

EVOLUTION OF TOURISM IN THE WORLD AND NATIONAL CONTEXT

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Abstract

In Romania, as a socio-economic phenomenon, tourism is included in the unitary economy of the country. Thus, tourism is becoming a major coordinated civilization society. In the European Union and tourism is considered an important industry who knows the great potential for future development. The working methods used are based on a statistical analysis and the material consists of a database provided by Eurostat that reflects the situation in the 28 countries of the European Union. Tourism statistics are not only used to monitor EU tourism policies but also EU regional policy and sustainable development policy. The forecasts for the coming years, the assessment of factors permanent optimistic tourism sector remaining the fastest pace of development. In the theoretical context of regional science, with its many disciplines and practical, determined by the economic and social role of tourism at European and national level, in this paper we approached the regional tourism development in the EU Member States, giving more importance to Romanian tourism. The study shows that the approach of tourism development in the European Union enjoys a lot of interest from the researchers, from many points of view: theoretical and applicative, in the aspects of planning and tourism development, regional, quantitative through modelling and prognosis, qualitatively through structural analyses on history, dynamics, trends, tourist flows, destinations and forms of tourism, etc.

Key words: tourism, accommodation capacity, gross domestic product (GDP), income from tourism

INTRODUCTION

Tourism is a consequence, it must be supported by the development of other economic and socio-cultural activities, but this requires state/government intervention in a concerted way, in other words, a single tourism strategy can't be effective unless it is corroborated with support strategies developed for the other sectors (transport, agriculture, industry, commerce, culture, education, etc., plus tax strategies).

Tourism has the potential to contribute to employment and economic growth as well as to the development of rural, peripheral or less developed areas. In view of these characteristics, reliable and harmonized statistics are needed in this area as well as in the wider context of regional policy and sustainable development policy. [11]

Tourism statistics are used to monitor not only EU tourism policies, but also EU regional

policy and sustainable development policy.

In a statistical context, tourism refers to the activity of visitors who travel to a destination outside their usual environment for less than a year. [7] Such trips may be made for any principal reason, including business, leisure or other personal reasons, other than employment by a resident employer, household or business in the place visited.

Currently, tourism statistics are limited to a minimum stay of one night; starting with the 2016 reference year, European official statistics also includes visits abroad for less than a day. [20]

The engine of tourism development is tourism workforce and employment [13].

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. [14].

The development of the tourism is considered

as a priority economic option, having in mind the high potential for a large variety of tourism types. [16].

In Europe, Romania is one of the countries where the number of arrivals has been increasing constantly in the past years. [15].

A system of tourism statistics has been established by Council Directive 95/57 / EC of 23 November 1995 on the collection of statistical data in the field of tourism. Under this legal basis, EU Member States must regularly provide a set of comparable statistics on tourism. [5]

According to a World Tourism Organization publication (UNWTO) entitled "Tourism highlights", the EU is a major tourist destination, with five of its member states being among the top ten destinations in the world in 2016. [17]

In this context, the purpose of the paper was to analyze the evolution of tourism at the world and national level.

MATERIALS AND METHODS

The measurement of the tourist phenomenon is based on a system of indicators, which are calculated on the basis of the following information: Macroeconomic indicators (indicators for tourism accommodation capacity evaluation, tourist traffic assessment indicators, financial indicators) [1, 17]; Microeconomic indicators (tourism demand indicators, tourism supply indicators, demand-supply relationship indicators, result indicators) [1, 17]; Tourism efficiency indicators (economic efficiency indicators of the accommodation base, economic efficiency indicators of public catering activity, economic efficiency indicators of tourism activity, indicators of economic efficiency of recreational activity, indicators of social efficiency). [1, 17]

The material used consists of a database provided by Eurostat that reflects the situation in the 28 countries of the European Union regarding the number of tourist units, the number of tourists, the number of overnight stays, the situation of expenses and receipts related to tourist activity, etc. [8]

RESULTS AND DISCUSSIONS

Worldwide, tourism has become one of the fastest growing economic sectors, a conclusion based on issues such as: tourism has a direct, indirect contribution, and induced by 9% in gross domestic product (GDP); 1 in 11 jobs are in tourism; the volume of international tourism exports accounts for about 6% of world exports; the number of international tourists increased from 25 million tourists in 1950 to 1,035 million arrivals in 2016, with an increase of 1.8 trillion international tourists forecast for 2030. Europe is the world's largest number of international tourists, annual average rate over the period 2005-2016 of 2.5%. [6] In 2016, 51.6% of international tourist arrivals were registered in Europe, compared with 40% in 2008, and 77% (412.2 million) were international travel arrivals in EU Member States. Among the EU countries (28), in 2016, France ranks first in the world in terms of arrivals of international tourists (83.0 million), followed by Spain - the third largest in the world - with 57.5 million arrivals, Italy - No. 5 in the world - with 46.4 million arrivals, Germany - the world's No. 7 in the world with 30.4 million arrivals, UK - the eighth largest in the world - with 29.3 million arrivals, etc. [10]

Romania recorded 1.7 million international travel arrivals and 1.5 million USD receipts from international tourism in 2016. If the adjacent sectors are also taken into account, it is estimated that a total contribution to EU GDP of around 10% is expected and 12% of total employment. [6]

According to the literature, in some EU Member States more than half of the total number of tourist trips made in 2016 were to destinations abroad; these are Luxembourg, Belgium, Malta and Slovenia (as well as Switzerland). However, at most 10% of the trips made by residents in Romania, Spain and Portugal were abroad. [19]

It is estimated that around 61.1% of the EU-28 population aged at least 15 years participated in personal tourism activities in 2016, more precisely at least one tour of personal interest during the year. Again, there

are large differences between EU Member States, as the participation rate ranged from 25.1% in Romania to 88.5% in Finland. (Table 1). [8]

Table 1. Tourist tours of residents (aged at least 15 years), 2016

	Number of trips (thousands)			Breakdown of all trips by destination and duration (%)				Share of the population (aged 15+) taking part in tourism trips for personal purposes (%)
	All trips	Short trips (1-3 nights)	Long trips (4+ trips)	Short domestic trips (1-3 nights)	Long domestic trips (4+ trips)	Short outbound trips (1-3 nights)	Long outbound trips (4+ trips)	
EU-28	1,182,025	678,873	503,152	50.5	24.4	6.9	16.1	51.1
Belgium	13,031	4,896	8,135	11.3	6.0	26.3	56.4	56.5
Bulgaria	3,774	2,196	1,578	52.7	31.3	5.5	10.5	25.8
Czech Republic	32,693	20,675	12,018	58.8	23.9	4.4	12.9	83.9
Denmark	31,792	23,512	8,280	64.3	9.9	9.7	16.1	83.0
Germany	236,910	122,242	114,668	43.7	21.2	7.9	27.2	76.0
Estonia	3,998	3,058	940	58.4	5.9	18.1	17.6	71.1
Ireland	11,910	6,821	5,089	41.3	9.2	16.0	33.5	74.1
Greece	6,334	1,893	4,441	27.9	60.9	2.0	9.2	38.5
Spain	127,933	88,701	39,232	66.5	25.5	2.8	5.2	52.9
France	226,261	119,794	106,467	49.7	38.2	3.2	8.9	71.3
Croatia	8,173	4,974	3,200	42.8	23.4	18.1	15.7	49.2
Italy	54,993	28,507	26,485	45.4	33.7	6.4	14.5	37.7
Cyprus	2,495	1,217	1,278	39.6	12.4	9.2	38.8	61.9
Latvia	4,620	3,313	1,305	60.2	10.3	11.5	18.0	51.5
Lithuania	4,438	2,779	1,659	48.8	10.9	13.8	26.5	57.9
Luxembourg	1,845	849	997	1.4	-	44.6	53.7	82.5
Hungary	17,317	11,628	5,689	53.7	18.9	13.4	13.9	53.0
Malta	510	222	288	26.0	5.0	17.6	51.4	52.7
Netherlands	42,280	22,021	20,259	42.1	16.5	10.0	31.4	82.2
Austria	22,470	12,633	9,837	37.2	13.9	19.0	29.9	75.6
Poland	48,630	25,275	23,354	48.0	30.9	3.9	17.1	53.3
Portugal	14,556	10,382	4,274	67.3	22.7	3.5	6.5	38.5
Romania	17,387	10,433	5,953	59.6	34.5	0.4	5.5	25.1
Slovenia	4,531	2,960	1,570	34.3	7.3	31.0	27.3	62.8
Slovakia	7,063	3,331	3,732	33.6	23.0	13.6	29.8	53.6
Finland	37,605	28,011	9,594	62.2	14.5	12.3	11.0	88.5
Sweden	38,953	26,573	12,390	59.2	17.3	9.0	14.5	76.6
United Kingdom	159,414	89,976	59,438	49.9	17.3	6.6	26.2	65.7
Switzerland	19,630	9,260	10,370	24.6	12.2	22.6	40.6	83.5

Source: [9]. <http://ec.europa.eu/eurostat/data/database>

With regard to the offer, it is estimated that just over 570,000 tourist accommodation units were active in the EU-28 in 2016 and that together they provided almost 31 million accommodation places (Table 2). [8].

Almost one third (32.2%) of EU-28 accommodation places were concentrated in only two of the EU Member States, namely France (5.1 million accommodation places) and Italy (4.8 million places of accommodation), followed by the United Kingdom, Spain and Germany.

In recent years, the number of overnight stays in tourist accommodation structures has generally tended to rise.

However, there was a short-term decrease in the number of nights spent in tourist accommodation establishments in 2008 and 2009 as a result of the economic and financial crisis: the number of tourist nights in the EU-28 decreased by 0.6% in 2010 and with another 2.1% in 2011. In 2012, the number of

tourist nights spent increased by 4.7%, and this positive evolution continued, with growth of 3.3% in 2013, 4.3% in 2014 and 2.1% in 2015. In 2016, the number of nights spent in tourist accommodation establishments in the EU-28 reached a maximum of 2.7 billion nights, up 1.8% compared to 2015. [8]

EU-28 residents spent about 2.6 billion nights on holiday abroad in 2016. German residents spent 730 million nights traveling outside Germany in 2016, and UK residents spent 564 million nights abroad (data for 2016); residents of the two Member States accounted for more than half (50.4%) of the total number of nights spent abroad by EU-28 residents. [8] Taking into account the size of the population of a country, Luxembourg was the EU Member State whose residents spent the most nights abroad per capita (an average of 24.6 nights in 2016), followed by Cyprus (20.3).

On the other hand, tourists from Romania, Bulgaria and Greece spent on average less

than one night on foreign travels in the year 2016.

Table 2. Tourist accommodation structures, 2016

	Number of establishments (units)	Number of bed places (thousands)	Nights spent of residents or non-residents (millions)
EU-28			
Belgium	5,139	366.2	32.6
Bulgaria	3,163	314.3	21.7
Czech Republic	9,013	710.4	42.9
Denmark	1,118	420.0	29.6
Germany	50,925	3,318.6	366.5
Estonia	1,419	58.1	5.8
Ireland	6,574	205.9	29.2
Greece	34,522	1,238.6	95.1
Spain	47,689	3,483.0	404.0
France	28,895	5,109.9	402.3
Croatia	67,724	893.8	66.1
Italy	158,412	4,849.4	378.2
Cyprus	802	87.6	13.7
Latvia	644	39.1	4.2
Lithuania	2,062	72.9	6.5
Luxembourg	434	64.9	2.9
Hungary	4,176	435.6	26.1
Malta	166	41.9	8.8
Netherlands	9,214	1,373.6	99.8
Austria	20,329	993.6	110.4
Poland	9,885	694.0	66.6
Portugal	3,429	519.9	55.0
Romania	6,191	309.0	20.2
Slovenia	2,900	106.6	9.5
Slovakia	2,687	149.1	10.8
Finland	1,408	251.0	19.8
Sweden	4,269	805.3	52.3
United Kingdom	87,079	4,001.0	303.6
Iceland	916	-	4.3
Liechtenstein	86	2.0	0.1
Norway	2,707	575.3	30.6
Switzerland	5,541	398.6	41.3
Montenegro	524	149.3	9.2
FYR of Macedonia	441	43.4	1.5
Serbia	987	102.4	6.0
Turkey	-	-	130

Source: [9]. <http://ec.europa.eu/eurostat/data/database>

In 2016, Spain was the main tourist destination in the EU for non-residents (people from abroad), with 260 million nights spent in tourist accommodation establishments, representing 21.5% of the total for the EU-28. In the top non-residential destinations in Europe, the top four positions are occupied by the following countries: Spain, and Italy (with 187 million accommodation nights), France (with 131 million accommodation nights) and England (with 105 million nights of accommodation in 2016). The number of nights spent by non-

resident tourists in these countries accounts for approximately 56.6% of the total number of nights spent. The lowest tourist demand was represented by Luxembourg and Latvia. [8].

Depending on the demographic size of each country, it is possible to analyze the number of nights spent by resident and non-resident tourists, taking into account an indicator of the intensity of tourism. This indicator is based on Mediterranean destinations in Malta, Cyprus and Croatia. Also, Austrian and Alpine destinations were among the preferred tourist destinations in the 28 countries included in the European Union in 2016. The study found that countries like Montenegro and Iceland were among the popular tourist preferences. [3]

The economic importance of international tourism can be measured by analyzing the proportion of revenue generated by international travel in relation to GDP; these data are derived from balance of payments statistics and include both business trips and leisure trips. In 2016, the EU Member States with the highest GDP shares of tourism revenue were Croatia (17.2%), Malta (14.4%) and Cyprus (12.3%), figures confirming the importance of tourism for these countries. In absolute terms, the largest revenues from international tourism in 2016 were recorded in Spain (EUR 49 billion) and France (EUR 43.2 billion), followed by the United Kingdom, Italy and Germany (all three registering 33-EUR 35 billion). [10]

Germany recorded the highest level of spending on international tourism, totaling EUR 70.3 billion in 2014. Germany was followed by the United Kingdom (EUR 47.8 billion) and France (EUR 36.7 billion).

Spain was the EU Member State with the highest net income in tourism in 2016 (EUR 35.4 billion), while Germany recorded the largest deficit (-37.6 billion). [6]

According to Eurostat, France remained at 2016 with the highest number of tourist overnight stays (403 million nights), although it fell by 1.3% compared to 2015. This is followed by Spain (401 million nights with 3.1% more than in the previous year), Italy (370 million, -1.8%) and Germany (366

million, + 2.9%).

The number of overnight stays has increased in most Member States. The highest increases were observed in Latvia (11.1%), Belgium (7.2%), Portugal (7.1%) and Greece (6.9%). In contrast, the largest decreases were registered in Slovakia (-5.5%), Finland (-1.9%) and Italy (-1.8%). [13]

Romania was among the countries that recorded the highest increases in non-residents' overnight stays of 8.3%, although they account for only 18% of total overnight stays. In total, the number of nights spent in accommodation units in Romania increased by 5.5%.

Also according to Eurostat, Spain was the European Union (EU) country with the highest income from incoming tourism, reaching 43.521 million euros, followed by France and Italy, according to data on the tourist behavior of EU residents. (Table 3). [20]

Table 3. State of income and payments in tourism in the year 2016 (millions Euro)

	Travel revenue	Travel payments
Germany	29,666	64,944
Austria	14,706	7,825
Belgium	10,128	15,173
Bulgaria	2,917	1,015
Cyprus	2,023	1,005
Croatia	6,861	722
Denmark	5,110	7,471
Slovakia	1,789	1,666
Slovenia	2,090	734
Spain	43,521	11,911
Estonia	954	619
Finland	3,020	3,805
France	41,680	30,405
Greece	10,444	1,844
Hungary	3,782	1,537
Italy	32,055	20,511
Ireland	3,022	4,609
Latvia	586	534
Lithuania	1,029	722
Luxembourg	3,592	2,798
Malta	989	265
Netherlands	10,696	15,707
Poland	8,533	6,842
Portugal	8,606	2,946
United Kingdom	28,526	40,380
Czech Republic	5,480	3,345
Romania	1,141	1,427
Sweden	8,091	12,060

Source: [9]. <http://ec.europa.eu/eurostat/data/database>

For its part, France received 41.680 million euros of tourism revenue, while Italy reached 32.055 million euros, and Germany and the UK occupied the following places in the ranking. (Table 3). [20]

External tourism-Foreign tourism (travel abroad) is headed for one more year by German tourists, spending 64.944 million euros in its spending abroad in 2016. The second emitter market was UK (40,380 M €), followed by France (30,405 M €).

Romania had revenues of € 1,141 million, but with a deficit of 286 million.

France is the EU country with the highest number of nights spent in accommodation establishments in 2016 (405 million, up 1.1% over the previous year) followed by Spain (387 million + 1%). [11]

The following overnight countries are Italy (363 million, -4.6%), Germany (355 million, + 1.3%) and the UK (320 million, + 6.5%), according to a published report by the Eurostat Statistical Office

In the top 5 of the tourist destinations for Romanians are Bulgaria, Hungary, Italy, Turkey and Austria. [18]

Internally, the tourism industry contributes less than 1% to GDP.

Romania is on the last place in the region as tourism receipts, the sums being around 3 times lower than in neighboring Hungary and Bulgaria, 7 times lower than in Poland or the Czech Republic and 15 times lower than in Turkey, Greece or Austria.

This despite its geographical position and configuration, and the fact that Romania has the highest tourist accommodation capacity between the countries of Central and Eastern Europe, with about 4,000 accommodation units. Instead, the number of tourists and the number of overnight stays remain very low. [2]

Therefore, the contribution of the Romanian tourism to the national economy is very low if we relate to other neighboring countries. The tourism sector's contribution to GDP increased from 1.5% in 2015 to 2% in 2016 and capped somewhere around 3, 5% over the past three years. [4]

The value appears to be insignificant considering tourism contributions of over

10% of GDP made by other countries such as Hungary or Poland.

At the level of the year 2016, the tourism balance remained deficient, with 287 million euro receipts from foreign tourists and 377 million euros expenses of Romanian tourists abroad. Which gave a negative balance of 90 million euros [12]

As for domestic tourism, it is little developed compared to the EU countries, both because of the low income of potential tourists and cultural and poor promotion. The result is the wasting of important natural resources and the loss of a considerable number of jobs, which are almost certain in a country with a developed tourist system.

In a world where tourism is today one of the strongest industries, accounting for 30% of global service exports, over 940 million international tourists and more than \$ 920 billion in revenue from these flows, resisting the global economic crisis with annual increases moderate (4% in recent years), and Romania is still looking for its place. [12]

Knowing the beneficial effects of tourism on an economic, social, cultural, geopolitical level, more and more countries are steering their investment and promotional efforts towards this sector, generating a growing competition on the international market. We are witnessing spectacular growth in some countries, as tourist destinations (eg China, India, Brazil, Germany, Ukraine, etc.), or to (re) confirmation of others as strong destinations (Spain, France, Italy, USA, Turkey, Mexico, Switzerland etc.) [19]

CONCLUSIONS

The study shows that the approach of tourism development in the European Union enjoys a lot of interest from the researchers, from many points of view: theoretical and applicative, in the aspects of planning and tourism development, regional, quantitative through modelling and prognosis, qualitatively through analyses structural, as historical, dynamic, evolution and trends, on tourist flows, on destinations, on forms of tourism, etc.

However, it is imperative to establish

strategies that will be the focus of tourism, such as:

- formulation of medium and long-term policies in tourism,
- planning the development of tourism and regulating tourism activities by developing appropriate legislation
- conciliation of tourism development by ensuring the economic environment, infrastructure, regulations and fiscal environment in order to encourage investments and coordinated development.
- to provide training and education facilities to provide qualified workforce for the tourism industry.
- coordination of bilateral and multilateral relations in tourism with international organizations, funding agencies and non-reimbursable loans.

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