

## USING THE ACCOMMODATION CAPACITY IN POIANA BRAȘOV RESORT DURING 2013-2016

Daniela-Mirela PLEȘOIANU, Ligia MUNTEANU

Ovidius University, 1, University Avenue, Campus, Building B, Constanta, Romania,  
Email: plesoianudaniela@hotmail.com

*Corresponding author:* plesoianudaniela@hotmail.com

### Abstract

*Poiana Brașov, one of the most important tourist resorts in Romania, registered a large number of tourists in recent years due to the modern facilities and the high quality services offered to the tourists. The purpose of the research in this paper is to present the tourism potential of Poiana Brasov all aspects and all its features, as well as to achieve an overview of the present valorisation of this potential, identifying the possibilities for its superior capitalization in the future. The number of Romanian tourists arriving in Brașov County and Poiana Brașov has grown in the period 2013-2016, the preferences of Romanian tourists being directed to hotels, villas and hostels. The number of Romanian tourists arriving in Poiana Brașov is clearly superior to foreign tourists during the analyzed period. The evolution of the number of foreign tourists arriving in Poiana Brașov is oscillating, with a trend of growth in the period 2013-2015, followed by a decrease in 2016.*

**Key words:** travel, infrastructure, potential, financial resources, modernization

### INTRODUCTION

Tourist resort of national interest, Poiana Brasov is the benchmark of resorts where winter sports can be practiced [3]. It began in the 1950-1960 when it attracted through beauty, virginity and the first high-class tourism services, the pretentious German clientele. Poiana Brasov is a resort for winter sports in Romania, being a tourist attraction of international reputation, and a neighborhood of Brasov [5].

It features 12 different ski slopes, sports grounds, a lake, discos, bars and restaurants. Accommodation is provided in luxury hotels, hostels, villas or cottages [6].

In this context, the aim of the paper was is to assess the tourism potential of Poiana Brasov in all its aspects and features, to achieve an overview of the present valorisation of this potential, identifying the possibilities for its development in the future.

### MATERIALS AND METHODS

The paper needed first an overview on the topic related to urban tourism, cultural tourism, heritage and tourism potential natural and

human, infrastructure general and specific tourism sector, movement and tourism demand in Poiana Brasov.

The qualitative aspects were analyzed based on the following research methods: documentation regarding the literature that could be accessed and official documents and observation method. The quantitative aspects were evaluated based on classical research methods such as: data collection, and processing, data analysis, graphical and cartographical method, observation and interpretation.

The empirical data were provided by the following institutions: Brașov County Council, Integrated urban development plan for growth pole, Brasov in 2014, and National Institute of Statistics, Brașov Branch.

The data were processed and converted into tables, graphs and then interpreted and analyzed.

### RESULTS AND DISCUSSIONS

The achievement of this paper imposed the detailed description of the tourism potential of Poiana Brasov resort, including both the tourist potential, consisting of natural and anthropic

attractions, as well as the technical and material basis of tourism, along with the general infrastructure that influences the tourism activity in the analyzed area; quantitative and qualitative elements of the tourist heritage elements of the Poiana Brasov resort, both by assessing the tourist potential and by analyzing the indicators of the tourist activity in the studied area; organizing and structuring the tourist potential of the Poiana Brasov resort by concretely determining and describing the forms of recreational tourism; of the tourist activities in this area, as well as by the tourist region of the studied area on tourist and geographic criteria.

The favorable natural environment, the favorable climate and accessible relief are the main natural factors that bring added value to this area from the tourist point of view together with the anthropogenic factors. [7] To analyze the degree of capitalization of the tourist potential in Braşov, some elements of tourism infrastructure needed to be presented. As regards the accommodation capacity, the data are structured in Table 1 [8].

Table 1. Structure of existing tourist accommodation units in Brasov County 2013-2016

| Tourist unit / Years    | 2013 | 2014 | 2015 | 2016 |
|-------------------------|------|------|------|------|
| TOTAL county, of which: | 341  | 398  | 487  | 449  |
| BRAŞOV                  | 24   | 29   | 37   | 51   |
| Hotels                  | 11   | 12   | 15   | 18   |
| Camping                 | 2    | 2    | 2    | -    |
| Bungalow                | 9    | 9    | 9    | 7    |
| Pensions                | 4    | 8    | 18   | 29   |
| <b>POIANA BRAŞOV</b>    | 39   | 45   | 51   | 48   |
| Hotels                  | 13   | 15   | 16   | 14   |
| Villas                  | 8    | 9    | 11   | 11   |
| Cottages                | 4    | 3    | 3    | 2    |
| Holiday Village         | 2    | 2    | 2    | 2    |
| Bungalow                | 15   | 15   | 14   | 15   |
| Pensions                | 4    | 9    | 12   | 11   |

Source: Braşov County Statistics Department

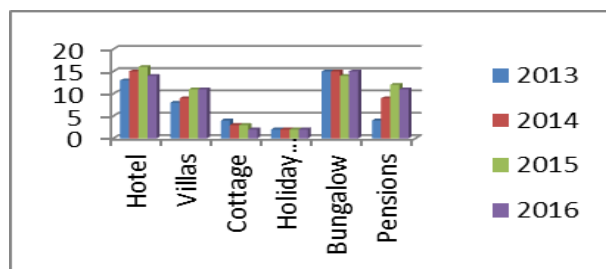


Fig. 1. Accommodation facilities in Poiana Braşov  
Source: Own determination.

Both on the whole of Braşov County, but especially in the Poiana Braşov resort, it can be seen a significant increase of the number of accommodation units, from 36 in the year 2013 to 46 accommodation units in 2016. From the point of view of the type of unit, both in Braşov City and in Poiana Braşov, the largest share is held by hotels, complex units with higher comfort level and providing a wider range of services and quality higher.

Of the other types of units, the significant shares of bungalows and villas are the result of accessibility (low prices) and the development of youth tourism.

Table 2. Number of accommodation places in Poiana Braşov

| Tourist units           | 2013  | 2014  | 2015   | 2016   |
|-------------------------|-------|-------|--------|--------|
| TOTAL county, of which: | 9,168 | 9,845 | 11,638 | 11,041 |
| BRAŞOV                  | 1,821 | 1,740 | 1,748  | 1,896  |
| Hotels                  | 1,040 | 1,131 | 1,157  | 1,235  |
| Camping                 | 207   | 207   | 349    | 2      |
| Bungalow                | 39    | 39    | 29     | 10     |
| Pensions                | 57    | 142   | 219    | 648    |
| <b>POIANA BRAŞOV</b>    | 2,098 | 2,713 | 2,795  | 2,403  |
| Hotels                  | 1,671 | 1,997 | 2,009  | 1,841  |
| Villas                  | 91    | 139   | 181    | 228    |
| Cottages                | 94    | 157   | 91     | 49     |
| Holiday Village         | 39    | 39    | 39     | 39     |
| Bungalow                | 88    | 88    | 84     | 88     |
| Pensions                | 41    | 159   | 201    | 209    |

Source: Statistics Department of Braşov County.

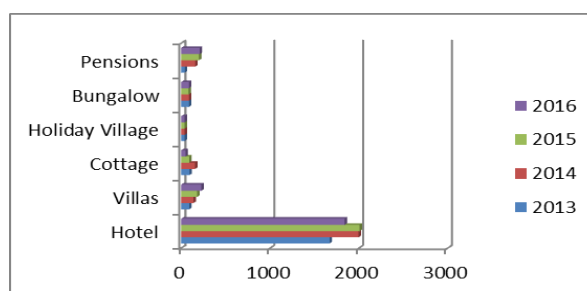


Fig. 2. Change in the number of accommodation places in Poiana Braşov

Source: Own determination.

Regarding the number of places of accommodation, one can notice the following: on the whole Braşov county, the number of accommodation places in 2013 and until 2016 had an upward trend, and in Poiana Braşov being noted an upward trend as well,

increasing from 2,098 seats in 2013 to 2,403 in 2016, due to the investments (Table 2).

**Number of tourists**

The number of tourists is one of the most representative and important indicators of tourist traffic. It is a physical, quantitative indicator and can take the form of: arrivals - departures of tourists, for international tourism and obtained from the statistics of the border recordings, accommodated persons, number deduced from the statistics of the means of accommodation [4].

Table 3. Arrivals of Romanian tourists in the establishments of tourists' reception with functions of tourist accommodation

|                         | 2013    | 2014    | 2015    | 2016    |
|-------------------------|---------|---------|---------|---------|
| TOTAL county, of which: | 219,145 | 251,070 | 329,511 | 353,119 |
| BRAȘOV                  | 54,138  | 49,531  | 59,832  | 67,169  |
| Hotels                  | 213,262 | 254,433 | 269,539 | 264,289 |
| Camping                 | 218     | -       | 9       | 11,755  |
| Bungalow                | 6,997   | 415     | 1,425   | 584     |
| Pensions                | 41,111  | 49,177  | 67,851  | 81,770  |
| POIANA BRAȘOV           | 60,729  | 74,960  | 80,240  | 83,820  |
| Hotels                  | 55,214  | 65,612  | 69,833  | 67,178  |
| Villas                  | 28,160  | 31,645  | 33,519  | 33,089  |
| Cottages                | 11,491  | 10,550  | 12,502  | 12,990  |
| Holiday Village         | 3,411   | 2,846   | 3,657   | 2,774   |
| Bungalow                | 1,035   | 1,604   | 665     | 662     |
| Pensions                | 28,026  | 25,171  | 35,353  | 50,383  |

Source: Brașov County Statistics Department



Fig. 3. The number of Romanian tourists arrivals in the accommodation units in Brașov County during 2013-2016

Source: Own determination.

The number of the Romanian tourists arriving in Brașov and Poiana Brașov has grown steadily between 2013 and 2016, the preferences of Romanian tourists being directed to hotels, 67,178 in 2016, 33,089 in villas and 50,383 in boarding houses. The number of Romanian tourists arriving in Poiana Brașov is well above foreign tourists during the analyzed period, accounting for 60,729 in 2013 and reaching 83,820 in 2016. The evolution of the number of foreign tourists arriving in Poiana Brașov is oscillating, with a trend of growth between 2013 and 2015 being

observed in Table 4, followed by a decrease in 2016. As in the case of the Romanian tourists, the preferences of the foreign tourists are directed to the type of tourist accommodation unit, the lowest number of lodgings being registered in the cottages.

Table 4. Foreign tourists' arrivals in the tourist facilities with functions of tourist accommodation in Brașov County in the period 2013-2016

|                            | 2013   | 2014   | 2015   | 2016   |
|----------------------------|--------|--------|--------|--------|
| TOTAL county out of which: | 71,751 | 76,637 | 93,542 | 88,572 |
| BRAȘOV                     | 33,250 | 31,788 | 43,589 | 43,848 |
| Hotels                     | 30,391 | 28,158 | 35,025 | 32,320 |
| Camping                    | 1,516  | 1,545  | 3,289  | -      |
| Bungalow                   | 305    | 141    | 380    | 4,701  |
| Pensions                   | 1,038  | 1,944  | 4,509  | 5,831  |
| POIANA BRAȘOV              | 29,866 | 28,472 | 33,781 | 29,223 |
| Hotels                     | 27,676 | 25,547 | 29,823 | 25,280 |
| Villas                     | 544    | 493    | 1,703  | 2,181  |
| Cottages                   | 27     | 34     | 9      | 9      |
| Holiday Village            | 493    | 289    | 341    | 78     |
| Bungalow                   | 745    | 135    | 52     | 104    |
| Pensions                   | 441    | 2,031  | 2,175  | 1,821  |

Source: Statistics Department of Brașov County



Fig. 4. The number of foreign tourists arriving in the accommodation units during 2013-2016

Source: Own determination.

As regards the number of overnight stays or tourist days, these are calculated as the sum of the products between the number of tourists and the duration of the tourist activity expressed in days.

Table 5. Romanian overnight stays in the tourist accommodation establishments with functions of tourist accommodation

| Tourist unit / Years    | 2013    | 2014    | 2015    | 2016    |
|-------------------------|---------|---------|---------|---------|
| TOTAL county, of which: | 748,727 | 794,386 | 855,503 | 947,783 |
| BRAȘOV                  | 125,756 | 124,639 | 126,336 | 167,821 |
| Hotels                  | 571,207 | 355,709 | 652,725 | 709,472 |
| Camping                 | 11,986  | 523     | -       | -       |
| Bungalow                | 1,469   | 1,857   | 1,409   | 6,716   |
| Pensions                | 49,717  | -       | -       | -       |
| POIANA BRAȘOV           | 170,437 | 187,781 | 193,436 | 195,423 |
| Hotels                  | 153,751 | 166,920 | 168,813 | 165,320 |
| Villas                  | 8,464   | 4,908   | 7,472   | 13,262  |
| Cottage                 | 27,251  | 24,303  | 23,885  | 25,178  |
| Holiday Village         | 2,953   | 1,746   | 2,212   | 1,682   |
| Bungalow                | 2,583   | 3,108   | 2,726   | 1,546   |
| Pensions                | 2,058   | 8,887   | 10,096  | 12,338  |

Source: Brașov County Statistical Office

It is usually obtained by processing information from hotel unit statistics [2].



Fig. 5. The number of Romanian tourist overnights in Brasov County in the period 2013-2016  
Source: Own determination.

The number of overnight stays of Romanian tourists in the tourist accommodation structures is upward throughout the analyzed period (2013- 2016), registering a maximum of 195,423 overnight stays in 2016.

Table 6. Foreign tourist overnights in the tourist accommodation establishments with tourist accommodation functions

| Tourist unit / Years    | 2013    | 2014    | 2015    | 2016    |
|-------------------------|---------|---------|---------|---------|
| TOTAL county, of which: | 183,751 | 170,668 | 212,109 | 202,791 |
| <b>BRAȘOV</b>           | 70,697  | 61,464  | 85,529  | 85,447  |
| Hotels                  | 66,085  | 53,106  | 65,995  | 59,537  |
| Camping                 | 1,727   | 2,509   | 5,705   | -       |
| Bungalow                | 382     | 229     | 870     | 6,753   |
| Pensions                | 2,503   | 5,620   | 12,124  | 17,454  |
| <b>POIANA BRAȘOV</b>    | 96,198  | 80,009  | 93,267  | 80,770  |
| Hotels                  | 89,283  | 72,117  | 83,749  | 72,271  |
| Villas                  | 1,869   | 1,261   | 2,909   | 3,541   |
| Cottages                | 59      | 71      | 18      | 13      |
| Holiday Village         | 1,459   | 904     | 491     | 326     |
| Bungalow                | 2,052   | 898     | 254     | 582     |
| Pensions                | 1,484   | 4,700   | 5,851   | 4,041   |

Source: Brașov County Statistical Office



Fig. 6. Foreign tourists' overnight stays in tourist accommodation establishments with tourist accommodation functions in Brasov County in the period 2013-2016  
Source: Own determination.

In Poiana Brasov there is the highest number of hotels, 89,283 units of this type, in 2013 and 83,749 in 2015, and the lowest number, 13 nights in the year 2016, in the cottages.

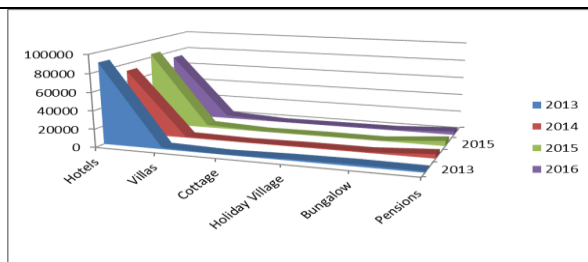


Fig. 7. Foreign tourist overnight stays in tourist accommodation establishments with tourist accommodation functions in Poiana Brașov in the period 2013-2016

Source: Own determination.

### The degree of occupancy

The most appropriate indicator to measure the level of economic efficiency is the utilization rate of the accommodation capacity. It reflects the outcome of all efforts made by economic agents to attract tourists in the area [1].

By type of units, the coefficient of utilization of the accommodation capacity has been significantly different in both Brasov and Poiana Brasov. The highest levels of occupancy were recorded in hotels, 23.90% for Romanian tourists and 13.88% for foreign tourists, holiday villages and hostels, while cottages and bungalows have reached lower values [10].

Table 7. The coefficient of utilization of the accommodation capacity with Romanian tourists in the tourist accommodation structures %

| Tourist unit / Years    | 2013  | 2014  | 2015  | 2016  |
|-------------------------|-------|-------|-------|-------|
| TOTAL county, of which: | 18.30 | 18.20 | 19.28 | 19.41 |
| <b>BRAȘOV</b>           | 22.61 | 19.50 | 23.08 | 16.96 |
| Hotels                  | 24.95 | 22.77 | 18.81 | 17.53 |
| Camping                 | 9.37  | 5.36  | 9.53  | -     |
| Bungalow                | 12.57 | 15.89 | 13.18 | 26.64 |
| Pensions                | 19.26 | 13.96 | 14.45 | 10.19 |
| <b>POIANA BRAȘOV</b>    | 22.34 | 20.47 | 19.91 | 22.28 |
| Hotels                  | 23.90 | 22.94 | 23.03 | 25.12 |
| Villas                  | 26.65 | 9.82  | 11.47 | 16.28 |
| Cottage                 | 2.13  | 5.88  | 7.58  | 7.40  |
| Holiday Village         | 22.47 | 13.29 | 16.81 | 12.86 |
| Bungalow                | 8.22  | 9.46  | 9.16  | 4.95  |
| Pensions                | 6.45  | 13.04 | 14.03 | 16.32 |

Source: Brașov County Statistics Department

It can be seen from Table 7 and Fig. 8 that in Poiana Brașov the highest percentage, 26.65%, was registered for the villas in 2013 and the lowest percentage, 2.13%, was registered also in the year 2013 for cottages [10]

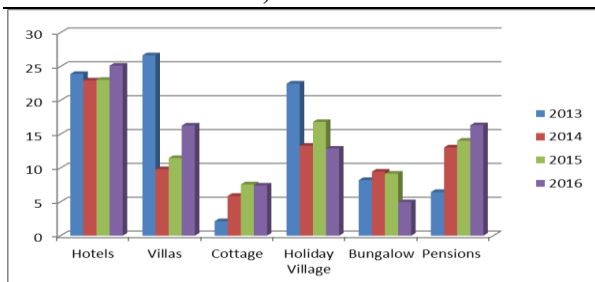


Fig. 8. The coefficient of utilization of the accommodation capacity, Romanian tourists, in Poiana Braşov

Source: Own determination.

Table 8. The coefficient of utilization of the accommodation capacity with foreign tourists in the tourist reception facilities

| Tourist unit            | 2013  | 2014  | 2015  | 2016  |
|-------------------------|-------|-------|-------|-------|
| TOTAL county, of which: | 5.64  | 4.76  | 5.46  | 5.03  |
| <b>BRAŞOV</b>           | 15.12 | 11.45 | 13.48 | 12.41 |
| Hotels                  | 17.57 | 13.07 | 17.78 | 13.23 |
| Camping                 | 2.35  | 3.41  | 4.65  | -     |
| Bungalow                | 3.27  | 1.96  | 8.21  | 26.87 |
| Pensions                | 13.44 | 12.41 | 15.03 | 7.43  |
| <b>POIANA BRAŞOV</b>    | 12.61 | 8.72  | 12.61 | 9.20  |
| Hotels                  | 13.88 | 9.64  | 11.42 | 10.98 |
| Villas                  | 5.88  | 2.52  | 4.46  | 4.33  |
| Cottage                 | 0.09  | 0.18  | -     | 0.05  |
| Holiday Village         | 11.10 | 6.88  | 3.74  | 2.55  |
| Bungalow                | 6.53  | 2.73  | 0.83  | 1.85  |
| Pensions                | 10.84 | 6.90  | 8.18  | 5.34  |

Source: Braşov County Statistics Department

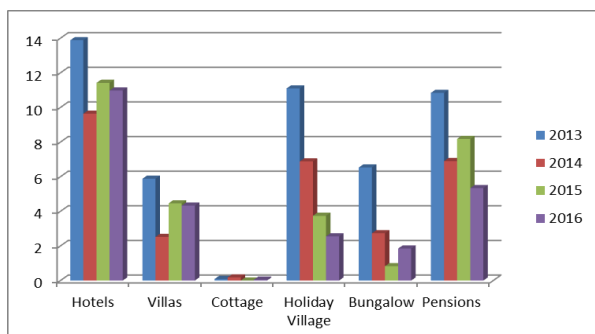


Fig. 9. The coefficient of utilization of the accommodation capacity, foreign tourists, in Poiana Braşov, 2013-2016

Source: Own determination.

Regarding the occupancy rate of the accommodation capacity, the highest percentages, 13.88%, were noted in the hotels in 2013, while the lowest percentages, with a value of 0.05%, were among the chalets, in 2016 (Table 8, Fig. 9).

The catering units are diverse and offer tourists traditional and international menus, including: Favorit Complex, Black Goat Restaurant, Soimul Restaurant, Poiana Ursului Restaurant, Caprioara Restaurant.

As far as transport is concerned, Braşov County has a well-represented network of public roads and is crossed by the main European and national roads, railways, represented by the railway buses connecting the city with the main national and international points [9].

It envisages the extension of the road and pedestrian network, as well as the arrangement of parking spaces at the entrance to the resort, in order to decongest the traffic.

Cable transport is present, for climbing, winter sports, these facilities play an essential role, stimulating or hindering their development.

Thus, there are 2 cable cars, Kanzel - the 2,474 m long Kanzel peak, the Capra Neagră Cabin - Postavarul, with a length of 2,809 m and Gondola Telegondola-Cristianu Mare, with a length of 2,096 m.

The main possibilities for agreement in Poiana Brasov are: practicing winter sports on the 3 slopes and slalom slopes, on the slalom slopes, on the 2 trampolines and on the slopes for amateurs, equipped with an artificial and nocturnal snow installation. Access is available with 2 cable cars, a telegondola and many ski lifts, skating, horseback riding, boating, bungee-jumping, parachute jumping, paragliding, deltaplan and climbing, swimming, ATV rides.

The tourism potential is also gained by the participation of tourists at numerous national and international festivals that attract a large number of tourists: the Days of Brasov, the Golden Stag and the Jubilee Festival, the Tower of the Cities, the Oktoberfest, the Contemporary Drama Festival, the Jazz and Blues Festival, Opera, Operetta and Ballet Festival, International Chamber Music Festival.

## CONCLUSIONS

Poiana Brasov is the most famous resort for winter sports in Romania and also an important international tourist center. It has 12 ski slopes with varying degrees of difficulty, sports grounds, a lake, discos, bars and restaurants. Accommodation is mostly provided in luxury hotels, hostels, villas or cottages.

Poiana Braşov has the densest and most modern mountain tourism equipment in our country. Here we meet two, three and four-star hotels, equipped with swimming pool, showrooms and conferences, a horse-riding center, sports grounds or tourist hill. It has three downhill slopes and huge slalom, from a special slalom trail, two trampolines and an artificial lake for summer sports. The resort is equipped with two cable cars and one telegondola that provides access to the highways of the Postavaru, to which several teleski lines are added seasonally.

The number of Romanian tourists arriving in Braşov County and Poiana Braşov has grown in the period 2013 - 2016. The Romanian tourists as a whole the foreign ones prefer to accommodate in hotels, villas and hostels.

The number of the Romanian tourists arriving in Poiana Braşov is clearly superior to foreign tourists during the analyzed period.

The number of foreign tourists arriving in Poiana Braşov has varied, with an ascending trend in the period 2013-2015, followed by a decrease in 2016.

[10]The Braşov County Statistics Department

## REFERENCES

- [1]Bran, M., 1998, Tourism economy and the Environment, Economic Press House, Bucureşti
- [2]Cândeia, M., Bran, F., 2001, The Romanian Geographic Space- Organization, and Sustainable Development (Spaţiul geografic românesc- Organizare, amenajare, dezvoltare durabilă), Economic Publishing House, Bucuresti
- [3]Cojocaru, C., 2003, Education for Sustainable Development, by and for Community (Educaţia pentru dezvoltare durabilă, prin şi pentru comunitate), Axa Press House, Iaşi
- [4]Horner, S., Swarbrooke, J., 2004, International Cases in Tourism Management, Editura Elsevier Butterworth Heinemann, Amsterdam
- [5]Negulici, D., 2000, Braşov - a city Fortress (Braşovul - Oraş cetate), Braşov
- [6]Pop, S., Prîncz, Ş., 1974, Braşov -Touristic Guide, Press House for Tourism, Bucureşti
- [7]Puscariu, S., 1977, Braşovul of the Old Times, Dacia Press House, Cluj-Napoca
- [8]The Local Plan of Sustainable Development - The Local Agenda 21- a final document (Planul Local de Dezvoltare Durabilă pentru Braşov - Agenda Locală 21, document final), 2016
- [9]The Integrated Plan of Urban Development for the Growth Pole, Braşov, 2014