

THE DYNAMICS OF THE NUMBER OF FOREIGN TOURISTS WHO HAVE ACCESSED TOURIST PACKAGES THROUGH THE "VACANȚE MINUNATE" AGENCY DURING THE PERIOD 2008-2015

Daniela PLEȘOIANU¹, Mihaela DAVID¹, Agatha POPESCU²

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

²University of Agricultural Sciences and Veterinary Medicine Bucharest, 59 Marasti Boulevard,
District 1, 011464, Bucharest Romania, Phone: +40213182564, Fax: +40213182888, Email:
agatha_popescu@yahoo.com

Corresponding author: plesoianudaniela@hotmail.com

Abstract

The study of the tourist activity of an agency requires a careful analysis of all the components of this activity. The role of the tourism agency in tourism activity is the promotion and development of tourist products, this being the most important. The present paper analyzes the main aspects regarding the touristic activity of a tour operator, as well as its organization and functioning (conditions for the marketing of the tourist products, organizational modalities, the main tourist services offered and possibilities for their diversification for promotion and development tourism). In this paper there were mainly analyzed the tourist offerings and the number of foreign tourists arriving through the agency during 2008-2015. This analysis is very necessary in national and international tourism and the travel agency must have the necessary means to continuously upgrade its tourist product offerings. The main activity of the tourism agency both internally and externally, are the total economic and financial results of society, which are largely influenced by the tourism activity, which in turn depends on many conjunctural factors on the domestic and international market. For the detailed analysis of the indicators, we processed data provided by the "Vacanțe Minunate" Agency, related to foreign tourists, during 2008-2015. As a research methodology, we used the data provided by the Vacanțe Minunate Agency, which we processed, analyzed and interpreted, observing the tourist flows provided by the agency.

Key words: foreign tourists, offers, demand, discounts, Romania

INTRODUCTION

“Tourism is the whole of the relationships and phenomena that result from the movement and stay of people outside its home, as long as it is not a permanent establishment.

It is a strong economic and social phenomenon involved in the life of society at national and international level”. [8]

It has the role of mobilizing innumerable reserves and material and material availability of people, expanding them and enhancing their cultural horizons; thus it becomes an important factor of education, approach and understanding between people. [9]

This represents a new dimension of tourism with profound human meanings that immobilizes an activity that is a component of social, national and international life. [6]

“To this end, a great variety of actions is

needed to capitalize on the cultural heritage of each country, historical traditions”. [6]

MATERIALS AND METHODS

As a methodology we used specialized bibliography but also data provided by the agency with reference to tourists' demand, agency offer, tourist flows, accommodation capacity, data that we have processed, analyzed and interpreted.

For the detailed analysis of the indicators, we processed data provided by the Vacanțe Minunate Agency, related to foreign tourists, during 2008-2015.

RESULTS AND DISCUSSIONS

“The main activity of the tourism agency both internally and externally as well as the overall

economic and financial results of the society are influenced to a large extent by the tourism activity, which in turn depends on many conjuncturing factors on the domestic and international market". [2]

The company has the following object of activity:domestic tourism - contractual and occasional actions - by organizing domestic and foreign trips with Romanian tourists, as well as excursions for rest, health - treatment bases. [7]

International tourism - contract actions based on external contracts in the accommodation infrastructure of the seaside tourism companies and the development of these contracts, organizing tourist programs in the country and abroad organizing meetings, economic missions, symposiums, organizing exotic holidays, weekend programs, city tours, day trips around, unprecedented tours around the world, reservations of accommodation and places in public catering establishments. [4]

Travel Agency "Vacanțe Minunate" has as activity: reservations and airline sales on any route on all airlines with discounts for sailors and for organized groups; hotel reservations in Romania and anywhere in the world at contract rates; organizes meetings, conferences, professional meetings, rent-a-car (cars, minibuses, coaches);serving seafarers and passengers for foreign currency exchange, as well as local crew trips (Seaside Tour, Trips to the Danube Delta, Murfatlar Wine Tasting),organizes business or tourist trips including flight ticket, reservation at the hotel, airport transfers, rent-a-car, optional tours. [10]

Tour Operator Features of the "Vacanțe Minunate"

The Tour Operator is an agency that works with several travel agencies, the purpose of which is to organize and sell tourist packages at the lowest rates through various intermediaries. [1]

Evolution of the number of foreign tourists who have accessed offers through the Agency "Vacanțe Minunate"

The tourist flow of the agency includes many tourists, both Romanian and foreign, over a period of 15 years. The following are

presented data on the evolution of the number of foreign tourists during 2008-2015. [10]

Table 1. The number of foreign tourists arriving in accommodation facilities through the Agency for the period 2008 - 2015 in spa resorts

Year	Number of tourists
2008	2,730
2009	2,722
2010	2,280
2011	2,679
2012	2,988
2013	3,280
2014	3,678
2015	4,500

Source: Vacanțe Minunate Agency.

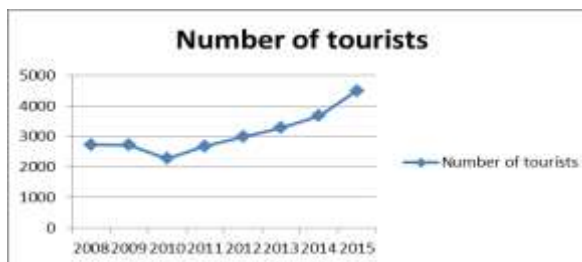


Fig. 1. The foreign tourists arriving in accommodation facilities through the Agency for the period 2008 - 2015 in spa resorts

Source: Own calculation.

Table 1 and Figure 1 show the number of foreign tourists who arrived through the agency in the tourist reception facilities in the spa resort area and benefited from the curative treatments in that area.

During the period 2008-2013 there was a very small flow of foreign tourists who turned to the agency, and starting in 2013, there is a considerable increase in the number of 4500 visitors annually by 2015.

Tourists chose during their stay to relax in spa resorts with good conditions of treatment and rest. The tourists chose the best accommodation structures:

Băile Olănești Resort: Hotel Tisa 3 *, Hotel Stogu 3 *

Resort Băile Felix: Hotel International 4 *, Hotel Crisana 2 *, Hotel Lotus Therm Spa & Luxury Resort 5 *

Vatra Dornei Resort: Hotel Carol 4 *, Hotel Intus 2 *

The agency offered foreign tourists the possibility of making health or health rehabilitation in spa resorts. The program includes 10 days in the resort, 9 nights accommodation; full board during the stay, treatment of minimum 7 days, 2 procedures /

day; a medical consultation at the beginning of your stay. [10]

Table 2. Number of foreign tourists arriving in accommodation facilities through the Agency for the period 2008 - 2015 in the Danube Delta

Year	Number of tourists
2008	5,670
2009	5,000
2010	5,369
2011	7,400
2012	8,500
2013	8,300
2014	4,500
2015	5,700

Source: Vacanțe Minunate Agency, [11].

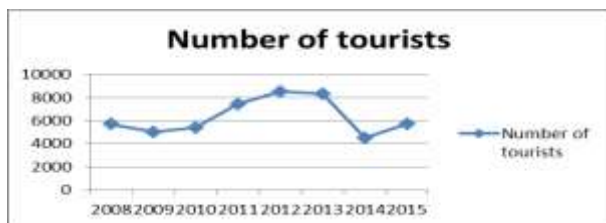


Fig. 2. Number of foreign tourists arrived through the agency in the Danube Delta during 2008-2015

Source: Own calculation.

The data showed that in the period 2008-2010 their number decreased and then increased and in 2012, there is an obvious evolution of the foreign tourists who used the accommodation offered by the agency.

Since 2014, their 4,500 numbers have begun to stagnate compared to 2012 when the number reached the threshold of 8,500 of tourists. Foreign tourists have accessed the agency's best travel packages. They preferred to stay in the best hotels and hostels in the Delta area. [11]

Murighiol:Complex Puflene 3*,Complex Peninsula Resort 4 *

Tulcea: Hotel Cristal 3 *,Hotel Explanada 4 *

Nufarul: Steaua Apelor 4 *

Sfantu Gheorghe: Hotel Green Village 4 *

Table 3. Number of foreign tourists arriving in tourist accommodation establishments through the Agency during 2008 - 2015 in the mountain area

Year	Number of tourists
2008	6,500
2009	5,670
2010	6,980
2011	7,200
2012	4,579
2013	4,500
2014	3,400
2015	5,456

Source: Vacanțe Minunate Agency. [11].

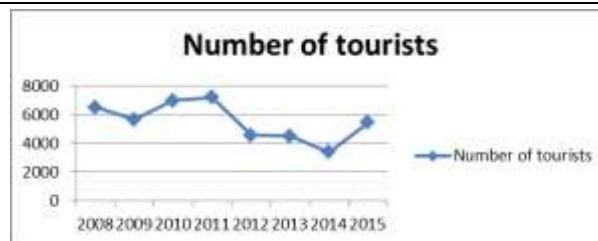


Fig. 3. Number of foreign tourists arriving through the agency in the mountain area during 2008-2015.

Source: Own calculation.

From the data from the agency it is noted that many tourists visited the mountainous area of our country and benefited from the offers made by the agency.

The best year from the point of view of the number of foreign tourists is 2011, they came in 7,200, most in the winter season.

Table 4. The number of foreign tourists arriving in tourist accommodation establishments through the Agency for the period 2008 - 2015 in the Black Sea coast

Year	Number of tourists
2008	8,900
2009	8,000
2010	7,500
2011	6,870
2012	9,000
2013	9,346
2014	7,640
2015	8,439

Source: Vacanțe Minunate Agency, [11].

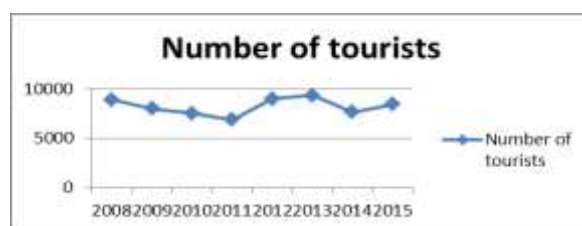


Fig. 4. Number of foreign tourists arrived by agency in the Black Sea coast in 2008-2015

Source: Own calculation.

At that time tourists could take advantage of the tourist packages of the agency, the accommodation offers offered by the agency. The tourist reception facilities have very good conditions at acceptable prices, foreign tourists taking advantage of this. The most requested hotels of foreign tourists were those in the resorts:

Poiana Brasov Resort: Hotel Edelweiss 4 *, Hotel Ruia 3 *

Predeal Resort: Hotel Piemonte 4 *, Hotel Belvedere 3 *, Hotel Carpati 3 *

Moeciu resort: Cheile Gradistei Resort 4 *.

The tourists chose the best accommodation hotels in Mamaia, Eforie Nord, Eforie Sud, Neptun, Jupiter-Cap Aurora.

Mamaia Resort: Resort Phenicia Holiday 4 *, Hotel Phenicia Luxury 4 *, Hotel Comandor 4 *, Hotel Bavaria Blu 4 *

Eforie Nord Resort: Hotel Mirage Medspa 4 *, Hotel Apollo 3 *, Hotel Ibiza 3 *

Eforie Sud Resort: Hotel Splendid 3 *, Complex Boutique Citadele 5 *

Neptun Resort: Hotel Cocor 4 * Hotel Recife 3 *, Hotel Majestic 3 *

Jupiter-Cap Aurora Resort: Hotel Meteor 3 *, Hotel Opal 3 *, Hotel Diamant 3 *.

Most foreign tourists, from the analyzed period, 2008-2015, arrived in 2013, in a number of 9,346, according to the data provided by "Vacanțe Minunate" Agency.

Tourists often prefer Mamaia resort because it is the most populated, it has a lot of high standard accommodation, public catering and leisure facilities such as Aqua Magic Park, clubs and more.

Some analyzes show that most of the aliens who come through the Vacanțe Minunate are Israeli. [10]

The agency operated 3 flights a week on the Constanta-Tel Aviv route: Sunday, Tuesday and Thursday. The airline operates 4 flights to Bucharest, with tourists preferring the area mountain: Prahova Valley, Brașov and Poiana Brașov.

Agency Development Elements

The Agency has invested in the human resources department to make a selection of the best possible staff in the near future.

It doubled the number of contributors from 2014 to 2015.

The development of the booking system has been pursued so that it is as user-friendly as possible by both agency staff and partners.

The newsletter system has been internalized and the number of information has increased.

As plans for the future, the agency aims to implement the reservation system on mobile devices and online payments, refresh the company image, get the most profit and reinvest on multiple plans. [9]

Proposed objectives:

Strengthening and promoting tourism on the Romanian seaside and beyond.

Providing high-standard services for both maintaining and loyalty to customers through offers and promptness of services.

“Creating the best deals that exceed the expectations of the tourists and at affordable prices to all categories of tourists, both Romanian and foreign, so that they have as their favorite destination Romania”. [5]

CONCLUSIONS

Agency sales have an upward trend over the review period, 2008-2015.

Foreign tourists prefer the "Vacanțe Minunate" Agency because they meet their requests.

During the period 2008-2013 there was a very small flow of foreign tourists who turned to the agency, and starting in 2013, there is a considerable increase in the number of 4,500 visitors annually by 2015.

Foreign tourists have accessed the agency's best travel packages. They preferred to stay in the best hotels and hostels in the Delta area.

From the data from the agency it is noted that many tourists visited the mountainous area of our country and benefited from the offers made by the agency.

The 2011 Winter Season brings the largest number of foreign tourists, 7200, through the agency.

According to data provided by the "Vacanțe Minunate" Agency, most foreign tourists, on the Black Sea coast, in the analyzed period, 2008-2015, arrived in 2013 in a number of 9,346.

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