STUDY ON EVOLUTION OF RURAL TOURISM IN ROMANIA

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Abstract

In Romania, the long period of transition to a market economy has determined the restructuring in all spheres of activity, triggering multiple economic-social, political and cultural implications. Thus, the city life of today involves a lot of stress, at the same time there is a high degree of urbanization and environmental pollution. These changes have affected tourism in the sense of a change in holiday destinations in favor of its assets, in the midst of nature, with favourable and deep implications in rural tourism activity.

These are just a few short arguments representing the circumstances that make us realize this study on the evolutionary trends of rural tourism activity from Romania, which are described and analyzed on the basis of statistical data obtained from the Statistical pocket-book "Romanian Tourism", editions 2009-2015, published by the National Institute of Statistics.

Keywords: sustainable tourism, accommodation capacity, development region, regional analysis,

JEL Classification: L83, Q01, Q57

1. Introduction

Romania has a favorable natural environment rural tourism purposes, and thus has the opportunity to act in the direction of preparation and promoting rural tourism offers to be aligned to international standards.

Because rural tourism is based on the characteristics of rural space and represent a desideratum of the existing socio-economic interests at the local level, the factors of influence on this type of tourism can be structured and that the bio-psychosocial factors, such as:

- modern Trend underscores the need to lead a healthy life, the concept is one of utmost topicality, rural areas are favorable to carrying out leisure activities, nature walks, cycling, climbing, etc., the countryside is considered the healthiest, tonificând body through clean air, unpolluted, quiet living environment devoid of major stress conditions;
- It is very beneficial for children. This environment is conducive to health, children, vigorităţii through both natural and nutrition through the link designed with nature, with an important role in shaping their formation, personality.
- Charged atmosphere of tranquility and peace, the stress, the rhythm of the city accelerated are the elements that have favored the orientation of tourists towards the place that offers the peace and tranquility much desired.

Any household that wants to enter the agrotourism circuit must first be assessed, and in possession of a certificate of conformity, certificate showing that a plurality of conditions requested.

At the moment, in Romania there are mainly two types of tourist structures of accommodation that are found in rural areas: touristic pensions and agrotouristic:

- touristic pensions – are structures of reception for tourists that offer the hosting and serving of the meal; they can make available between 3 and 20 rooms, operating in the homes of the owners or in real estate who are independent, who can provide and means of leisure;
- boarding houses agro – tourist structures with the same functions as the guest house, having 3 and 10 of the rooms, in the same housing with the owner which ensures all the raw materials and food from their own resources or local.

2. Evolution of the number of agrotouristic pensions in Romania

The forms of accommodation are recognized and under the aspect of legislation, through the national system of approval of accommodation structures in rural in our country, the record of their being found in the publications of the National Institute of Statistics and Economic Studies as the number of pensions.

The number of agrotouristic pensions is considered the indicator of vital activity of rural tourism, taking into account that, any activity of rural tourism can not take place without the existence of a database of tourist reception.
Table 1 - Number of agrotouristic pensions in Romania

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<tbody>
<tr>
<td>Number of agrotouristic pensions</td>
<td>2028</td>
<td>2131</td>
<td>2290</td>
<td>2303</td>
<td>2260</td>
<td>2816</td>
<td>2933</td>
<td>2988</td>
<td>3445</td>
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Analysis of the number of rural tourism, based on the data presented in Table 1 and shown in chart 1, shows a tendency to increase the number of tourist reception countryside in Romania in 2007-2015.

Chart 1 - Evolution of the number of boarding houses and agrotourism


Intensifying demand for practicing rural tourism as well as access to a wide range of funding sources with the accession in the European Union, positively influenced concerns tourism managers and investors, meaning their reorientation towards this form of tourism activities. These are the main arguments that highlight the increase in average 42.2% of the rural tourism units in Romania.

3. Evolution accommodation capacity of boarding houses and agrotourism

Existing accommodation capacity is expressed by the number of accommodation offered by agro hostels Romania (Table 2):

Table 2 - Existing accommodation capacity of rural tourism units in Romania

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<tr>
<td>Existing accommodation capacity of agro hostels and boarding houses</td>
<td>28877</td>
<td>31444</td>
<td>36436</td>
<td>38630</td>
<td>41182</td>
<td>52472</td>
<td>56100</td>
<td>57775</td>
<td>67239</td>
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In the period 2007-2015, was continuously increased the accommodation capacity doubling its existing purpose (Table 2), reflecting the increased number of rural tourism in Romania.

Chart 2 - Evolution existing capacity of rural tourism accommodation and boarding houses


The average growth rate in the period 2007 -2015 is 57.00%, is 15.2% higher than that registered the number of tourist reception, because the problem of rural tourism development activities aimed at sustainable development and intensive side. In this regard, emphasis was placed less on creation of rural tourism and more on building larger tourist establishments have as many places and adequate utilities this type of tourism.
The demand for practice rural tourism was increased from year to year as a result of changing conditions of life and mentalities regarding practicing forms of tourism including tourist presence in nature and active participation of the implementation of specific operations.

4. Evolution of the number of tourists accommodated in tourist boarding houses and agrotourism in Romania

Studying the evolution of the number of tourists accommodated in agro hostels in Romania is performed based on the data (Table 3), whose registered fluctuation from year to year, surprising trend in the period 2007-2015.

Table 3 - Number of tourists accommodated in tourist boarding houses and agrotourism in Romania

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<tr>
<td>Number of tourists accommodated in tourist facilities in Romania (thousands)</td>
<td>740148</td>
<td>835675</td>
<td>737848</td>
<td>696555</td>
<td>840286</td>
<td>1033232</td>
<td>1155210</td>
<td>1253431</td>
<td>1572250</td>
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Meaning the number of tourists evolution follows the indicators of rural tourism offer, meaning recording sustained growth. This growth is much higher on average settling 53.21% per year, with extensions of demand and consumption for this form of tourism.

Chart 3 - Evolution of the number of tourists accommodated in tourist pensions and agrototusice in Romania

Chart 3 suggests linear growth trend in the number of tourists arriving in agro hostels in Romania during 2007-2015 with a small decrease mention, that in 2010.

5. The evolution of overnight stays and agro tourist pensions in Romania

Further analysis through the development of rural tourism activity manifest demand in the period 2007-2015, envisages studying the changes in the number of overnight stays registered in tourist guesthouses and agritourism in Romania.

Number of overnight stays is directly influenced by the number of tourists arriving in agro hostels and indirectly through touristic offer, not so much by its existence, but especially the quality of services provided to tourists.

In this context, the data recorded on the number of overnight stays of Romanian agro hostels (Table 4), their graphic representation (Chart 4) are the result of the above influences. Such an upturn influencing factors were determined as a change in the same direction to increase the number of overnight stays.
Table 4 - Number of overnight stays and agro tourist pensions in Romania

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<tbody>
<tr>
<td>Number of overnight stays boarding houses and agrotourism</td>
<td>1551718</td>
<td>1702835</td>
<td>1486469</td>
<td>1406828</td>
<td>1669885</td>
<td>1990267</td>
<td>2193675</td>
<td>254635</td>
<td>3033525</td>
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After rising slightly oscillations recorded in 2007-2011, is observed crossing the upward trend of sharp and abrupt increase in the coming years, the annual average is placed around 45%.

Chart 4 - Evolution of the number of overnight stays in tourist boarding houses and agrotourism in Romania

Figure 4 suggests a broad increase in the number of overnight stays registered, and the tendency of linearity. Although the number of tourists arriving in the rural area has evolved quite pronounced, the average rate exceeding 50%, yet neither their period of stay is left to be desired. Once away from the stress of city life, they preferred to remain as many days in these places. Thus, the growing trend is justified assimilation with the number of tourists.

6. Conclusion

Upward evolution in the number of tourist reception in Romania is the result of the trend of tourism development in general. This has focused the last nine years for rural tourism as a result of changes in this area is aimed at potential tourists preferences varied activities, recreational, performed in a space less polluting.

Result analysis of the number of seats offered by agro hostels in Romania during 2007-2015, as the capacity of existing accommodation, indicates an upward trend more than the number of rural tourism establishments, due to the process of sustainable development in who joins and this type of tourism.

Evolution of the number of visitors has experienced the highest growth, with the number of tourist reception, the existing accommodation capacity in operation, due to increasingly conspicuous manifestation of their preferences for changes to leisure. They want to leave for a while where they carry out their daily activities and to move towards those regions which gives them more peace, rest and recreation in a less polluted environment as: areas of practice rural tourism.

BIBLIOGRAPHY
