THE ANALYSIS OF THE TOURIST TRAFFIC - AN INTEGRAL PART OF THE TERRITORY PLANNING OF THE TOURISM

Adelaida Cristina HONTUŞ

University of Agronomical Sciences and Veterinary Medicine - Bucharest, Faculty of Management, Economical Engineering in Agriculture and Rural Developments, 59, Mărăşti Boulevard, District 1, Bucharest, 011464, Romania, E-mail: adelaidahontus@yahoo.com

Corresponding author: adelaidahontus@yahoo.com,

Abstract

"Doftana Valley" has a rich and valuable potential anthropogenic result of the existence and history of five centuries of the Romanian people in this geographic area. Components of the anthropic tourism potential are pointed out by their attractiveness and value. In terms of natural resources and tourism anthropogenic resources, "Doftana Valley" is well represented, the main attractions are the ethnography, folklore, folk art, nature reserves. In terms of reception facilities, "Doftana Valley" has a pretty good picture for the future, but it still has room for more, regarding the construction of new structures and upgrade existing ones. Concerning the proposed target for tourism organization is the analysis of tourist traffic on tourism demand and supply at a guesthouse in "Doftana Valley", calculating, processing and interpretating the most representative tourism indicators: average daily number of tourists, number of overnight stays, average length of stay, tourist traffic density and the coefficient of utilization of the accommodation capacity and other indicators features. Statistical data were taken from the NIS and the guesthouse in the study case.

Key words: tourist density, tourist attractiveness, tourist traffic, quarterly tourist traffic coefficient, average tourist stay

INTRODUCTION

"Doftana Valley" (previously called, Teşila) is a village in the Prahova County, Muntenia Region, Romania, composed of villages Teşila (residence) and Trăisteni.
Its common name comes from the eponymous river. It springs from the Baiului mountains at an altitude of 1,260 m in Step Predeluş, and crosses the village along it, on a North-South direction, for a distance of 30 kilometers, while in the South, it forms the Paltinu Lake of accumulation.
The beauty and variety of the natural and cultural values existing in the Prahova County characterize a remarkable tourism potential, which plays an important part in the national and international tourism offer of Romania.
The main tourist areas are: "Prahova Valley," "Doftana Valley," "Teleajen Valley", "Slănic Valley" and the Drajna - Cerașu - Starchiojd belonging to the mountainous and sub-mountainous area; Salty Cricov Valley and hilly area belonging to the Ploiesti area - situated on the "Balta Doamnei" plains,

Prahova [2].
Prahova county area is recognized as a tourist destination since the 19th century, and it has developed a special infrastructure both quantitatively and qualitatively, especially in recent years.
"Rural areas can be defined by considering the following criteria: morphological criterion (number of inhabitants, density, type of environment), structural and functional criterion (type of activities and relationships)" as mentioned by Condei et al, (2016).
This definition highlighted the main characteristics of the rural areas as mentined by Popescu (2015): [8]
-the low population density in the rural areas;
-villages are the human establishment forms characterized by individuality and discontinuity of the built space;
-the productive activity includes predominantly agriculture and forestry but this does not exclude rural tourism and the processing industry and trade areas;
-the relations between people rely primarily on mutual recognition from all points of

views;
-the environment is much less polluted than in urban areas".

The commune "Doftana Valley" is located in a picturesque landscape with many facets of travel and deprived of sources of pollution and environmental degradation.

The city Campina of Grigorescu and Hasdeu, lies at the crossroads. It goes to the North of a road that winds Valley Doftana water.

After you leave behind the gentle hills, the Doftana Museum in Telega and the Brebu Keys, the valley narrows, mountain gaining exquisite beauties. Before the entrance of "Doftana Valley" the river waters were dammed by the dam construction at Paltinu, forming a reservoir that can be likened to "a great little mountain" - another tourist attraction [11].

The commune "Doftana Valley" is located in the North of the Prahova county, in the Carpathian Curvature, and it is crossed in the middle by the river with the same name. It is situated in the Northern part of the Prahova county, between the Prahova and Teleajen valleys.

In the town "Doftana Valley" can be visited the "Glodeasa" Natural Reservation with an area of 534.9 ha. It is a secular virgin forest of beech and fir, aged 200-300 years and heights of 40-45 m [14]. It is considered a rarity at the European level because it is an evidence of forest evolution. The area proposed for protection consists of an outstanding variety of landscapes: forests, cliffs, rocks, meadows, gorges, fresh water.

The "Doftana Valley" has a rich and valuable anthropogenic potential given by the existence and history of five centuries of the Romanian people in this geographic area. The components of the anthropic tourism potential are pointed out by their attractiveness and value.

The Teşila - Trăisteni depression is another attraction in the "Doftana Valley," which welcomes tourists with quiet landscapes and a refreshing atmosphere. The traditional peasant households in the villages situated in this region and their inhabitants attracts more and more tourists, coming mainly from urban areas [10]. They found in these places kind

people, who preserve their customs and traditions inherited from their ancestors from generation to generation. Of the total peasant hoses in the commune, about 53 could be considered boarding houses, having 400 beds.

The "Paltinu" Lake is a reservoir for edible water, spread over a length of 3 km, offering a breathtaking view. Both sides offer favourable conditions for the settlement of picturesque camps and holiday homes. It is located in a picturesque mountain setting in the Doftana basin and nearby the Doftana river, located at the confluence with the creek "Paltinoasa" and "Rye". Located at an altitude of 650 m the "Paltinoasa" Lake occupies an area of 215 ha as mentioned by Hontus (2009)[4]. The "Paltinu" Dam serves mainly for water supply for the municipalities and industries in Câmpina and Ploiesti. Also, the dam assures water for irrigation for 9,000 hectares in the valley of Baicoi Prahova-Ploieşti and the "Dâmbul" River of Ploiestias affirmed by Hontus (2015) [3].

In terms of natural resources, it includes:
- forests of beech and fir;
- careers basalt, limestone, gravel, sand;
- a micro-hydro-electric power- 7 (built on the Doftana river)
- the alpine area approved by law mountain and rural tourism development has become an important resource for the community.

The settlement "Doftana Valley" is a specific hilly-mountain village, where important economic activities are developed as follows: wood processing; forestry; trade - services; livestock growing; agritourism.

The "Doftana Valley" commune cosists of two villages: Teşila and Trăisteni with an area of about 28,637 ha.

Acoording to Vlad et al., (2014) [9], who quoted Pipike J. (2012), "The concept of tourism emerged as people travelled to new locations   to   partake   activities   and experiences". Hussein et al., (2012) mentioned that "innovation adoption has been conceptualized in different ways and studied from several perspectives".

In this context, the purpose of this paper was to analyze the tourist traffic, the tourism demand and supply at a guesthouse in

"Doftana Valley", calculating, processing and interpreting the most representative tourism indicators: average daily number of tourists, number of overnight stays, average length of stay, tourist traffic density and the coefficient of utilization of the accommodation capacity and other aspects

MATERIALS AND METHODS

This paper is based on an analysis of tourism demand and supply in Prahova county, in the "Doftana Valley"commune.

The research aimed to study and analyse the statistical data on tourist flows at a boarding house in the village of "Doftana Valley."

Thus, it can be identified if the promotion and services offered to tourists can be improved. The analysis is also focused on tourist traffic, tourism planning being an integrated part of the area. For this study, we used the empirical data provided by the National Institute of Statistics on tourist traffic in the area, as well as statistics made available by the guesthouse.

For the analysis of tourism demand and supply at the "Crăița" guesthouse, there were calculated, analysed and interpreted the following tourism indicators: Index of global tourist demand change, Index of domestic and foreign demand variation in time, Indicator of total accommodation capacity evolution, Index of global tourist demand distribution, Index of customer evolution, Index of overnight stay evolution, the evolution of the average length of stay, the customer occupancy indicator, the monthly concentration coefficient, the quarterly coefficient of tourist traffic, the weight capacity of the guesthouse accommodation in the total accommodation capacity of the village, employment indicator of pensions (employment), tourist density in relation to local population.

The analysis and interpretation of these indicators of tourist traffic helps us to appreciate how tourism in the area "Doftana Valley " has been developing and what tourism strategy and planning must be adopted in this area.

RESULTS AND DISCUSSIONS

"Crăița"Guesthouse - The "Doftana Valley", Prahova County

The "Crăița" Pension is a two-daisies guesthouse.

It is distinguished by a rustic elegance, an undeniable authenticity and through a wide range of possibilities for recreation and leisure [15].

From this guesthouse you can go on trips and hiking occasion when as a visitor you can admire the landscapes of the "Doftana Valley" village " and breathe fresh air and ozone.

The hosts of the pension are always available and welcome those tourists who cross their threshold. They are friendly and kind and full of hospitality, and ready to fulfil any wish of their guests.

The pension has 13 rooms, of which 9 rooms have bathroom, 4 rooms with bathrooms down the hall. For full board (breakfast, lunch and dinner), tourists will pay 70 Euro / day and a double room for 2 persons is 110 Euro / day with breakfast [15].

The *"Crăița"* Pension enables guests to feel relaxed grace to the tranquillity of the village, which allows to recharge your batteries living for a few days outsides of the city life [15].

The restaurant has 100 seats with fireplace and terrace on site, preparing various menus consisting predominantly of traditional food, whose composition comprises purely biological ingredients produced by the owner of the household [15].

Fig. 1. The "Crăița" Guesthouse [15]

Fig. 2. The "Crăiţa" Guesthouse [15]

Location

Located in a natural setting of great beauty, without sources of pollution and environmental degradation, the "Doftana Valley" commune, with its two villages Teşila and Trăisteni, is crossed by the upper Doftana River, the Baiului (V) and Grohotiş (E) foothills.

From the peaks of medium altitude (1,600 m), the majestic forests of centuries are reflected in the mirror by the Doftana river, a vital water for the existence of the inhabitants and give life to gardens and orchards in the wonderful chain of the land [15].

Sports and leisure opportunities

Tourists come to relax by doing exercise. The "Crăiţa" pension has an important leisure potential. Besides badminton and table tennis, tourists may practice cycling the mountain route "Doftana Valley" - "Cornu" - "Câmpina", riding on the trail before ending

with "Posada". They also may play football or practice skiing. [15]

The lovers of hiking the mountains around the village have the occasion to pass the "Predeluş" crossing and climb:

- The peaks of the "Baiului" Mountains in the "Floricului Valley" and the peak "Gagu Mare"- 1,660 m, the duration is about 4-5 hours;
- The peaks of "Orjogoaia", "Cazacu"- 1,723 m altitude, 6-8 hours [15].

Statistics of tourism indicators characterizing the "Crăiţa"Pension

Table 1. Total number of tourists arriving in the "Crăiţa" Pension in last 5 years

The structure of tourist	Types of tourists	Years				
		2011	2012	2013	2014	2015
Pension Crăiţa	Romanian	1,350	1,477	1,255	1,405	1,302
	Foreign	21	35	12	29	15
	R+F	1,371	1,512	1,267	1,434	1,317

Source: "Crăiţa" Pension

Table 2. Number of overnight stays at "Crăiţa"Pension

Types of tourists	The structure of tourist	Years				
		2011	2012	2013	2014	2015
Romanian	Crăiţa	735	879	667	767	695
Foreign	Crăiţa	8	13	4	14	6
R+F	Crăiţa	743	892	671	781	701

Source: "Crăiţa" Pension

Table 3. Number of beds in "Crăiţa" Pension

The structure of tourist	Years				
	2011	2012	2013	2014	2015
Pension Crăiţa	30	30	30	30	30

Source: "Crăiţa" Pension

Table 4. The population of the village "Doftana Vallley"

Gender	County	Village	Years				
			2011	2012	2013	2014	2015
			UM: Persons Number				
			Persons Number	Persons Number	Persons Number	Persons Number	Persons Number
Total	Prahova	Doftana Valley	6,897	6,880	6,837	6,814	6,766
Male	Prahova	Doftana Valley	3,480	3,455	3,435	3,424	3,389
Female	Prahova	Doftana Valley	3,417	3,425	3,402	3,390	3,377

Source: www.insse.ro

Table 5. Total accommodation places "Doftana Valley"

The structure of tourist	County	Village	Years				
			2011	2012	2013	2014	2015
			UM: Places				
			Places	Places	Places	Places	Places
Total	Prahova	Doftana Valley	59	40	84	84	100
Tourist villas	Prahova	Doftana Valley	:	:	:	:	16
Cabane turistice	Prahova	Doftana Valley	20	20	20	20	20
Agrotourist pensions	Prahova	Doftana Valley	39	20	64	64	64

Source: www.insse.ro

***The area of "Doftana Valley" Commune** =* 286.1 km^2

Calculation of the indicators for the "Crăița" Guesthouse in "Doftana Vallley" Commune [5], [6], [7]

I. Index of global tourist demand change,

$$\Delta CG_{0-i} = \frac{CG_i}{CG_0} \cdot 100$$

where: CG_i- global tourist demand in year "i";
    CG_o- global tourist demand in year "0".

Table 6. Number of Romanian and foreign tourists, and the ΔCG (%)

	2011	2012	2013	2014	2015
The total number of Romanian and foreign tourists	1,371	1,512	1,267	1,434	1,317
ΔCG (%)		110.28%	83.80%	113.18%	91.84%

Source: own calculations

Fig. 3. Index of global tourist demand change

Changing global tourism demand, at the "Crăița" Pension fluctuated from an increase

of 10% in 2011-2012 to a decrease of 8% during 2014-2015.

II.Index of global tourist demand distribution, between domestic and foreign demand

$$\Delta CI = \frac{CI}{CG} \cdot 100 ; \quad \Delta CE = \frac{CE}{CG} \cdot 100$$

where: CI - domestic tourist demand;
    CE - foreign tourist demand.

a) Domestic tourist demand

Table 7.The number of tourists and the ΔCI (%)

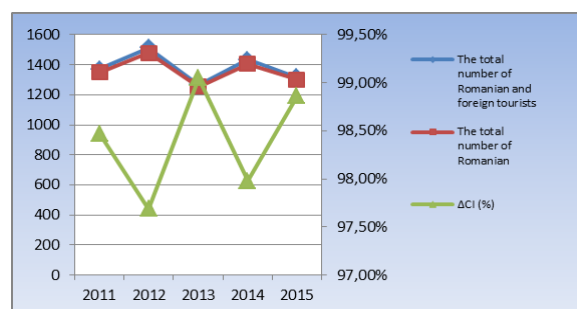|	2011	2012	2013	2014	2015
The total number of Romanian and foreign tourists	1,371	1,512	1,267	1,434	1,317
The total number of Romanian	1,350	1,477	1,255	1,405	1,302
ΔCI (%)	98.47%	97.69%	99.05%	97.98%	98.86%

Source: own calculations
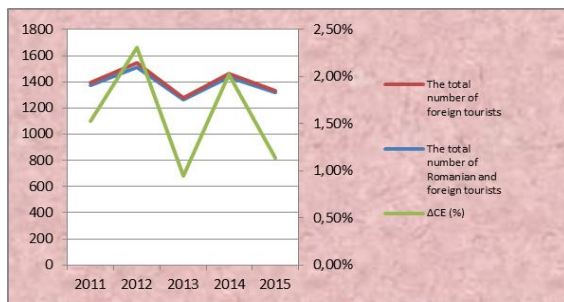

Fig. 4. Index of global tourist demand distribution (domestic tourist demand)

Distribution of domestic tourism demand, had a constant evolution throughout the period under review, about 98%.

b) Foreign tourist demand

Table 8.Number of tourists and the ΔCE (%)

	2011	2012	2013	2014	2015
The total number of Romanian and foreign tourists	1,371	1,512	1,267	1,434	1,317
The total number of foreign tourists	21	35	12	29	15
ΔCE (%)	1.53%	2.31%	0.95%	2.02%	1.14%

Source: own calculations

Fig. 5. Index of global tourist demand distribution (foreign tourist demand)

Distribution of domestic tourism demand, fared a slight oscillation in 2013, when he had a fall. But in the period under review amounted to about 2%.

III. Index of (domestic and foreign) demand variation in time:

$$ICE_{0-i} = \frac{CE_i}{CE_0} \cdot 100$$

$$ICI_{0-i} = \frac{CI_i}{CI_0} \cdot 100$$

where: ICE_{o-i} - index of foreign demand variation;

ICI_{o-i} – index of domestic demand variation.

a) Domestic tourist demand

Table 9. The ICI (%)

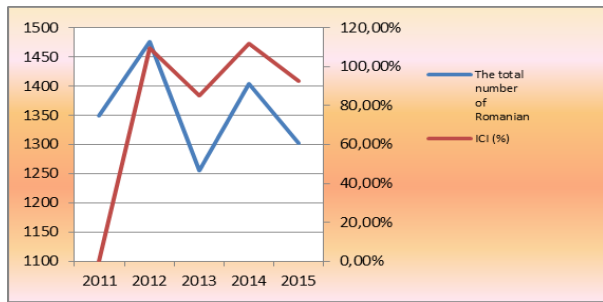|	2011	2012	2013	2014	2015
The total number of Romanian	1350	1477	1255	1405	1302
ICI (%)		109.41%	84.97%	111.95%	92.67%

Source: own calculations

Fig. 6. Index of demand variation in time (domestic tourist demand)

Variation in time of domestic tourism demand, recorded the highest value in 2014, of 12% and in 2013 had a decrease of 15%.

b) *Foreign tourist demand*

Table 10.The ICE (%)

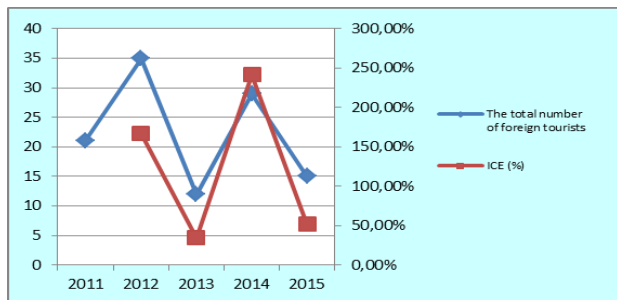|	2011	2012	2013	2014	2015
The total number of foreign tourists	21	35	12	29	15
ICE (%)		166.67%	34.29%	241.67%	51.72%

Source: own calculations

Fig. 7. Index of demand variation in time (foreign tourist demand)

Variation in time of domestic tourism demand, recorded the highest growth in 2014 of approximately 142%, and in 2013 had a decrease of 66%.

IV. Calculating "average stay" is used in place of the number of days of travel, the number of overnight stays recorded in accommodation establishments:

$$Sp = \frac{NP}{T} \text{(days)}$$

where: NH - number of recorded overnight stay;

T - number of tourists arriving;

S_H - average stay in the pension.

Total average stay = Nr. Total overnight

stays (foreign + Romanian) / No. Total Tourists (Romanian + foreign)

Table 11. Overnight stays and average stay in days-Total tourists

	2011	2012	2013	2014	2015
Total overnight stays (foreign + Romanian)	743	892	671	781	701
The total number of Romanian and foreign tourists	1,371	1,512	1,267	1,434	1,317
S (days)	0.54	0.59	0.53	0.54	0.53

Source: own calculations

Fig. 8. Total average stay

Romanians

Table 12. Overnight stays and average stay in days-Ronanians

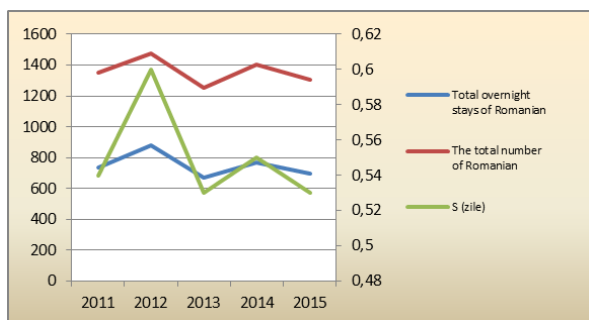|	2011	2012	2013	2014	2015
Total overnight stays of Romanian	735	879	667	767	695
The total number of Romanian	1,350	1,477	1,255	1,405	1,302
S (days)	0.54	0.60	0.53	0.55	0.53

Source: own calculations

Fig. 9. Average stay (Romanians)

Foreigners

Table 13. Overnight stays and average stay in days-foreigners

	2011	2012	2013	2014	2015
Total overnight stays of foreign	8	13	4	14	6
The total number of foreign tourists	21	35	12	29	15
S (days)	0.38	0.37	0.33	0.48	0.40

Source: own calculations

Fig. 10. Average stay (Foreign)

The average stay, recorded the highest value in 2014 and the lowest value in 2013.

***V. The monthly traffic coefficient** is calculated as a ratio between the number of tourists during the highest-traffic month (LM) and the number of tourists during the lowest-traffic month (lm)*

$$C_{monthly} = \frac{LM}{lm}, \text{ where } C_{monthly} \geq 1$$

$C_{total\ monthly} = 85/30 = 2.83$
$C_{Romanian\ monthly} = 4/2 = 2.00$
$C_{foreign\ monthly} = 89/30 = 2,97$

Table 14. Tourist traffic

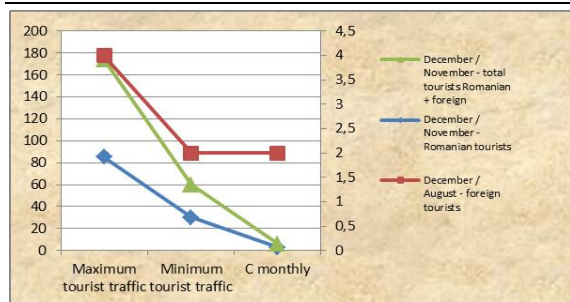| Pension tourist Crăița	Maximum tourist traffic	Minimum tourist traffic	C monthly
December / November - Romanian tourists	85	30	2.83
December / August - foreign tourists	4	2	2.00
December / November - total tourists Romanian + foreign	89	30	2.97

Source: own calculations

Fig. 11. The monthly traffic coefficient

Monthly tourist traffic coefficient for each month over the highest value recorded in November, since then it has recorded the maximum tourist traffic.

VI. The Quarterly traffic coefficient of tourist - *is calculated as a ratio between the number of tourists in the first quarter traffic and touristic maximum number of tourists in touristic quarter with minimal traffic.*

$$C_{quarter} = \frac{TM}{tm}, \text{ where } C_{quarter} \geq 1$$

Table 15.The quarterly tourist traffic

Pension ”Crăiţa” Types of tourists	Quarter I	Quarter II	Quarter III	Quarter IV
Total	148	172	214	167
Romanian	148	172	212	163
Foreign	0	0	2	4

Source: own calculations

$C_{quarter} = 214/148 = 1.45$
$C_{quarter} = 212/148 = 1.43$
$C_{quarter} = 4/2 = 2.00$

Table 16.Tourist traffic by tourist origin

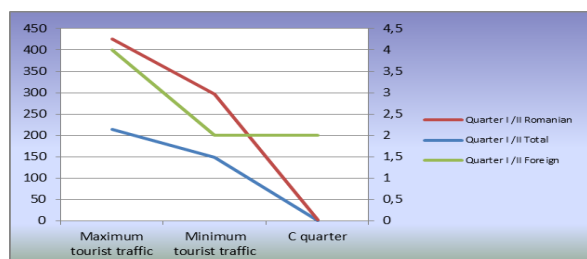| Pension ”Crăiţa”	Types of tourists	Maximum tourist traffic	Minimum tourist traffic	C quarter
Quarter I /II	Total	214	148	1.45
Quarter I /II	Romanian	212	148	1.43
Quarter I /II	Foreign	4	2	2.00

Source: own calculations

Fig. 12. The quarterly traffic coefficient of tourists

Quarterly coefficient of tourist traffic registered a peak in the first quarter (I).

VII. Share of pension (B&B) capacity of the total accommodation capacity in the commune

$$Icc = \frac{LC}{LP} \cdot 100$$

where: LP - total accommodation places in pensions in the area "Valley Doftana"

    LC - total capacity of accommodation at the guesthouse "Crăiţa"

Table 17. Pension capacity and its Icc (%)

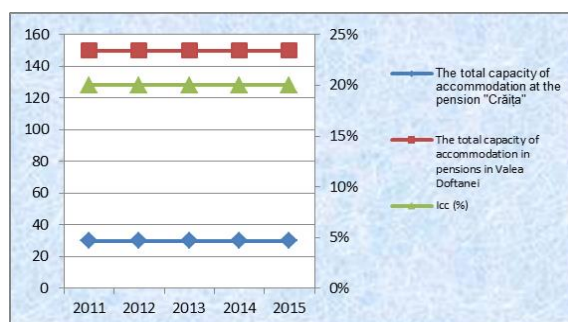|	2011	2012	2013	2014	2015
The total capacity of accommodation at the pension "Crăiţa"	30	30	30	30	30
The total capacity of accommodation in pensions in ”Doftana Valley”	150	150	150	150	150
Icc (%)	20%	20%	20%	20%	20%

Source: own calculations

Fig. 13. Share of pension (B&B) capacity out of total accommodation capacity in town

Share accommodation capacity in the analysed period, recorded a 20% constant value because the accommodation capacity, both at the guest house and the village has not changed.

VIII. Index of customer evolution in pension:

$$\Delta T = \frac{TP_i}{TP_0} \cdot 100$$

where: TP_i - tourists in pension in year „i”;
    TP_o – tourists in pension in year „0”.

Table 18. Customer evolution in Craita Pension

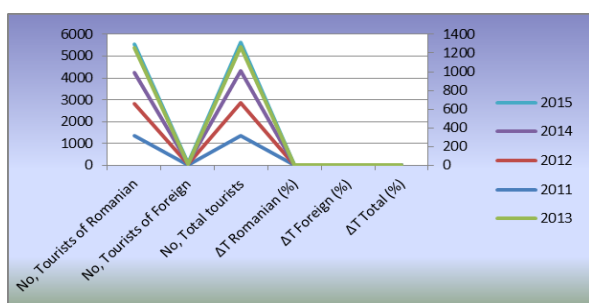| Pension "Crăița" Types of tourists	2011	2012	2013	2014	2015
Romanian	1350	1477	1255	1405	1302
Foreign	21	35	12	29	15
Total	1371	1512	1267	1434	1317
ΔT Romanian (%)		109.41%	84.97%	111.95%	92.67%
ΔT Foreign (%)		166.67%	34.29%	241.67%	51.72%
ΔT Total (%)		110.28%	83.80%	113.18%	91.84%

Source: own calculations

Fig. 14. Index of customer evolution in pension

Customer developments in pension "Crăița" had fluctuated, for both Romanian tourists and foreign tourists.

IX. Index of overnight stay evolution:

$$\Delta N = \frac{NP_i}{NP_0} \cdot 100$$

where: N - overnight stay.

Table 19. Overnight stays index

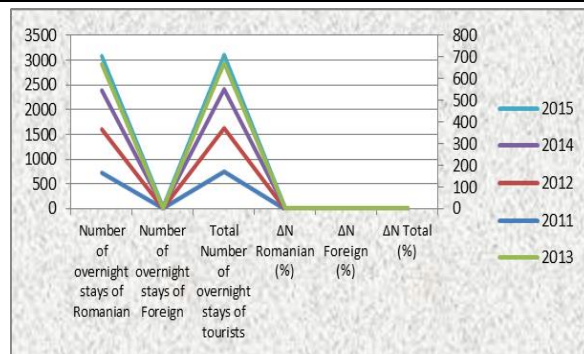| Pension "Crăița" Number of overnight stays	2011	2012	2013	2014	2015
Romanian	735	879	667	767	695
Foreign	8	13	4	14	6
Total	743	892	671	781	701
ΔN Romanian (%)		119.59%	75.88%	114.99%	90.61%
ΔN Foreign (%)		162.50%	30.77%	350.00%	42.86%
ΔN Total (%)		120.05%	75.22%	116.39%	89.76%

Source: own calculations

Fig. 15. Index of overnight stay evolution

The evolution of overnight stays in the "Crăița" Pension increased by approximately 19.6% in 2012 and in 2015 it decreased by 10% for Romanian tourists. For the total number of tourists, the evolution of overnight stays increased by 20% in 2012 and in 2015, it declined by 57%.

X. Pension occupancy indicator

This indicators reflects the use of supply for a given period of time, i.e. pension activity depending on its capacity:

$$G_0 = \frac{NP \cdot 100}{LP \cdot Z} = \frac{NT \cdot S}{LP \cdot Z} \cdot 100$$

where: G_o - occupancy, percentage; NH - number of overnight stays; LH - number of beds in pension; Z - number of supply days = 365 days; NT - number of tourists; S - average length of stay

Table 20. Pension occupancy indicator 9%)

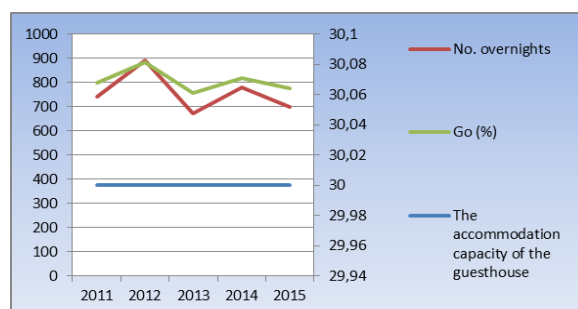| Pension "Crăița"	2011	2012	2013	2014	2015
The accommodation capacity of the guesthouse	30	30	30	30	30
Nr. overnights	743	892	671	781	701
Go (%)	6.79%	8.15%	6.13%	7.13%	6.40%

Source: own calculations

Fig. 16. Pension occupancy indicator

The occupancy of "Crăiţa" pension varies around 7%.

XI. Tourist density indicator in relation to population density

$$D_{t_{i-0}} = \frac{T_{t_{i-0}}}{Population} \quad \text{(tourists/no. population)}$$

where:

T_{i-0} - total Romanian+foreign tourists;
Pop - local population.

Table 21. Tourist density per inhabitant

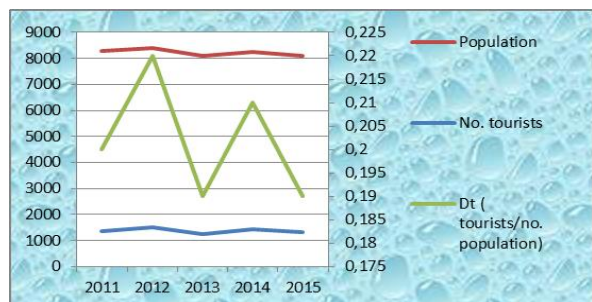| Pension "Crăiţa"	2011	2012	2013	2014	2015
No. tourists	1371	1512	1267	1434	1317
Population	6897	6880	6837	6814	6766
Dt (tourists/no. population)	0.20	0.22	0.19	0.21	0.19

Source: own calculations

Fig. 17. Tourist density indicator in relation to population density

The Tourist density indicator in relation to population density remained constant at 0.20 tourists/No. inhabitants in the period under review.

XII. Tourist density indicator in relation to area

$$D_{t_{i-0}} = \frac{T_{t_{i-0}}}{Surface} \quad (\text{tourists/km}^2)$$

where:

T_{i-0} - total Romanian + foreign tourists;
S - town/village (county) area.

Table 22. Tourist density per surface unit

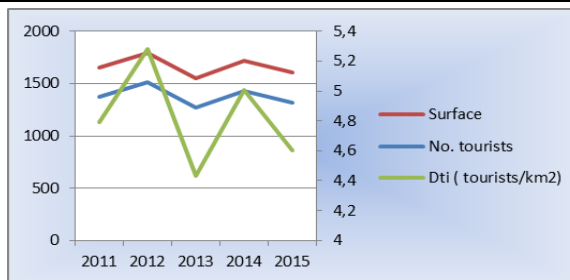| Pension "Crăiţa"	2011	2012	2013	2014	2015
No. tourists	1371	1512	1267	1434	1317
Surface	286.1	286.1	286.1	286.1	286.1
Dti (tourists/km^2)	4.79	5.28	4.43	5.01	4.60

Source: own calculations

Fig. 18. Tourist density indicator in relation to area

The indicator tourist density in relation to surface is approximately constant, 5.00 tourists/km^2, the difference between the highest value in 2012 and the lowest one in 2013 is 0.85 tourists/km^2.

CONCLUSIONS

In terms of natural resources and tourism anthropogenic resources, the "Doftana Valley" is well represented, the main attractions being the elements of ethnography, folklore and folk traditions, folk art, nature reserves.

In terms of tourist reception, the "Doftana Valley" has a pretty good picture for the future, but it still has room for developing new infrastructures and modernizing the existing ones.

The tourist traffic and tourism supply and demand reflected that tourists come to enjoy spending a relaxing time in this area.

Regarding the indicators determined in the study, the following conclusions were drawn:

- The tourism demand at the Craita pension fluctuated;

-The distribution of the domestic tourism demand had a constant evolution along the period under review, and distribution of foreign tourist demand has fared a slight oscillation in 2013, when it fell.

-The maximum coefficient of the quarterly tourist traffic was recorded in the first quarter;

-The evolution of the overnight stays at the Craita guesthouse both for Romanian and foreign tourists;

-The share of accommodation capacity in the analyzed period registered a constant value because the accommodation capacity, both at the guest house and the village has not changed;

-Tourism density per surface has a constant value, 5.00 Tourists / km^2.

The evolution of the tourism demand in "Doftana Valley" was determined by a number of demographic, psychological, organizational, who play a decisive role in the various segments of tourism.

Tourism is very closely related to civilization and culture, among these aspects being an interdependent relationship.

Natural, human and financial resources put at the disposal of tourism generate important economic and social effects which increase economic efficiency, progress and civilization.

The complex development of tourism requires as the potential customers to be better informed by mass - media.

REFERENCES

[1] Condei Reta, Alecu Ioan Niculae, Popescu Agatha, Ciocan Horia Nicolae, 2016, The Analysis of the Human Resources involved in the Rural Tourism in Romania, in Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development Vol. 16(2):73-78

[2]Cretu Romeo Cătălin, 2013, Management of the Agro Resources, University Publishing House, Bucharest

[3]Honţuş Adelaida C., 2015, Land Planning for tourism and agrotouristic - the Second edition revised and enlarged, Ceres Publishing House, Bucharest

[4]Honţuş Adelaida C., 2009, Touristic and Agrotouristic Geography of Romania - the Second edition revised, Ceres Publishing House, Bucharest

[5]Honţuş Adelaida, 2014, Analysis of tourist traffic - one of the essential elements for planning travel to an area, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol. 14 (1):147-152

[6]Honţuş Adelaida Cristina, 2013, Study on tourist traffic analysis for tourism area planning in the town of Moreni, Dâmboviţa county, Bulletin of UASVM-CN nr. 70(2)/2013 – Section Horticulture, pp.331 – 338

[7]Honţuş Adelaida Cristina, 2012, Tourist traffic analysis for the Maramureş better area tourist facilities, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Faculty of Management, Economic Engineering in Agriculture and Rural Development, U.S.A.M.V., Vol.12(3): 75-78

[8]Popescu Agatha, Condei Reta, 2015, Research on Romania's employment in agriculture and its position in the European Union, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol. 15 (2): 281-290

[9]Vlad, I. M., Stoian, E., 2014, Accommodation preferences of foreign tourists in Romania, Scientific Papers. Series "Management, Economic Engineering in Agriculture and rural development", Vol. 14(1):399-404.

[10]Turcu, D. M. 2014, Entertainment services in rural areas – part of tourism activities, Scientific Papers. Series "Management, Economic Engineering in Agriculture and rural development", Vol. 14(1):387-390.

[11] www.romaniantourism.ro

[12] www.insse.ro

[13] https://statistici.insse.ro

[14] www.cjph.ro

[15] www.craita.ro