

THE EVOLUTION IN ENTREPRENEURIAL DIMENSIONS IN TOURISM IN ROMANIA

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Abstract

Tourism is a sector that encourages the creation of new enterprises in order to receive tourists, resulting in the development of other sectors. Small and medium enterprises from tourism sector generate significant revenues that contribute to higher levels of development of the local community. Adapting to the competitive environment - in an increasingly turbulent environment - requires more flexibility from managers. External environment acts on several categories of influencing factors: political and legal factors, economic factors, socio-cultural factors and technological factors. Detailed knowledge of all these factors on firm action is particularly useful because it helps managers to understand and explain the decisions and behaviors they noted in the company they manage and it allows a detailed study of the constantly changing relationship between the firm and its external environment. This paper analyses the changes in the size of enterprises in the field of hotels and restaurants in Romania between 2008 and 2015. The research is based on statistical data taken from the website of the National Statistical Institute. In order to highlight the changes that occurred, we presented data in the form of tables and graphs and calculating statistical indicators.

Keywords: active enterprises, class size, legal form, economic factors

Clasificare JEL: L26, Z32, O40

1. Introduction and theoretical background

Tourism is a sector that encourages the creation of new enterprises in order to receive tourists, resulting in the development of other sectors. Small and medium enterprises in tourism generate significant revenues that contribute to higher levels of development of the local community. The tourism sector is remarkably generating strong currency income and employers have the ability to spread their economic benefits to every community.[9]

Tourism contributes to promoting local traditional values, raising awareness of the indigenous population to preserve and capitalize properly authentic lifestyle.

According to some authors of literature, an analysis should be carried out, taking into account the four main components: components of demo-sociological nature; components resulting from the mentality of people and psychology; components resulting from technology, natural sciences and ecology and economic components. Tourism research highlights that although SMEs represent a significant part of the tourism industry, they did not have similar entrepreneurial characteristics as large corporations.[3] While big corporations use corporate governance models in terms of recruitment and mobilization of capital, small businesses rely more on social networking and family to support their development.[5],[6]

Among SMEs often there was a lack of coached behavior due to the lack of qualified labor and marketing. Due to limited resources, these companies rely more on interpersonal marketing. The level of innovation and organizational culture influence the efficiency of the entrepreneurial process, but the lack of resources limits the innovative spirit.[7]

Kuratko identifies three dimensions of entrepreneurial behavior: culture, entrepreneurship and entrepreneur characteristics.[5] Tourism is a concept of economic activity with great impacts on society as it is an instrument of development. Its meaning of the paper is to establish the context. It is done by bringing the specialty literature first (quotations) and by synthesizing the current meaning of the investigated matter. Formulate the goal of the paper under the form of hypotheses, questions or matters treated and explain the approach method and necessary arguments in short. Anytime it is possible, describe the results revealed (proved) by the study.

2. Material and method

Identification accuracy of the issues involved in the evolution of business enterprises in the tourism sector requires achievement of research from multiple perspectives. The purpose of this research is to analyze changes in the size of tourism enterprises, to anticipate the evolution in the coming period, based on time series taken from the National Statistics Institute website. In order to highlight the changes that occurred, we presented data in the form of tables and graphs and calculating statistical indicators

3. Results and discussions

According to statistics, there was an increase in the number of employees in hotels and restaurants in Romania in 2010-2013, followed by a decrease in 2014. The decline in 2010 is actually the economic crisis triggered in 2008.

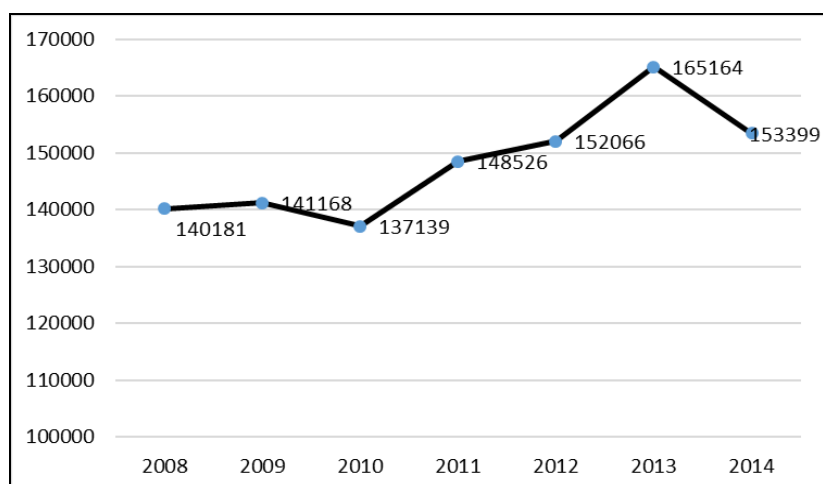


Fig no.1 The number of employees the field of hotels and restaurants

After a significant decline in 2011, the number of enterprises in hotels and restaurants are displaying an upward trend until 2014. The economic crisis led to a poorer survival rate of companies in the turism sector. So by 2009, the number of active companies decreased until 2012 when we noticed a revirement.

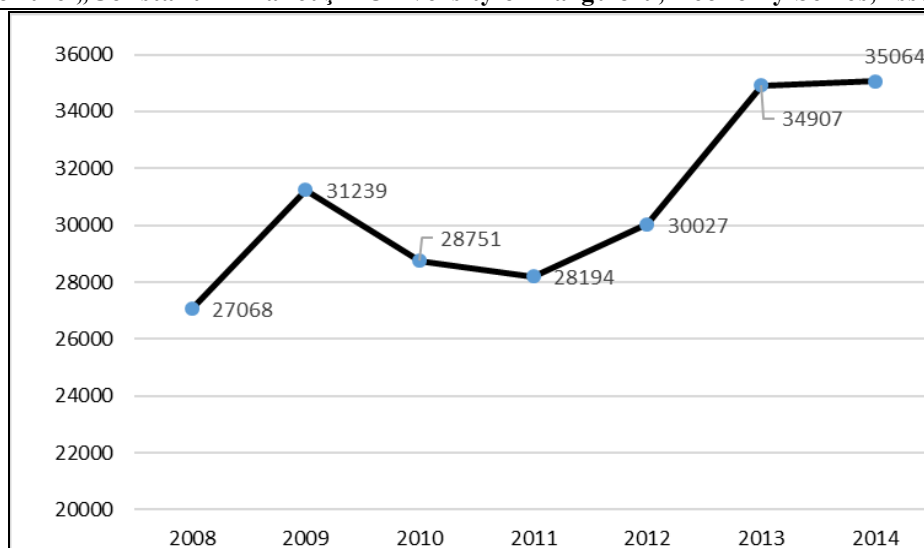


Fig. no.2 The number of active enterprises in the field of hotels and restaurants

Regarding the structure of enterprises by size categories, it emerges, after 2011, increasing the share of enterprises with a total of 10 employees lower. The reducing the share of these companies in 2011 can be explained by lower survival rate for small businesses after the economic crisis, in 2008.

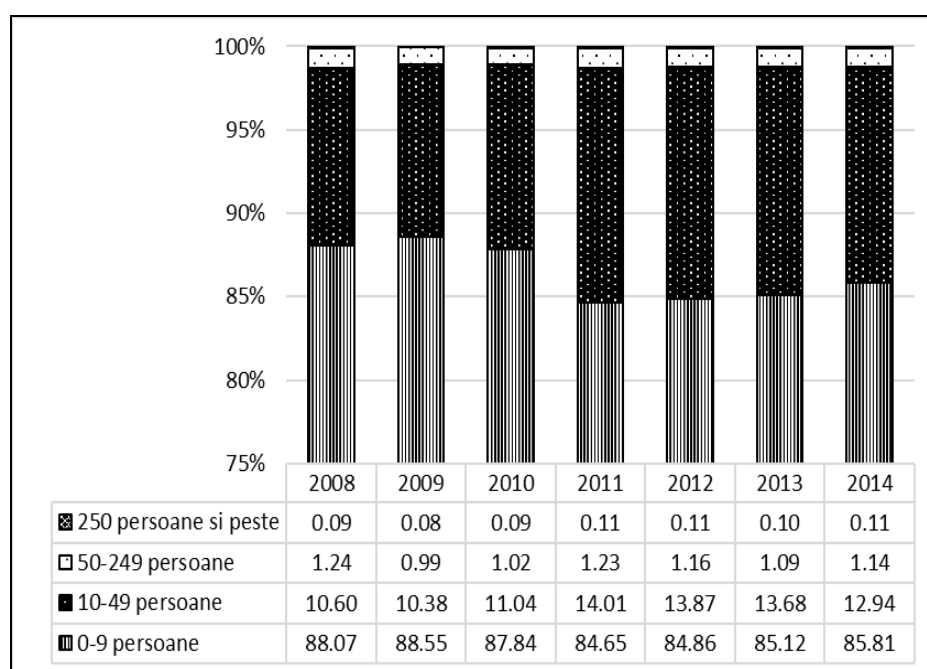


Fig.no.3 The enterprises active in hotels and restaurants by class size in Romania, in the period 2010-2014

Analysis of changes in the number of companies on legal forms emphasizes reducing weight and increases the share of companies authorized legal entities.

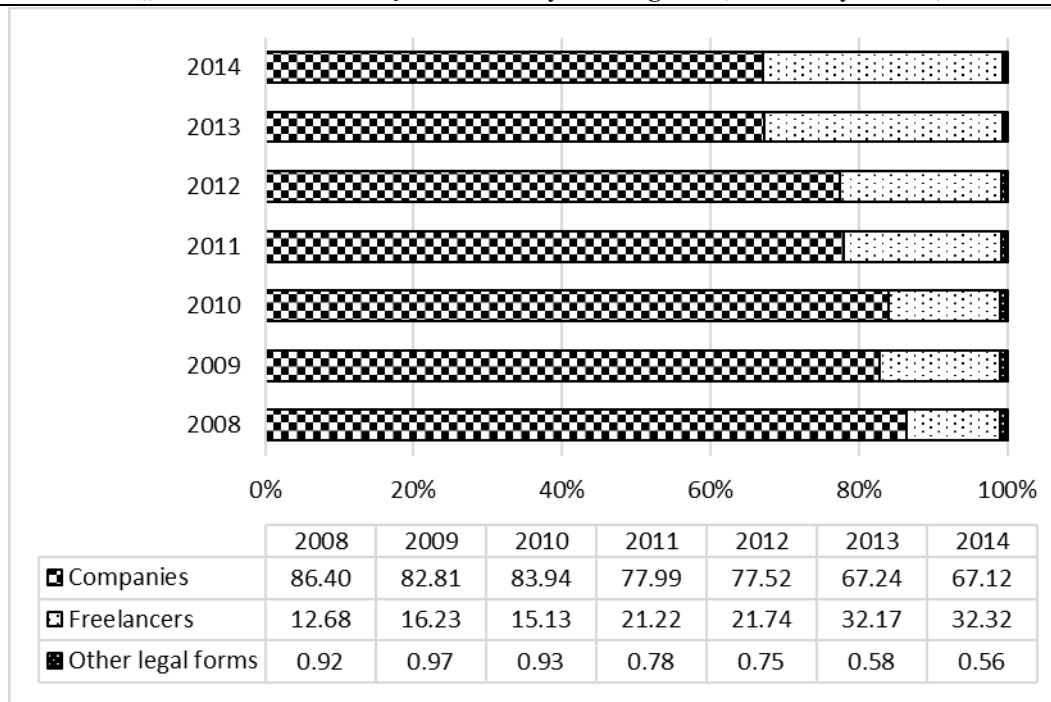


Fig.no.4 The enterprises active in hotels and restaurants by legal forms in Romania, in the period 2008-2014

In addition, the legislation is favorable to setting up of small businesses, offering various facilities especially for young people.

4. Conclusions

The business environment in Romania has seen important changes that need to be considered in order to increase competitiveness in the field. Tourism inflows and employment of labor are contributions that tourism brings to the economy. Tourism is a tool that stimulates the economy by contributing to the marginal value and promoting local resources. Tourism generates positive results for a country's economy, but the negative economic impact it generates on host communities should not be downplayed. Tourism is a global phenomenon with a significant role in the economy, one of the major economic sectors with potential to contribute to the improvement of macroeconomic indicators, which has an impact on increasing the living standards of the population. Considering research carried out in literature in the field, we can contend that entrepreneurship is a broad concept, interpreted differently by specialists, often associated with economic growth and development, generating jobs, improving living conditions, technological progress and prosperity in a society. Entrepreneurship in tourism can be summarized as the ability to create a tourism company and the leads in a manner profitable. Research on entrepreneurship in tourism can be studied in the future both because of the importance of this concept and especially the fact that it is a field of study that offers many possibilities for development. Entrepreneurship in tourism is actually a mix of economic, social and entrepreneur characteristics.

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