

ANALYSIS OF TOURIST TRAFFIC IN SLĂNIC PRAHOVA TO DEVELOP TOURISM IN THE AREA

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Abstract

The tourism analysis revealed that the Prahova county has a good tourism potential outstanding in terms of variety, density and importance of both natural attractions and cultural goods, and tourism infrastructure, but large disparities between different tourist areas were bounded across the county. In order to determine which might be the objectives of a strategy for tourism development and modernization of its related services, we conducted an analysis of traffic on tourism demand and supply at a guesthouse in the Slănic Prahova Town. The tourist traffic analysis was done by calculating certain tourism indicators and interpretation of the results. The statistical data were provided by the tourist accommodation unit where the study was conducted and by National Institute of Statistics.

Key words: average length of stay, spatial touristic planning, tourism supply and demand, tourist traffic density, occupancy of tourist accommodation establishments

INTRODUCTION

The opportunities for the development of tourism activity are determined both by tourism potential and the geographical location of the village in the county [1].

Building the future highway Bucharest - Brasov as part of the European Corridor IV will have an impact on tourism activity by increasing the possibilities of integration into international tourist circuits and enhancing transit of persons who may be attracted local tourism offers [2].

Regional Development Strategy for the Region 3 South - Muntenia include main objective of tourism potential, being one of the counties of Prahova target this objective, which is a priority for tourism development and modernization services. Departments that will work towards this end are [7]:

- Rehabilitation of areas, monuments, buildings tourist modern physical infrastructure;
- Supporting private initiative in the growth and development of the tourism facilities to international standard services;
- Fitting areas with potential fisheries, hunting, ethnographic and special environment for the

development of tourism;

- Attracting an increasing number of tourists by promotional measures in the country and abroad.

Focusing priority of tourism facilities in the Prahova Valley and poor utilization of the potential they hold other tourist areas, low occupancy of accommodation capacities and diversification and insufficient promotion of tourism are the main issues that are considered in setting goals for tourism.

Land use proposals are formulated based on specific objectives, aiming to correlate with proposals in other areas on which the development of tourism and [8]:

- Environmental protection, conservation and protection of natural resources and cultural heritage which constitutes the tourism potential;
- Coordination of tourism development with the overall economic development in order retraining the workforce redundant in the secondary to the tertiary sector;
- Modernization and development of the communication lines to ensure high accessibility to the main points of tourist interest, priority must precede other investments in tourism.

Attracting tourists in the Slănic Prahova, will contribute to the objectives fulfillment and use of the tourism potential of the area and also to a better tourism promotion. Default by promoting zonal values, number of tourists in the village Slănic Prahova would be much more developed.

Strategy for socio - economic development of Prahova county in the following period, drawn up by the County Council, shall, from these lines of action in the field of tourism, a number of specific objectives in line with the situation in the territory, namely [7]:

- Adapting to offer specific forms of tourism potential in each area of the county;
- Development and diversification of the tourist offer;
- Enhancement and introduction to a landscape of cultural tourist routes in the area;
- Development of business tourism and meetings.

MATERIALS AND METHODS

To achieve this study, we used statistical data on tourist flows, provided by INSSE, and tourist accommodation in which we conducted the study.

Analysis on tourism supply and demand, the "Casa Pădurii" ("House of the Forest") pension we conducted a tour calculating certain indicators and interpretation of results. The study realized I could propose some strategies to develop tourism in the area [3,4,5].

RESULTS AND DISCUSSIONS

Analysis of tourist traffic on tourism demand and supply at the "Casa Pădurii" ("House of the Forest")

Located less than an hour and a quarter of Bucharest, in the heart of the mountains, a great tourist area, "Casa Pădurii" ("House of the Forest") is an ideal place to rest with family or group of friends and to enjoy a Full range of sporting and cultural activities.

It features restaurant, conference room, parking, courtyard with barbecue and patio, living room with TV.

Turist sights: Salt mines; Salt lakes; Crasna Monastery; Green Mountain.

It offers accommodation in 10 modern, comfortable and tastefully decorated, each with a private balcony with a beautiful view of the surrounding mountains. Each room has a fully equipped bathroom, dressing and LCD satellite TV.

To spend time in a pleasant way we provide:

- Sports fields (1 multipurpose sports field with synthetic turf, which can be transformed in tennis, basketball, football, volleyball or badminton, equipped with night).



- Ping pong;
- Leisure;
- Darts;
- Petanque;
- ATV;
- Mountain Bikes.

Facilities: Refrigerator, ping-pong, TV room, wireless internet, parking, garden / yard, sports ground, laundry, room service, terrace, patio in backyard, grill / barbecue, living room, dining room, fireplace, orchard, Playground, bar, restaurant, conference hall, holiday vouchers.

Room facilities: Internet in room, balcony, central heating, bath room, minibar in the room, TV room.

Slănic Prahova is a very popular tourism area, mainly due to its geographical treasures: the salt mines, salt lakes, Green Mountain, etc.

Salt mines: Slanic Prahova is renowned for its salt mines, Salina Salina Old and New. While in New Salina further extracted salt, old mine Old Salina is currently open to the public, being used as a place of leisure. Also, in one of rooms Old Salt separate, World

Championships takes place annually plane modeling.

Salt lakes: Another attraction is the salt lakes in Slanic (Baciului Baia, Baia Rosie, Green Lake). With a high concentration of salt, these lakes are used for various treatments.

Crasna Monastery: Krasna is a town situated close to Hermitage Krasna Slanicului. Traseul lasts 2.5 hours and 3 hours going through Grosani village Crasnei Schiulesti Valley. The return can be made to Maneciu Ungureni forest road.

Table 1. Tourism supply and demand indicators on Pension - "Casa Pădurii" ("House of the Forest")

Indicators	2009	2010	2011	2012	2013
Number of overnight stays (Romanian + foreign)	2946	1471	664	737	1084
Number of overnight stays (Romanian))	2825	1317	461	516	847
Number of overnight stays (foreign)	121	154	203	221	237
Number of Romanian tourists	1494	960	214	258	271
Number of foreign tourists	45	65	122	156	223
Total number tourists (foreign + Romanian)	1539	1025	336	414	494
Accommodation at pension "Casa Pădurii"	20	20	20	20	20
Total average stay (travel days)	1.914	1.435	1.976	1.780	2.194
The average stay of foreign tourists (travel days)	2.689	2.369	1.664	1.417	1.063
Romanian tourists Average stay (days interest)	1.891	1.372	2.154	2.000	3.125

Source: Data from boarding house, NIS and own processing

Green Mountain: Green Mountain, also called Green Rock is the result of volcanic ash while strengthening geological layer disposed on flat surfaces perfectly developed.

The following indicators were analyzed and interpreted [3,4,5]:

Total average length of stay = Total overnight stays (Romanian+ foreign) / Total Romanian + Total foreign tourists (travel days)

$$Sm\ 2009 = 2,946 / 1,539 = 1.914\ \text{days}$$

$$Sm\ 2010 = 1,471 / 1,025 = 1.435$$

$$Sm\ 2011 = 664 / 336 = 1.976$$

$$Sm\ 2012 = 737 / 414 = 1.780$$

$$Sm\ 2013 = 1.084 / 494 = 2.194$$

The average length of stay (Foreign tourists) = Foreign Overnight stays / Foreign tourists (travel days)

$$Sm\ ts\ 2009 = 121 / 45 = 2.689\ \text{days}$$

$$Sm\ ts\ 2010 = 154 / 65 = 2.369$$

$$Sm\ ts\ 2011 = 203 / 122 = 1.664$$

$$Sm\ ts\ 2012 = 221 / 156 = 1.417$$

$$Sm\ ts\ 2013 = 237 / 223 = 1.063$$

The average length of stay (Romanian tourists) = Overnight stays Romanian / No Romanian tourists (travel days)

$$Sm\ tr\ 2009 = 2,825 / 1,494 = 1.891\ \text{days}$$

$$Sm\ tr\ 2010 = 1,317 / 960 = 1.372$$

$$Sm\ tr\ 2011 = 461 / 214 = 2.154$$

$$Sm\ tr\ 2012 = 516 / 258 = 2.00$$

$$Sm\ tr\ 2013 = 847 / 271 = 3.125$$

A. Index of global tourist demand change

Ct = [(No. Romanian tourists + No. Foreign tourists) per current year / (No. Romanian tourists + No. Foreign tourists) per previous year] * 100

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

where: CG_i - global tourist demand in year „i”;

CG_0 - global tourist demand in year „0”.

Table 2. Index of global tourist demand change

Indicators	2009	2010	2011	2012	2013
Total tourists	1,539	1,025	336	414	494
$\Delta CG\ \%$	-	66.6	32.78	123.21	119.32

Source: Own calculation.

From the above table it can be seen that in the period 2012 - 2013 global tourism demand exceeded 100%, varying between 19.32% and 23.21% in 2013 in 2012, representing the maximum percentage growth of global tourism demand. The year 2011 had a downward trend in the global tourism demand fell by 67%.

B. Index of global tourist demand distribution,

$Ici = [No. Romanian tourists per current year / (No. Romanian tourists + No. Foreign tourists) current year]*100$

$Ice = [No. Foreign tourists per current year / (No. Romanian tourists + No. Foreign tourists) current year]*100$

$$\Delta CI_{0-i} = \frac{CI}{CG} \cdot 100; \Delta CE_{0-i} = \frac{CE}{CG} \cdot 100$$

where: *CI* - domestic tourist demand;

CE - foreign tourist demand;

CG – global tourist demand

Table 3. Index of global tourist demand distribution

Indicators	2009	2010	2011	2012	2013
No. Romanian tourists	1,494	960	214	258	271
No. foreign tourists	45	65	122	156	223
No. total tourists	1,539	1,025	336	414	494
ΔCI %	97.08	93.66	63.69	62.32	54.86
ΔCE %	2.92	6.34	36.31	37.68	45.14

Source: Own calculation

From previous calculations it can be seen that the largest number of tourists coming to the hostel are Romanians, while the number of foreigners came upon a maximum of 45% of the total number of tourists who will be staying at the hostel in 2013.

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

$ICI = (No. Romanian tourists per current year/No. Romanian tourists per previous year)*100$

$ICE = (No. Foreign tourists per current year / No. Foreign tourists per previous year)*100$

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

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

where: ICE_{0-i} - index of foreign demand variation;

ICI_{0-i} – index of domestic demand variation.

Table 4. Index of (domestic and foreign) demand variation in time

Indicators	2009	2010	2011	2012	2013
No. Romanian tourists	1,494	960	214	258	271
No. foreign tourists	45	65	122	156	223
ICI (%)		64.26	22.29	120.56	105.04
ICE (%)		144.44	187.69	127.87	142.95

Source: Own calculation.

The analyzes made above we can see that domestic demand and foreign tourists had increased over 100%. Domestic tourism demand had a downward trend, from 78% in 2011. Foreign tourist demand had the largest increase in 2011, to 87.69%.

D. The monthly concentration coefficient is

calculated by dividing the number of tourists recorded during the highest-traffic month by the total number of tourists during a year A_t

$Cc = [No. Tourists per each month / (No. Romanian tourists + No. Foreign tourists) per year of calculation]*100$

$$C_c = \frac{LM}{A_t}$$

Based on calculations, "House of the Forest" was glad to accommodate a higher number of tourists in January, July, August, December, and the maximum coefficient concentration monthly was in August when boarding analyzed the threshold of 0.162 concentration tourism.

Table 5. The monthly concentration coefficient

Total number of visitors for each month of the year 2013			
Types of tourist accommodation	No. total tourists/month	No. total tourists/year 2013	Cc
January	60	494	0.121
February	23	494	0.047
March	26	494	0.053
April	30	494	0.061
May	28	494	0.057
June	45	494	0.091
July	48	494	0.097
August	80	494	0.162
September	44	494	0.089
October	30	494	0.061
November	32	494	0.065
December	48	494	0.097

Source: Own calculation.

E. Indicator of total accommodation capacity evolution between „0” and „i”

$I_{LC} = (No. \text{ beds per current year} / No. \text{ beds per previous year}) * 100$

$$\Delta LC_{0-i} = \frac{LC_i}{LC_0} \cdot 100$$

Table 6. Indicator of total accommodation capacity evolution

Indicators	2009	2010	2011	2012	2013
Total capacity of the hostel accommodation	20	20	20	20	20
ΔLC (%)		100	100	100	100

Source: Own calculation.

Number of beds in the period 2009 - 2013 is 20, so the accommodation capacity is constant evolution.

F. Share of hotel (B&B) capacity of total accommodation capacity:

$$I_{cc} = \frac{LC}{LH} \cdot 100$$

where: LH - number of beds in hostels, on the village;

LC - total capacity of hostel accommodation.

Table 7. Share of hotel (B&B) capacity of total accommodation capacity

Indicators	2009	2010	2011	2012	2013
LC	10	10	10	10	10
LH	20	20	20	20	20
Icc (%)	50	50	50	50	50

Source: Own calculation.

"House Forest" pension has a capacity of 10 rooms that remain unchanged from 2009 until 2013 and the total number of beds remains the same for years 5 years, 20 seats.

G. Index of customer evolution between „0” and „i”:

$I_{ec} = (No. \text{ Romanian tourists} + No. \text{ foreign tourists per current year}) / (No. \text{ of Romanian tourists} + No. \text{ foreign tourists per previous year}) * 100$

$$\Delta T = \frac{TH_i}{TH_0} \cdot 100$$

where: TH_i - tourists in hotels in year „i”;

TH₀ - tourists in hotels in year „0”.

Table 8. Index of customer evolution

Indicators	2009	2010	2011	2012	2013
No. total tourists/pension	1,539	1,025	336	414	494
ΔT (%)		66.60	32.78	123.21	119.32

Source: Own calculation.

In 2012 the highest trend observed customers at the hostel, exceeding 4 percent during 2013.

H. Index of overnight stay evolution:

$I_N = (No. \text{ overnight stay per current year} / No. \text{ overnight stay per previous year}) * 100$

$$\Delta N = \frac{NH_i}{NH_0} \cdot 100$$

where: N-overnight stay.

Table 9. Index of overnight stay

Indicators	2009	2010	2011	2012	2013
No. Total overnight s/pension	2,946	1,471	664	737	1,084
ΔN (%)		49.31	45.14	110.99	147.08

Source: Own calculation.

Evolution of overnight stays index had a downward trend in 2009-2011, with 55% below 100%. In the period 2012-2013 the number of overnight stays increased and their evolution peaked in 2013 of 47%.

I. Pension occupancy indicator

Reflects the use of supply for a given period of time, i.e. hotel activity depending on its capacity:

$$G_o = \frac{NH \cdot 100}{LH \cdot Z} = \frac{NT \cdot S}{LH \cdot Z} \cdot 100$$

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 10. Pension occupancy

Indicators	2009	2010	2011	2012	2013
No. Total overnight/pension	2946	1471	664	737	1084
Total seats hostel accommodation	20	20	20	20	0
Number of supply days	365	365	365	366	365
G_o (%)	40.36	20.15	9.10	10.07	14.85

Source: Own calculation.

Occupancy pension "Forest House" had a downward trend in 2009-2011, from an occupancy of 40% in 2009 reaching an occupancy rate of 9% in 2011. In the next two years, the degree of the guest house's occupancy has grown slightly, reaching almost 15% in 2013.

J. Tourist traffic density

Tourist density indicator in relation to population density

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

where:

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

Tourist traffic density relative to Slănic Prahova population dropped from 0,234 tourists / No. inhabitants in 2009 to 0,052 tourists / No. residents in 2011. In 2013, tourist traffic density in relation to population, had a slight increase of 0.079 tourists / No. inhabitants.

Table 11. Tourist density indicator in relation to population density calculation of city Slănic Prahova.

	2009	2010	2011	2012	2013
Population	6,580	6,511	6,421	6,326	6,232
Tourist arrivals	1,539	1,025	336	414	494
D_t (tourists/no. inhabitants)	0.234	0.157	0.052	0.065	0.079

Source: Own calculation.

K. Tourist density indicator in relation to area

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

where:

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

Slănic Prahova city area is 40 km².

Table 12. Tourist density

	2009	2010	2011	2012	2013
Tourist arrivals	1,539	1,025	336	414	494
D_t (tourists/km ²)	38.48	25.63	8.40	10.35	12.35

Source: Own calculation.

Tourist relative to the surface density of Slănic Prahova, fell to 38 tourists/km² in 2009, 8.40 tourists/km² in 2011, reaching 12.35 tourists/km² in 2013. The evolution of the oscillating period.

CONCLUSIONS

Analysis of free travel on tourism demand and supply at one of the hostels in the locality Slănic Prahova, showed that in recent years the low tourist traffic in the area.

A *first conclusion* is the fact that, Prahova county and town Slănic Prahova, at this moment have a huge tourist potential, but is very poorly utilized.

Conservation of cultural heritage could go hand in hand with tourism development, but careful monitoring is needed to ensure conservation maintaining high standards. In addition, tourism can be a tool for rural development in these conditions is vital involvement of local communities in this area. A *second conclusion* is related to poor promotion of tourism potential that, over the last twenty years there has been sporadic times chaotic, without having a spectacular result, only small temporary results. So, by promoting sustainable tourism fairs nationwide through media and promotional materials, bear in mind this objective.

Tourism can be to achieve revenue source, but this requires investment.

There is thus a circle that revolve endlessly two important factors:

- Achieving quality in tourism services to attract visitors;
- Investment measure to have what attracts them.

If these factors are realized, then we can say that tourism is a source of continuing income. According to some assessments relating to image formation in tourism can conclude that tourist satisfied, satisfied where he spent the holiday by sharing information, their value may influence other five potential tourists to spend in the future, holiday stay on site, while unhappy with the quality of tourist services especially tourism staff, ten influence potential tourists.

In this context, *a third conclusion* may be related to the behavior of providing tourism services in terms of fairness and solicitude, it is decisive in creating a positive image of the tourist destination.

To develop tourism in this area need some strategies to generate revenue for both the local population and for the economy as a whole. These strategies are also needed for tourists to spend their free time more pleasant. Strategy makes an original contribution towards the integration of economic, social and environmental conditions that occurs in space Prahova, in the context of European and global cooperation. The immediate objective is to formulate a policy framework for the development and sustainable management of the tourism industry in terms of natural and cultural resources. To ensure asserting and promoting the tourism potential of Prahova and income generation through tourism development.

Given that tourism is considered as the invigorating economic activity may be one for the entire Romanian economy, I think this is just an analytical study responded to the need for information that should flow from and to the tourism sector. A prime tourist zone as the Prahova comes to emphasize the need for such research and statistical analysis, just the desire to combine in a more effective tourism supply with demand.

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