

## TOURIST ACCOMMODATION CAPACITY, TOURIST ARRIVALS, AND OVERNIGHT STAYS IN RESORTS ALONG ROMANIA’S COASTAL AREA, 2023–2024

GHERGHINA LILIANA

LECTOR PHD, FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION, “BABEȘ-BOLYAI” UNIVERSITY OF CLUJ-NAPOCA  
e-mail: liliana.gherghina@econ.ubbcluj.ro

### **Abstract**

*The main purpose of this paper is to identify and analyse the operational tourist accommodation capacity, as well as tourist arrivals and overnight stays by type of accommodation establishment, in the resorts situated in the Romanian coastal area during the period 2023–2024.*

*At the beginning of the paper, a brief introduction and the context of the study are presented, along with a theoretical framework concerning tourism, tourist demand and supply, as well as the development of sustainable tourism aimed at generating economic growth without harming the natural environment. The subsequent section sets out the research methodology, specifically the sources of information employed and the research method applied in order to conduct the analysis.*

*In the final part of the paper, the research findings are presented, showing that in 2024, compared with 2023, the most significant reductions in accommodation capacity (expressed in bed-places per day) were recorded for tourist villas, bungalows, and hotels, while increases were observed for apartments and rooms for rent, as well as for campsites.*

*Both domestic and foreign tourists registered positive values in terms of arrivals and overnight stays in apartments and rooms for rent, as well as in hotels, campsites, tourist guesthouses, and agritourism guesthouses, whereas negative values were recorded for bungalows, tourist villas, and motels.*

**Key words:** tourism, supply, demand, accommodation capacity, arrivals, overnight stays, costal area

**JEL Classification:** L8, L83

### **1. Introduction and study context**

At present, travel has intensified, which may increase the negative effects on the environment, thereby endangering the future development of tourism activities. In order to mitigate these negative environmental impacts, the practice of ecotourism (green tourism) or ecological tourism is increasingly promoted as forms of nature-based tourism centred on environmental education and on the participation of tourists in the protection and conservation of the natural environment. In practice, these are forms of tourism that belong to sustainable tourism, whose objectives are to reduce the negative impact on the environment, to respect local culture, to enhance the well-being of the population and the local economy, and, not least, to increase tourist satisfaction.

*“Tourism brings multiple benefits to communities – economic, social, image, etc.” (Trofimov & Livîțchi, 2025, p. 154). However, when practised on a large scale, it also gives rise to negative phenomena such as “over-tourism” and “touristophobia” (Dyanko & Rakadzhyska, 2024, p. 6), even though it is regarded as “a catalyst for the socio-economic growth and development of a country” (Druiu, 2021, p. 262). Regardless of their designation, these forms of tourism are expressed through the tourism supply—namely, the technical and material infrastructure of accommodation and catering units, together with leisure activities—as well as through the tourism demand, that is, the flow of tourists, which must be in perfect harmony with the natural and socio-cultural environment of the host area.*

For the design of tourism products, it is necessary to understand the “*lifestyle of consumers*” (Gherghina, 2018, p. 26), so that economic operators can enter the tourism market with a diversified offer capable of satisfying different consumer segments. At the same time, this offer must be differentiated, since “*product differentiation is a process through which distinctive elements are incorporated into a product in order to provide additional benefits to the client*” (Negruț & Oancea, 2005, p. 78).

Given that the tourism product “*is the most relevant link between the company and the market*” (Cătoiș & Teodorescu, 2004, p. 51), the tourism market considers the tourism product offer to be of utmost importance. Consequently, tourism operators must continuously carry out marketing research in order to understand “*consumers, competition, distribution, and the macro-environment*” (Foltean & Lădar, 2007, p. 138).

Due to the frequent changes “*in the wishes and needs of tourism demand*” (Duljević, 2023, p. 37), the tourism offer of accommodation establishments must be constantly adapted “*through a new type of tourism, called creative tourism*” (Sava, 2022, p. 486), and effectively communicated through promotion, the purpose of which is “*to establish among the public a favourable attitude and attachment towards the company and its offer*” (Rahău et al., 2005, p. 216).

With regard to tourism demand, it must be persuaded that the tourism product offered is of superior quality compared with that of competitors, so that tourists quickly make the “*decision to purchase it*” (Kotler, 1997, p. 36). This results in the realisation of tourism consumption within the supply basin, understood as “*the total expenditure made by demand-side subjects for the purchase of goods and services with a tourism motivation*” (Minciu, 2004, p. 137).

In this paper, the indicators of tourism supply and demand are analysed at the level of Constanța County and in the resorts of the coastal area. Accordingly, tourists must use a means of transport that takes them to their chosen destination in the shortest possible time. In Romania, this has become increasingly feasible in recent years, as the commissioning of several motorways and express roads has expanded the road transport network, a “*network is expanding to be as easy as possible to reach different parts of the country*” (Crăciun et al., 2020, p. 69).

For the practice of weekend tourism and for spending holidays or vacations in Constanța County, particularly in the coastal area, tourists select their destination/resort according to the purpose of travel (recreation, business, spa treatment) as well as the duration of stay. Such information is recorded in the tourist arrival and departure form. Consequently, tourist arrivals and overnight stays in accommodation establishments can be easily centralised by day, month, and year.

## 2. Research methodology

Specialised studies show that the dimensions of the tourism phenomenon have a significant impact on the development of the local, regional, and national economy, through the creation of jobs, the preservation of customs, traditions, and cultural heritage, and the protection of the environment, all of which contribute to the advancement of sustainable tourism. For the preparation of this paper, statistical data were used from the tourism series for 2023 and 2024, information centralised and published on the website of the National Institute of Statistics of Romania ([https://insse.ro/cms/sites/default/files/field/publicatii/seria\\_turism\\_in\\_anul\\_2023.pdf](https://insse.ro/cms/sites/default/files/field/publicatii/seria_turism_in_anul_2023.pdf); <https://insse.ro/cms/ro/content/seria-turism-%C3%AEn-anul-2024>), based on reports from operational tourist accommodation establishments.

A quantitative documentary research method was applied, on the basis of which shares were calculated and the results analysed for the indicators of operational tourist accommodation capacity, as well as tourist arrivals and overnight stays by type of accommodation establishment, in the resorts of the coastal area (excluding the city of Constanța), during the period 2023–2024.

In order to collect data on the number of bed-places per day, as well as on the number of arrivals and overnight stays in a given tourist area, the most efficient and easily applicable method

is the retrieval of information from the existing databases of operational tourist accommodation establishments, namely from standard reception documents such as the tourist arrival and departure form, the register of Romanian and foreign tourists, and daily or monthly room occupancy records.

This method ensures the provision of complete and diversified information on tourism demand, through indicators of tourist flows for domestic tourism (inbound and internal), national tourism (internal and outbound), as well as international tourism (outbound and inbound). At the same time, it provides information on tourism supply, through accommodation capacity (bed-places per day) as a component of the technical-material base, as well as supplementary information obtained directly from clients regarding the evaluation of tourism activities.

### 3. Research results

The research findings regarding the analysis of several indicators of tourism supply and demand are presented, namely the available tourist accommodation capacity in operation and its share, as well as the number and proportion of arrivals and overnight stays of Romanian and foreign tourists in the Romanian coastal area during the period 2023–2024. In the first part of the research, statistical data obtained from tourist accommodation establishments with a minimum existing capacity of 10 bed-places in the coastal resorts are presented and analysed, noting that the data include both apartments and rented rooms.

The table below presents the availability of tourist accommodation capacity in operation and its distribution, by type of tourist reception structure, in the coastal resorts (excluding the city of Constanța) for the period 2023–2024.

Table no. 1 **Tourist accommodation capacity in operation, by type of tourist reception structure, in the coastal resorts, 2023–2024**

No.	Types of tourist reception structures	Tourist accommodation capacity and its distribution					
		In the coastal resorts of Romania, in 2023		In the coastal resorts of Romania, in 2024		Increase/decrease in 2024 compared with 2023	
		(accommodation place-days)	(%)	(accommodation place-days)	(%)	(accommodation place-days)	(%)
1.	Hotels	8046198	72.67	7999715	70.72	-46483	-0.58
2.	Hostels	201683	1.82	224090	1.98	22407	11.11
3.	Motels	11694	0.10	12200	0.11	506	4.33
4.	Tourist villas	464501	4.20	383912	3.39	-80589	-17.35
5.	Tourist guesthouses	56424	0.51	55982	0.49	-442	-0.78
6.	Agritourism guesthouses	20306	0.18	24406	0.22	4100	20.19
7.	Campsites	402881	3.64	550041	4.86	147160	36.53
8.	Bungalows	147859	1.34	97286	0.86	-50573	-34.20
9.	School and preschool camps	41741	0.38	36582	0.32	-5159	-12.36
10.	Tourist cottages	15998	0.14	18518	0.16	2520	15.75
11.	Apartments and rooms for rent	1662551	15.02	1908570	16.87	246019	14.80
Total		11071836	100.00	11311302	100.00	239466	-

Source: National Institute of Statistics, Tourism Series, 2024, Table 1,

[https://insse.ro/cms/sites/default/files/field/publicatii/seria\\_turism\\_in\\_anul\\_2023.pdf](https://insse.ro/cms/sites/default/files/field/publicatii/seria_turism_in_anul_2023.pdf);

<https://insse.ro/cms/ro/content/seria-turism-%C3%AEn-anul-2024> (accessed at 27.08.2025), shares and the last two columns compiled by the author

Based on the statistical data for the number of place-days of tourist accommodation capacity in operation, by type of tourist reception structure, the shares relative to the total number of accommodation place-days for each year under analysis were calculated, namely 11,071,836 place-days in 2023 and 11,311,302 place-days in 2024. Subsequently the difference in place-days and calculated the shares reflecting their increase or decrease in 2024 was also calculated.

Thus, according to the results, in the Romanian coastal area, most accommodation places are concentrated in hotel-type structures, accounting for 72.67% (7,999,715 place-days) in 2023 and 70.72% (7,999,715 place-days) in 2024, even though in 2024, compared with 2023, there was a reduction of 46,483 place-days (-0.58%) in tourist accommodation capacity in operation.

In 2024, compared with 2023, there was an increase in tourist accommodation capacity in operation of 246,019 place-days (14.80%) in apartments and rented rooms, 147,160 place-days (36.53%) in campsites, 22,407 place-days (11.11%) in hostels, 4,100 place-days (20.19%) in agritourism guesthouses, 2,520 place-days (15.75%) in tourist cottages, and 506 place-days (4.33%) in motels.

Furthermore, in addition to the reduction in hotel accommodation capacity in operation in 2024 compared with 2023, a significant decrease was observed of 80,589 place-days (-17.35%) in tourist villas, 50,573 place-days (-34.20%) in bungalows, 5,159 place-days (-12.36%) in school and preschool camps, and 442 place-days (-0.78%) in tourist guesthouses. Although in 2024, compared with 2023, the reductions in tourist accommodation capacity in operation were significant in certain types of structures, the increases amounted to 239,466 place-days (2.16%), which ensured that tourist demand was met.

The number of tourists is the most representative quantitative physical indicator of tourist flows. This may be obtained either from border registration statistics of arrivals and departures of tourists for international tourism, or from statistics on tourist accommodation establishments (persons accommodated) for domestic or international tourism. With regard to the demand for coastal tourism, the tables below provide an analysis of the number of arrivals and overnight stays of Romanian tourists and foreign tourists in tourist accommodation establishments in the coastal resorts of Romania (excluding the city of Constanța) during the period 2023–2024.

The table below presents the situation of arrivals of Romanian tourists in the tourist accommodation establishments of the coastal resorts.

Table no. 2 Arrivals of Romanian tourists in the tourist accommodation establishments of the coastal resorts (excluding the city of Constanța), 2023–2024

No.	Types of tourist reception structures	Arrivals of Romanian tourists, in 2023		Arrivals of Romanian tourists, in 2024		Increase/decrease in 2024 compared to 2023	
		(number of arrivals)	(%)	(number of arrivals)	(%)	(number of arrivals)	(%)
1.	Hotels	1012401	74.03	1074664	69.97	62263	6.15
2.	Hostels	23604	1.73	29417	1.92	5813	24.63
3.	Motels	1919	0.14	1461	0.10	-458	-23.87
4.	Tourist villas	60174	4.40	59943	3.90	-231	-0.38
5.	Tourist guesthouses	7095	0.52	8783	0.57	1688	23.79
6.	Agritourism guesthouses	2620	0.19	3703	0.24	1083	41.34
7.	Campsites	22955	1.68	42250	2.75	19295	84.06
8.	Bungalows	13636	1.00	8932	0.58	-4704	-34.50
9.	School and preschool camps	2367	0.17	3414	0.22	1047	44.23
10.	Apartments and rooms for rent	220832	16.15	303257	19.75	82425	37.32
Total		1367603	100.00	1535824	100.00	168221	-

Source: National Institute of Statistics, Tourism Series, 2024, Table 4,

[https://insse.ro/cms/sites/default/files/field/publicatii/seria\\_turism\\_in\\_anul\\_2023.pdf](https://insse.ro/cms/sites/default/files/field/publicatii/seria_turism_in_anul_2023.pdf);

Based on the information in the table above regarding arrivals in operating tourist accommodation establishments, most Romanian tourists choose hotels as their accommodation, with a share of 74.03% in 2023 and 69.97% in 2024, practically an increase of 62,263 arrivals (6.15%) in 2024. Probably, the attraction of Romanian tourists to this type of accommodation is also due to the availability of a larger number of lodging places.

In order of importance for Romanian tourists, in 2024 compared to 2023, the second most chosen accommodation type was apartments and rental rooms, with an increase of 82,425 arrivals (37.32%), followed by camping sites with an increase of 19,295 arrivals (84.06%), hostels with 5,813 arrivals (24.63%), tourist guesthouses with 1,688 arrivals (23.79%), agritourism guesthouses with 1,083 arrivals (41.34%), and student and preschool camps with 1,047 arrivals (44.23%).

A decrease in the number of arrivals of Romanian tourists was recorded in 2024 compared to 2023 at bungalows, with -4,704 arrivals (-34.50%), at motels, with -458 arrivals (-23.87%), and at tourist villas, with -231 arrivals (-0.38%).

The table below presents data regarding the arrivals of foreign tourists in seaside resort accommodation establishments.

Table no. 3 Arrivals of foreign tourists in tourist accommodation establishments of seaside resorts (excluding the city of Constanța), 2023–2024

No.	Types of tourist reception structures	Arrivals of foreign tourists, in 2023		Arrivals of foreign tourists, in 2024		Increase/decrease in 2024 compared to 2023	
		(number of arrivals)	(%)	(number of arrivals)	(%)	(number of arrivals)	(%)
1.	Hotels	22505	90.25	23865	91.24	1360	6.04
2.	Hostels	256	1.03	313	1.20	57	22.27
3.	Motels	93	0.37	38	0.15	-55	-59.14
4.	Tourist villas	386	1.55	241	0.92	-145	-37.56
5.	Tourist guesthouses	42	0.17	36	0.14	-6	-14.29
6.	Agritourism guesthouses	0	0.00	79	0.30	79	0.00
7.	Campsites	1602	6.42	1053	4.03	-549	-34.27
8.	Bungalows	52	0.21	20	0.08	-32	-61.54
9.	School and preschool camps	0	0.00	0	0.00	0	0.00
10.	Apartments and rooms for rent	0	0.00	511	1.95	511	0.00
Total		24936	100.00	26156	100.00	1220	-

Source: National Institute of Statistics, Tourism Series, 2024, Table 4,

[https://insse.ro/cms/sites/default/files/field/publicatii/seria\\_turism\\_in\\_anul\\_2023.pdf](https://insse.ro/cms/sites/default/files/field/publicatii/seria_turism_in_anul_2023.pdf);

<https://insse.ro/cms/ro/content/seria-turism-%C3%AEn-anul-2024> (accessed at 27.08.2025), shares and the last two columns compiled by the author

According to the statistical data and the calculated shares in the table above, an increase in hotels of 1,360 arrivals of foreign tourists (6.04%) can be observed, namely from 22,505 arrivals in 2023 to 23,865 arrivals in 2024. In practice, foreign tourists choose this type of tourist accommodation primarily because hotels have the largest number of lodging places and, at the same time, the hotel offer is more complex through both the basic services and additional services provided.

An increase in foreign tourist arrivals was also observed in apartments and rental rooms, by 511 arrivals, as well as in agro-tourist guesthouses, by 79 arrivals, considering that in 2023 there was no demand for these types of tourist accommodation establishments. Also, foreign tourist arrivals in 2024 compared to 2023 show positive values in hostels, with 57 arrivals (22.27%).

Negative records, that is significant decreases in foreign tourist arrivals in 2024 compared to 2023, were registered in camping sites, with -549 arrivals (-34.27%), in tourist villas, with -145 arrivals (-37.56%), in motels, with -55 arrivals (-59.14%), in bungalows, with -32 arrivals (-61.54%), and in tourist guesthouses, with -6 arrivals (-14.29%).

The statistical data above prove that foreign tourists do not stay in student and preschool camps, as they have other preferences.

In 2024 compared to 2023 there was an increase of 1,220 foreign tourist arrivals (4.89%).

Another important indicator of tourist activity is the number of overnight stays or tourist-days, which can be calculated as the sum of the product between the number of tourists and the duration of the tourist activity expressed in days.

The data below present and analyze the number of overnight stays of both Romanian and foreign tourists in the tourist accommodation establishments of seaside resorts (excluding the city of Constanța), during the period 2023–2024.

The table below presents the overnight stays of Romanian tourists in the tourist accommodation establishments of seaside resorts.

Table no. 4 Overnight stays of Romanian tourists in the tourist accommodation establishments of seaside resorts (excluding the city of Constanța), 2023–2024

No.	Types of tourist reception structures	Overnight stays of Romanian tourists, in 2023		Overnight stays of Romanian tourists, in 2024		Increase/decrease in 2024 compared to 2023	
		(overnight stays)	(%)	(overnight stays)	(%)	(overnight stays)	(%)
1.	Hotels	3511963	74.63	3561997	70.41	50034	1.42
2.	Hostels	79522	1.69	94536	1.87	15014	18.88
3.	Motels	4553	0.10	2908	0.06	-1645	-36.13
4.	Tourist villas	218562	4.64	201700	3.99	-16862	-7.71
5.	Tourist guesthouses	23436	0.50	28879	0.57	5443	23.22
6.	Agritourism guesthouses	8737	0.19	10139	0.20	1402	16.05
7.	Campsites	84275	1.79	161461	3.19	77186	91.59
8.	Bungalows	48577	1.03	28576	0.56	-20001	-41.17
9.	School and preschool camps	11131	0.24	14875	0.29	3744	33.64
10.	Apartments and rooms for rent	715329	15.20	954135	18.86	238806	33.38
Total		4706085	100.00	5059206	100.00	353121	-

Source: National Institute of Statistics, Tourism Series, 2024, Table 5

[https://insse.ro/cms/sites/default/files/field/publicatii/seria\\_turism\\_in\\_anul\\_2023.pdf](https://insse.ro/cms/sites/default/files/field/publicatii/seria_turism_in_anul_2023.pdf);

<https://insse.ro/cms/ro/content/seria-turism-%C3%AEn-anul-2024> (accessed at 27.08.2025), shares and the last two columns compiled by the author

Regarding the number of overnight stays of Romanian tourists, increases were recorded in 2024 compared to 2023 in apartments and rental rooms, by 238,806 overnight stays (33.38%), as well as in camping sites, by 77,186 overnight stays (91.59%), hotels, by 50,034 overnight stays (1.42%), hostels, by 15,014 overnight stays (18.88%), tourist guesthouses, by 5,443 overnight stays (23.22%), student and preschool camps, by 3,744 overnight stays (33.64%), and agro-tourist guesthouses, by 1,402 overnight stays (16.05%).

As for reductions in the number of overnight stays of Romanian tourists, in 2024 compared to 2023 these were recorded in bungalows, with -20,001 overnight stays (-41.17%), in tourist villas, with -16,862 overnight stays (-7.71%), and in motels, with -1,645 overnight stays (-36.13%).

In 2024 compared to 2023, there was an increase of 7.50% (353,121 overnight stays) in the number of overnight stays of Romanian tourists.

The table below presents data regarding the overnight stays of foreign tourists in the tourist accommodation establishments of seaside resorts.

Table nr. 5 Overnight stays of foreign tourists in the tourist accommodation establishments of seaside resorts (excluding the city of Constanța), 2023–2024

No.	Types of tourist reception structures	Overnight stays of foreign tourists, in 2023		Overnight stays of foreign tourists, in 2024		Increase/decrease in 2024 compared to 2023	
		(overnight stays)	(%)	(overnight stays)	(%)	(overnight stays)	(%)
1.	Hotels	73151	88.53	81976	92.31	8825	3.78
2.	Hostels	713	0.86	777	0.87	64	0.01
3.	Motels	162	0.20	62	0.07	-100	-0.13
4.	Tourist villas	1069	1.29	686	0.77	-383	-0.52
5.	Tourist guesthouses	169	0.20	207	0.23	38	0.03
6.	Agritourism guesthouses	0	0.00	104	0.12	104	0.12
7.	Campsites	5214	6.31	3533	3.98	-1681	-2.33
8.	Bungalows	119	0.14	66	0.07	-53	-0.07
9.	School and preschool camps	0	0.00	0	0.00	0	0.00
10.	Apartments and rooms for rent	2031	2.46	1390	1.57	-641	-0.89
Total		82628	100.00	88801	100.00	6173	-

Source: National Institute of Statistics, Tourism Series, 2024, Table 5

[https://insse.ro/cms/sites/default/files/field/publicatii/seria\\_turism\\_in\\_anul\\_2023.pdf](https://insse.ro/cms/sites/default/files/field/publicatii/seria_turism_in_anul_2023.pdf);

<https://insse.ro/cms/ro/content/seria-turism-%C3%AEn-anul-2024> (accessed at 27.08.2025), shares and the last two columns compiled by the author

Regarding the number of overnight stays of foreign tourists, in 2024 compared to 2023, increases were recorded in hotels, by 8,825 overnight stays (12.06%), in hostels, by 64 overnight stays (8.98%), and in tourist guesthouses, by 38 overnight stays (22.49%).

Reductions in the number of overnight stays of foreign tourists were recorded in camping sites, with -1,681 overnight stays (-32.24%), in apartments and rental rooms, with -641 overnight stays (-31.56%), in tourist villas, with -383 overnight stays (-35.83%), in motels, with -100 overnight stays (-61.73%), and in bungalows, with -53 overnight stays (-44.54%). In school and preschool camps no overnight stays were recorded during the analyzed period, namely the years 2023 and 2024.

In 2024 compared to 2023, the number of overnight stays of foreign tourists increased by 6,173 overnight stays, representing a share of 7.47%.

According to the data and analysis above, one can conclude that the highest demand for tourist accommodation services is in hotels, due to the fact that, in addition to lodging services, they also provide catering services, leisure services, and, where applicable, treatment services..

#### 4. Conclusions

At present, the Constanța County is considered the most urbanized county in Romania, and it currently has the largest operational tourist accommodation capacity, as the seaside area includes 12 localities certified as tourist resorts of national interest by Government decision.

This capacity results from statistical data taken from the tourism series in 2024, based on which the shares were calculated by relating the 12,506,504 bed-places/day of operational accommodation capacity in Constanța County's tourist reception structures (of which 11,311,302 bed-places/day are in seaside resorts) to the total of 97,150,994 bed-places/day calculated at national level. It was found that Constanța County accounts for 12.87% of the accommodation capacity, of which 11.64% is in the county's seaside resorts. The difference of 1.23% belongs to other localities and tourist routes of Constanța County.

It should be noted that, in order to certify the seaside tourist resorts, proof was provided that they are located in an area without sources of environmental pollution, but with availability of

natural resources that contribute to health maintenance, as well as tourism potential. In addition, seaside resorts benefit from transport infrastructure, utilities necessary for tourist activities, accommodation structures by classification category, recreational areas, as well as tourist information and promotion centres.

The certification of a resort can be withdrawn if, over time, it is found that it no longer meets the minimum mandatory criteria declared in the resort’s certification file.

Considering that, at the level of Romania’s seaside resorts, in the last analysed year negative values were recorded in the number of accommodation-places/day of operational accommodation capacity, as well as in the number of arrivals and overnight stays of both Romanian and foreign tourists (in certain types of accommodation structures), thus one proposal would be that tourism operators modernize their technical-material base, properly arrange and manage the rented beaches, and continuously improve the quality of services, so that these services are provided at a level comparable to tourist destinations that are registering growth in tourist demand.

Due to the development of the tourism industry in recent years, namely the intensification of tourist flows in domestic and international tourism, and the diversification of holiday forms, the collection of statistical information on tourist registration in accommodation structures has become more difficult. For this reason, the creation of a high-performance statistical registration system compatible with the systems of other countries is proposed.

The results of this research may be useful for future studies, specifically for comparing the results with other studies in the field of tourism.

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