

ANALYSIS OF TOURISTY MOVEMENT IN VRANCEA COUNTY

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Abstract

The structure of tourism movement in Vrancea County during 2011–2015, indicate a low rate of foreigner tourists (5.70%) from the total entrances in the county, number of days/tourist for foreigner tourists have also a low rate (6.41%), and evolution of tourists, foreigners and Romanians, had fluctuations during analysed period. The mean level of tourists recorded 39.7338 thousands persons. The mean level of number days/tourist recorded a value of 64.6384 thousands persons. Average duration of the sojourn had also fluctuations during analysed period (2011–2015) being of 1.84 days for Romanian tourists and of 1.61 days for the foreigner ones. Gross utilization rate of touristy accommodation capacity recorded fluctuant values in those 5 analysed years (2011–2015), in 2015 being recorded the highest value 17.54 %. From the analysis of touristy movement could be observed an oscillator evolution of dynamic rate for tourists' number, even if per total mean dynamic rate show an increase, in average, with 3.96. Absolute average modification of tourists' number recorded 0.41 thousands persons. Average dynamic rhythm for tourists' number was 296.00%.

Keywords: entrances, overnight stays, mean duration of sojourn, gross utilization rate of touristy accommodation capacity, dynamic rate

INTRODUCTION

Situated in the exterior of Carpathians Curve (Central–East part of Romania), Vrancea County have the shape of a non-regular polygon, with a surface of 4857 km², and neighbourhood at North with Bacău County, at North-East with Vaslui County, at East with Galaţi, at South-East with Brăila County, at South and South-West with Buzău County and at West with Covasna County. Being at a geographical crossroads, Vrancea is a liaison between great areas of Oriental and Southern Carpathians, Siret Plain and Danube Plain, and as ford of transhumance – road from Bârsei Country to Danube and Dobrogea.

In Vrancea County, tourism occupies an important place due to its very varied relief and very ancient and agitated history of the people who lived in this area. Here we can found a rich touristy potential, but insufficient capitalized.

Capitalization of touristy potential of a region could be expressed. Capitalization of touristy potential of a region could be synthetically expressed by some statistical indicators such as: capacity of touristy accommodation, entrances (number of tourists) and overnights (number days/tourist) [4, 5, 6, 7].

Tourism development, its integration in the structures of a modern economy, in the sphere of populations' necessities and consumption, is reflected in a continuous enrichment of its content and into a diversification of manifestation forms. Participation at touristy movement of some larger social categories, associated with variety of demands' motives, creates new forms of tourism, their adaptation being permanent in according with tourists demands and travelling conditions. Increasing of tourism role in the frame of international relations as well as in economical and social life generated increased preoccupations to evaluate its dimensions and effects, for elaboration of a unitary system for recording and tracking of touristy movement [3].

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MATERIAL AND METHOD

A touristy structure with function in tourists' accommodation is represented by any construction, which provides permanent or seasonal accommodation services and other type of specific services for tourists. There aren't included in the statistical research, touristy accommodation structures with an installed capacity less than 5 places [9].

The existent (installed) accommodation capacity represent the number of accommodation places for touristy utilization registered in the last document of reception, homologation and classification of the touristy unit, excluding the extra beds which could be placed in case of necessity. Places afferent to touristy units with function in complementary accommodation (houses, camping places, etc.) for a basic touristy unit (hotel, motel, camping etc.) and their utilisation are included in the basic structure [9].

Touristy accommodation capacity represents the number of accommodation places available to tourists, during the period in which touristy units are opened in a certain period. It is expressed in places/day. There are excluded places in rooms or units temporary closed due to lack of tourists, repairs or from other reasons [9].

In the number of tourists (entrances) accommodated in touristy units are included all the persons (Romanian and foreigners) which travel outside residence cities, on a period of less 12 months and whom stay at least one night in a touristy accommodation unit in areas visited in the country, the main reason of travel being other than the one for providing paid activities in the visited places [9].

The number days/tourist (overnights) is the 24 hours interval, starting with the hotelier hour, for which a person is recorded in the registers of a touristy accommodation unit and benefit of housing in exchange of a fee for the occupied space, even if the effective duration is inferior to the mentioned interval. Are taken in account also the overnights in supplementary installed beds (paid by customers) [9].

Mean duration of sojourn is determined by rate between number of days/tourist (NZT) to number of tourist (T) and reflects

the possibility of touristy offer to retain tourist in a certain area, region or country [1]:

$$D_s = \frac{\sum NZT}{\sum NT}$$

where: D_s – mean duration of sojourn; NZT – number of days/tourist; T – number of tourist.

Utilisation index of existent touristy accommodation capacity is calculated by rating of overnights number to existent touristy accommodation capacity, from a certain period [9].

$$I_n = (N/C_f) \times 100$$

where: I_n – utilisation index of existent touristy accommodation capacity; N – number of overnights recorded in a certain period; C_f – the existent touristy accommodation capacity.

Absolute indicators represent the basic form of dynamic series, and based on them could be obtained generalized indicators [2].

Level indicators are terms of a series formed by absolute indicators ($y_1 \dots y_t \dots y_{t-1}$).

Total level of terms ($\sum_{t=1}^n y_t$), are only for series of time intervals in absolute values.

Absolute modifications:

- with fixed basis ($\Delta_{t/1}$)

$$\Delta_{t/1} = y_t - y_1 \quad \text{where, } t = 2, n$$

- with basis in chain (mobile or variable basis) ($\Delta_{t/t-1} = y_t - y_{t-1}$)

$$\Delta_{t/t-1} = y_t - y_{t-1} \quad \text{where, } t = 2, n$$

Relative indicators

Represent a presentation way usually. In this situation it is mandatory that in the title or outside the table to be mentioned which is the related base, so the interpretation of data to be made correctly.

Index of dynamics:

- with fixed basis ($I_{t/1}$):

$$I_{t/1(\%)} = \frac{y_t}{y_1} \times 100$$

- with basis in chain ($I_{t/t-1}$):

$$I_{t/t-1(\%)} = \frac{y_t}{y_{t-1}} \times 100$$

Dynamics rhythm:

- with fixed basis ($R_{t/1}$):

$$R_{t/1} = I_{t/1(\%)} - 100 \%$$

- with basis in chain ($R_{t/t-1}$):

$$R_{t/t-1(\%)} = I_{t/t-1(\%)} - 100\%, \quad t = 2, n$$

RESULTS AND DISCUSSIONS

Number of touristy accommodation units on types of structure (hotels, hostels, motels,

touristy villas, touristy chalets, camps for pupils, touristy and agro-touristy boarding houses) from Vrancea County in those 5 analysed years (2011–2015) (*tab. 1*) varied

between 45 and 52 structures of touristy accommodation, the most numerous ones being agro-touristy boarding houses (13–23), followed by hotels (7–10).

Table 1 Structures of touristy accommodation units on structure types from Vrancea County during 2011-2015

Type of touristy accommodation units	2011	2012	2013	2014	2015
	UM: Number				
Total	47	52	49	52	45
Hotels	8	10	8	9	7
Hostels	1	1	2	2	2
Motels	7	8	10	9	9
Touristy villas	:	2	1	3	2
Touristy chalets	1	1	1	1	:
Touristy inns	:	1	:	:	1
Touristy houses	:	:	:	:	1
Camps for pupils	1	1	1	1	1
Touristy boarding houses	6	7	8	8	9
Agro-touristy boarding houses	23	21	18	19	13

Legend: ":" – missing data;

Source: insse.ro

The existent touristy accommodation capacity on type of units from Vrancea County in period 2011–2015 (*tab. 2*) presented fluctuations in those 5 analysed years and varied between 1391–2066 places, the greatest accommodation capacity being founded in hotels. The existent touristy accommodation capacity on type of units from Vrancea County in the same period (2011–2015) (*tab. 3*) recorded decreases from year to year which indicates an economical situation not too happy for Vrancea County tourism in the analysed period.

In 2015, the existent touristy accommodation capacity in function (total) in Vrancea County was of 428009 places–days with a net utilisation index of functional capacity of 17.54.

At the level of whole country, Vrancea County (in 2015) had only 0.66% from the total of existent touristy accommodation units, which placed it on rank 30 in counties top (41 counties and Bucharest City). From point of view of existent accommodation capacity, Vrancea is ranked 35, with a rate of 0.42% from the total of accommodation units at the level of whole country.

Table 2 The existent accommodation capacity on touristy structure units in Vrancea County during 2011-2015

Type of touristy accommodation units	2011	2012	2013	2014	2015
	UM: places				
Total	1682	2066	1556	1760	1391
Hotels	424	678	425	576	382
Hostels	52	52	60	60	60
Motels	276	346	397	328	328
Touristy villas	:	36	12	48	24
Touristy chalets	10	10	10	100	:
Touristy inns	:	58	:	:	43
Touristy houses	:	:	:	:	10
Camps for pupils	390	390	200	200	200
Touristy boarding houses	81	95	137	139	151
Agro-touristy boarding houses	449	401	315	309	193

Legend: ":" – missing data;

Source: insse.ro

Table 3 The existent touristy accommodation capacity in function on touristy types of structures in Vrancea County during 2011-2015

Type of touristy accommodation units	2011	2012	2013	2014	2015
	UM: places-days				
Total	477367	471064	451524	437779	428009
Hotels	135157	149833	151168	151047	134618
Hostels	2920	19032	21848	21900	21900
Motels	97208	118759	122247	101500	101630
Touristy villas	1612	:	:	:	:
Touristy chalets	:	:	4008	4380	7656
Touristy inns	12090	:	:	:	:
Touristy houses	:	:	:	:	2420
Camps for pupils	141672	84070	60800	66800	66800
Touristy boarding houses	18055	28883	44557	43227	43601
Agro-touristy boarding houses	68653	70487	46896	48925	49384

Legend: ":" – missing data;

Source: insse.ro

From comparative analysis of number of accommodation units and number of place in those in years 2011 and 2015 from Vrancea County (*tab. 4*) it could be observed the fact that in 2015 number of accommodation units decreased from 47 as there was in 2011, to 45 in 2015. In this period increased the number of urban and rural touristy boarding house from 6 as there was in 2011 to 9 in 2015 in detriment of agro-touristy boarding houses (their number had a significant decreasing from 23 as there was in 2011 to 13 in 2015).

Qualitative analysis of accommodation units on types of structures on those 2 years 2011 and 2015 show the fact that in this period the rate of touristy boarding houses from total of units increased from 12.76% to 20.00%. It also increased the rate of motels from 14.90% in 2011 to 20.00% in 2015,

probably due to investments in this domain. In 2011 rate of agro-touristy boarding houses was of 48.93 %, while in 2015 the rate was of only 28.88 %, one reason which could explain this phenomenon could be the lack of interest on behalf of tourists for this type of boarding house.

Analysis of touristy movement

From the structure of touristy movement in Vrancea County in period 2011–2015 (*tab. 5*), it could be observed that the number of foreigner tourist had a very low rate (5.70%) in the total of entrances in county, and the number days/tourist for the foreigner tourist had also a low rate (6.41%), and the evolution of tourists, foreigners and Romanian, know fluctuations in the analysed period. Mean number of tourists was 39.7338 thousands persons.

Table 4 Comparative analysis of accommodation units number and number of places in them in years 2011 and 2015 from din Vrancea County

Type of touristy accommodation units	2015				2011			
	Nr. of units	%	Nr. of places	%	Nr. of units	%	Nr. of places	%
Hotels	7	15.55	382	27.46	8	17.02	424	25.20
Hostels	2	4.44	60	4.31	1	2.13	52	3.09
Motels	9	20.00	328	23.58	7	14.90	276	16.40
Touristy villas	2	4.44	24	1.72	:	-	:	-
Touristy chalets	:	-	:	-	1	2.13	10	0.59
Touristy inns	1	2.22	43	3.09	:	-	:	-
Touristy houses	1	2.22	10	0.72	:	-	:	-
Camps for pupils	1	2.22	200	14.38	1	2.13	390	23.18
Touristy boarding houses	9	20.00	151	10.85	6	12.76	81	4.81
Agro-touristy boarding houses	13	28.88	193	13.87	23	48.93	449	26.69
Total number	45	100	1391	100	47	100	1682	100

Note: calculus in according with insse.ro

The mean level of number of days/tourist was 64.6384 thousands persons. Vrancea County is at the end of the top, respectively on rank 34 in counties top (41 counties and Bucharest City) with a rate of 0.43% from the total of tourists arrived in accommodation units at the level of country.

Mean duration of sojourn as indicator which shows the mean time (days) of

tourists' staying in accommodation units and reflects the offer possibility to retain the tourist in a certain area or region [8], also present fluctuations in the analysed period (2011–2015) being of 1.84 days for Romanian tourists and of 1.61 days for the foreigner ones.

Table 5 Structure of touristy movement in Vrancea County

Years	Arrivals (nr. of tourists)			Overnights (nr. days/tourist)			Mean duration of sojourn (days)		
	T	TS	TR	T	TS	TR	T	TS	TR
2011	41625	1724	39901	71697	2931	68766	1,72	1,70	1,72
2012	40657	2623	38034	57330	4358	52972	1,41	1,73	1,39
2013	34196	2741	31455	55898	4878	51020	1,63	1,78	1,62
2014	38901	2317	36584	63206	4981	58225	1,62	2,15	1,59
2015	43290	1935	41355	75061	3566	71495	1,73	1,84	1,73

Note: T - total; TS – foreigner tourists; TR – Romanian tourists

Note: calculus in according with insse.ro

Net utilisation index for functional accommodation capacity (*tab. 6*) express the relation between functional accommodation capacity and its effective utilisation by tourists (overnights), (in a certain period) and recorded fluctuant values in those 5 analysed years (2011–2015), in 2015 being recorded the highest value of 17.54%.

From analysis of touristy movement (*tab. 7*) it could be observed an oscillated evolution of dynamics index for tourists' number, even if per total mean dynamics index show an average increase with 3.960 times. So, from 2011 till 2013 is recorded a decrease, followed by an increase till 2015. This fluctuant evolution could have as cause

the economical power of the area which determines a low interest of tourist for this area.

Absolute mean modification of tourists' number recorded 0.41 thousands persons.

Mean dynamics index of tourists' number was 3.960 or 396.00%.

Mean dynamic rhythm of tourists' number was of 296.00%.

In general mean level of tourists' number in Vrancea County in period 2011–2015 was 39.7338 thousands persons, with an absolute mean increase of only 0.41 thousands persons. Mean dynamics index show a relative decrease of 396.0% and a mean rhythm of 296.0%.

Table 6 Capacity and accommodation activity in Vrancea County

Years	Accommodation capacity		Arrivals (thousands)	Overnights (thousands)	Net utilisation index for functional accommodation capacity (%)
	Existent (places)	Functional (thousands places-day)			
2011	1682	477.367	41.625	71.697	15.01
2012	2066	471.064	40.657	57.330	12.17
2013	1556	451.524	34.196	55.898	12.38
2014	1760	437.779	38.901	63.206	14.44
2015	1391	428.009	43.290	75.061	17.54

Source: calculus in according with insse.ro

Table 7 Analysis of touristy movement in period 2011-2015 in Vrancea County

Years	Nr. of tourists (thousands persons)	Absolute modifications		Dynamic index %		Dynamic rhythm %	
		$\Delta_{t/1}$	$\Delta_{t/t-1}$	$I_{t/1}$	$I_{t/t-1}$	$R_{t/1}$	$R_{t/t-1}$
2011	41.625	-	-	-	-		
2012	40.657	-0.968	-0.968	97.6744	97.6744	-2.3256	-2.3256
2013	34.196	-7.429	-6.461	82.1525	84.1085	-17.8475	-15.8925
2014	38.901	-2.724	4.705	93.4558	113.7589	6.5442	13.7589
2015	43.290	1.666	4.389	104.0000	111.2825	4.0000	11.2825

Source: calculus in according with insse.ro

CONCLUSIONS

Number of accommodation units of structural type from Vrancea County in those 5 analysed years (2011–2015) varied between 45 and 52, the most numerous ones being agro-touristy boarding houses followed by hotels.

The existent touristy accommodation capacity on type of units from Vrancea County in period 2011–2015 presented fluctuations in those 5 analysed years and varied between 1391–2066 places, the greatest accommodation capacity being founded in hotels. The existent touristy accommodation capacity on type of units from Vrancea County in the same period (2011–2015) recorded decreases from year to year which indicates an economical situation not too happy for Vrancea County tourism in the analysed period.

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Analysis of touristy movement in Vrancea County during 2011–2015, show the fact that number of foreigner tourists had a very low rate in the total of entrances in county, and evolution of foreigner and Romanian tourists' number had fluctuations during analysed period. Mean duration of sojourn also present fluctuations in the analysed period (2011–2015) being of 1.84

days for Romanian tourists and of 1.61 days for the foreigner ones.

Net utilisation index for functional accommodation capacity recorded fluctuant values in those 5 analysed years (2011–2015), in 2015 being recorded the highest value of 17.54 %.

In general mean level of tourists' number in Vrancea County in period 2011–2015 was of 39.7338 thousands persons, with an absolute mean increase of 0.41 thousands persons. Mean dynamics index show a relative decrease of 396.0% and a mean rhythm of 296.0%.

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