EVOLUTIVE AND STRUCTURAL CHANGES OF MOUNTAIN TOURISM WITH IMPACT ON SUSTAINABLE DEVELOPMENT IN ROMANIA

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Abstract Following the global economic crisis, sustainable development of tourism in Romania, is still one of the main drivers of economic recovery mechanism. Treated in an integrating vision, sustainable tourism includes a wide range of matters affecting mountain tourism a basic shape of this area of activity. The study highlights the level of development and place of mountain tourism, among other forms of Romanian tourism through evolutionary and structural analysis of the number of structures for tourist arrivals and overnight stays within them. Purposes of determining aspects of mountain tourism development are aiming to detect its impact on sustainable development. However, the overall image of the development of mountain tourism has created the premises for the adoption of strategies for sustainable development of tourism in Romania.

Keywords: mountain tourism, sustainable development, structural analysis, tourist accommodation structures, number of arrivals, number of overnights

JEL Classification: C10, C12, L80

1. Introduction

Implementation of the concept of sustainable development requires a deep knowledge of this notion, given the intensity of mutual relations, tourism natural environment: the natural landscape allows an increase in tourist traffic, while degradation of the environment or human intervention to determine largely a decrease in tourist flow. On the other hand, from the last decade, the support of European Structural Funds resulted into a diversification and an increase in tourism destinations, as well as increased activity in this area.(Zaharia M., Ghita S. 2014).

Mountain tourism by supply specificities and activities mostly with each other directly impact the environment, fall to answer very well the goal of sustainable development. Also, a permanent contact with tourists is necessary, as well as a lively and open dialogue with them, to ensure effective implementation of the principles of sustainable development (Zaharia M., Hapenciuc C.V., Zaheu I. 2008). This is the situation which allowed studying the impact of mountain tourism on sustainable development of Romania.

Trends in tourist traffic are determined by a number of factors, some essential, others with a smaller and less significant (Balacescu A., Zaharia M. 2011). To characterize it in the paper, are examined the indicators values: the number of tourist accommodation structures, the existing accommodation capacity, the number of arrivals and the overnight stays, which allow outlining an overview of the development of mountain tourism, paving the adoption of strategies for "meeting the needs of present without compromising the ability of future generations to fulfill their own needs "(World Commission on Environment and Development).

The study of structural of evolving change of the mountain tourism was done through analysis of changes this indicators using Excel (Oprea C. & Zaharia M., 2011), and SPSS (Jaba E. & Grama A., 2004)

2. Trend of development and structural change indicators characterizing the activity of mountain tourism

Achievement of the objectives of the study on determining the level and development of mountain tourism site, aimed at analyzing the results of its work through the following three indicators: tourist accommodation structures, number of arrivals, number of overnights.

In the period 1994-2012, the distribution of tourist reception on tourist destinations in Romania recorded as significant fluctuations. Thus, in terms of structural changes are established that lead to standings change in 2012 compared to 1994, as reflected in Figure 1.

Highlighting the impact of mountain tourism on sustainable development begins with an overview of the place it occupies in the number of tourist reception among other tourist areas in Romania. Thus, it is noted that, structurally, mountain tourist accommodation offer is made so that the mountain region has the same place two in 2012 to 23.63% after the "other localities", as in 1994 when with the 21.41% is by the seaside area.
A detailed analysis of the evolution of the number of tourist reception establishments in the mountains was performed on categories of comfort during 1999-2012 (Figure 2).

The graphical representation shows the following increases in the number of tourist reception establishments by category during 1994-2012:

- the 5-star mountain resort units recorded an average increase only by 0.45 units / year, representing an annual average increase with the 12.98%;
- a more significant average increase is registered for 4-star mountain resort units with 4.72 units / year, which represents an average increase percentage translated with the 13.32% annually;
- the mountain units 3-star result, the most significant increase in average by 11.59% per year, representing an annual average increase with the 17.22 units;
- the number of units 2 star tourist mountain still faced with a process of growth that has placed the average value of 3.89 units / year, ie 2.17% pa effective;
- the mountain tourist establishments classified 1 star is facing a declining trend, which on average is about 4 units / year (4.18%) for the first and about 12 units / year (10.15%) for other.

Overall, the trend of increasing evolutionary manifested mainly in the categories of mountain tourist establishments with high comfort, creating the perspective of a significant impact on sustainable development.

However, given that the main instruments fulfill the requirements of sustainable development of mountain tourism is the tourist itself, is to be established evolution of the number of tourists, and hence the number of nights spent them.
Development trend of tourist arrivals in tourist accommodation structures in the mountains of Romania although generally seems similar to that of overnight stays, however, differ significantly over time, as recorded by the results established rates of evolution:

- average gain set for the number of tourists arriving in tourist reception mountain is about 10,975 tourists / year transposed by an average rate of 1.08%;
- number of overnight stays decreased on average by 1.57%, so in absolute value by about 44,470 nights / year.

The reduction of overnight stays outlines a direction for changes in management decisions that include elements of training and satisfaction of potential tourists in the supply in terms of quality, but mainly quantitative in light of protecting and preserving the natural habitat.

In other news, whether in terms of the number of tourist accommodation establishments mountainous area ranks second compared to other areas in Romania, the "number of tourists" make structural distribution to position the first two places, the County residence towns and Other localities, and third place Mountain resorts, with 13.19% in 1994 and 14.59% in 2012 (Figure 4).

The third place occupied by the mountains, in terms of the number of tourist arrivals can be considered on the one hand, favorable to sustainable development as mountain areas are not overcrowded and this phenomenon gives the necessary protection of the environment, but can be regarded negative aspect, because the offer mountain, highly diversified, not fully exploited for restoration of human capacity, with direct impact in the daily and long-term economic growth for the whole of Romania.

In the analysis, it is important to be highlighted, and the other side of the structural evolution of the number of tourists arriving in the mountain tourist accommodation units, namely classification by country of residence: Romanian and foreign.
The structure of the two categories of tourists in 2012 compared to 1994, according to the plot (Figure 5), shows significant share of Romanians both in 2012 (89.88%) and 1994 (92.99%) at the expense of foreigners, with a negative impact on sustainable development. Priority argument lies in the level of civilization of aliens that is higher than the Romanians and hence their high spirit of protecting and preserving the environment.

![Figure 5 - Structure of tourists by country of origin categories in 2012 compared to 1994](image)

Regarding the distribution of the number of overnight stays by tourist destinations, figure 6 shows the fourth place of this indicator with 13.85% in 1994 and 12.66% in 2012, after County residence towns, Spas and Seaside.

![Figure 6 - Structural comparisons regarding the number of overnight stays of tourists arrivals in the touristic accommodation structures from Romania, by tourist destinations](image)

The analysis of overnight stays of tourist arrivals in the mountain tourist accommodation establishments, classified by country of residence: Romanian and foreign (Figure 7), shows the same share of Romania set for 1994 and 2014, it becomes overwhelming for this indicator, both in 1994 (91.21%) and 2014 (90.01%).

![Figure 7 - Structure of overnight stays by country of origin of tourists in 2012 compared to 1994](image)
Conclusions

The economic recovery in Romania is based to some extent by the sustainable development of mountain tourism. Developments of this type of tourism highlighted by three key indicators commensurate (number of accommodation, tourists and overnight stays) have created the prerequisites for sustainable development, impact strongly manifested in the mountain market tourism products to material possibilities, and and transport facilities or the need for knowledge and extra-activities. Results, acts and leverage emulation in favor of this process.

Romania, which does not occur in mountain tourism experience level and requirement of other countries, have to deal with a wide range of practices of "free time" and social categories with an open horizon for mountain tourism. Special significance is reported regarding the establishment of "target groups" Romanian tourists (and foreign) to accept offers Romanian and formulas vacation destinations that could benefit from these destinations.

The diversity the natural environment, rich tourism potential anthropogenic shaped by significant overlap elements and archaeological vestiges, ethnographic and cultural heritage - historic strengths represents the increased interest of foreign tourists for Romanian mountain component.

In the mountain areas of Romania, high valences of the environment and trying to their maintain unaltered are certainly key assets for tourist movements - by incoming - to National Carpathian area.

Bibliography