocate funds for upgrading priority roads, railways, airports and harbors. (Ionic , 2006,p. 41-56)

Regarding travel services, Romania has a real basis for developing its home market and for exporting such services. As it has a great natural potential, Romania could become an exporter of tourism services. The export of services in these sectors should positively contribute not only to the equilibration of the balance of trade, but also to the GDP growth and hence it could contribute to increase of the income. It is difficult to quantify the total, public statistics referring in particular to the export of such services, that caused consumption of foreign tourists arrival in Romania. In 2008 Romania's GDP reached its maximum of 137 billion. In 2009 and 2010, the economy fell to 116.3 and respectively to 119.8 billion euros. In 2011, Romania's GDP reached 122.7 billion euros. The growth of international tourism is based, on the one hand, on the increase of incomes of population and, on the other hand, on facilitating the tourists access in areas with attractions (equally when they are coming to Romania and when returning to the country of origin).The sense of security, the hospitality and the quality of the services, such as the quality of accommodations and the politeness of employees. Of the equal importance is to acknowledge the right price, including the additional costs, from the very beginning. An Eurostat report shows that Romania ranks last among the 27 Member States of the European Union with 2.5 million overnight stays and revenues of \$ 1.3 billion, respectively \$ 61/ resident.

Ahead of Romania are ranked Bulgaria, with 2.6 billion dollars, or \$ 345 / resident, Cyprus with 2.2 billion dollars and Slovenia with \$ 1.8 billion. (www.ecc.eurostat.ep.europa.eu; accesat la data de 17.09.2012). Compared to neighboring countries, Romania has less impressive results: the export of services accounts for only a percentage of GDP and it values less than imports (expenses of Romanian tourists in other countries are lower than those of foreign tourists arrived in Romania). The situation is unusual if we take into consideration natural resources existing in Romania: natural potential for summertime and wintertime vacations, spa and climatic resorts, ecological and cultural tourism offers. Exceeding this state of fact depends only to a certain degree on the efforts of tourism services providers and to a far greater extent to the authorities that are responsible for pointing out areas with great potential in attracting tourists and for modernization of the

infrastructure. Only when tourists will be able to move easily among different resorts and attractions, the promotion of Romania in countries which are highly interested in tourism (Germany, Austria, Hungary, Slovakia, Poland, and Russia) will be truly effective. There are some Central and Eastern European countries where the benefits from tourism activities has a high share in GDP: in Croatia, these types of services generates 25.6% of GDP, 17.3% of GDP in Turkey and in Slovenia 15 7% of GDP. It follows, therefore, that the volume of transport services and tourism in Romania is well below its potential granted by its geographical position and its status as EU member. In order to capitalize on this potential, there is a high need of improvements of the infrastructure and of granting tax incentives without which Romania cannot hope for a future in exporting tourism services. (Neagu, 2005, p.102).

Romania's rich and varied tourism potential has placed it among the most famous and appreciated holiday destinations in the world, as one of the countries with a rich tradition and experience in tourism. Romania's position on the international tourism market, the tourism place in household expenditure and in the economic structure were largely influenced by the socio-economic situation. As a result, Romania has known a different evolution for each of the components of the domestic and international tourism due to major changes in the world and domestic economy and as well to its ability to understand and react to these events. (Ioncic , 2006; p.41-56) Romania ranks 77 out of 142 countries according to the "Global Competitiveness Report 2011-2012". This places our country behind Bulgaria and Croatia, but in front of Albania, Ukraine, Georgia, Greece or Serbia. The countries placed on the first 10 positions in this top are:

Table 1. *Top 10 countries in the world in the Global Competitiveness Report*

Rank/Year	2009	2011	Score (2011)
1	Switzerland	Switzerland	5.68
2	Austria	Germany	5.50
3	Germany	France	5.41
4	France	Austria	5.41
5	Canada	Sweden	5.34
6	Spain	United States	5.30
7	Sweden	United Kingdom	5.30
8	United States	Spain	5.29
9	Australia	Canada	5.29
10	Singapore	Singapore	5.23

Source: <http://www.manager.ro/articole/analize/analiza:-raportul-global-al-competitivitatii-unde-se-situeaza-romania-12137.html>

As it can be seen in Table 1, the top 10 countries worldwide in the Global Competitiveness Report are the same in 2010 and in 2011, some of them switching their position. But we can observe that Switzerland continues to maintain unchanged its position in these two considered years. In the context of European tourism, Romania ranks 34th out of 42 positions.

Table 2. *Romania's position relative to regional competitors*

Rank	Country	Regional rank	Overall rank	Score
1	Czech Republic	22	31	4.77
2	Slovenia	23	33	4.64
3	Montenegro	25	36	4.56
4	Hungary	26	38	4.54
5	Bulgaria	27	48	4.39
6	Poland	28	49	4.38
7	Slovak Republic	31	54	4.35
8	Romania	34	63	4.17
9	Serbia	38	82	3.85
10	Ukraine	39	85	3.83
11	Moldova	42	99	3.60

Source: http://store.ectap.ro/articole/644_ro.pdf

In terms of its direct competitors, namely its neighboring countries or those which are in the same geographical region, we can see that Romania has a quite disadvantageous position, being surpassed bothly by its western neighbor, Hungary, and by its direct competitor on all tourism markets, Bulgaria.

The result is even more interesting as it can be noted that some of the countries placed ahead of Romania (Czech Republic, Hungary, Poland, Slovakia) do not benefit, for example, of seaside opportunities that can be exploited for tourism.

Tourist flows to Romania

In terms of spatial distribution, the tourist flow has a well defined focus. Thus, in 2011, 94.34% of arrivals of foreign tourists were of European origin, the remaining 5.66% were from other continents.

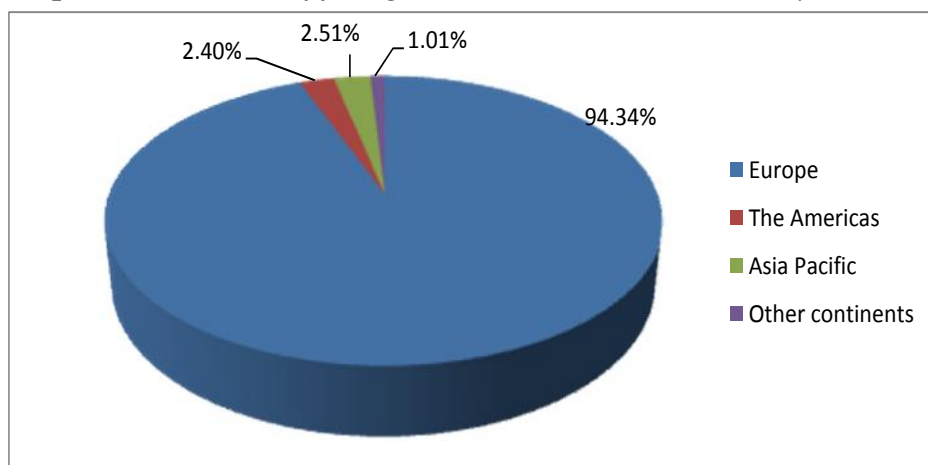
Table 3. *Distribution of foreign tourist arrivals in Romania by Continent*

Continent	Share
Europe	94,34%
Africa	0,29%
The Americas	2,40%
Asia Pacific	2,71%
ri nespecificate	0,26%

Source: *author's own processing based on National Institute of Statistics.*

The distribution of foreign tourist arrivals in Romania, considering the continent of origin can be seen in Graph 1.

Graph 1. *Distribution of foreign tourist arrivals in Romania by continent*

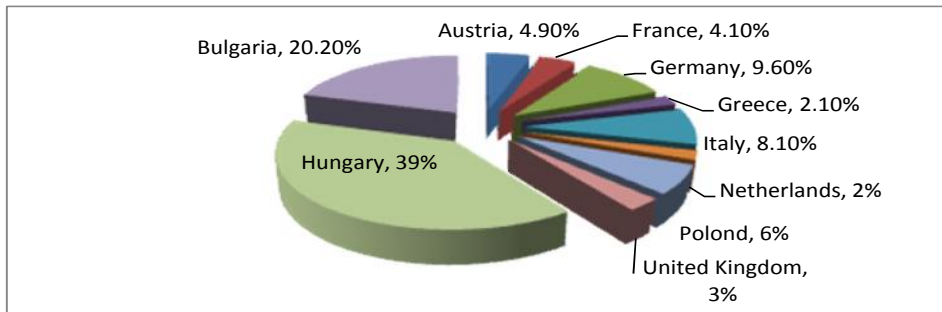


Source: *author's own processing based on National Institute of Statistics.*

A few countries - Austria, France, Germany, Greece, Italy, Netherlands, Poland, United Kingdom, Hungary, Bulgaria - focus a great amount of the touristic emission to Romania. (Table 2).

This is explained by the relative small distances among tourists' countries of origin, by the similarities in language, culture and history; traditionally, for a long time were promoted only spaces belonging to Eastern European destinations.

Graph 2. *Distribution of foreign tourist arrivals by country of origin Romania*



Source: *author's own processing based on National Institute of Statistics.*

Talking about domestic destinations, Danube Delta and spa and climatic destinations has an ascending trend, but the top Romanian destination still is the Black Sea seaside. However, counterbalancing the summer season, there is an increased preference for spa and climatic offers (containing courses of treatment or spa services), rather than a seaside package less attractive in terms of services offered. According to the analyzed data, it can be stated that the majority of foreign tourists uses the highroads to visit our country (74.6%) and only 19.80% prefer air transport. Railways and boats are used to a smaller weight.

Tourist flows in Romania

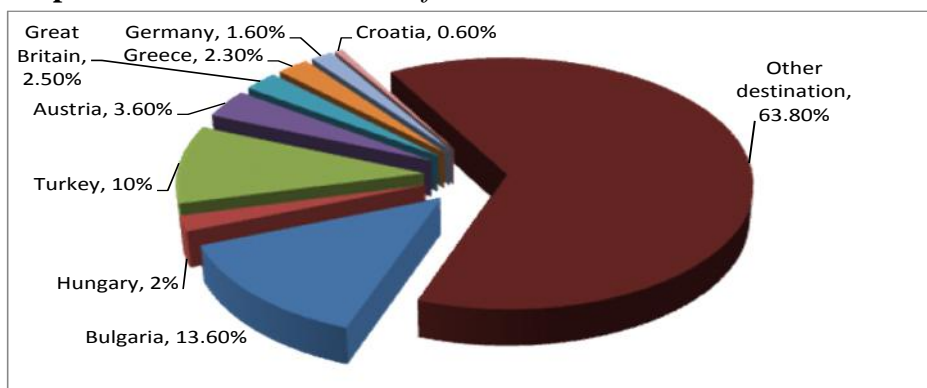
Going abroad, Romanians preferences go mostly to European countries, especially the neighboring ones.

Table 4. *Destinations preferred by Romanian tourists in 2011*

Destinations that have attracted most Romanian tourists	Number of Romanian tourists in these countries in 2011 (thousands)
Bulgaria	1.490
Hungary	1.100
Turkey	390
Austria	276
Great Britain	257
Greece	224
Germany	170
Croatia	63

Source: http://www.incomemagazine.ro/articol_77134/care-sunt-tarile-in-care-calatoresc-cel-mai-mult-turistii-romani.html

Graph 3. *Favorite destinations of Romanian tourists in 2011*



Source: *author's own processing based on National Institute of Statistics.*

Bulgaria (with approximately 13.6%) has become a favorite destination of the Romanian tourists, attracted mainly by the Black Sea seaside, but also by the affordability of Bulgarian mountain resorts and last, but not least, by the quality of services. Another destination preferred by Romanian tourists is Hungary (10%). Turkey is loved by Romanians because of the quality and complexity of services for all inclusive packages. Related to the price, the quality of the offered services is excellent. The target group consists in families with children, groups of friends and young honeymooners. Austria is, along Hungary, one of the few countries in the region that do not benefit of a seashore, but which stays among Romanians preferences. Romanians go to Austria for skiing in wintertime and in the rest of the year in almost all other regions. It should not be overlooked the weekend tourism, when Romanians go shopping in Vienna.

Among Romanians favorite British place of destination, London dominates both as a tourist destination and as a shopping stop. Some Romanians travel for visiting relatives or friends, or to meet their children settled there to study. Excepting England, many Romanians travel also to Ireland, but less to Scotland. Another country preferred for its coastline by Romanians for is Greece. Germany is preferred by Romanians for economical and business reasons. (Alexandru Corina, http://www.incomemagazine.ro/articol_77134/care-sunt-tarile-in-care-calatoresc-cel-mai-mult-turistii-romani.html; accessed 5.08.2012) .

Alike foreign tourists who visit our country, 72.4% of the Romanian prefer to use the highroads to go on holidays, 25.4% opting for traveling by. A very small percentage of 0.2% of Romanian visitors prefer to travel by sea and 2% by train. Nowadays only four countries are represented in Romanian national tourism offices: Austria, Greece, Hungary and Thailand. The Bureau of Romanian National Tourist Organization of Greece states that "Romanians are among the most extravagant spenders as foreign tourists in Greece, exceeding Germans, British and Dutch. An Englishman spends daily 5-10 Euros, while a Romanian takes out of his pocket 80-100 Euros day, besides the traveling expenses. Members of the Austrian National Tourist Office states that" Romanians spend in Austria during wintertime 145 Euros per day and in summertime 116 Euros ". (Voiculescu Loredana, <http://www.gandul.info/financiar/de-ce-se-bat-strainii-pe-turistii-romani-sunt-cei-mai-cheltuitori-iar-o-treime-dintre-ei-aleg-sa-stea-la-hoteluri-de-4-5-stele-9400103>; accessed 17.06.2012).

A third part of Romanian choose 4 or 5 stars hotels when they travel to Austria, while only 21.7% of Hungarian tourists choose to stay at a 4-5 stars hotel, according to Austrian Statistics. Only 19.6% of Polish tourists spend the night in a luxury hotel, 19.3% are recorded for the Czech tourists.

The portrait of the Romanian tourists abroad is eloquent if we take in account their average age. Romanians are different from other tourists because they are younger. During the summertime, the average age of Romanians that travel to Austria is 44 years, compared to an average of 43.5 of the other tourists, and those who spend their winter holidays skiing in Austria are on average 40 years old, compared to 43.5 years as the average age of other tourists. (Voiculescu Loredana, <http://www.gandul.info/financiar/de-ce-se-bat-strainii-pe-turistii-romani-sunt-cei-mai-cheltuitori-iar-o-treime-dintre-ei-aleg-sa-stea-la-hoteluri-de-4-5-stele-9400103>; accessed: 17.06.2012)

Analysis of the accommodation capacity in operation in 2007-2011

The existing accommodation capacity available in Romania has had a relatively continuous upward trend from year to year, with few exceptions.

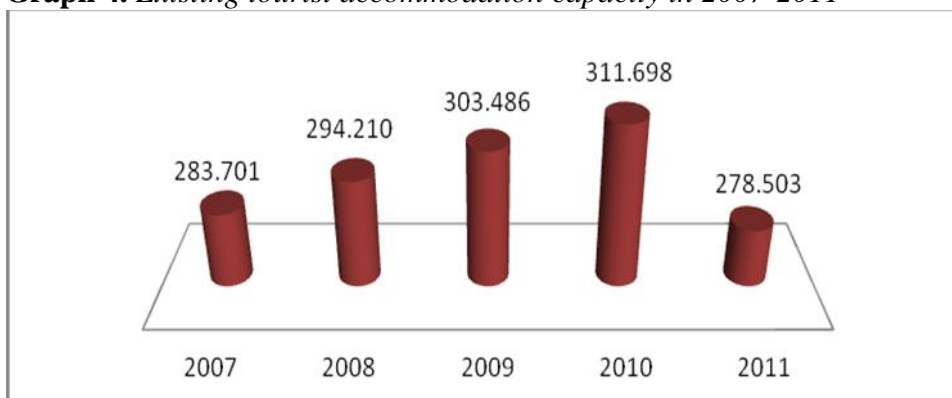
Table 5. *The existing tourist accommodation capacity in 2007-2011*

Years	Accommodation capacity in operation in 2007-2011
2007	283.701
2008	294.210
2009	303.486
2010	311.698
2011	278.503

Source: *author's own processing based on National Institute of Statistics.*

So in 2007 the capacity of existing tourist accommodation was of 283,701beds, in 2011 reaching a total of 278,503 beds, representing a decrease of 5,198 beds, that is a relative decrease of 0.4%.

Graph 4. *Existing tourist accommodation capacity in 2007-2011*



Source: *author's own processing based on National Institute of Statistics.*

Analyzing the chart results that in 2011 the existing tourist accommodation capacity decreased by 2% compared with 2010.

Tourist accommodation capacity in operation in 2007-2011

Tourist accommodation capacity in operation is represented by the number of beds offered by the tourist accommodation establishments, taking into account the number of days the units are opened in the period of time considered. There are not included the beds in the rooms or units temporarily closed due to lack of tourists, running repairs or other reasons. Tourist accommodation capacity in operation after 2007 showed an upward trend.

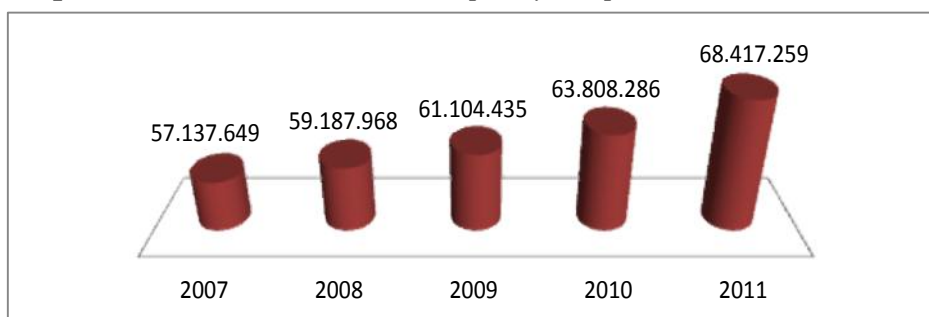
Table 6. *Tourist accommodation capacity in operation in 2007-2011*

Years	Accommodation capacity in operation
2007	57.137.649
2008	59.187.968
2009	61.104.435
2010	63.808.286
2011	68.417.259

Source: *author's own processing based on National Institute of Statistics.*

If in 2007 the tourist accommodation capacity in operation was of 57,137,649 beds, by 2011 it has steadily increased by 68,417,259 beds. (Relative increase of 4%).

Graph 5. *Tourist accommodation capacity in operation in 2007-2011*



Source: *author's own processing based on National Institute of Statistics.*

Tourist arrivals in 2007-2011

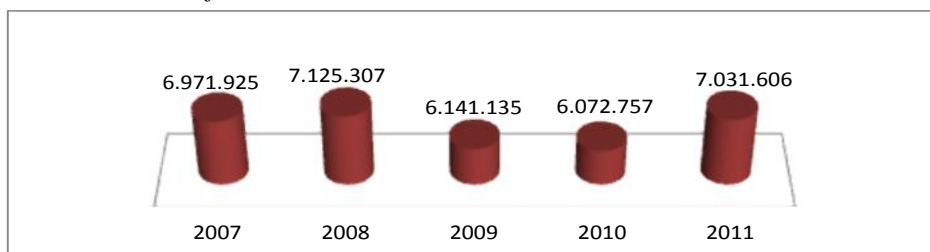
Tourist arrivals, in terms of lodging, in Romania, had increased in 2011 compared to 2007 by 0.2%: from a total of 6,971,925 people in 2007 to 7,031,606 people in 2011.

Table 7. *Arrivals of tourists in the establishments of tourists with tourists' accommodation functions 2007-2011*

Years	Tourist arrivals
2007	6.971.925
2008	7.125.307
2009	6.141.135
2010	6.072.757
2011	7.031.606

Source: *author's own processing based on National Institute of Statistics*

Graph 6. *Tourist arrivals in tourist accommodation with tourist accommodation function 2007-2011*



Analyzing the number of tourists accommodated in the given period of time, it is obvious that the trend was not continuous, achieving increases and decreases.

Romanian tourists' arrivals in reception with tourists' accommodation function during 2007 – 2011

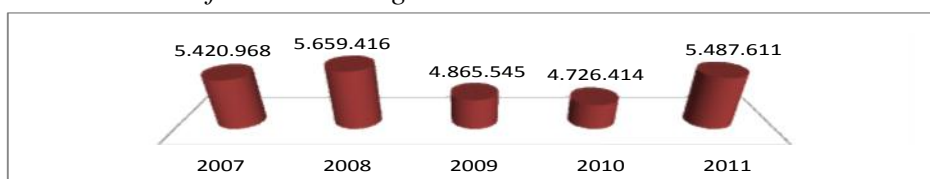
Table 8. *Romanian tourists' arrivals in lodgings with tourists' accommodation function during 2007 - 2011*

Years	Tourists
2007	5.420.968
2008	5.659.416
2009	4.865.545
2010	4.726.414
2011	5.487.611

Source: *author's own processing based on National Institute of Statistics.*

The number of arrivals of Romanian tourists in the establishments with tourists' accommodation function was ascending in the discussed period, with few exceptions.

Graph 7. *Romanian tourists' arrivals in reception with tourists' accommodation function during 2007 - 2011*



Source: *author's own processing based on National Institute of Statistics.*

In table 8 it can be seen that in 2008 there was the maximum number of arrivals of Romanian tourists, equivalent to 5,659,416 tourists that will fall by 0.6% to a total of 5,487,611 tourists, in 2011.

Arrivals of foreign tourists in the establishments with tourists' accommodation function in 2007-2011

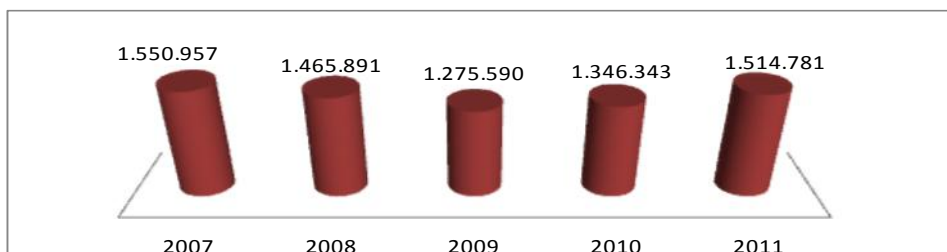
Table 9. Arrivals of foreign tourists in the establishments with tourists' accommodation function in 2007-2011

Years	Tourists
2007	1.550.957
2008	1.465.891
2009	1.275.590
2010	1.346.343
2011	1.514.781

Source: author's own processing based on National Institute of Statistics.

The number of foreign tourist arrivals in the establishments with tourists' accommodation function during 2007 - 2011 had a downward trend, with few exceptions.

Graph 8. Arrivals of foreign tourists in the establishments with tourists' accommodation function in 2007-2011



Source: author's own processing based on National Institute of Statistics.

In the analyzed period of time, the number of foreign tourist arrivals in the establishments with tourists' accommodation function was directly influenced by the economic crisis. Only in 2011 there was an amount of 1,514,781 arrivals, figure that equates to a decrease of 0.5% compared to 2007, when there was a number of 1,550,957 tourists. Compared to the previous year, it can be noticed a slightly raise, registering an increase of 12% in the number of foreign tourist arrivals in the establishments with tourists' accommodation function.

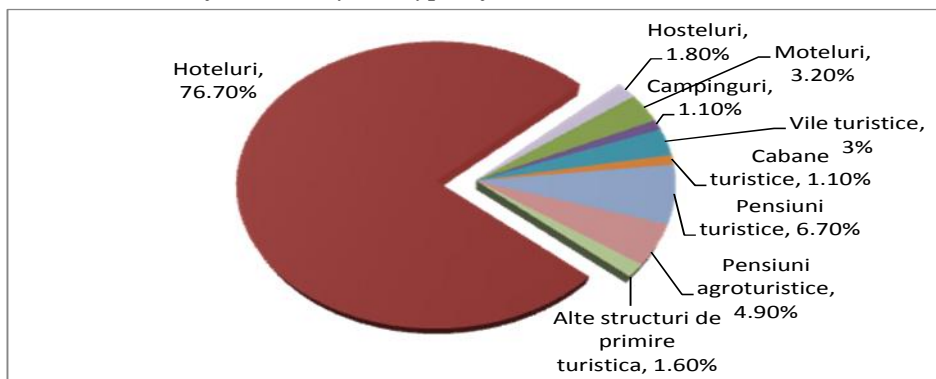
Arrivals in major tourist accommodation with tourist accommodation function by the type of tourist accommodation in 2011

Table 10. Arrivals in major tourist accommodation with tourist accommodation function by the type of tourist accommodation in 2011

Type of tourist accommodation	Tourists
Hotels	5.367.723
Hostels	126.588
Motels	221.039
Tourist inns	611
Tourist villas	221.470
Tourist chalets	80.195
Tourist boarding houses	469.693
Agro-tourist boarding houses	344.186
School and pre-school camps	65.995
Camping sites	73.558
Tourist halting places	11.118
Bungalows	14.464
Houselet-type units	4.976
Ship accommodation places	8.705

Source: author's own processing based on National Institute of Statistics.

Graph 9. Arrivals in major tourist accommodation with tourist accommodation function by the type of tourist accommodation in 2011



Source: author's own processing based on National Institute of Statistics.

In 2011, 76.70% out of the total number of tourists chose hotels preference followed by the boarding houses, that together with rural tourism ranks next with a total of 11.60%.

Arrivals in major tourist accommodation with tourist accommodation function in tourist areas in 2011

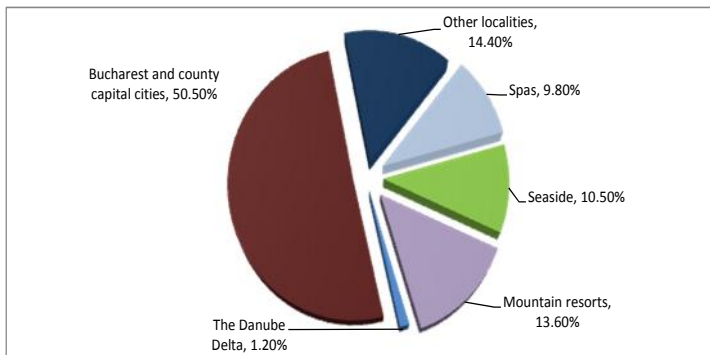
Table 11. Arrivals in major tourist accommodation with accommodation in tourist areas in 2011

Touristic areas	Tourists
Spas	686.550
Seaside	735.881
Mountain resorts	953.332
The Danube Delta	81.567
Bucharest and county capital cities	3.537.932
Other localities	1.007.130

Source: author's own processing based on National Institute of Statistics.

As shown in table 10, Bucharest and county capitals are representative regarding the number of tourist arrivals in the establishments of tourists' reception with functions of accommodation, with a share of 50.5%, followed by other cities and tourist routes (14, 4%) and mountain resorts (13.6%).

Graph 10. Arrivals in major tourist accommodation with tourist accommodation function in tourist areas in 2011



Source: author's own processing based on National Institute of Statistics.

Overnight stays in the establishments of tourists 'reception with tourists' accommodation function during 2010 - 2011

An overnight stay means each night spent by a person that is registered in a tourist accommodation, whether or not he/she is physically present in the room.

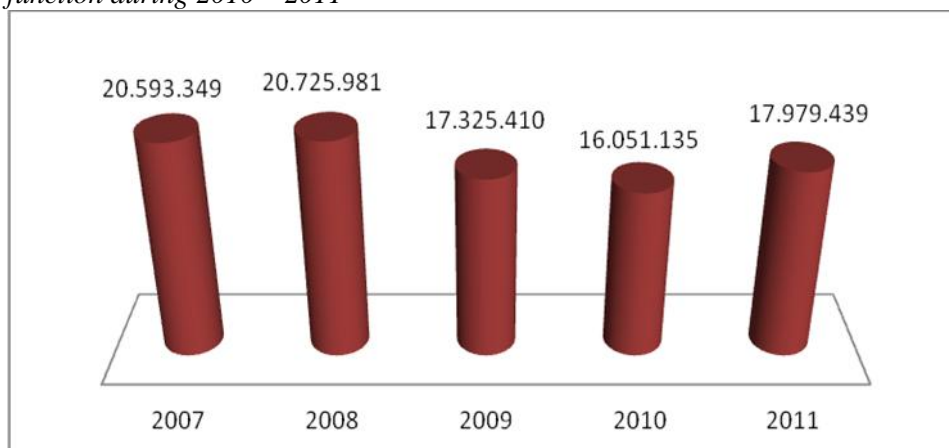
Table 12. *Overnight stays in the establishments of tourists 'reception with tourists' accommodation function from 2010 to 2011*

Years	Overnight stays
2007	20.593.349
2008	20.725.981
2009	17.325.410
2010	16.051.135
2011	17.979.439

Source: *author's own processing based on National Institute of Statistics.*

In terms of overnight stays in the establishments with tourists' accommodation function in 2007- 2011, it was observed a decrease in 2011 compared to 2007, from a total of 20,593,349 overnight stays in 2007, to a total of 17,979,439 overnight stays in 2011. In 2011 overnight stays decreased by 13.7%. (Table 11)

Graph 11. *Overnight stays in the establishments with tourists' accommodation function during 2010 – 2011*



Source: *author's own processing based on National Institute of Statistics.*

Overnight stays in major tourist accommodation with tourist accommodation function by the type of tourist accommodation in 2011

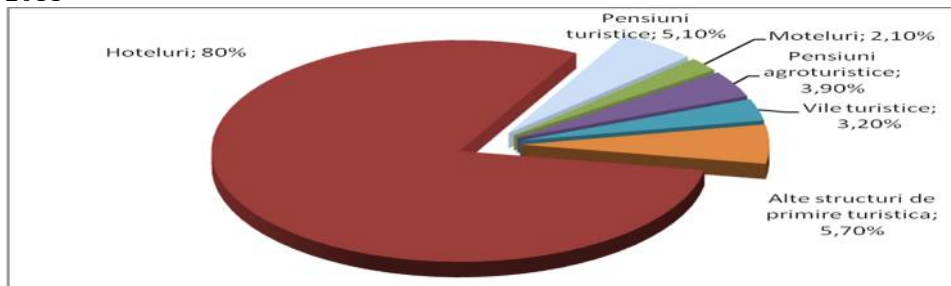
Table 13. *Overnight stays in major tourist accommodation with tourist accommodation function by the type of tourist accommodation in 2011*

Type of tourist accommodation	Tourists
Hotels	14.330.000
Hostels	275.662
Motels	375.320
Tourist inns	1.586
Tourist villas	564.338
Tourist chalets	142.167
Tourist boarding houses	910.498
Agro-tourist boarding houses	700.997
School and pre-school camps	276.029
Camping sites	188.110
Tourist halting places	25.614
Bungalows	42.109
Houselet-type units	17.299
Ship accommodation places	61.054

Source: *National Institute of Statistics.*

As shown in table 12, the greatest amount of tourists prefer to stay overnight in hotels (14,330,000), followed by boarding houses (910,498) and Agro-tourism boarding houses (700,997). Tourist accommodation service is calculated by taking in account the total number of overnight stays.

Graph 12. *Overnight stays in major tourist accommodation with tourist accommodation function by the type of tourist accommodation in 2011*



Source: *author's own processing based on National Institute of Statistics.*

Overnight stays in major tourist accommodation with tourist accommodation function in tourist areas in 2011

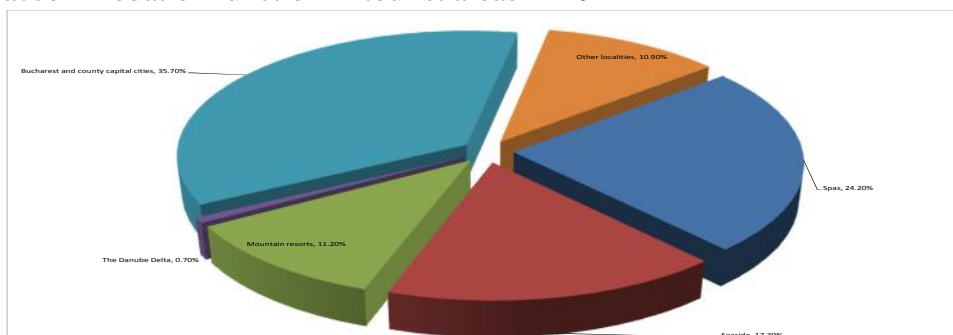
Table 14. *Overnight stays in major tourist accommodation with tourist accommodation function in tourist areas in 2011*

Tourist areas	Number of tourists
Spas	4.335.327
Seaside	3.103.617
Mountain resorts	1.997.323
The Danube Delta	130.519
Bucharest and county capital cities	6.402.199
Other localities	1.945.117

Source: *National Institute of Statistics.*

As shown in table 13, Bucharest and county capitals are representative in terms of overnight stays (35.7%), 24.20% of the tourists prefer to sleep in spa accommodations and 17.3% in seaside hotels.

Graph 13. *Overnight stays in major tourist accommodation with tourist accommodation function in tourist areas in 2011*

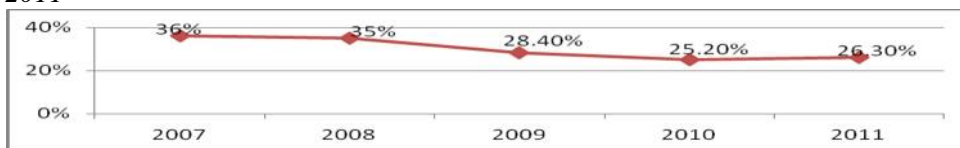


Source: *author's own processing based on National Institute of Statistics.*

Indices of the capacity in operation in 2007-2011

During 2007 - 2011, evidence of use of accommodation capacity in operation has ranged between 36% in 2007 and 26.3% in 2011.

Graph. 14. *Indices of the capacity in operation in 2007-2011*



Source: *author's own processing based on National Institute of Statistics.*

Graphic 14 shows that the highest value of net use index of accommodation capacity in operation was registered in 2007 (36%) and the lowest value was recorded in 2010 (25.2%).

Evolution of tourist accommodation structures during 2007 – 2011

According to the review, tourist reception with tourists' accommodation function registered an increasing trend from year to year with few exceptions; in 2007 there was a total of 4694 structures that reached in 2011 a total of 4992 structures with functions of accommodation, which represents an increase of 298 structures in 2011 compared to 2007, the relative increase being of 1.4%.

Table 15. *Structure of tourists' reception with tourists' accommodation function in 2007-2011*

	2007	2008	2009	2010	2011
Total	4.694	4.840	4.986	5.222	4.992
Hotels	1.059	1.075	1.104	1.159	1.233
Hostels	44	46	60	79	145
Motels	450	153	146	151	184
Tourist inns	6	5	5	4	4
Tourist villas	708	718	747	768	548
Tourist chalets	104	110	117	128	147
Bungalows	266	264	265	267	205
Holiday villages	3	3	4	4	5
Camping sites	62	59	55	51	44
Tourist halting places	30	31	30	32	41
Houselet-type units	49	50	46	49	27
School and pre-school camps	115	111	111	92	69
Tourist boarding houses	736	783	878	949	1.050
Agro-tourist boarding houses	1.292	1.348	1.412	1.354	1.210
Ship accommodation places	9	7	6	7	5

Source: *National Institute of Statistics.*

In 2011 hotels achieved the highest growth of the amount of all accommodation listed with a slight increase compared to 2010 when it was registered a total of 1,233 hotels.

Conclusions

Romania's domestic tourism is represented by the holidays spent by the indigenous people within the country's borders. In terms of destination, vacation options of Romanian tourists in 2011 were directed mostly to cities, mainly for cultural tourism and business. Romania's international tourist flow is represented mostly by the tourists of European origin; in 2011 they visited our country in proportion of 95%. Most foreign tourists are from Hungary and Bulgaria. And a great amount of the Romanian tourists prefer as vacation destinations Bulgaria, Hungary, Turkey and Austria.

The existing tourist accommodation capacity in 2007-2011 decreased in 2011 compared to 2007 by 0.4%, from a total of 283,701 beds to a number of 278,503 beds. Instead, tourist accommodation capacity in operation, considered in the same period of time, had an upward trend, increasing by 4% in 2011 compared to 2007, from a total of 57,137,649 beds to a number of 68,417,259 beds. Tourist arrivals in establishments with tourists accommodation function in Romania increased in 2011 compared to 2007 by 0.2%, from a total of 6,971,925 people in 2007 to 7,031,606 people in 2011.

As for the overnight stays in the establishments of tourists' reception with tourists' accommodation function in 2007-2011, it was observed a decrease in 2011 compared to 2007 from a total of 20,593,349 overnight stays in 2007, to a total of 17,979,439 overnight stays in 2011. In 2011 overnight stays had a relative decrease of 2.8%.

During 2007 - 2011, the evidence of use of the accommodation capacity in operation has ranged between 36% in 2007 and 26.3% in 2011. Analyzing the development of tourist reception with tourists' accommodation function during the period 2007-2011, we can see that in 2011 the hotels reached the highest growth of all accommodation listed. By analyzing these indicators, I can say that the development of domestic and international tourism of Romania was weak in 2011, taking into account the previous years.

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