The Romanian tourism in the context of the statistical analysis

Mirela Mazilu, Dumitru Bălă, Roxana Cristina Severineanu

Abstract—The growing relevance of tourism industry for modern advanced economies has increased the interest among researchers and policy makers in the statistical analysis of destination competitiveness. International tourism has increased exponentially since 1950. With this growth the industry has become significantly more competitive, and the marketing role of National Tourism Organizations (NTOs) has taken on added significance. Tourism is a comprehensive industry, involving food, housing, transportation, travel, shopping, entertainment, etc. It promotes the harmonious development of urban economy by boosting related industries and creating jobs. Now tourism has already got a high industrial status in the urban economic development, and its effect on the economy has become more and more apparent. However, tourism statistical system, statistical methods and statistical data have been imperfect for a long time. Coupled with some other reasons, the importance of tourism in promoting the harmonious development of urban economy lacks comprehensive, scientific and objective statistical analysis. Based on tourism economics, statistics, and latest research results concerning the harmonious development of urban tourism economy, and not only, both at home and abroad.

Keywords—analysis, statistics, tourist flow, prognosis, diagnosis.

I. INTRODUCTION

Europe recovers slowly, ranking at the bottom of the list among the continents. A surplus of 3% was recorded with 471 million arrivals. According to the specialists, the growth rhythm was "disturbed" by the volcanic eruptions from Iceland, but also from the instability of the Eurozone. From the second half of 2010, some of the countries recorded healthy growths, but the European average did not exceed the threshold of 2008. One of the examples of recovery is Spain, a country where the low cost airlines imposed in front of the classic ones. They carried 31.77 million persons, with 5.9% more than 2009, compared to 25.74 million carried by the other companies (an increase of only 2.1%). Among the continents, Asia recovered the fastest in 2010, with a surplus of 13%. The international arrivals reached a new record of 204 million compared to 181 million in 2009. Very close in rhythm, the Middle East recorded an average growth of 14% (attracting 60 million tourists), all the countries recording national coefficients of over 10%.

Africa, the only region that grew in 2009, maintained the rhythm in 2010, due to the FIFA World Cup championship from South Africa.

The numbers show 49 million arrivals, with 6% more. A larger growth was recorded by Latin America (+10%). In the context of a general recovery, after the decline in 2009, the Americas summed up 151 million arrivals (+8%). The World Tourism Organisation (WTO) seemed reticent regarding a comeback of the global tourist sector in the beginning of last year. However, 2010 ended with small fireworks and champaign. The champaign did not flow in rivers like in the good old days, but it flew.

The international arrivals increased with 6.7% compared to 2009, summing up 935 million tourists (58 million more than in 2009). In other words, the numbers show that 2010 exceeded with 22 million of tourists the period of maximum tourist development that happened before the beginning of the crisis in 2008!

The improved economic conditions accelerated the travels, the majority of the destinations recording increases in this field. The developed economies increased the pace (+5%), while the emerging ones trained for performance (+8%). The events that marked the tourist flow from 2010 were encouraged by several world events, among which the Winter Olympic Games from Canada, Shanghai Expo in China, the FIFA Cup in South Africa and the Commonwealth Games in India.

II. PROBLEM FORMULATION

The detailed analyses performed by the WTO experts show that a series of subregions contributed significantly to the recovery of the trust in world tourism. Several examples - the north of Africa, but also the southern-Saharan region, have recorded a constant growth since 2008. So has South-East Asia. The crisis affected only the other regions of Asia, Americas and Western Europe. In 2010, the Caribbean and Central America recovered to the shares from 2008. South, Central and Eastern Europe slowly increased, only the northern countries are still under the level of 2008.

Regarding the expenses spent on holidays, abroad, all the emergent economies ensured the increase: China (+17%), Russia (+26%), Saudi Arabia (+28%) and Brazil (+52%). The higher incomes on this segment were generated by visitors from Australia (+9%), Canada (+8%), Japan (+7%), France (+4%) – while moderate growths of +2% came from USA, Germany or Italy. The British saved money last year. They reached the bottom of the list with 4% less tourist expenses compared to 2009.

The diagnosis of Romanian tourism in the context of the world tourism

"The recovery of international tourism is good news, especially for the countries that count on this sector for the creation of new work places and of several new sources of incomes.

The challenge is still the preservation of rhythm in the future, under the conditions of uncertain economic movements" - according to the secretary general of WTO, Taleb Rifai. He pointed out the need for a closer cooperation between the authorities, especially within the European space, and for the creation of new attractive products. At their turn, having performed the analysis of 2010, the 300 experts of WTO classified the tourist recovery as "performance" and preserved a positive attitude related to the current year.

The macroeconomic indicators of tourism must be defined based on the official international conventions, defining the statistical observation unity as being the tourist: the person with a length of stay of minimum 24 hours, for any other reasons than a paid activity.

According to Dicţionarul Explicativ Român (Romanian Explanatory Dictionary), the tourist is the person who practices tourism activities. The tourism activities are activities with a recreational or sports feature, consisting of walking or travelling by any means and visiting picturesque regions or regions that are interesting from a certain point of view.

The measurement of the tourist phenomenon has as basis **a system of indicators** that are calculated based on the information regarding:

➢ arrivals/departures from the border, information supplied by the Ministry of Internal Affairs,

➢ the primary statistical and accounting documents regarding the manner of accommodation of tourists, supplied by travel agencies,

➢ the statistics on own or rented means of transport and on other equipment and activities, surveys/analyses on samples of households and persons.

Other non-specific, **secondary sources** of data and information on tourism are the External Payment Balance, the System of National Accounts, at a national level and at the level of the financial and accounting balances of the tourism operators, at a microeconomic level.

The connection between the primary and secondary sources of information on the tourism and services activity, the demand and the offer, as well as the synthetic indicators, results from table 1.

The system of indicators must supply information referring to:

✓ the tourist demand, through the measurement of the internal and international tourist traffic within the national territory;

✓ the tourist offer, evaluated through the economic potential of the material basis and the human resources;

✓ the valuable results of the tourist activity, evaluated through the estimation of expenses, cashing, profit and economic efficiency;

✓ the quality of tourism services provided.

We can state, without a doubt, that 2010 was similar to 2009 for tourism in Romania, and 2009 was a difficult year for tourism. The representatives of the sector admitted that the current year was one characterised by decreases without very encouraging premises. "We appreciate that the tourist year 2011 shall be marked by the evolution of the economic and financial crisis, having negative repercussions on the tourist flow in Romania and on the departures of Romanians abroad.

At the same time, the next year is estimated to be, from a tourist point of view, similar to 2010. Under these circumstances, an energetic intervention of the authorities is necessary to support this sector." according to the representatives of the Employers Federation from Romanian Tourism (FPTR) during a press conference.

Elements of the Statistical Informational System of Tourism - Table 1

Primary sources of information	Indicators of demand and offer	Classification criteria
Border checkpoints: terrestrial, air, maritime	Demand **Arrivals**: tourists, travellers, visitors at the border, foreign residents, persons in transition **Departures**: tourists, travellers, persons in transition, visitors at the border	According to nationality, reasons of travel, tourist destinations, social and professional categories, means of transport, time intervals
Means of accommodation: hotels, outside hotels, complementary	The international and national demand through: the number of tourists and the number of night stays Offer through indicators: the ability of the equipment (rooms, places) and the workforce (employees and other categories)	For the demand: according to the time, destinations, nationalities, social and professional categories, For the offer: monthly seasonality, area location, types of comfort For the workforce: according to the functional structure of the workforce
Financial and banking institutions	International and national demand through: cashing and payments	According to the types of monetary systems and expenses elements
Tourist administration	Social and economic information: behaviour studies, marketing studies, demographic studies and the Integrated Survey in Households The inventory of the tourist resources Tourist equipment: accommodation, catering, transport, recreational and commercial Administrative actions: marketing, public finances, continuous professional training, tourist infrastructure, laws and norms General and sectoral macroeconomic information	Macroeconomic information: price indexes, production value, expenses value for consumption, gross formation of the capital, incomes, occupation degree, unemployment, the indicators of the Balance of Payments

We can state only the fact that the capacity of accommodation has increased significantly only in the case of tourist hostels. According to the data provided by FPTR, in 2010, there is an increase of 2.6% of the capacity in the tourist structures with accommodation functions (from 295898 places to 303754 places), the most important increase recorded in hostels, of 4203 places. This phenomenon may be explained through the more reduced volume of the financial effort necessary for the investments in the tourist hostels and the increase of the interest for this form of tourism.

We have to mention the investment effort in the development and the modernisation of the higher category tourist structures, the increase rhythm of the capacities in these categories being +26.9% in 5 stars, +13.6% in 4 stars, +10.3% in 3 stars. The capacities were reduced in the non-classified structures with 6%.

This positive signal makes us state that in the area of tourist infrastructure there are favourable phenomena on the development of tourism in our country.

On the contrary, unfortunately, less foreign visitors were recorded.

According to FPTR, 2010 may be characterised as a year with an important reduction rhythm of the entries of foreign visitors at the border, the decrease being of 15.2% (8862119 in 2008, 7515076 in 2009).

The arrivals from Europe are reduced with 15.2% compared to the previous year, and the ones from the European Union are reduced with 13.9%.

Important reductions were recorded in the following countries: Bulgaria (-19.8%), Hungary (-5.8%), Italy (-14.1%), Germany (-16%), Great Britain (-19.9%). Important reductions were also recorded in the arrivals from the Republic of Moldavia (-28.9%), Turkey (-17.3%), while the arrivals from Ukraine are only 3.7% smaller than last year.

In addition, the travels of the Romanians abroad decreased with 9.7% (13072181 in 2008, 11804179 in 2009), the difference between the travels of the Romanians abroad and the arrivals of the foreign visitors to our country being of 4.3 million persons.

According to the quoted source, in 2011, there are with 13.5% fewer tourists in the hotels, fewer Romanians with 12.9%, and fewer foreign tourists with 15.7%. The overnight stays recorded a total reduction of 16.1%, fewer Romanians with 14.8%, and fewer foreign tourists with 23.1%.

The area of spa resorts recorded a reduction of 11% of the number of tourists, the number of overnight stays being smaller with 12.6%. The seaside area recorded a reduction of 7.5% of the number of tourists and a reduction of 15.2% of the number of overnight stays. The mountainous area recorded a reduction of 13.6% of the number of tourists and a reduction of 15.1% of the number of overnight stays.

It is also alarming the **degree of occupation of the accommodation places, in March 2011 being of only 18.2 percent.** The index of net usage of the accommodation places in March of the current year was of 18.2 percent on the total number of tourist accommodation structures, being reduced with 1.9 percent compared to the similar month of last year, according to the data communicated by the National Institute of Statistics.

Higher indexes of accommodation places usage in March were recorded in inns (46.5%) and in hotels (21.7%).

During the first trimester of the year, the index of net usage of the accommodation units was of 17.0% on the total accommodation structures, being reduced with 0.2% compared to the first trimester of 2009. Higher indexes of accommodation places usage in the first trimester of the current year were recorded in inns (39.3%) and in hotels (19.7%).

The recorded arrivals in the accommodation structures in March summed up 363.1 thousands, being reduced with 3.6% compared to the corresponding month of last year. The arrivals of the Romanian tourists in the tourist accommodation units represented 75.8% of the total number of arrivals, while the foreign tourists represented 24.2% of the total number of arrivals, shares that are closer to the similar month in 2009.

The arrivals in hotels held a share of 76.7% of the total number of arrivals in the tourist accommodation structures in June. The recorded overnight stays in the tourist accommodation structures in March 2011 summed up 775.1 thousands, being reduced with 5.2% compared to the corresponding month of 2009. The overnight stays of the Romanian tourists in the tourist accommodation structures represented 77.1% of the total number of overnight stays in March of the current year, while the overnight stays of the foreign tourists represented 22.9%. The arrivals of the foreign visitors in Romania, recorded at the border checkpoints, were 530.1 thousand in March of the current year, being reduced with 0.2% compared to March 2009.

The majority of the foreign visitors came from countries located in Europe (95.4%). 63.5% from the total number of foreign visitors in Romania came from the states of the European Union. Among the states of the European Union, most of the arrivals recorded from Hungary (41.1%), Bulgaria (17.7%), Italy (8.0%), Germany (9.0%) and Austria (4.5%). The naval transport recorded the largest decrease (-38.3%) in March 2010, compared to the corresponding month of the previous year.

The departures of the Romanian visitors abroad, recorded at the border checkpoints, were 797.4 thousand in March of the current year, being reduced with 8.2% compared to March 2009.

Despite these statistical analyses, we may quote more **optimistic statistical prognoses:** Romania, although "hidden" behind Croatia or Slovenia in the tourists catalogues of the Germans, could benefit from certain opportunities ... of aggressive marketing on the tourist market.

The Germans from TUI "hide" Romania behind Croatia and Bulgaria in the catalogue for 2011 dedicated to the countries from the region, Croatia being presented in almost half of the catalogue, while Romania enjoys only of 4 pages at the end. This situation is not isolated. Other German tour-operators allocated even less space, in comparison with other countries.

For instance, in the catalogue for resorts of FTI, Romania has 20 pages, which Croatia is presented in over 100 pages. In the catalogue of BG Tours, Greece and Slovenia have over 10 pages, while Romania has only 6 pages, and the ITS catalogue

presents Bulgaria in almost 60 pages, and Romania in only 7 pages.

Despite the small space from the majority of the catalogues, some of the tour-operators diversified their offer in Romania.

Moreover, in case of the **Dertour Resorts** catalogue, for the region, Romania was allocated a balanced space in comparison with the other countries, having over 24 pages. Bulgaria received almost 30 pages in this catalogue.

On the other hand, in the **Dertour for cities** catalogue, Bucharest shares a page with Sofia and Tirana. Although Romania is situated in the shadow of other countries, the variety of the tourist packages is larger than in other years when speaking about the tourist packages presented. Thus, the Carpathians attract more and more German visitors.

The tour-operators started to allocate more pages to the Romanian products, counting on the cultural circuits or on the business trips to the main cities.

However, even if we speak of an evolution, we must be aware of the fact that we can always do better", declared Petrescu.

III. PROBLEM SOLUTION

What are the local destinations promoted by TUI in 2011?

In TUI catalogue, there are no major changes compared to the last year in connection to the local destinations. The authors included tourist packages on the Romanian seaside, the majority at 3 and 4 stars, with prices ranging between 400 and 500 EUR per person, as well as a tourist circuit in Transylvania.

As usual, in the **Thomas Cook Cruises,** Romania is barely mentioned, within a cruise on the Danube that has stops in two local harbours, Giurgiu and Oltenița.

The 2011 catalogue for the region of **BG Tours** proposes the German people holidays in seaside resorts like Eforie Nord and Saturn, but also in Baile Felix.

The **Dertour Cities** catalogue allocated Bucharest less than a page, shared with Tirana and Sofia. 3 hotels from the capital - Bucharest - are promoted in this catalogue (Novotel, Pullman and K+K Hotel Elisabeta).

We should mention the attractive prices for certain tourist circuits, for instance Dertour reserved more space for Romania in the catalogue of this year. The tour-operator proposes several tourist circuits in Romania. A circuit of 11 nights in which to visit several cities like Sibiu, Brasov, Iasi, Gura Humorului or Targu Mures, starting from 1.300 EUR.

Romania is quite well presented in the FIT Reisen Resorts catalogue for 2011, where the circuits that include Sibiu and the Delta are promoted, but also the monasteries from Moldavia. These packages have starting prices of over 300 EUR, with individual transportation.

A tourist package implying a longer holiday only in the Danube Delta is somewhat more expensive, the prices starting from 1.300 EUR.

The Middle Carpathians are included in the tourist circuit proposed by this company.

ITS promotes in the current year catalogue tourist packages which propose circuits in the Delta and the Carpathians starting

from over 850 EUR, but also holidays in the seaside resorts, with prices ranging between 300 - 400 EUR per person.

The integration of Romanian tourism in the European tourism is subjected to the broader process of general integration of Romania in the European structures. As a consequence, the development and the promotion of a sustainable tourism, based on ecological principles, the fight against pollution especially in the areas with great tourist attractiveness, the support of the cultural tourism development, of the rural tourism, ensuring the safety of the tourists, the integration of the Romanian tourist offer in the world and European tourist circuit, aiming at the confluence Euroregions: the area of the Danube, the area of the Black Sea, the area of the Carpathians, hence the national statistical system has to bring the tourist real information connected to the destination which he/she might choose, but also all the information connected to the geography, the functionality and the facilities offered to the visitor.

At the same time, the revaluation of the cultural heritage is necessary through the integration in the European circuits of theme tourism of their statistical inventory.

In order to achieve these objectives, the real evaluation of the resources and of the tourist potential and the correlation of the regional, local and national development programs from various fields is necessary.

For the encouragement of some promotional policies at an internal and international level and the development of some programs for the education, the formation and the professional training of the active personnel and of those involved in tourism, the correlation of the existing legal frame with the norms of the World Tourism Organisation and of the European Union is necessary.

IV. CONCLUSION

Resulting from a long process, modern statistics in tourism presents a common body of notions organised around the concept of probability, of scientific methods, with explicit epistemological bases and with a variety of application fields, covering nature and society.

Nowadays, the statistics constitutes a strong instrument of knowledge of the surrounding world, being considered, even as an act of culture.

The great majority of subjects, including tourism, borrow from statistics the models and the processes, which are indispensable to the fulfilment of their goals. We must also mention that the great danger to which these subjects are subjected in case of using the improper statistical methods and procedures.

The analysis and the knowledge of the social and economic phenomena and processes may be achieved because of a rigorous and methodical observation, during which they may be measured.

Within the shaping operation of the phenomena and processes, a symbolisation and abstractization process in order to analyse from a quantitative point of view takes place. The quantitative analysis of the tourist phenomenon constitutes a previous stage of the qualitative analysis. The testing of the models built is achieved through the means of the simulation

operation. During all the building and testing phases of the models, statistics is always present in the field of scientific research being requested to take decisions based on the methods and processes it makes available.

The model built and tested comes to the help of statistics in order to learn more about the knowledge of phenomena and processes (for instance: the case of building the optimal, sustainable model of a tourist destination)[1].

The mathematical shaping has gained more and more field, acquiring a special importance, together with the intensification of the application of statistical models. The collection and the organisation of data resulted from statistical observations constitutes the previous phase of the elaboration of a model.

Thus, the model achieved shall represent a fair representation of reality, put together based on the data from the statistical observation. Indeed, the shaping is considered a way of knowing the surrounding reality.

The collection, the transmission and the receipt of information within the economic system constitute the essential objectives of a competent informational system that is vital in tourism.

An informational system in tourism is formed of several informational circuits, specialised and focused on the components of the tourist act (accommodation, arrivals, endowments, entertainment, material basis, etc.), where each part must include collection operations, undisturbed transmission of data and their receipt in order to use them for further analyses.

The passing from the manual processing to the automated one of all the phases within the informational system deepens the knowledge process of reality, allowing the assimilation of the informational system into the informational technological flow, through its transformation into a cybernetic system.

The organisation of informational flow within a system according to the cybernetic system principles constitutes a scientific support in the approach of its efficient management.

Taking into account the non-determining nature of the majority of elements composing the cybernetic system, the study of their stability is achieved using the statistics as well. The regulation and balance studies within a cybernetic system may be approached only based on some statistical observations achieved methodically allowing us to build the mathematical model according to the reality, complying with the key elements of the tourist phenomenon[2].

The automatic and interactive achievement of all the methods and algorithmic processes from statistics, with the help of the computer, does not affect the object and the method of statistics. Within the practical applications implemented with the help of the computer, the tourism specialist is absolved of

any manipulation of the data as well as the operations containing them, focusing exclusively on the interpretation of intermediate and final results, offering a real image on the tourist phenomenon subjected to statistical analysis.

The **World Tourism Organization (UNWTO)** Statistics Department collects, analyzes, publishes, standardizes and improves tourism statistics, and promotes the integration of these statistics within the sphere of the United Nations system.

Objective of the Department of Statistics and Tourism Satellite Account To foster the comparability of tourism statistics and the macroeconomic analysis of tourism activities by means of internationally agreed standards, and to design the required guidance, initiatives and tools (e.g. TSA) for their implementation.

Programme of work 2010-2011

1) Compilation guidance for implementing the new IRTS 2008, and reinforcement of international comparability of basic tourism statistical data;

2) Dissemination of TSA data and fostering the macroeconomic analysis of tourism;

3) Technical assistance for Member States on tourism statistics and TSA;

4) Cooperation on statistics within the UN System.

The World Tourism Organization (UNWTO) Statistics Department collects, analyzes, publishes, standardizes and improves tourism statistics, and promotes the integration of these statistics within the sphere of the United Nations system. (http://www1.unece.org/stat/platform/display/DISA2011/2.4+Sectoral+statistics+(World+Tourism+Organisation)

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The message of the secretary general of the UNO broadcast on 20 October 2010 on the international day of statistics is very important regarding the importance of statistics in the life of modern society, from which we quote: "Statistics reach all the aspects of modern life. They substantiate numerous decisions of the public authorities, of enterprises, of collectivises.

They inform us on the tendencies and the forces, which influence our lives. Achieved with the help of surveys and exhaustive or selective researches, statistics are vital for the economic and social development, provided that their data be collected and analysed."

➤ *To improve the image of Romanian tourism comes the Development Strategy of the National Statistical System, 2008-2013 horizon, which* is based on the fundamental principles of official statistics: scientific autonomy, relevance, confidentiality, accuracy, readiness and punctuality, transparency, accessibility, consistency, statistical deontology and cost-effectiveness ratio in the production of statistics.

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➢ **Scientific Autonomy** The National Institute of Statistics and other producers of official statistics included in the National Statistical System are authorized to determine, based on rigorous scientific criteria, impartially and independently, without interference from the positions of interest of public administration, political parties, ethnic groups, unions , employers' organizations and other organizations or individuals, the systems of indicators, nomenclatures, classifications, methodologies, techniques of recording, processing and disseminating statistical data.

➢ **Relevance** The National Institute of Statistics and other producers of official statistics are required to produce and disseminate statistical data to meet the needs of users.

➢ **Confidentiality**: The National Institute of Statistics and other producers of official statistics are required to adopt and to ensure, during the entire course of statistical research, data protection measures relating to individual data providers, individuals or legal entities. Statistical confidentiality also includes the ban on the use of statistical data collected for purposes other than statistical.

➢ **Accuracy**: The National Institute of Statistics and other producers of official statistics are required, in collecting, processing and disseminating statistical data, to use techniques, methods and procedures based on scientific professional standards, so that the statistics reflect the phenomena or processes under investigation, as accurately as possible and at a level of accuracy as close as possible to reality.

➢ **Readiness and Punctuality**: The National Institute of Statistics and other producers of official statistics are required to ensure the minimization of the time between the collection and completion of the statistical process, to publish and disseminate statistical data, according to a predetermined time schedule.

➢ **Transparency**: The National Institute of Statistics and other producers of official statistics are required to disclose national statistical programs, techniques and methods used in compiling official statistics, measures to ensure data quality, protection of individual data, terms, conditions and procedures for disseminating the results of statistical surveys.

➢ **Accessibility**: The National Institute of Statistics and other producers of official statistics are required to facilitate access for all users of statistical data, on equal terms, of simultaneity and non-discrimination, to the methods and techniques used throughout the statistical process and the results obtained from statistical research.

➢ **Consistency**: The National Institute of Statistics and other producers of official statistics are required to ensure the fulfillment of the optimal criteria of inter-conditioning and coherence between the statistical data obtained from the suppliers of data and statistical data processed, in an aggregate form, which is given to users.

➢ **Statistical Deontology**: National Institute of Statistics' staff and of other producers of official statistics is required to adopt, to apply the criteria of professional ethics in accordance with the European Code of Practice in Statistics and to help promote statistical culture.

➢ **Cost-Effectiveness Ration**: The National Institute of Statistics and other producers of official statistics are required to limit requests from data providers, at the level which is justified by the objective of statistical research and under an optimal use of available resources.

Tourism is a strategic economic activity in the European Union, its importance in the EU economy being likely to grow in the next few years. The European tourism industry generates over 4% from the GDP of the European Union, with almost 2 million companies which employ almost 4% of the total work force (approx. 8 million work places). If the connected sectors are taking into consideration, the estimated contribution of tourism to the creation of the GDP is a lot larger - tourism indirectly generates approx. 11% of the GDP of the European Union and gathers almost 12% of the work force. The following unfolding principles have been established through the research program of the Plan for the National Tourism Development: efficient and directed communication - each tourist issuer country needs an adapted marketing plan, because they differently answer to the different types of marketing activities; attracting the persons from the travels sector - the most direct and sustainable means of information and influence of the travels sectors are the seminars/workshops, organized as a destination for the personnel from the travels sector (e.g. performed in major centers under the form of itinerary activities), and the accommodation travels; the information of the consumers' sector - on all the markets, the consumers find out about destinations through common means, like: orally from friends/colleagues, who have visited the destination, from the articles written in the media, from TV travel shows and special films, from the advertisements published in the magazines, and from the promotional materials of the tour-operators and of the destination-countries; the attraction of the special interest market segments - the more specialized segments of the spa tourism market, of the adventure tourism and of eco-tourism being the most relevant ones for Romania; they can be efficiently approached through web pages especially dedicated to them and through brochures, presenting the key aspects and the facilities.

The measurement of tourism activity from the perspective of the consumption of visitors entails the estimation of the observation units – trip, visitor and travel party – and their corresponding characteristics. The 2010 International Recommendations for Tourism Statistics (IRTS 2010) is the conceptual framework for the development of basic statistics at the national level and at the sub-national level, as the latter is explicitly mentioned as an area where future extensions of the IRTS 2010 will be possible. "The need for measurements of tourism at the sub-national levels is stressed and the links between the national level and the sub-national levels, that might not totally coincide but bring complementary points of view on the activities associated with tourism in a given geographical territory, are presented". It is also pointed out that the term "country", used throughout the text, can be transposed to a different geographical level using the term "place" instead (a region, municipality or other sub-national geographic location); nevertheless, the adaptations this would require present various challenges that are not always made explicit.

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