

ANALYSIS OF TOURISM CIRCULATION IN A TOURIST ACCOMMODATION UNIT IN BUCHAREST MUNICIPALITY

Adelaida Cristina HONTUȘ, Cristiana TINDECHE

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

Corresponding author: adelaidahontus@yahoo.com

Abstract

According to some appreciations regarding the formation of the image in tourism it can be concluded that a satisfied tourist, satisfied with the place where he spent his vacation, by transmitting the information, of his value, can influence another five potential tourists to spend in the future, the holiday at the place of stay, while a tourist dissatisfied with the quality of services, especially by the tourism staff, influences ten potential tourists. Tourism is an important component of a community planning and economic development strategy in an area. If an area or region has important natural attractions, historical or cultural vestiges, sports facilities, event organizing facilities, and other similar assets, the promotion and tourism development of an area or region may attract more visitors, potential tourists in that community who will spend time and spend money to take advantage of these benefits. Bucharest is the most important urban center of Romania (currently with a population six times the size of the second largest city in Iași), it is not only a place attracting tourists but also the starting point for many of the areas tourists in the country. The purpose of this paper was to carry out a study on the evolution of tourist traffic at the level of one of the hotels in Bucharest. Thus, following the takeover of the statistical data on the tourist traffic, from the National Institute of Statistics Bucharest, as well as from the hotel taken into study, there were calculated some of the most significant indicators and indices regarding the tourist demand and offer, which allowed to interpret the evolution of the tourist traffic to the accommodation unit.

Key words: tourist traffic, tourist density, monthly tourist traffic, average tourist stay, tourist attractiveness

INTRODUCTION

Bucharest is one of the developing tourist cities of Europe. With more than 2.4 million inhabitants, along with the metropolitan area, the Capital of Romania is the sixth city of the European Union [4].

In tourism, the new trend shows that quality is important rather than quantity [1]. For Bucharest, the solution is to focus more on the income earned per tourist than on the number of arrivals. Not the number, but the cost per tourist is the most important [3]. Tourists should be encouraged to spend more time in Bucharest and in the nearby tourist regions to spend more [2]. The economic goal is to extend the stay for 3-4 days for tourists [6].

The number of foreign tourists visiting Bucharest was 1,104,515 in 2016, + 11.35% as against 2015. Out of this total, 1,068,251

had accommodation in hotels. The total number of overnight stays was 1,869,820, or 1.69 nights per foreign tourist. Romania received 2,480,824 foreign tourists last year, so Bucharest has hosted nearly a half of them. For the Capital of Romania there is an important increase over the last years: 2015 - 991,949, 2014 - 864,504, 2013 - 729,833, 2012 - 676,778 foreign tourists.

In 2010, there were 598,067 foreign tourists in Bucharest, so their number has doubled in only 7-8 years. Also, 822,404 Romanians were present in Bucharest in 2016. So, the number of foreign tourists is higher.

Romania could be considered one of the most beautiful countries in Europe because of its nice landscapes, rich traditions and culture, but its touristic potential is not enough utilized. [15]. In Europe, Romania is one of the countries where the number of arrivals has been increasing constantly in the past years.

The only exception is the years of the economic crisis, but the same tendency appeared in these years throughout the whole continent and worldwide. Romania is on 34th position on the list of tourist arrivals [15].

The development of the tourism is considered a priority economic option, having in mind the high potential for a large variety of tourism types. The planning of the destinations and the availability of resources are destined to support the strategies of sustainable tourism development in Romania [14].

In 2015, tourism represented 7 % of the world exports in goods and services. For this reason, it is situated on the 3rd position after fuels and chemicals and ahead of food and automotive products [12].

Tourism industry includes a large variety of subsectors such as: accommodation, food service, transportation, retail, attractions, entertainment events (cultural, sport, scientific etc) and facilities [11]. The most important component of tourism industry is "hospitality" consisting of accommodation and food services [5]. The engine of tourism development is tourism workforce and employment [12].

Tourism is an economic activity which could contribute to the reduction of unemployment in the world, as it has done so far, but the quality of its employees is the driver of its development. [13].

Bucharest, the most important urban center of Romania (currently with a population six times the size of the second largest city in Iasi), is not only a place attracting tourists but also the starting point for many of the areas tourism in the country [5]. The large parks and lakes, which give the capital the note of the "garden town", are the attractions of the immediate vicinity: the forest and 5 Lake Snagov (including the renovated monastery on an island in the middle of the lake), Mogoșoia - with the palace of Constantin Brâncoveanu, Pustnicu Forest, Cernica and Pasărea Monasteries, Băneasa Forest (with the largest zoo in Romania), Căldărușani Lake and Monastery (founded during the reign of Matei Basarab). The Outdoor Village Museum (the second most important in Europe after the one

in Stockholm), the Romanian Peasant Museum, the National History Museum or churches from the 16th to 17th centuries should not be bypassed by tourists. Contemporary art lovers can admire and even buy paintings by contemporary artists from art galleries in the city center [16]. From the fifteenth century to the end of the feudal age, despite the great natural calamities and wars, the city of Bucharest experienced a continuous economic and social development, becoming one of the main urban centers.

The capital, through its status, dominates both the metropolitan area and its adjacent territories [6]. The capital of Romania must integrate into the structure of the Great Urban Centers of Europe - a condition for the efficient development and capitalization of existing resources and of its own potential in the context of economic and cultural globalization [7]. Bucharest, through its position and role as Capital of Romania, must be part of the spatial-balanced structure of Europe's regional urban centers in order to capitalize on its own potential and in the context of increasing the economic competition between European cities and regions. [10]

MATERIALS AND METHODS

This paper is based on an analysis of tourist demand and supply from a tourist accommodation unit in Bucharest. The aim of this paper is to determine the degree of attractiveness of the hotel studied and the degree of tourism development in Bucharest. The research carried out consists of analyzing the evolution of the tourist circulation at "Phoenicia Grand Hotel", by calculating and interpreting the most significant tourist indicators and indices.

The paper is based on the statistical data provided by "Phoenicia Grand Hotel" as well as by the national institute of statistics 2017. The reference period was 2012-2016.

The main indicators considered were: *No. total overnight stays (Romanians + foreigners)*, *No. Romanian overnight stays*, *No. overnight stays*, *No. total tourists (Romanians + foreigners)*, *No. Romanian tourists*, *No. Foreign tourists*,

No. Accommodation at "Phoenicia Grand Hotel", No. Total Accommodation at Hotels in Bucharest, Population of Bucharest Municipality and Bucharest City Area (Km²).

The methods used in this research were the following: calculation of the main indicators and tourism indices, interpretation of the obtained results and analysis of the evolution regarding the tourist circulation.

The tourism indexes and indicators calculated for "Phoenicia Grand Hotel" are as follows: *Index of global tourist demand change, Index of (Romanian and foreign) demand variation in time, Index of (domestic and foreign) demand variation in time, The average length of stay, Monthly traffic coefficient, The quarterly tourist traffic ratio, The monthly concentration coefficient, Share of hotel (B&B) capacity out of total accommodation capacity on County, Index of overnight stay evolution, Hotel occupancy indicator, Tourist density indicator in relation to population density, Tourist density indicator in relation to area*

The analysis and interpretation of these tourist traffic indicators help us to see the degree of development of tourism in Bucharest, as well as the degree of occupancy of the hotel studied.

RESULTS AND DISCUSSIONS

Presentation of "Phoenicia Grand Hotel"

Situated in the Băneasa area, a Northern district of Bucharest, the "Phoenicia Grand Hotel" is an impressive 26,000 m² hotel, 15 minutes from Bucharest International Airport Henri Coandă and 10 minutes from the Romexpo exhibition center (Photo 1).



Photo 1. Phoenicia Grand Hotel

Source: <https://www.hotels.com/>

<http://phoeniciahotels.ro/en/business/phoenicia-grand-hotel>, Accessed on November 2, 2017

Hotel "Phoenicia Grand" offers spacious and luxurious rooms with free WiFi, cable TV and air conditioning. All include tea / coffee facilities and a complimentary bottle of water. The 3 restaurants within the complex serve delicious dishes from around the world. The restaurants provide international, Lebanese and Italian dishes.

The entertainment facilities include a spa area and a private club. In addition, guests have free private parking and 10 conference rooms.



Photo 2. Restaurant in the hotel.

Source: <https://www.hotels.com/>;

<http://phoeniciahotels.ro/en/business/phoenicia-grand-hotel>, Accessed on November 2, 2017

Guests can enjoy the relaxing atmosphere of the lobby bar, as well as a variety of oriental cafes and teas, or make use of the spa and beauty center services.

The entertainment facilities include a spa area and a private club. In addition, guests have free private parking and 10 conference rooms.

The most appreciated facilities: free parking, free WiFi, airport transfer, fitness room, non-smoking rooms, family rooms.

The most popular tourist attractions are: The "Dimitrie Gusti" Village Museum, at a distance of 2.3 km, the Arc de Triomphe at a distance of 2.8 km, the Romanian Peasant Museum at a distance of 4.1 km, The National Museum of Natural History "Grigore Antipa" at a distance of 4.3 km, the National Museum of Art located 6 km away, the Ministry of Health at a distance of 6 km, the Cișmigiu Garden located at a distance of 6 km, the National Opera 6 km away, the National Theater 6 km away, the Botanical Garden located 6 km away.

Analysis of tourist demand and tourist offer at "Phoenicia Grand Hotel"

Table 1. Statistical data on tourism indicators at "Phoenicia Grand Hotel"

Indicators	2012	2013	2014	2015	2016
Nr. total overnight stays (Romanians + foreigners)	142,994	135,224	130,878	119,444	146,732
Nr. Romanian overnight stays	59,808	56,032	54,250	50,448	55,480
Nr. overnight stays	83,186	79,192	76,628	68,996	91,252
Nr. total tourists (Romanians + foreigners)	70,497	67,112	64,939	58,722	72,866
Nr. Romanian tourists	28,904	27,516	26,625	24,224	27,240
Nr. Foreign tourists	41,593	39,596	38,314	34,498	45,626
Nr. Accommodation at "Phoenicia Grand Hotel"	696	696	696	696	696
Nr. Total Accommodation at Hotels in Bucharest	18,531	17,854	18,434	18,564	19,030
Population of Bucharest Municipality	1,886,866	1,875,389	1,865,563	1,853,402	1,844,312
Bucharest City Area (Km ²)	228	228	228	228	228

Source: "Phoenicia Grand Hotel" Database, 2017 and National Institute of Statistics Database, 2016

The evolution of the tourist indicators at the "Phoenicia Grand Hotel" was as follows:

The number of overnight stays for the total number of tourists (Romanians + foreigners) had a downward trend, with the exception of the last year, 2016, when the total number of overnight stays increased by 27,288 compared to the previous year.

The same evolution took place during the overnight stays of Romanian and foreign tourists.

The total number of tourists (Romanians + foreigners) registered a decreasing evolution, except for the year 2016, when the total number of tourists increased by 14,144 compared to the previous year.

Both the number of Romanian and foreign tourists had the same evolution.

The number of accommodation places in Bucharest was almost constant at about 18,500 places, and in the last year of study, 2016, the number of accommodation places increased by about 500.

The population in Bucharest had a decreasing evolution, during the analyzed period, the decrease being of 42,554 inhabitants in 2016 compared to the first year of study, 2012.

Table 2. Number of tourists per month in 2016 at "Phoenicia Grand Hotel"

Month	Types of tourists	Number
January	Total	3,937
	Romanians	1,776
	Foreigners	2,161
February	Total	4,856
	Romanians	2,311
	foreigners	2,545
March	Total	4,659
	Romanians	2,051
	foreigners	2,608
April	Total	6,957
	Romanians	2,531
	foreigners	4,426
May	Total	9,234
	Romanians	1,628
	foreigners	7,606
June	Total	6,609
	Romanians	2,108
	foreigners	4,501
July	Total	4,614
	Romanians	1,729
	foreigners	2,885
August	Total	4,397
	Romanians	1,791
	foreigners	2,606
September	Total	7,267
	Romanians	3,210
	foreigners	4,057
October	Total	7,607
	Romanians	2,873
	foreigners	4,734
November	Total	7,184
	Romanians	2,711
	foreigners	4,473
December	Total	5,545
	Romanians	2,521
	foreigners	3,024

Source: "Phoenicia Grand Hotel" Database, 2017

1). Index of global tourist demand change:

$$C_t = (\text{No. Overnights current year} / \text{no. Overnights previous year}) * 100$$

$$\Delta CG_{0-i} = \frac{CG_i}{CG_0} \cdot 100 [8,9]$$

Table 3. Index of global tourist demand change, "Phoenicia Grand Hotel", 2012-2016

"Phoenicia Grand Hotel"	2012	2013	2014	2015	2016
Total number of tourists (Romanians + foreigners)	70,497	67,112	64,939	58,722	72,866
ΔCG (%)		95.19 %	96.76 %	90.42 %	124.08 %

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

The index of the global tourist demand change for "Phoenicia Grand Hotel" during the analyzed period had an oscillating evolution. From 95.19% in 2012-2013, it increased by 1.57% over the period 2013-2014, and in 2014-2015 it decreased by 6.34%, and in the last period 2015-2016, reaching an increase of 33.66%.

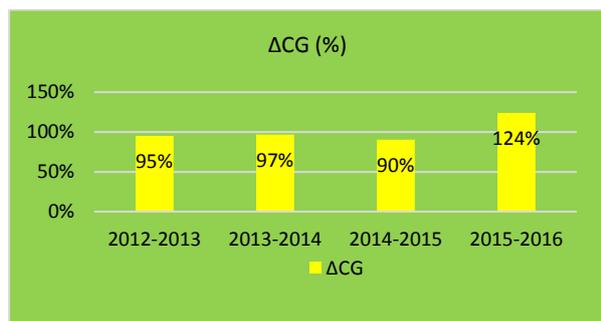


Fig.1. Index of global tourist demand change, "Phoenicia Grand Hotel", 2012-2016 (%)

2. Index of (Romanian and foreign) demand variation in time

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

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

$$\Delta CI_{0-i} = \frac{CI}{CG} \cdot 100; \Delta CE_{0-i} = \frac{CE}{CG} \cdot 100 \quad [8,9]$$

The indices of the distribution of the domestic tourism demand during the analyzed period had a constant evolution.

Table 4. Index of (Romanian and foreign) demand variation in time, "Phoenicia Grand Hotel", 2012-2016

"Phoenicia Grand Hotel"	2012	2013	2014	2015	2016
No. total tourists (Romanians + foreigners)	70,497	67,112	64,939	58,722	72,866
No. Romanian tourists	28,904	27,516	26,625	24,224	27,240
No. foreign tourists	41,593	39,596	38,314	34,498	45,626
ΔCI (%)	41.00 %	41.00 %	41.00 %	41.25 %	37.38 %
ΔCE (%)	58.99 %	58.99 %	58.99 %	58.74 %	62.61 %

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

Excluding the last year of study, 2016, when it dropped slightly from the previous years by about 4%.

The index of the distribution of global external tourism demand during the analyzed period had a constant evolution. Excluding the last year of study, 2016, when it grew slightly over the previous years, about 4%.

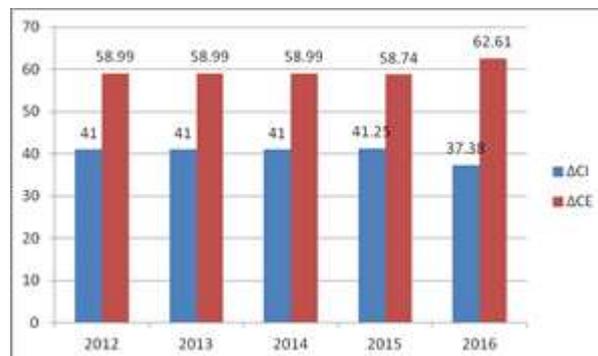


Fig.2. Index of (Romanian and foreign) demand variation in time, "Phoenicia Grand Hotel", 2012-2016 (%)

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

$$Ici = (No. \text{ Romanian tourists per current year} / No. \text{ Romanian tourists per previous year}) * 100$$

$$Ice = (No. \text{ Foreign tourists per current year} / No. \text{ Foreign tourists per previous year}) * 100$$

$$ICE_{0-i} = \frac{CE_i}{CE_0} \cdot 100 \quad ICI_{0-i} = \frac{CI_i}{CI_0} \cdot 100 \quad [8,9]$$

Table 5. Index of (domestic and foreign) demand variation in time, "Phoenicia Grand Hotel", 2012-2016

"Phoenicia Grand Hotel"	2012	2013	2014	2015	2016
No. Romanian tourists	28,904	27,516	26,625	24,224	27,240
No. foreign tourists	41,593	39,596	38,314	34,498	45,626
ICI (%)	-	95.19%	96.76%	90.98 %	112.45 %
ICE (%)	-	95.19%	96.76%	90.04 %	132.25 %

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

The index of time variation of domestic tourism demand during the analyzed period had an oscillating evolution. From 95.19% in the 2012-2013 period, it fell by around 4% between 2014 and 2015, after which it had an increase of 21.5% in the last period, 2015-2016.

The same trend was observed in the time-varying index of external tourism demand, from 95.19% in the period 2012- 2013, decreased by about 5% between 2014 and 2015, after having increased by 42.21 % in the last period, 2015-2016.

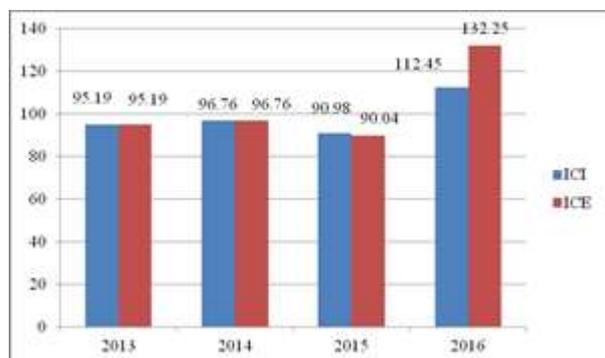


Fig.3. Index of (domestic and foreign) demand variation in time, "Phoenicia Grand Hotel", 2012-2016 (%)

4. The **average length of stay** for each accommodation facility, the number of days is replaced by the number of overnight stay registered in the accommodation records, as follows:

$$S_H = \frac{NH}{T} \text{ (days) [8,9]}$$

where: NH - number of recorded overnight stay;

T - number of tourists arriving;

S_H - average stay in the hotel.

Table 6. The average length of stay, "Phoenicia Grand Hotel", 2012-2016

Nr. total overnight stays (Romanians + foreigners)	142,994	135,224	130,878	119,444	146,732
Nr. Romanian overnight stays	59,808	56,032	54,250	50,448	55,480
Nr. overnight stays	83,186	79,192	76,628	68,996	91,252
Nr. total tourists (Romanians + foreigners)	70,497	67,112	64,939	58,722	72,866
Nr. Romanian tourists	28,904	27,516	26,625	24,224	27,240
Nr. Foreign tourists	4,193	39,596	38,314	34,498	45,626
S total (days)	2.03	2.01	2.02	2.03	2.01
S Romanian (days)	2.07	2.04	2.04	2.08	2.04
S foreign (days)	2.00	2.00	2.00	2.00	2.00

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

The average stay at the "Phoenicia Grand Hotel" for both the total number of tourists and for Romanian tourists and foreign tourists was an average of 2 days.

$\text{Total average stay} = \frac{\text{Nr. Total overnight stays (foreign + Romanian)}}{\text{No. Total Tourists (Romanian + foreign)}}$

$\text{Romanian tourists stay} = \frac{\text{no. Romanian overnight stays}}{\text{no. Romanian tourists}}$

$\text{Stay for foreign tourists} = \frac{\text{no. foreign overnight tourist}}{\text{no. foreign tourists}}$

5. **Monthly traffic coefficient** is calculated as a ratio between the number of tourists in month with maximum traffic (LM) and the number of tourists in month with minimum traffic (lm) – for 2016 year

$$C_{monthly} = \frac{LM}{lm}, \text{ where } C_{monthly} \geq 1 \text{ [8,9]}$$

$$C_{monthly} = (9,234/3,937) = 2.34$$

Table 7. Monthly traffic coefficient, "Phoenicia Grand Hotel", 2012-2016

Indicators	Maximum tourist traffic - May 2016	Minimal tourist traffic January 2016
No. Total tourists	9,234	3,937
C monthly	2.34	

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

6. The quarterly tourist traffic ratio is calculated as a ratio between the number of tourists in the maximum tourist traffic trips (TM) and the number of tourists in the minimum tourist traffic (tm) - for 2016

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

The minimum value of these coefficients is (1) and, the higher it is, the more pronounced the seasonality.

$$C_{quarterly} = (22,800/13,452) = 1.69$$

Table 8. The quarterly tourist traffic ratio, "Phoenicia Grand Hotel", 2012-2016

Indicators	Maximum tourist traffic Third Quarter 2016	Minimal tourist traffic First Quarter 2016
No. Total tourists	22,800	13,452
C quarterly	1.69	

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

7. 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 .

$C_c = [No. \text{ Tourists per each month} / (No. \text{ Romanian tourists} + No. \text{ Foreign tourists}) \text{ per year of calculation}] * 100$

$C_c = \frac{LM}{A_t}$ [8,9], will be calculated for each month of 2016.

The C_c value is between 0.083 and 1.

$$A_t = 72,866 \text{ tourists}$$

Table 9. The monthly concentration coefficient per month in 2016 at "Phoenicia Grand Hotel"

"Phoenicia Grand Hotel"	
$A_t =$ No. Total tourists (Romanians + foreigners)/year 2016	72,866
Cc January	0.054
Cc February	0.066
Cc March	0.063
Cc Aprilie	0.095
Cc May	0.126
Cc June	0.090
Cc July	0.063
Cc August	0.060
Cc September	0.099
Cc October	0.104
Cc November	0.098
Cc December	0.076

Source: Own calculations based on "Phoenicia Grand Hotel" Database - Table 2, 2017

The monthly tourist concentration in the last year of study, 2016, was maximum in May, and the minimum value was recorded in January.

8. Share of hotel (B&B) capacity out of total accommodation capacity on County

$$I_{cc} = \frac{LC}{LH} \cdot 100 \text{ [8,9]}$$

where: LH - the total accommodation capacity of hotels in Bucharest;

LC - total accommodation capacity at "Phoenicia Grand Hotel"

Table 10. Share of accommodation capacity "Phoenicia Grand Hotel" in total accommodation capacity in hotels in Bucharest

	2012	2013	2014	2015	2016
Accommodation capacity at "Phoenicia Grand Hotel" (LC)	696				
Accommodation capacity in hotels in Bucharest (LH)	18,531	17,854	18,434	18,564	19,030
Icc (%)	3.75%	3.89%	3.77%	3.74%	3.65%

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

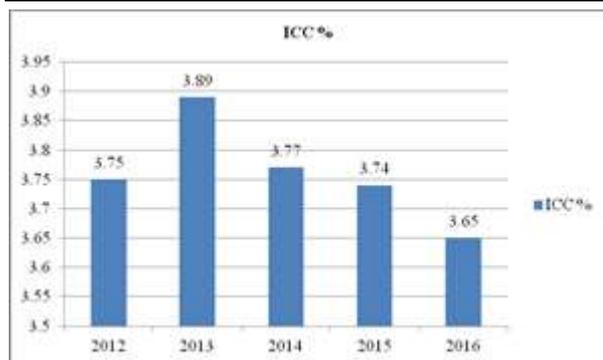


Fig.4. Share of accommodation capacity "Phoenicia Grand Hotel" in total accommodation capacity in hotels in Bucharest (%)

The share of accommodation capacity of "Phoenicia Grand Hotel" in the total accommodation capacity in hotels in Bucharest, during the analyzed period, had a constant evolution, of about 3.70%.

9. Index of overnight stay evolution:

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

$$\Delta N = \frac{NH_i}{NH_0} \cdot 100 \quad [8,9]$$

Table 11. Index of overnight stay evolution, "Phoenicia Grand Hotel", 2012-2016

"Phoenicia Grand Hotel"	2012	2013	2014	2015	2016
Nr. total tourist overnights (Romanians + foreigners)	142,994	135,224	130,878	119,444	146,732
Nr. overnight Romanian tourists	59,808	56,032	54,250	50,448	55,480
Nr. overnight foreign tourists	83,186	79,192	76,628	68,996	91,252
ΔN for total tourists (Romanians + foreigners) (%)	-	94.57%	96.79%	91.26%	122.85%
ΔN for Romanian tourists (%)	-	93.69%	96.82%	92.99%	109.97%
ΔN for foreign tourists (%)	-	95.20%	96.76%	90.04%	132.26%

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

The evolution of overnight stays for total tourists (Romanians + foreigners) had an oscillating evolution during the analyzed period. From 94.57% in the 2012-2013 period

it increased by 28% between 2015-2016 and in the period 2014-2015 it had a 3% decrease compared to the first period.

The evolution of overnight stays for Romanian tourist overnight had an oscillating evolution during the analyzed period. From 93.69% in the 2012-2013 period it increased by 16% between 2015-2016 and in the period 2014-2015 it had a 0.7% decrease over the period 2012-2013.

The evolution of overnight stays for total foreign tourist overnight had an upward trend during the analyzed period. From 95.20% in 2012-2013 it increased by 37% between 2015-2016.

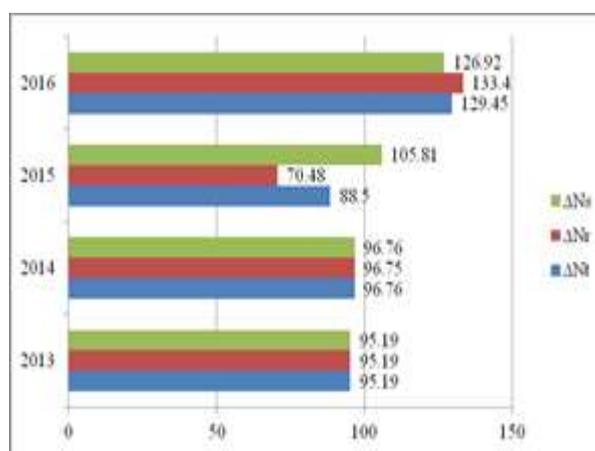


Fig.5. Index of overnight stay evolution, "Phoenicia Grand Hotel", 2012-2016 (%)

10. Hotel occupancy indicator

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

$$Cuc = [No. \text{ overnight stays (no. tourist days)} / (No. \text{ beds} * \text{no. days running})] * 100$$

$$G_0 = \frac{NH \cdot 100}{LH \cdot Z} = \frac{NT \cdot S}{LH \cdot Z} \cdot 100 \quad [8,9]$$

where:

G_0 - occupancy, percentage;

NH - number of overnight stays;

LH - number of beds in hotels;

Z - number of supply days = 365 days;

NT - number of tourists;

S - average length of stay.

Table 12. Hotel occupancy indicator, "Phoenicia Grand Hotel", 2012-2016

"Phoenicia Grand Hotel"	2012	2013	2014	2015	2016
No. overnight stays (NH) total tourists (Romanian + foreign) at "Phoenicia Grand Hotel"	142,994	135,224	130,878	119,444	146,732
No. accommodation units (LH) at "Phoenicia Grand Hotel"	696				
G ₀ (%)	56.29%	53.23%	51.52%	47.02%	57.76%

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

The occupancy rate of the hotel "Phoenicia Grand Hotel" had a downward trend during the analyzed period, except for the last year, when it had an increase in the occupancy rate of about 11% compared to the previous year. From an occupancy rate of 56.29% in 2012 reaching an occupancy rate of about 58% in 2016.

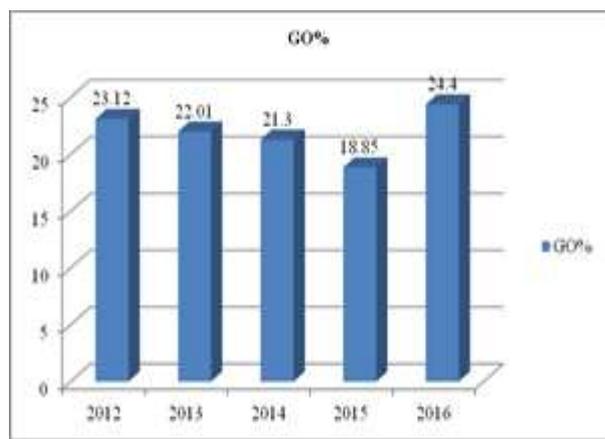


Fig.6. Hotel occupancy indicator, "Phoenicia Grand Hotel", 2012-2016 (%)

11. Tourist density indicator in relation to population density

$$D_{t_i} = \frac{T_{i_0}}{Population} \quad (\text{tourists/ no. inhabitants})$$

[8,9]

where:

T_{i_0} – no. total Romanian + foreign tourists;
 Pop – the population of Bucharest

Table 13. Tourist density indicator in relation to population density, "Phoenicia Grand Hotel", 2012-2016

"Phoenicia Grand Hotel"	2012	2013	2014	2015	2016
Nr. total tourists (Romanians + foreigners)	70,497	67,112	64,939	58,722	72,866
Population of Bucharest	1,886,866	1,875,389	1,865,563	1,853,402	1,844,312
Dt (tourists/no. inhabitants)	0.037	0.035	0.034	0.031	0.039

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

The tourist density of the "Phoenicia Grand Hotel" in relation to the population of Bucharest had a constant evolution, during the analyzed period, of 0.034 (tourists / number of inhabitants).



Fig.7. Tourist density indicator in relation to population density, "Phoenicia Grand Hotel", 2012-2016 (no. of tourists/no. of inhabitants)

12. Tourist density indicator in relation to area

$$D_{t_i} = \frac{T_{i_0}}{Surface} \quad (\text{tourists/km}^2) \quad [8,9]$$

where:

T_{i_0} – no. total Romanian + foreign tourists;
 S - Bucharest area.

Table 14. Tourist density indicator in relation to area, "Phoenicia Grand Hotel", 2012-2016

"Phoenicia Grand Hotel"	2012	2013	2014	2015	2016
No. total tourists (Romanians + foreigners)	70,497	67,112	64,939	58,722	72,866
Bucharest area (km ²)	228				
Dt (tourists/km ²)	309.19	294.35	284.82	257.55	319.58

Source: Own calculations based on "Phoenicia Grand Hotel" Database, 2017

The tourist density of the "Phoenicia Grand Hotel" in relation to the area of Bucharest during the analyzed period had a descending evolution, from a density of 309.19 (tourists / km²) in 2012 decreased to 2015 to 257.55 (tourists / km²), and the last year 2016 had an increase in density of 62.03 (tourists / km²).

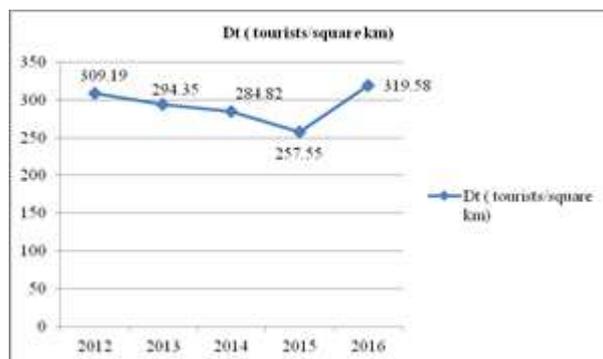


Fig. 8. Tourist density indicator in relation to the number of population, "Phoenicia Grand Hotel", 2012-2016 (tourists/square km)

CONCLUSIONS

In Bucharest, tourists' arrivals increased during the analyzed period, reflecting a higher demand for the tourist attractions of our capital, as well as the surroundings.

At the "Phoenicia Grand Hotel," the number of tourists was rising during the period under review as well as the number of overnight stays. However, the occupancy rate of the hotel "Phoenicia Grand Hotel" had a downward trend during the analyzed period, except for the last year, when it had an increase in the occupancy rate of about 11% compared to the previous year. From a occupancy rate of 56.29% in 2012 reaching a occupancy rate of about 58% in 2016.

The monthly tourist concentration in the last year of study, 2016, peaked in May, and the minimum value was recorded in January.

The distribution of global domestic tourism demand during the analyzed period had a constant evolution of approximately 41% and the distribution of global external tourism demand had a constant evolution of approximately 58%. The tourist density of the "Phoenicia Grand Hotel" in relation to the population of Bucharest had a constant

evolution, during the analyzed period, of 0.034 (tourists / number of inhabitants).

As a result of the analysis, we can say that the "Phoenicia Grand Hotel" is a hotel sought by tourists, both Romanians and foreigners. The quality of the services offered, the hospitality and the accommodation conditions, make this hotel a top choice of hotels.

The variety of attractions Bucharest and its surroundings offer, make the number of tourists increase. Cultural heritage, historical sites, landscapes, gastronomy and accommodation units are all for your pockets.

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