

# THE ASSESSMENT OF TOURIST FLOW IN IAȘI COUNTY'S TOURISTIC AND AGROTOURISTIC BOARDING HOUSES

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## Abstract

The aim of this study was to investigate the tourist flow in Iași county's touristic and agrotouristic boarding houses using common tourist flow indicators, such as the average number of tourists ( $N_t$ ), the average length of accommodation ( $L_a$ ), and the tourist traffic density ( $D$ ) depending on the types of tourists. Our research was carried on considering the registered data between 2010 and 2014. The investigated tourist flow indicators shown the following results: the average number of Romanian tourists in touristic boarding houses was higher than in agrotouristic's (46.94 and 18.48); in the same time, the average number of foreign tourists in touristic boarding houses was higher than in agrotouristic's (2.03 and 0.32). The average length of accommodation ( $L_a$ ) for Romanian tourist in touristic boarding houses was lower than in agrotouristic's (1.56 and 1.82 days). The average length of accommodation ( $L_a$ ) for foreign tourist followed the same trend as for Romanian tourist, being lower in touristic boarding houses than in agrotouristic's (2.77 and 3.84 days, respectively). The tourist traffic density ( $D$ ) was lower in tourist boarding houses than in agrotouristic's (0,018 and 0,106 tourists).

**Key words:** tourists; accommodation; tourist traffic density

## INTRODUCTION

Nowadays, tourism is a distinct field of activity and an important economic and social component in many countries of the world, with a very dynamic development according to peoples' degree of civilization. Tourism acts as a stimulator of progress and development, considering its huge human and material potential engaged in its deployment, and many beneficial effects on its areas of interference [5].

It is well-known that tourism development is reflected in a continuous enrichment of its content and diversification of its forms of expression. Therefore, a unified registration and a tourist traffic tracking system were detailed in order to welcome the domestic and international tourism increasing.

## MATERIALS AND METHODS

This research was conducted in order to assess the tourist flow in Iași County's

touristic and agrotouristic boarding houses. Such indicators which express the main characteristics of tourist traffic were presented and calculated [1], [2], [3], [4], [6], [7], [8], [9], [10], [11].

▪ *tourism accommodation capacity:* is a number of accommodation places recorded in the last act of reception, approval, or classification of tourism units, excluding additional beds can be installed if necessary. There are included in the main structure of hotels or motels accommodation places related to Romanian cottages or camping grounds.

▪ *tourism reception with functions of tourism accommodation* means any building or settlement which provides permanently or seasonally accommodation and other specific tourism services. *Touristic boarding houses* are tourism accommodation places with a capacity of up to 20 rooms, totalling more than 60 places for people and operating in independent citizens' homes or in buildings which provides dedicated facilities, tourist accommodation and catering. *Agrotouristic boarding houses* are tourism accommodation places with a capacity of up to 8 rooms,

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operating in independent citizens' homes or in buildings which provides dedicated facilities, tourist accommodation, catering and the possibility of participation in household or manufacturing activities.

- *the number of accommodated tourists (arrivals)* include all Romanian or foreign persons travelling outside their communities for more than 12 months and staying at least one night in a tourist accommodation, the main reason for the trip being other than to carry out a paid activity in the visited places.

- *the overnight accommodation (no. days / tourist)* represent each night in which a person is registered in a tourist accommodation unit, whether or not is physically present in the room.

- *the average number of tourists* is the ratio between the amount of tourists registered in a given period ( $\Sigma T$ ) and the number of days in a given period ( $n$ )

( $\bar{Nt} = \Sigma T \div n$ ). This indicator shows the intensity of tourist traffic in a certain period of time (calendar or tourist season).

- *the average length of accommodation* is the ratio between the number of days / tourist ( $NDT$ ) and the total number of tourists ( $Nt$ ) ( $La = \Sigma NDT \div Nt$ ). This indicator shows the possibility to retain the tourist in a certain area, region or country.

- *the tourism traffic density* is an indicator that directly connects the tourism traffic with the resident population of the area or country. It is calculated as a ratio between the number of tourists ( $T$ ) and the population ( $P$ ) ( $D = \Sigma T \div P$ ).

## RESULTS AND DISCUSSIONS

*Tourism accommodation capacity* in Iași county touristic and agrotouristic boarding houses is presented in *tables 1 and 2*.

Table 1 Tourist accommodation capacity by types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County ([www.insse.ro](http://www.insse.ro))

Types of tourist accommodation	Cities, towns and villages	Years				
		2010	2011	2012	2013	2014
Touristic boarding houses	Iași	376	357	440	410	426
	Pașcani	14	14	14	14	14
	Podu Iloaiei	-	-	10	10	10
	Târgu Frumos	20	22	20	20	20
Agrotouristic boarding houses	Bîrnova	35	20	20	-	-
	Brăești	-	-	24	24	24
	Deleni	-	6	6	-	6
	Holboca	-	14	14	14	14
	Ion Neculce	-	6	6	29	30
	Lețcani	50	54	54	54	50
	Popricani	21	21	21	22	22
	Răducăneni	7	7	7	7	7
Rediu	20	20	20	30	38	

\*The Romanian National Institute of Statistics annually collect data from tourist accommodation units with a capacity of minimum 5-bed seats and over.

Considering the tabled data, there were recorded 410 places for people in 23 touristic boarding houses, and 133 places for people in 7 agrotouristic boarding houses in 2010, 393 places for people in 22 touristic boarding houses and 148 places for people in 9 agrotouristic boarding houses in 2011, 484 places for people in 27 touristic boarding houses and 172 places for people in 11 agrotouristic boarding houses in 2012, 454

places for people in 24 touristic boarding houses and 180 places for people in 9 agrotouristic boarding houses in 2013, and 470 places for people in 23 touristic boarding houses and 191 places for people in 11 agrotouristic boarding houses in 2014.

*The number of touristic and agrotouristic boarding houses* recorded between 2010 and 2014 in Iași County was lowered.

Table 2 Tourist accommodation structure by types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County (www.insse.ro)

Types of tourist accommodation	Cities, towns and villages	Years				
		2010	2011	2012	2013	2014
Touristic boarding houses	Iași	21	20	24	21	20
	Pașcani	1	1	1	1	1
	Podu Iloaiei	-	-	1	1	1
	Târgu Frumos	1	1	1	1	1
	Bîrnova	2	1	1	-	-
Agrotouristic boarding houses	Brăești	-	-	1	1	1
	Deleni	-	1	1	-	1
	Holboca	-	1	1	1	1
	Ion Neculce	-	1	1	1	1
	Lețcani	1	1	1	1	2
	Popricani	1	1	1	1	1
	Răducăneni	1	1	1	1	1
	Rediu	1	1	1	2	2
	Ruginoasa	-	-	1	-	-
	Schitu Duca	1	1	1	1	1

\* The Romanian National Institute of Statistics annually collect data from tourist accommodation units with a capacity of minimum 5-bed seats and over

There were considered between 22 and 27 touristic boarding houses (88.1% of them being located in Iași city), and between 7 and 11 agrotouristic boarding houses, the only villages with more than one agrotouristic boarding houses being Bîrnova (28.57 % agrotouristic boarding houses in 2010), Rediu (22.22 % agrotouristic boarding houses in

2013, 18.18 % agrotouristic boarding houses in 2014), and Lețcani (18.18 % agrotouristic boarding houses in 2014).

The number of accommodated tourists (arrivals) in aforementioned period of study and considering their nationality and different types of accommodation is presented in tables 3 and 4.

Table 3 The number of accommodated tourists (arrivals) by their nationality and types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County (www.insse.ro)

Types of tourist accommodation	Tourist nationalities	Years				
		2010	2011	2012	2013	2014
Touristic boarding houses	Romanians	14945	13971	19157	19364	18292
	Foreigners	779	607	901	780	652
Agrotouristic boarding houses	Romanians	6591	6948	6391	7429	6407
	Foreigners	91	111	135	156	105

Table 4 The number of accommodated tourists (arrivals) by types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County (www.insse.ro)

Types of tourist accommodation	Cities, towns and villages	Years				
		2010	2011	2012	2013	2014
Touristic boarding houses	Iași	15283	14097	19685	19699	18602
	Pașcani	319	337	286	283	164
	Podu Iloaiei	-	-	20	99	107
	Târgu Frumos	122	144	67	63	71
	Bîrnova	1952	1127	546	-	48
Agrotouristic boarding houses	Brăești	-	-	481	1148	897
	Deleni	-	14	-	-	-
	Holboca	41	89	154	91	166
	Ion Neculce	-	536	77	831	779
	Lețcani	2456	3153	2869	2568	2094
	Popricani	499	460	468	744	462
	Răducăneni	90	37	36	18	33
	Rediu	1212	1139	1093	1550	1485
	Ruginoasa	-	-	254	218	-
	Schitu Duca	112	175	46	60	120
	Tomești	320	329	282	357	428
	Valea Lupului	-	-	220	-	-

The afore presented data revealed 95% of arrivals in touristic boarding houses and more than 97% of arrivals in agrotouristic boarding houses are due to Romanian tourists.

The afore tabled data showed 97.60% of arrivals in touristic boarding houses located in Iași city, and more than 32% of arrivals in agrotouristic boarding houses located in Lețcani village (6873 tourists).

*The overnight accommodation expressed as no. days / tourist* is presented in table 5.

Considering the investigated period, 91% of overnight accommodations are due to romanian citizens.

*The overnight accommodation* considering two types of tourist accommodation is showed in table 6.

Considering the investigated period, 93.8% of nights of accommodation in touristic boarding houses were recorded in Iași city, and 32% of nights of accommodation in agrotouristic boarding houses were recorded in Lețcani.

*The average number of tourists* recorded between 2010 – 2014 in considered types of accommodation is presented in table 7.

Table 5 The overnight accommodation expressed as no. days / tourist considering their nationality and types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași county ([www.insse.ro](http://www.insse.ro))

Types of tourist accommodation	Tourist nationalities	Years				
		2010	2011	2012	2013	2014
		nights of accommodation				
Touristic boarding houses	Romanians	22802	22913	30492	30139	27589
	Foreigners	2176	1717	2808	2175	1562
Agrotouristic boarding houses	Romanians	12638	13043	10764	16101	14105
	Foreigners	229	561	1008	347	209

Table 6 The overnight accommodation expressed as no. days / tourist considering twos types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County ([www.insse.ro](http://www.insse.ro))

Types of tourist accommodation	Cities, towns and villages	Years				
		2010	2011	2012	2013	2014
		nights of accommodation				
Touristic boarding houses	Iași	23144	21689	31810	31056	28197
	Pașcani	845	688	876	649	335
	Podu Iloaiei	-	-	40	127	238
	Târgu Frumos	989	2253	574	482	381
Agrotouristic boarding houses	Bîrnova	4076	3076	568	-	48
	Brăești	-	-	481	1154	897
	Deleni	-	32	-	-	-
	Holboca	232	445	1135	1069	1204
	Ion Neculce	-	596	281	1670	1480
	Lețcani	3570	4744	4832	5335	6065
	Popricani	2273	2016	1634	2208	1671
	Răducăneni	150	254	240	39	129
	Rediu	1770	1666	1382	2562	1864
	Ruginoasa	-	-	415	341	-
	Schitu Duca	123	196	65	1529	160
	Tomești	673	579	422	541	796
	Valea Lupului	-	-	317	-	-

Table 7 The average number of tourists considering their nationality and types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County

Types of tourist accommodation	Tourist nationalities	Years				
		2010	2011	2012*	2013	2014
		average number of tourists				
Touristic boarding houses	Romanians	40.94	38.27	52.34	53.05	50.11
	Foreigners	2.13	1.66	2.46	2.13	1.78
Agrotouristic boarding houses	Romanians	18.05	19.03	17.46	20.35	17.55
	Foreigners	0.25	0.30	0.36	0.42	0.28

\* There was a 2012 leap-year

Considering the entire period of the survey, there were recorded 46.94% Romanian tourists and 2.03% foreign tourists in touristic boarding houses, and 18.48% Romanian tourists and 0.32% foreign tourists in agrotouristic boarding houses. Therefore, the average number of Romanian tourists is 2212.31% higher than the foreign tourists' in touristic boarding houses, and 5675% higher

in agrotouristic boarding houses. *The tourism traffic intensity* based on the average number of tourists showed a higher value in touristic boarding houses compared to agrotouristics' with more 154% Romanian citizens and 534.37% foreigners'.

*The average length of accommodation* considering the investigated period and two types of accommodation is presented in table 8.

Table 8 The average length of tourist accommodations considering their nationality and types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County

Types of tourist accommodation	Tourist nationalities	Years				
		2010	2011	2012*	2013	2014
		days				
Touristic boarding houses	Romanians	1.52	1.64	1.59	1.55	1.50
	Foreigners	2.79	2.82	3.11	2.78	2.39
Agrotouristic boarding houses	Romanians	1.19	1.87	1.68	2.16	2.20
	Foreigners	2.51	5.05	7.46	2.22	1.99

\* There was a 2012 leap-year.

The afore presented data revealed 1.56 days as *average length of Romanian tourist accommodations* and 2.77 days for foreigners' in touristic boarding houses, and 1.82 and 3.84 days for Romanians and foreigners', respectively, in agrotouristic boarding houses. Therefore, the average length of foreigner tourist accommodations is 77.56% and 110.98% higher than Romanians', in touristic

and agrotouristic boarding houses, respectively; the average time expressed as days of accommodation is 16.66% and 38.62% higher for Romanians and foreigners', respectively, in agrotouristic boarding houses compared to touristic'.

*The tourism traffic density* between 2010 and 2014 is showed in table 9.

Table 9 The tourism traffic density by types of tourist accommodation (touristic and agrotouristic boarding houses) in Iași County

Types of tourist accommodation	Cities, towns and villages	Years				
		2010	2011	2012	2013	2014
		number of tourists				
Touristic boarding houses	Iași	0.045	0.042	0.058	0.056	0.052
	Pașcani	0.007	0.007	0.006	0.006	0.003
	Podu Iloaiei	-	-	0.001	0.009	0.009
	Târgu Frumos	0.008	0.009	0.004	0.004	0.005
Agrotouristic boarding houses	Bîrnova	0.405	0.220	0.100	-	0.008
	Brăești	-	-	0.146	0.352	0.227
	Deleni	-	0.001	-	-	-
	Holboca	0.003	0.006	0.011	0.006	0.011
	Ion Neculce	-	0.092	0.013	0.142	0.133
	Lețcani	0.342	0.434	0.388	0.343	0.276
	Popricani	0.065	0.059	0.059	0.092	0.056
	Răducăneni	0.010	0.004	0.004	0.002	0.003
	Rediu	0.295	0.267	0.227	0.279	0.257
	Ruginoasa	-	-	0.039	0.033	-
	Schitu Duca	0.026	0.040	0.010	0.014	0.028
	Tomești	0.024	0.024	0.020	0.025	0.030
Valea Lupului	-	-	0.043	-	-	

Considering the entire period of the survey, there were recorded 0.018 tourists in touristic boarding houses and 0.106 tourists' touristic boarding houses. There were a 488.88% higher tourism traffic density in agrotouristic boarding houses compared to touristic'.

## CONCLUSIONS

Our survey showed that most of touristic boarding houses are located in Iași city, and between 18.18 – 28.57% of agrotouristic boarding houses are located in Bîrnova, REDIU and LEȚCANI villages.

95% of arrivals in touristic boarding houses and more than 97% of arrivals in agrotouristic boarding houses are due to Romanian tourists.

93.8% of nights of accommodation in touristic boarding houses were recorded in Iași city, and 32% of nights of accommodation in agrotouristic boarding houses were recorded in LEȚCANI.

There were found 46.94% Romanian tourists and 2.03% foreign tourists in touristic boarding houses and 18.48% Romanian tourists and 0.32% foreign tourists in agrotouristic boarding houses.

There were 1.56 days as *average length of Romanian tourist accommodations* and 2.77 days for foreigners' in touristic boarding houses, and 1.82 and 3.84 days for

Romanians and foreigners', respectively, in agrotouristic boarding houses, and a 488.88% higher tourism traffic density in agrotouristic boarding houses compared to touristic.

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