

# THE TOURIST ACCOMMODATION CAPACITY IN VÂLCEA COUNTY AND THE MAIN TOURIST INDICATORS BETWEEN 2006-2010

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**Rezumat:** *The article highlights an analysis of the tourist accommodation capacity conducted in Vâlcea County. We analyzed the main tourism indicators registered between 2006-2010: number of arrivals in the main establishments of tourist's reception with functions of tourist's accommodation, number of stays overnight. Also, we explained the tourism terms that we used in our paper. We mention that the statistical data are processed according to the Vâlcea County Statistics Department, press releases from 2011, published under National Statistics Institute. The paper was conducted in Vâlcea County, an area with touristic potential and which has a strong attraction for tourist seeking natural resources, local culture.*

**Cuvinte cheie:** *tourism accommodation capacity, tourism indicators*

**Clasificare JEL:** *L00, L83, Q 21*

## 1. Introduction

Tourism is an economic sector with a multiplier effect on several other sectors, but not insensitive to the current difficult situation experienced not only by the Romanian economy but throughout the world economy. Thus we could say that the exit of the crisis of the Romanian tourism would inevitably contribute to the economic recovery in sectors that are independent, such as food industry, transport, tourism equipment industry, construction industry and others [Rabontu, C.I., et al., 2012, pp. 136].

Tourism has the ability to capitalize and exploit the natural economy and climate, as well as the history and folklore of the civilization. If there is no tourist activity, the nature, the culture and the history of a country will never be able to make a business able to generate income [Romanescu, M.L., 2012, pp. 143].

However Romanian tourism is facing several problems related more or less weak international promotion. Further, I present in a succinct way those issues [Interview, Țigu, G., 22.04.2012]:

- in contrast to Bulgarians, who have actively attracted foreign investors in tourism in Romania have been kept away by a confused privatization of assets, the lack of clarity regarding their property,
- no way perform luxurious tourism combined with union tourism. Several resorts with an infrastructure of 4 or 5 star hotel and resorts with hotels of 2 or 3 stars accessible to all should be separated,
- the stakes too high for coastal, which takes only two - Three months and makes it uncompetitive with Greece, Turkey and so on, made to be neglected other types of tourism infrastructure. For example Spas for which Romania has the second potential in Europe,
- development and modernization of road infrastructure, particularly those located close to the main tourist areas (Suceava, Sibiu, Baia Mare etc.),
- policy of taxation VAT normally low or zero,
- can not be done a personal quality in tourism that is the worst paid in throughout the whole economy and you can not travel with a staff that speaks at least two languages,
- the quality / price report uncompetitive,
- weak diversification of leisure in most destinations,
- unkind staff,

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- local travel agencies focus more on carrying out of Romanian abroad than foreigners bringing in Romania.

Tigu, G., (2012) as illustrated in the interview, stating that the problems facing tourism Romania are not unsolvable, but requires consistent efforts and long-term three planes, as it appears from figure no.1:



**Figure no 1. The three plans for sustainable tourism development**

In recent years some of Romanian and foreign tourists who visit Vâlcea area are moving towards pensions, hostels whether urban, rural or agro. The explanation is found in the many advantages offered by this concept of recreation and rejuvenation in optimal conditions with cheap rates, far from noise and stress of the civilized world.

## **2. Objectives of the Study**

The article was conducted in Vâlcea County, a region characterized by both classical and rural tourism. Mainstream tourism and rural tourism have commonalities in terms of quality of the time spent by tourists, either in countryside or urban area. In order to carry out the study the following objectives have been considered:

- brief analysis of tourism indicators,
- analysis of the major areas with rural potential, the rural tourist accommodation – farmhouses,
- to determine the reasons behind their trips,
- to identify the problems associated with tourism activity in Vâlcea County.

## **3. Research Methodology**

In order to comply with the objectives data was taken from both the secondary sources and primary sources. Primary data was collected through press releases, that are published under National Statistics Insitute, Department of Vâlcea County. On the other hand, secondary data was collected from various sources. For this article secondary data was taken from the Internet, brochures and professional websites, as well, that activate in tourism branch.

## **4. Tourist Accommodation Capacity in Valcea County**

The primary issue in the activity tourism facilities, accommodation capacity changes over time due to changing technical requirements, organizational or marketing that were the basis for determining. Competitive market economy mechanisms are necessary to adjust the material permanently tourism operators, accommodation sizing scientific potential is thus a concrete way by which companies can increase their profitability profile [Burja, C., 2006, pp. 1].

Considered the specific factors of production are reflected in the size of accommodation capacity based investment projects are:

- the size of the area intended for creation of accommodation (hotel, motel, hostel, etc.,
- location of the surface construction, and attractiveness of the area, being found of course in the number of tourists that will require accommodation,
- possibility to catering services, treatment, recreation and other tourist infrastructure elements,
- the existence of the specialized personnel,
- forms of tourism: tourism organized, unorganized tourism, traveling, subsistence, etc. balneomedical., with implications for the use of a certain degree of potential accommodation.

The types of tourist accommodation structures in Romania are: apartment for rent, bungalow, rooms for rent, camping, cabins, hostel, hotel, apartment hotel, youth hostel, floating hotel, motel, inland waterway vessel, agro-tourist, boarding house, boardinh house rural, urban boarding house, floating pontoon, tourist camp, holiday village, camping space, villa.

Establishment of tourists' reception with functions of tourists' accommodation means any construction or arrangement which permanently or seasonally provides accommodation and other specific services to the tourists.

Existing tourist accommodation capacity represents the number of beds used for the tourist's accommodation and registered in the last reception, homologation or classification document of tourists' accommodation establishment, the extra-beds which can be provided, if necessary, excluded. The number of beds was determined for the existing establishments on July 31 of the respective year.

The number of tourists accommodated in the establishments of tourists' reception with function of tourists' accommodation includes all persons (Romanians and foreigners) who travel outside the localities of residence, for less than 12 months and who stay at least one night in an establishment of tourists' reception in the visited areas of the respective country; the main reason of the trip is other than carrying out a paid activity in the visited places.

The overnight stay represents every night for which one person is registered into an establishment of tourists' reception with functions of tourists' accommodation, no matter if this person is present or absent from the room.

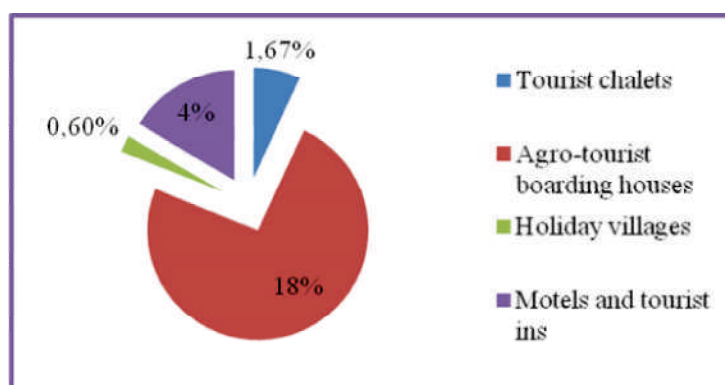
Forward are presenting hereinafter the types of tourist accommodation structures in Valcea County and the main tourism indicators Registered in Vâlcea County between 2006-2010.

**Table no 1. Establishments of tourists' reception with functions of tourists' accommodation and the tourists' accommodation capacity, by type of establishments in Vâlcea County**

Number of existing establishments	U.M.	2006	2007	2008	2009	2010
<b>TOTAL</b>	No.	163	168	165	173	179
Hotels	No.	38	39	39	39	40
Motels and tourist ins	No.	10	10	10	10	7
Tourist boarding houses	No.	34	36	34	37	40
Tourist chalets	No.	3	3	3	3	3
Rural tourist boarding houses	No.	22	25	25	29	32
Camping sites	No.	9	9	9	9	7
Tourist halting places	No.	1	1	1	2	2
Holiday villages	No.	-	-	-	-	1
Bungalows	No.	-	-	-	-	1
School and pre-school camps	No..	3	3	3	3	3

Source: *Statistical Year Book of Valeca Vâlcea, 2011 edition*

Analyzing table one we can see that the most tourist accommodation structures in Vâlcea County are of hotels and boarding houses, there are 40 such structures that can accommodate more people.



**Figure no 2. The percentage of the total accommodation rural accommodation establishments in 2010**

The percentage of specific accommodation rural accommodation units in total for 2010 was 1.67 percent for chalets, motels and inns 4 percent, the lowest level being at holiday villages and the highest percentage recorded to the rural tourist pensions.

**Table no 2. Existing accommodation capacity (number of beds) at 31 July in Vâlcea County**

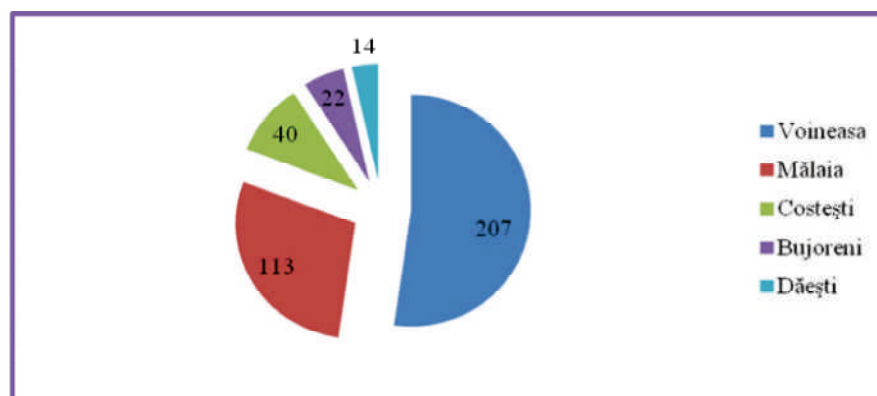
Existing accommodation capacity at 31 July	U.M.	2006	2007	2008	2009	2010
TOTAL	beds	10223	10556	10596	10877	10719
Hotels	beds	6996	7260	7219	7219	7100
Motels and tourist ins	beds	394	396	352	352	306
Tourist boarding houses	beds	547	614	622	684	798
Tourist chalets	beds	148	148	148	148	146
Rural tourist boarding houses	beds	204	247	302	354	470
Camping sites	beds	900	894	947	947	671
Tourist halting places	beds	14	14	14	96	82
Holiday villages	beds	-	-	-	-	22
Bungalows	beds	-	-	-	-	22
School and pre-school camps	beds	297	276	295	295	312

Source: Monthly Statistical Report –Valcea County, on line

<http://www.insse.ro/cms/rw/pages/buletinStatJud.ro.do> [accesat în luna septembrie 2012]

Regarding accommodation capacity at 31 July 2010 in Vâlcea may notice a slight increase in 2010 this indicator recorded a total of 10719 seats, 496 more than in 2006.

Regarding accommodation capacity guesthouses in Vâlcea localities in 2010, the highest concentration is found in the resort Voineasa followed by the agritourism Mălaia.



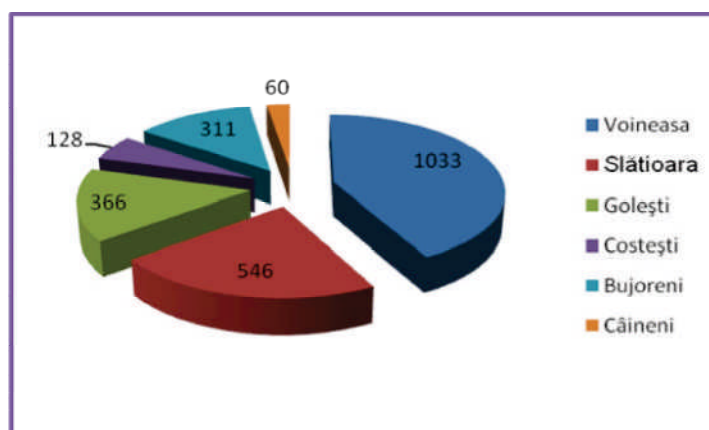
**Figure no 3. Accommodation capacity in agro hostels in local areas in Vâlcea County in 2010**

**Table no 3. Tourists accommodated in the establishments of tourists' reception with functions of tourists' accommodation, by type of establishments**

Tourists accommodated in the establishments of tourists' reception	U.M.	2006	2007	2008	2009	2010
TOTAL	No.	208917	223326	233812	205473	184264
Hotels	No.	151758	161448	166916	147004	137566
Motels and tourist ins	No.	20429	23457	24724	20344	16314
Tourist boarding houses	No.	11519	12440	14028	10792	8966
Tourist chalets	No.	299	421	564	391	311
Rural tourist boarding houses	No.	3119	2702	4143	3977	2590
Camping sites	No.	4913	7959	7599	6530	5693
Tourist halting places	No.	235	211	428	477	180
Holiday villages	No.	-	-	-	-	12
Bungalows	No.	-	-	-	-	12
School and pre-school camps	No.	2769	1878	2753	2946	2019

Source: Statistical Year Book of Valeca Vâlcea, 2011 edition

Analyzing table three we can see that the most tourist are accommodated in hotels, followed by motels and tourists inns and tourists boarding houses. There are 137,566 tourists accommodated in hotels in 2010, down with 9,438 in 2009.



**Figure no 4. Number of tourists staying in agro-tourist boarding houses in Vâlcea County in 2010**

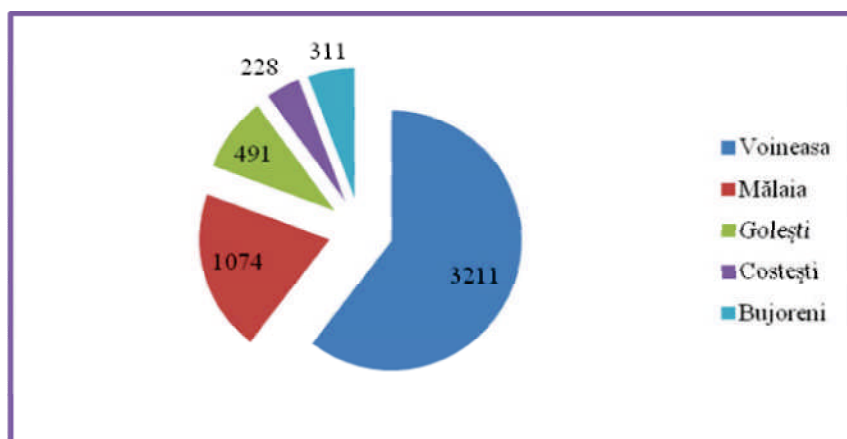
As the number of tourists staying in localities in agro-tourist boarding houses in Vâlcea County, the highest level is found in the mountain resort Voineasa with a number of 1,033 accommodated tourists, followed by the agrotourism area Slătioara. This is due to the tourist potential areas of great significance, and preserving traditions and customs, elements that attract tourists lovers who want to avoid stress areas and urban. It should be mentioned that all Voineasa resort is the largest concentration of guesthouses.

**Table no 4. Overnight stays in the establishments of tourists' reception with functions of tourists' accommodation, by type of establishments**

	U.M.	2006	2007	2008	2009	2010
Overnight stays in the establishments of tourists' reception						
TOTAL	No.	1271596	1257688	1280263	1086589	960520
Hotels	No.	1100594	1065557	1077657	915459	809704
Motels and tourist ins	No.	43086	48529	51990	30251	28278
Tourist boarding houses	No.	25942	32977	28903	22399	20625
Tourist chalets	No.	535	1893	838	778	657
Rural tourist boarding houses	No.	8269	6311	9453	10300	5758
Camping sites	No.	14431	18853	20101	16969	13549
Tourist halting places	No.	251	211	428	714	228
Holiday villages	No.	-	-	-	-	28
Bungalows	No.	-	-	-	-	28
School and pre-school camps	No.	16471	18947	28264	36921	33921

Source: Statistical Year Book of Valeca Vâlcea, 2011 edition

Overnight stays in tourist reception structures in 2010 totaled 960,520 with 126,069 more than in 2009.



**Figure no 5. Number of overnight stays in agrotourist boarding houses in Vâlcea County in 2010**

The number of overnight stays in the towns the agrotouristic pensions in Vâlcea County in 2010 showed the highest level Voineasa followed by Slătioara.

Voineasa concentrates the highest number of overnight stays in the agrotouristic pensions, hotels and villas were the only structures that have been nights accommodation in 2010, tourist boarding houses missing from this indicator. This may be because rural voineasan store unique landscape of rare beauty, warm hospitality, a specific cuisine and atmosphere almost patriarchal.

Local peasant - mocan lives in profound communion with nature, as a ritual tradition with the force that created the ceremonial structures that become "models" in the life of traditional folk and "something" unusual for visitors. Traditions, customs and traditions of rural life give flavor of these places. [Feasibility Study - Developing infrastructure in the tourist resort Voineasa agreement - Vâlcea, 2010, pp.6 ].

The net use index of accommodation in July 2012 was 47,4% overall tourist accommodation units, down by 4.5 percentage points compared to July 2011.

### **Conclusions:**

Tourism, which is closely linked to other industries and economic sectors in Romania, should be a priority sector. Urban, V. & Melnik, A.S. (2012) has shown that people should know about this place and role of tourism in the national economy, taking into account the changes and the trends reported worldwide, especially in Europe, the travel options and leisure activities for both locals and foreign tourists.

As long as the interdependence between tourism development and economic growth is evident, efforts should be made to attract tourists in Valcea County. Tourists choose the accommodation taking into account the income, lifestyle, motivation, etc. There are no "predefined formats" for various types of accommodation consumers.

The main problems in Valcean hospitality industry are - the persistence of sub-standard accommodation facilities, especially in resorts; lack of coagulation of business interests; chronic lack of coherent policies - this is the fault of employers - on training strategies, recruitment, promotion, motivation and retention of human resources, hence the low quality of services; lack of adequate road infrastructure, modern roads safer - both for personal and car tourism circuit.

The hospitality industry has been seriously affected by the economic crisis since occupancy rate, average rate, staff deployment, tourism is an economic barometer and even other branches of social or political. Revigoration has just begun in those countries with developed tourism and serious institutions.

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- \*\*\* Anuarul statistic al județului Vâlcea, 2011
- \*\*\* Buletin statistic lunar – Județul Vâlcea, disponibil pe site-ul <http://www.insse.ro/cms/rw/pages/buletinStatJud.ro.do> [accesat în luna septembrie 2012]