

## ***The Tourist Accommodation Capacity in Romania and the Main Tourism Indicators Registered in 2011 and in the First Months of 2012***

***Violeta URBAN, Andreia-Simona MELNIC***  
***George Bacovia University in Bacău, ROMANIA***  
[violeta.urban@ugb.ro](mailto:violeta.urban@ugb.ro)  
[andrea.melnic@ugb.ro](mailto:andrea.melnic@ugb.ro)

**Abstract:** *The paper presents an analysis of the tourist accommodation capacity in Romania, meaning all units classified by the Ministry of Regional Development and Tourism. Also, we mentioned the number of tourist information centers, the number of the guides holding a tourist guide certificate and the number of the licensed travel agencies.*

*We analyzed the main tourism indicators in Romania registered in 2011 and in the first months of 2012: number of arrivals in the main establishments of tourist's reception with functions of tourist's accommodation, number of stays overnight, indices of net use of tourist's accommodation bed-places. Thus, we identified the favored tourist units and the periods when the number of tourists increase*

*Also, we explained the tourism terms that we used in our paper.*

*We mention that the statistical data included in this paper are processed according to the Monthly Statistical Bulletins and Press Releases from 2011 and 2012 published by the National Statistics Institute, as well the public information from the Ministry of Regional Development and Tourism.*

**Keywords:** *tourist accommodation capacity, tourism indicators, tourism infrastructure*

### **Introduction**

The evolution of society in recent decades has gradually turned the tourist activity, from alternative leisure, in a complex industry, with clearly defined economic and social effects on the human community.

Tourism today is part of modern human life and the evolution of lifestyles changed its perception.

Because the population, worldwide, is increasing, life expectancy has reached approx. 80 years, per capita income levels are increasing leisure time is higher, urbanization is increasing rapidly, it can be said that tourism will be in the future, in most countries, an objective necessity because consumption tourism products will be a requirement of ever present, with consequences on economies, societies and national cultures and / or regional. [1, p. 270-274] These influences are felt differently from country to country, depending on the level of development and policy with regard to tourism activity.

### **1. Romania's Tourism Potential**

The exception Romania's tourist potential is marked by two major components [2]:

- Natural component, represented by spectacular scenery, varied terrain configuration, favorable climatic conditions, therapeutic value and abundance of natural treatment factors;
- Anthropogenic component, represented by the remains of civilizations that have succeeded in Romania since time immemorial, monuments and secular and religious art, museums and museum collections, elements of ethnography and folklore of great beauty and originality, current achievements prestigious .

Romania is endowed with a variety of tourist attractions. Romanian Black Sea coast has many beaches covered with fine sand and Delta is characterized by diverse flora and fauna. In the center of the country, Transylvania Plateau is surrounded by the beauty of the Carpathian Mountains. Numerous mineral springs with therapeutic qualities and lakes are the development of resorts. Moreover, Romania is rich in historical sites such as Dacian fortresses, monuments of ancient and modern art across the country.

Besides the natural attractions and cultural and historical achievements of the Romanian people, one can also add: Hydropower from rivers - Bistrita, Arges, Olt, Mures, Somes, Siret or the “Porțile de fier”, the Danube - Black Sea, Transfăgărășan.

In terms of tourism, the first natural attraction is the Black Sea in Romania, which between Năvodari and the Bulgaria border, has excellent sandy beaches, a sea without tides, swimmers favorable, many sunny days (about 250 annually) and a temperature moderately warm, spacious hotels and villas, tourist facilities, easy access to coastal roads to Constanta or to Bucharest crossing the bridges over the Danube at Giurgeni-Vadu Oii and Cernavoda. In the neighborhood there are many places of archaeological interest, as Adamclisi monument, the ruins of ancient Greek cities - Histria. Maliuc, Sulina, Crisan, Tulcea can accommodate tourists in very good condition, from where they can visit the nearby forests and lakes - sanctuaries of birds and other creatures. A feature of the Black Sea is the small number of islands, there are only five islands: Fidonisia, Berezoia, Snakes' Island, the St. John Island the Kefken Island. Unlike other Earth's seas, the Black Sea coast is less indented, only a few bays, but wide open. It is one of the largest continental seas and the second in volume, maximum and average depth in range after the Mediterranean and the North Sea.

Besides the Black Sea coast, the **Danube Delta** is a major attraction for nature lovers. Delta is the largest wetlands reserve in Europe. An exotic land with more than 1200 species of trees and plants, with the richest ornithological fauna on the continent (more than 300 species, among which unique colonies of pelicans) and ichthyologic fauna (represented by about 100 species, of which mention Danube herring and sturgeon, from which the precious caviar). [3]

Our country has many and varied mineral springs, spread all over the land, around which have developed dozens of resorts. Along with Eforie Nord, Mangalia, Neptun located on the coast, the most important, some of international interest are: Herculane (famous since Roman times), Balványos, Prahova, Pucioasa, Voineasa, Felix, Calimanesti - Căciulata, Olănești, Govora Tusnad, Sovata, Covasna, Slănic Moldova, Vatra Dornei, can be excellent starting points for trips in the Carpathians. Now, adapting to new concepts in the field, Romanian resorts are offering both services for healthy people, in order to maintain their state of body and disease prevention, and for the sick ones, in order to relieve or cure disease. The disorders treated in Romanian resorts are the most diverse rheumatism, cardiovascular, respiratory, neurological, gynecological, dermatological diseases, stress state etc. More than 30% of the world springs from which healing waters break are on the Romanian territory. [4]

The **Romanian Carpathians** covers 36% of the country and enforced in all national tourism as an important tourist area. Although there are strong competitors in several European countries, such as the Alps, Balkans, Pyrenees and Tatra, the Romanian Carpathians has some features that give them more originality, meaning that they have the ability to excite fans of winter sports, climbers and mountain hiking. The mountain system is characterized by a diversity of scenery and a great tourism potential complexity, due to the various types of terrain (glacial, fluvial, structural-lithologic, etc.) an alternation of mountain units and sub-mounting depressions, valley corridors, a variety and network of vegetal configuration, waters and lakes, a great wealth of mineral and thermo-kinetic and fish fund so representative. All these, by their specificity and the lock in place give originality and a mark of tourist attraction to our mountains. The Carpathian Mountains, accessible from everywhere, provides favorable conditions for a recovery in tourism complex, both for basic forms - rest and treatment - and for the specific ones - winter sports, hiking, climbing, speleological, nature knowledge, hunting, and fishing. Prahova Valley and the Bucegi mountains are places where there are situated the oldest mountain resorts in Romania: Sinaia, Predeal, Busteni, Poiana Brasov. Other areas with tourism potential are Balea Lac area and Curtea de Arges - Capra, Lotru Voineasa, the Ialomita Valley, Semenic – Muntele Mic, the Rarău area - Giumalău – Vatra Dornei.

**Towns, villages and monuments** of historical, artistic or ethnographic interest complement the natural tourism potential of Romania. Monuments of medieval art in northern Moldavia, whose buildings were covered on the outside and inside parts with frescoes dating back over 500 years in track situated under UNESCO protection, are an example of Romania's cultural heritage. Besides Bucharest, with monuments of ancient and modern architecture, beautiful parks, museums and a rich program of

cultural events, cities like Brasov, Sibiu, Cluj Napoca, Oradea, Arad, Hunedoara, Sighisoara, Alba Iulia (Transylvania) Piatra Neamt, Iasi, Radauti (in Moldova), Arges, Targoviste, Craiova and Targu Jiu (in Wallachia and Oltenia), Timisoara (Banat), Baia Mare (in Maramures) are worth visiting offering castles, fortresses, palaces, wooden buildings, churches, monasteries etc..

From the sea and up to the mountains, in areas more or less publicized and known, local houses gradually turns into holiday homes. There are people who were thought to provide the same comfort and the same welcoming atmosphere as if tourists would come to spend their free time in their vacation home. [5]. More and more tourists want to know the hospitality, culinary customs, crafts and village rituals. Rest, fresh air, eating fresh food, wine tasting, of peasant cuisine dishes are good arguments for rural tourism. Folk art, religion and ancient customs and traditions of Christian opportunity, in the midst of site-specific events (social evenings, festivals, fairs, festivals, etc.) even physical therapy work are equally sights. The opportunities for hunting, fishing, and hiking, resting on rivers and lakes banks are also a reason to spend holidays in other type of tourist atmosphere. **Rural tourism, agro - tourism and ecotourism** has proved to be effective and efficient tools for sustainable development in transition economies.

The development of rural tourism, agro - tourism, and ecotourism will lead to sustainable economic development in rural areas due to the multiplier effect of this activity. You will feel positive effects on the environment, agriculture, transport, construction and food processing industries, services in various fields. [6]

In order to diversify the tourism offer, on the one hand, and increase trade with souvenirs, on the other hand, the focus is on typical crafts of the rural past. As components of rural tourism they can make to enhance the influence of traditions and folk customs and diversify the range of cultural and educational activities.

## 2. Tourist Accommodation Capacity in Romania

There are 7,486 tourist accommodation structures in Romania, totaling 314,502 places. Tourist reception with functions of tourist accommodation means any construction or development which provides permanently or seasonally specific accommodation and other services for tourists. There are not included in the tourist reception with functions of tourist accommodation: reception facilities used exclusively by owners or tenants, for a term exceeding one year, regardless of classification, housing side of the population used for tourism in exclusively by their owners, homes, boarding schools during the school year, hospital units (other than sanatoria and other similar places that practice exclusively tourist activities) sleeping cars, shelters and mountain huts and the like, barracks and dormitories for workers, elderly homes and orphanages.

The types of tourist accommodation structures in Romania are: apartment for rent, bungalow, cottage, hunting lodge, rooms for rent, camping, cabins, hostel, hotel, apartment hotel, youth hostel, floating hotel, motel, inland waterway vessel, B agro - tourist, boarding house, boarding house rural, urban boarding house, floating pontoon, tourist camp, holiday village, camping space, villa. [7]

Villas, bungalows and pensions are tourist accommodation structures with distinct accommodation functions for each building, even if you have a joint reception for more villas, bungalows and guesthouses.

Bungalows are tourist accommodation capacity reduced, made usually of wood or similar materials. They are located in the area camping, holiday villages, as independent units within resorts or tourist areas or areas complementary to other tourist accommodation.

The box-type unit is an independent group of tourist cabins and management is receiving local authority.

Tourist pensions are tourist accommodation structures, with an accommodation capacity of up to 20 rooms in rural areas, totaling more than 60 places, people working in housing or independent

buildings, providing accommodation for tourists in dedicated facilities and training conditions and dining.

Agro – tourist pensions are accommodation structures, with an accommodation capacity of up to 8 rooms, operating or buildings housing independent citizens, providing tourist accommodation in dedicated facilities and conditions of preparation and dining, and the possibility of participation in household activities and crafts.

We are presenting hereinafter the types of tourist accommodation structures in Romania (classified), their number of vacancies but also the classification level obtained (table no. 1).

**The total classified units in Romania**

**Table no. 1**

Type	Category	Number of structures	Number of places
Flat to be rented	1 star	3	14
	2 stars	17	58
	3 stars	49	288
Bungalow	1 star	19	806
	2 stars	30	839
	3 stars	33	581
Cabin	1 star	21	738
	2 stars	55	1468
	3 stars	125	3216
Hunting cabin	3 stars	1	27
Room to be rented	1 star	91	1724
	2 stars	170	2086
	3 stars	100	1618
Camping	1 star	19	4050
	2 stars	24	4710
	3 stars	11	2198
	4 stars	1	160
Cottages	1 star	12	362
	2 stars	13	232
	3 stars	10	221
	1 flower	1	4
Hostel	1 star	34	2270
	2 stars	112	4657
	3 stars	100	5297
Hotel	1 star	57	4721
	2 stars	432	66887
	3 stars	713	70482
	4 stars	228	31900
	5 stars	30	6491
	1 flower	1	7
	2 flowers	1	9
Hotel apartment	2 stars	2	64
	3 stars	13	532
	4 stars	7	1510
	5 stars	2	371
Youth Hotel	1 star	1	6
	2 stars	1	43
	3 stars	6	267
Floating Hotel	1 star	1	12
Motel	1 star	19	547
	2 stars	95	3929
	3 stars	107	3780
River Boat	2 stars	3	24
	3 stars	5	96
	4 stars	12	219

Type	Category	Number of structures	Number of places
	5 stars	1	16
Agro – tourist pension	2 stars	1	4
	3 stars	3	42
	1 flower	4	47
	2 flowers	135	1255
	3 flowers	55	727
	4 flowers	8	106
Tourist pension	1 star	74	957
	2 stars	834	12848
	3 stars	1340	24634
	4 stars	244	5104
	5 stars	18	354
	1 flower	30	466
	2 flowers	280	3761
	3 flowers	448	7547
	4 flowers	89	1787
	5 flowers	11	246
Rural tourist pension	2 stars	3	46
	1 flower	9	91
	2 flowers	75	590
	3 flowers	55	788
	4 flowers	10	144
Urban tourist pension	1 star	7	102
	2 stars	58	823
	3 stars	62	1076
	4 stars	6	126
	5 stars	2	65
	1 flower	2	26
Floating pontoon	1 star	1	32
	2 stars	1	20
	3 stars	5	92
Tourist halting	1 star	27	1625
	2 stars	29	981
	3 stars	9	285
	2 flowers	1	8
Holiday village	2 stars	5	172
	3 stars	6	360
	4 stars	1	82
	5 stars	1	32
Camping area	1 star	1	10
Villa	1 star	53	1347
	2 stars	213	5831
	3 stars	326	7555
	4 stars	112	2028
	5 stars	41	406
	3 flowers	1	10
<b>Total</b>		<b>7486</b>	<b>314502</b>

Source: according to data from the Ministry of Regional Development and Tourism [8]

Analyzing table 1 one can see that most tourist accommodation structures in Romania are of the boarding house, there are 3368 such structures that can accommodate more people, plus 57 704 additional beds.

The hotels offer most accommodations, that is 180,497 plus additional beds in 1462 only tourist accommodation structures. Analyzing tourist accommodation in the classification, it appears that most are the three stars, with 3023 of these structures.

There are 39 tourist information centers in Romania and 2466 tourist guides belonging to one of the following categories: national, local, mountain, sports, religious, eco-tourism, equestrian, specializing in animation, sports, paragliding, ski sports, according to data from the Ministry of Regional Development and Tourism [8].

On March 31, 2012 there were 3237 licensed travel agencies (tour operators and retailers). Travel agents are those tour operators travel agencies specialized in organizing tourist programs and actions, which it markets directly or through other agencies, based on contracts and agreements. Travel agencies selling activity are those travel agencies that sell travel programs and activities of tour operators. [9]

### 3. The Main Tourism Indicators Registered in Romania, in 2011 and the First Months of 2012

Before analyzing the main tourism indicators it is necessary to define specific terms. The number of tourists staying in tourist reception with functions of tourists accommodation includes all persons (Romanian and foreign) traveling outside the localities in which they reside, for more than 12 months and are at least one night in a tourist accommodation structures in areas of the country visited, the main reason of trip is other than to gainfully employed in the places visited.

Overnight is every night for a person is registered in a structure of tourist reception with functions of tourist accommodation, whether physically present or not in the room.

Registration of foreign tourists who are staying in a structure of tourist's reception with functions of tourist's accommodation is made by country or geographical area.

The net use indicators of tourist accommodation capacity are calculated by dividing the number of overnight stays made, according to the tourist accommodation capacity in that period.

#### Arrivals in tourist reception structures in 2011

Table no. 2

	thousand persons
Romanian tourists	5487,6
Tourists from abroad	1514,8
<b>Total</b>	<b>7002,4</b>

Arrivals in tourist reception in 2011 totaled 7,002,400, upper by 16.0% than those in 2010. Romanian tourist arrivals in tourist reception with functions of accommodation were of 78.4% of the total arrivals in 2011, while foreign tourists accounted for 21.6% of the total arrivals, weights close to those of the year in 2010.

In 2011, arrivals in hotels account for 76.7% of total arrivals in tourist reception with functions of accommodation. Compared to 2010, arrivals in hotels in 2011 are rising by 16.8%.

#### The registered overnights in tourist reception structures in 2011

Table no. 3

	thousand persons
Romanian tourists	14851,1
Tourists from abroad	3063
<b>Total</b>	<b>17914,1</b>

Overnight stays in tourist reception structures in 2011 totaled 17,914,100, upper by 12.2% than in 2010.

Romanian tourists' overnight stays in tourist reception with functions of accommodation were in 2011 of 82.9% of total overnight stays, while overnight stays of foreign tourists accounted for 17.1%.

The net index of use of accommodation in 2011 was 26.4% from overall tourist accommodation units, upper by 1.1 percentage points compared to 2010.

Higher indicators of the use of the accommodation places in 2011 registered to hotels (31.6%).

Arrivals of foreign visitors in Romania, according to border statistics were in 2011 of 7,611,100, upper by 1.5% compared to 2010. Most foreign visitors came from European countries (94.3%). From the EU countries have been 57.7% of total foreign visitors' arrivals in Romania. From the European Union Member States, most arrivals were registered in Hungary (35.2%), Bulgaria (18.2%), Germany (8.7%), Italy (8.0%) and Poland (5, 7%). Air transport recorded in 2011 compared to 2010, the largest increase (24.1%).

Departures of Romanian visitors abroad registered at border checkpoints were in 2011 of 10,936,200, upper by 0.3% compared to 2010. Road transport, mostly used by Romanian visitors abroad, represented 72.4% of total departures. Compared with 2010, the largest increase in 2011 was recorded in air transport (15.1%). [10]

In January 2012, compared to the same month of the previous year, the arrivals and overnight stays were, in tourist reception with functions of accommodation, increased by 16.0% each.

Compared to January 2011, in January 2012 border statistics showed an increase in foreign visitor arrivals and a decrease of 3.0% for the departures of Romanian visitors abroad (-0.2%). Arrivals in tourist reception in January 2012 totaled 405,800, up 16.0% less than in January 2011.

Romanian tourist arrivals in tourist reception with functions of accommodation in January 2012 represented 79.7% of the total arrivals, while foreign tourists accounted for 20.3% of the total arrivals, weights close to those of January 2011.

Arrivals in hotels had, in January 2012, accounted for 75.7% of total arrivals in tourist reception with functions of accommodation. Compared to January 2011, arrivals in hotels in January 2012 are higher with 16.7%.

Overnight stays in tourist reception in January 2012 totaled 813,400, upper by 16.0% than in January 2011.

Romanian tourists' overnight stays in tourist reception with functions of accommodation in January 2012 represented 79.4% of total overnight stays, while overnight stays of foreign tourists accounted for 20.6%.

The net use index of accommodation in January 2012 was 16.8% overall of tourist accommodation units, upper by 0.2 percentage points compared to January 2011.

Greater indicators of use of the accommodation places in January 2012 were registered to hotels (20.1%) and holiday villages (18.3%).

Arrivals of foreign visitors in Romania, according to border statistics, were in January 2012 of 481,100, upper by 3.0% compared to January 2011. Most foreign visitors came from European countries (95.7%). From the EU countries there have been registered 58.7% of total foreign visitors' arrivals in Romania. From the European Union Member States, most arrivals were registered in Hungary (35.3%), Bulgaria (22.4%), Italy (8.1%), Germany (7.4%), Austria (4.6 %) and Poland (4.0%). Air transport, registered in January 2012, compared to the previous year, the largest increase (12.9%).

Departures of Romanian visitors abroad registered at border checkpoints were in January 2012 of 855,800, down 0.2% compared with January 2011. Road transport was mostly used by Romanian visitors for traveling abroad, representing 73.6% of total departures.

Compared to January 2011, the largest increase was recorded in January 2012 on rail transport (4.2%). [11]

In February 2012, compared to the same month of the previous year, both arrivals and overnight stays in tourist reception with functions of accommodation, registered a decrease by 0.2%, respectively, by 7.7%.

Compared to February 2011, in February 2012 there were registered decreases at border points, both at foreign arrivals (8.4%) and departures of Romanian visitors abroad (9.7%).

During January 1<sup>st</sup> and February 29<sup>th</sup> 2012, compared to the same period, the arrivals and overnight stays in tourist reception with functions of accommodation registered increases of 7.7%, respectively, by 3.8%. Arrivals in tourist reception in February 2012 totaled 366,100, down by 0.2% than in February 2011.

Romanian tourist arrivals in tourist reception with functions of accommodation in February 2012 represented 78.6% of the total arrivals, while foreign tourists accounted for 21.4% of the total arrivals, weights close to those of February 2011.

Arrivals in hotels had in February 2012 accounted for 77.4% of total arrivals in tourist reception with functions of accommodation, up 0.7% from February 2011.

Tourists' overnights in reception in February 2012 totaled 691,800, down by 7.7% less than in February 2011.

Romanian tourists' overnight stays in tourist reception with functions of accommodation in February 2012 represented 77.9% of total overnight stays, while overnight stays of foreign tourists accounted for 22.1%.

The net use index of accommodation in February 2012 was 15.7% overall tourist accommodation units, down by 3.4 percentage points compared to February 2011.

Greater used indices of accommodation in February 2012 were in hotels (19.0%) and pensions (11.2%).

Arrivals of foreign visitors in Romania, registered at border points, were in February 2012 of 376,700, down by 8.4% compared to February 2011. Most foreign visitors came from the European countries (95.3%). From the EU countries have been registered 64.6% of total foreign visitors' arrivals in Romania. From the European Union Member States, most arrivals were registered in Hungary (36.3%), Bulgaria (20.8%), Germany (7.9%), Italy (7.4%), Austria (4.6 %) and Poland (4.4%). Departures of Romanian visitors abroad registered at border checkpoints were, in February 2012 of 611,200, down by 9.7% compared with February 2011. Road transport mostly used by Romanian visitors abroad represented 72.5% of total departures. Arrivals in tourist reception during 1<sup>st</sup> January and 29<sup>th</sup> February 2012 totaled 772,100, upper by 7.7% than during 1<sup>st</sup> January and 28<sup>th</sup> February 2011.

Romanian tourist arrivals in tourist reception with functions of accommodation during 1<sup>st</sup> January and 29<sup>th</sup> February 2012 represented 79.1% of the total arrivals, while foreign tourists accounted for 20.9% of total arrivals, weights close to those of the period 1<sup>st</sup> January and 28<sup>th</sup> February 2011.

Arrivals in hotels during 1.I-29.II.2012 have accounted for 76.5% of total arrivals in tourist reception with functions of accommodation, up 8.4% as against 1<sup>st</sup> and 28<sup>th</sup> February 2011.

Tourists' overnights in reception during 1<sup>st</sup> January and 29<sup>th</sup> 2012 totaled 1,505,500, upper by 3.8% than during 1<sup>st</sup> January and 28<sup>th</sup> 2011.

Romanian tourists' overnight stays in tourist reception with functions of accommodation during 1<sup>st</sup> January and 29<sup>th</sup> 2012 represented 78.7% of total overnight stays, while overnight stays of foreign tourists accounted for 21.3%.

The net index of use of accommodation places during 1<sup>st</sup> January and 29<sup>th</sup> 2012 was 16.3% overall tourist accommodation units, down by 1.5 percentage points compared to 1<sup>st</sup> January and 28 February 2011.

Higher use indices of accommodation places during 1<sup>st</sup> January and 29<sup>th</sup> February 2012 were in hotels (19.6%) and holiday villages (12.8%).

Arrivals of foreign visitors in Romania, registered at border checkpoints were during 1<sup>st</sup> January and 29<sup>th</sup> 2012 of 857,900, down by 2.3% compared to 1<sup>st</sup> January and 28<sup>th</sup> 2011. Most foreign visitors came from the European countries (95.5%). From the EU countries have been registered 61.3% of total foreign visitors' arrivals in Romania. From the European Union Member States, most arrivals were registered in Hungary (35.8%), Bulgaria (21.7%), Italy (7.8%), Germany (7.6%) and Austria (4.6 %).

Departures of Romanian visitors abroad registered at border checkpoints were during 1<sup>st</sup> January and 29<sup>th</sup> 2012 of 1467.0 thousand, down by 4.4%, compared with the period 1<sup>st</sup> January and 28<sup>th</sup> February 2011. The road transport mostly used by Romanian visitors abroad, represented 73.2% of total departures. [12]

### **Conclusions**

Tourism, which is in close relation to other industries and economic sectors in Romania, should be a priority sector. As a result, we must know and understand the place and role of tourism in national economy, to establish clear lines of recovery of the national tourist potential, taking into account the changes and trends reported worldwide, especially Europe, in travel options and leisure manifested as local people and foreigners. [13, p. 187-196]

In this respect, the state should have a decisive role by means of the Ministry of Regional Development and Tourism which aims to coordinate tourism development and to control its activities and national tourism organizations (Association of Ecotourism in Romania Guides Association Mountain in Romania, the National Association of Travel Agencies, National Association of Mountain Rescue in Romania, the National Association of Rural, Ecological and Cultural Romanian Association for Accommodation and Ecological Tourism, Bed & Breakfast, Romania Hotel Industry Federation, Employers Federation of Romanian Tourism, Organization of Spa Tourism in Romania, Romanian Convention Bureau) through a good collaboration with international tourism (World Tourism Organization, European Travel Commission, the International Association for Danube Tourism, World Travel & Tourism Council Organization for Economic Cooperation and Development OECD) and multi - lands regional organizations, which include tourism (Organization of Black Sea Economic Cooperation BSEC, CEI Central European Initiative).

Therefore, we believe that the diminishing of tourists in Romania, registered after 2008, has several causes: besides the economic crisis and the global financial one we can add the services quality, marketing and advertising, the balance between quality and price, the infrastructure, the Romania's image in Europe, the competition made by Bulgaria, Turkey and Greece, the qualification of human resources involved in tourism activities, etc..

As the interdependence between tourism development and growth is evident, we must make efforts to attract to Romania more and more tourists. In this respect, we propose:

- the alignment of Romanian tourism to the European standards;
- the best use of tourism potential;
- modernization, development and diversification of tourist structures;
- further improvement of the organizational and legal framework;
- diversification and increased quality of tourism services and of related ones;
- promoting Romania worldwide as a tourist country;
- increasing the marketing of Romanian tourism on the international market;
- continuous professional development of the tourism workforce and a requirement that people who work in services have attained an education profile;
- development and modernization of transport infrastructure;

- drawing up more tourism programs for low-income population (like "Black –Sea coast for all", "A week at the sea-side");
- double functionality of tourist resorts (besides the basic offer, to create conditions for rest, recreation and treatment and season specific, where possible);
- enhancement of monuments, castles, statues, churches, monasteries, castles, museums, etc. and promote them at home and abroad.

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