

ANALYSIS OF TOP DESTINATIONS IN TOURISM, ACCORDING TO VOLUME OF RECEIPTS DURING 2001-2011

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Abstract

More significantly, tourism has emerged as a distinct and definite branch in national economies of many countries, being a pleasant way to pass the free time, has engaged in providing services in various fields adjacent to. Characterized by mobility and adapt to the requirements of demand and supply, it is from this point of view the most dynamic sector and, all at once, the most important generator of jobs, acting as a global economic system more dynamic, involving and stimulating the production of other areas. The paper aimed is to analyze the top ten destination in tourism, by volume of receipts, during 2001-2011, plus Hungary, Bulgaria and Romania, according to Data World Bank, from 172 countries, when global tourism, has evidenced by the following amounts: 1.256 billion \$ in tourism receipts in 2011 to 563 billion \$ in 2001 and about 1 billion tourist arrivals recorded at end of 2011, compared to 680 million tourist arrivals in 2001.

Key words: global economic, receipts, tourism, tourist arrivals

INTRODUCTION

One of the most complex in the business activities of our days is considered tourism activity, an activity that manages not only to collect, but also to bring together common elements tourism phenomenon in all economic sectors, using, however, gears and some other systems outside the economic and the political, banking or law [1]. That's also contrary to many opinions, the tourist infrastructure is not the only important factor that underpins tourism phenomenon, adding them into a whole amalgam of elements, of which, experts say, we noticed at least one, that carrier decisive, namely, culture, whose fingerprint is found everywhere, in all its forms and aspects.

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Compared to the national economy, acting as a stimulating element not only for the economic, but also social, global, through the

deployment of its assuming a more specific demand of goods and services that create growth in those spheres of production, the their background and character practically inexhaustible resource that holds long-term tourism is one of the sectors with real growth prospects [2]. Important source of foreign exchange earnings growth of a state, tourism can contribute to the balance of external payments may constitute a promotion benefiting from aggressive foreign market as the exploitation and utilization of tourism resources complex.

MATERIALS AND METHODS

In order to characterize the evolution of top destination in tourism according to volume of receipts we have used the next indicators: international tourist receipts, international tourist arrivals for the period 2001-2012.

As methods we have used the statistical indicators used to determine the significance of average: Average achieved during the review $(\bar{x}) = \sum(x)/n$: where in X=productions of the years and n=number of years. The standard deviation (σ_x) , which gives us the

degree of dispersion around the average,
annual growth rate:

$$r_{2001-2011} = \sqrt[n]{\frac{p_1}{p_0}} - 1$$

$r_{2001-2011}$ average annual growth rate,

$\frac{p_1}{p_0}$ = growth indicators linked.

The data have been provided by World Tourism Organization (UNWTO) and Data World Bank.

RESULTS AND DISCUSSIONS

According to the informations provided by World Tourism Organization, turismul ocupă primul loc în comerțul mondial și în asigurarea veniturilor din export.

Worldwide, the average revenue from tourism represents 1.80% of global GDP, annual growth for the period 2001-2011 is positive but very low, only 0.24%. Also GDP contribution that tourism has differed between states, depending on the level of development and economic structure of the countries. The main countries analyzed are part of the top 10 countries that have experienced the highest grossing tour in the 2001-2011 periods to which we added Romania, Hungary and Bulgaria, considered as the main countries that we are in competition. In most countries around the world, tourism is in an uptrend. In the last decade, according to data provided by the World Bank, global tourism, evidenced by the following amounts: 1.256 billion USD \$ in tourism receipts in 2011 to 563 billion \$ in 2001 and about 1 billion tourist arrivals recorded at end of 2011, compared to 680 million tourist arrivals in 2001.

The start of our analysis is given by the United States, the country which is on the first position on receipts from tourism receipts contribution to achieving GDP instead represent only 1.06% of. Remains the leader of the largest countries in tourism receipts recorded average for the period 2001-2011 was 137 billion \$ representing 15% of those registered global 900 billion \$ with an annual growth rate of 5.37%; Spain still holds second place with 54 billion dollars, registering an annual growth rate of 7.16%, which represents 6% of the global media, The third position, a small difference in Spain is occupied by France with averaged just under

54 billion \$, registering a growth rate of 5.44%, which represents around 6% of the total, Germany ranks number 4 with an average of 45 billion \$, representing 4.61% of the total, with a rate annual increase of 8.25%. With an average of nearly 39 billion \$ representing 4.32% of the global total, Italy ranks number 5, with a significant increase compared with 2010, with a growth rate of 5.36% year.

If in 2002, the top five destinations were represented by the USA, Spain, France, Italy and China, countries in terms of tourism receipts, accounted 38% of global revenues for the period 2001-2011, we find the same order, almost unchanged: USA, Spain, France, Germany and Italy, accounting, however, a smaller percentage, 36.2% of those registered worldwide. Recording almost the same values with Italy, England ranks 6, with an average receipts for the period 2001 to 2011, slightly below the value of 39 billion dollars (38.618) its growth rate was 5.80%; given on the seventh position, we meet China, with an average volume of tourism receipts 35 billion \$, which is 3.91% of the world average, but with a very strong annual growth of 10.86%; position number 8 is occupied by Australia, with an average revenue of 23 billion \$, which represents 2.55% of the average in the last 11 years, with a rate of 10.31% year; Turkey ranks number nine, with an average of 19 billion \$ a year rate of growth of 10.79%, represents 2.15% of the world average, the top 10 is closed from Austria with an average revenue of 18.5 billion \$ and a growth rate of 6.90% for the year, representing 2% of global average for the period 2001-2011.

Following three countries included in the top, are part of another category of placing them in the world rankings, one of them being Romania and the other two, Hungary and Bulgaria, neighboring countries with which we are constantly competing to win tourists and thus increase revenue. The best placed of the three is Hungary, which ranks number 38, with an average revenue of 5.3 billion \$ represents only 0.6% of the world average, its rate of growth year, being 5.15%. Position 53 is situated Bulgaria, with an approximate average of just 3.3 billion \$, which is 0.36%

of the world average, but with above average annual growth rate of 13.69%.

Romania, unfortunately, ranks last in the "top" of neighboring countries and ranked 72 in the world rankings, with an average annual volume of tourism receipts of approximately 1.4 billion \$, representing the lowest score of the average worldwide, only 0.15% [3].

A very pleasing is the growth rate year, Romania topping from this point of view, the first position in the top 13 countries listed, with a rate of 17.40%. The economic crisis

seems to have its say in the case of Romania, a country which, in 2007, upon accession, together with Bulgaria, the European Union recorded a total value of tourism receipts of 2.07 billion \$ in 2010, registered a negative growth, the total value of only 1.6 billion \$, down 500 million \$ compared to 2007. In 2011 the total revenue recorded in Romanian tourism were 2.1 billion \$, in 2001 compared with revenues of \$ 419 million were up 1.6 billion \$ (Table 1.).

Table 1. Top countries by average annual receipts from tourism, for the period 2001-2011

Place in the World	Country	Years				Average (2001-2011)		Annual growth rate
		2001	...2007...	2010	2011	mil \$	%	
	UM	mil \$	mil \$	mil \$	mil \$	%	%	
	World	563231	1042123	1120079	1256155	900416	100	8.35
1	SUA	109103	148448	165149	185886	137227	15.24	5.47
2	Spain	33829	65020	59042	67538	54140	6.01	7.16
3	France	38385	63701	56282	65172	54086	6.01	5.44
4	Germany	24175	49332	49126	53411	41467	4.61	8.25
5	Italy	26916	46144	40058	45368	38895	4.32	5.36
6	England	26137	48193	40746	45940	38618	4.29	5.8
7	China	19006	41126	50154	53313	35230	3.91	10.86
8	Australia	12804	25624	32336	34168	22957	2.55	10.31
9	Turcia	10067	20719	24784	28059	19318	2.15	10.79
10	Austria	11511	21088	20931	22432	18508	2.06	6.9
38	Hungary	4191	5628	6338	6928	5327	0.59	5.15
53	Bulgaria	1262	4181	4035	4554	3252	0.36	13.69
72	Romania	419	2073	1631	2084	1368	0.15	17.4

Source: Processed after: ***International tourism, receipts, current US \$, 2013, <http://search.worldbank.org/data?qterm=tourism&language=EN> [5]

For the year 2012, according to UNWTO, international tourist arrivals (ITA) grew by 4% despite continued volatility around the world, reaching 1.035 million tourists, up from 995 million in 2011, celebrating the historic 1 billion milestones, UNWTO have launched the campaign One Billion Tourists: One billion Opportunities. Europe which accounts more than half from world's total, increase with 18 million more arrivals (3%), the fastest growth across all regions, have been Asia and Pacific with 7% increase or 16 million more international arrivals.

International tourism receipts (ITR) also grew in 2012 with 4% and confirms the strong correlation between the two key indicators used in monitoring international tourism trends. Same, by UNWTO regions, Asia and the Pacific grew by 6% but also Americas and Africa confirmed growth by 6%, while in Europe, receipts grew with only 2% [4]. In 2012, most tourists travel by air (52%) while 48% choose to travel by surface (40% - Road, 6% - Water, 2% - Rail) and the by purpose most tourists travel for leisure, recreation and holidays (52% - 536 million),

14% reported travelling for business and professional purposes and 27% travelled for other purposes (visiting friend or relatives,

religious reasons, health treatment, etc.) rest of 7% haven't been specified (Fig.1).

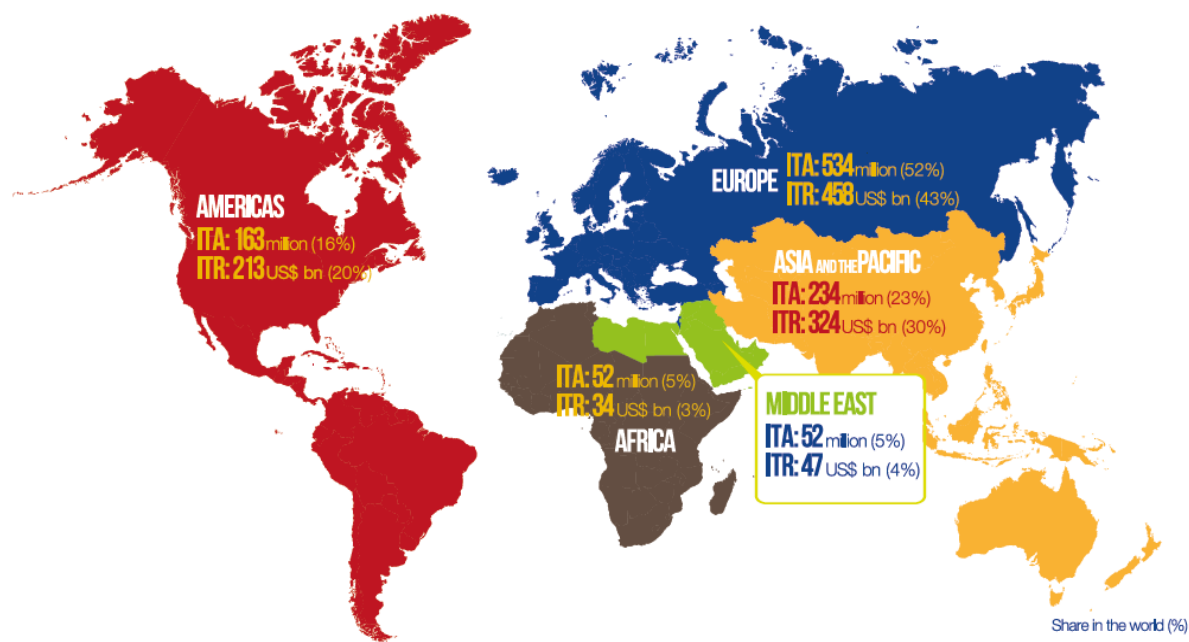


Fig.1. International tourist's arrivals and receipts by UNWTO regions, 2013

CONCLUSIONS

The evolution of international tourism, which was analyzed in the paper are the following specific aspects of the application of services: development, continuous upward trend, which, after all prerequisites will be lengthy, although in perspective, the growth rates will probably be slower than the last decade; continuous diversification of demand as a result of the tourist development and change age groups, on the one hand and the transformation of tourism into a full-table, on the other hand; recorded considerable differences from one country to another and from one geographical area to another, the pace of tourism development.

Regarding the share of different geographic regions, international tourist traffic, there is a high concentration both in terms of receiving countries, and especially the countries issuing the Europe first.

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