

TOURIST TRAFFIC ANALYSIS FOR THE MARAMUREȘ BETTER AREA TOURIST FACILITIES

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Abstract

To achieve the best possible activities of tourist necessary that besides natural resources and human and material resources appropriate to be able to satisfy the requirements of tourists. These resource materials are known as "material and technical basis". This is represented by: accommodation and food, transportation, treatment and leisure facilities and is conditioned primarily by the development and modernization of existing material and technical base. Thus, a highly attractive tourist area can not be before receiving the offer of facilities required to receive and retain travelers. Indicators most representative and commonly used to express movement and its main tourist features are: Number of urge tourists, the number of tourists daily average, the number days / tourist, average length of stay, revenue from tourism, travel and traffic density The relative preference of tourists. Analysis of Maramures county tourist traffic will be from the calculation of these indicators.

Key words: average number of tourists, average length of stay, tourist traffic density, tourist attraction introduction

INTRODUCTION

To achieve the best possible tourist activities is necessary in addition to natural resources and human and material resources appropriate to be able to satisfy the requirements of tourists. These resource materials are known as "technical and material" [2].

This is represented by: units of accommodation and food, transportation, treatment and leisure facilities and is conditioned primarily by the development and modernization of existing material and technical base. Thus, a highly attractive tourist area can not be before receiving the offer of facilities required to receive and retain travelers.

The volume of tourist flows is determined both by demand and its factors, and the degree of technical equipment of the territories.

Because, as demands increase tourists to quality services and comfort level, mutations occur in the criteria for selection of holiday destinations, there is an increasing importance of technical and material. This explains in large measure, the attraction of different areas, taking advantage of potential near sensitive but differentially equipped technically.

The varied landscape that has Maramures county, tourism can be found here in various forms, namely tourism in Rodna Mountains,

Maramures, Gutai, Tibles, etc. tourism met because this mineral water spa, rural tourism and agro-practiced in peasant households, tourism, cultural and scientific knowledge stimulated by curiosity and visiting people, because this has numerous cultural sites, church and old habits., and nature reserves Biosphere [1].

MATERIAL AND METHOD

To analyze the Maramures area tourist traffic for better tourism development, will calculate the most representative tourism indicators, namely: the average daily number of tourists, no. Overnight stays, average length of stay, tourist traffic density and capacity utilization coefficient of accommodation. Data were taken from INSSE, Bucharest and Maramures and statistically processed and interpreted.

RESULTS AND DISCUSSIONS

Analysis of Maramures county tourist traffic will be from the calculation the following indicators:

1. Average daily number of tourists - Show intensity tourist traffic in a certain range.

$$N_{T \text{ mediu}} = \Sigma T / n,$$

where: ΣT - the amount of tourists registered in a period

n - number of days in period

Table no. 1. The number of tourists arriving in Maramures

	2004	2005	2010	2011
Total	78.837	86.194	90.786	91.871
Romanian	61.522	68.506	72.551	70.247
Foreigners	17.315	17.688	18.235	21.624

Source: Statistical Yearbook of Romania, INSSE, Bucharest, Maramures

The number of tourists arriving between 2004-2005 and 2010-2011 in Maramures is oscillating.

Total number of tourists is increasing from 2004 to 2011. One can notice an increase from 61,522 Romanian tourists in 2004 to 68,506 in 2005 and from 17,315 in 2004 to 17,688 in 2005 (foreign).

In 2011, Romanian tourists decreased by 3.18% compared to 2010, but foreign tourists had increased in 2011 compared to 2010 by 18.58%.

Table No.2. Calculation of average daily number of tourists arriving in Maramures (tourists / day)

	2004	2005	2010	2011
Total	216	236	249	252
Romanian	169	188	199	192
Foreigners	47	48	50	59

Source: Data resulting from processing

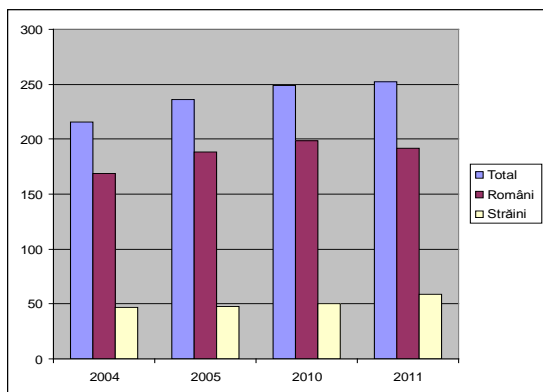


Fig.1. An average daily number of tourists arriving in Maramures

There is a high traffic tourist growth in the years analyzed the total tourists, but for the Romanian tourists is an increase by 2010 and in 2011 a slight decrease.

A cause of this decrease between the years 2010-2011 for the Romanian tourists is austerity measures in 2010, but promoting the

area have raised the number of foreign tourists in the area.

Thus, tourists sought areas with rich tourist resources both natural and anthropogenic areas to peace, rest and recreation, provides leisure and tourism programs and treatment, with new appliances of modern technology.

Table no. 3. Rates of evolution of the number of tourist arrivals in tourist accommodation in Maramures

	2005/2004	2010/2005	2011/2010
Total	1,09	1,05	1,01
Romanian	1,11	1,06	0,96
Foreigners	1,02	1,03	1,18

Source: Data resulting from processing

From this table we can see the pace of evolution on the number of tourists arrivals in accommodation units in the period analyzed Maramures.

Progress on the number of Romanian tourists is oscillating, it decreases from year to year, but in terms of foreign tourists, the pace of progress is increasing.

2. Number of nights

Number of nights or number of days/tourist flow of tourists who are traveling and have stayed in different units travel from one area in a while.

Number of nights or days / tourist from Maramures county is as follows:

Table 4. Number of overnight stays registered in tourist accommodation in Maramures

	2004	2005	2010	2011
Total	186.185	168.264	272.289	273.374
Romanian	155.372	137.432	240.740	240.446
Foreigners	30.813	30.832	31.549	32.928

Source: Statistical Yearbook of Maramures county, in 2010, INSSE, Bucharest

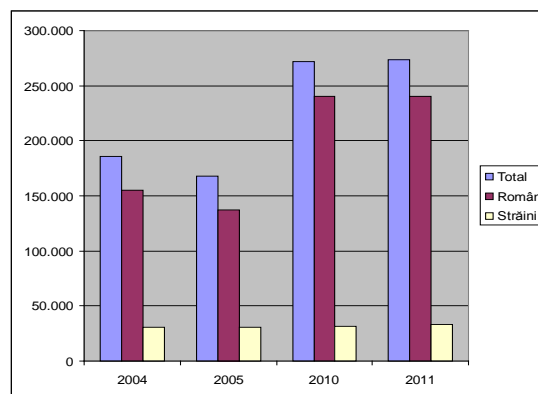


Figure no. 2 Number of overnight stays in tourist accommodation establishments in the county of Maramures

Number of overnight stays registered in tourist accommodation establishments in the county in the period is as follows:

- number of nights spent in the county decreases gradually from 186,185 in 2004 to 168,264 in 2005, increasing to 272,289 in 2010 and in 2011, due to the larger number of foreign tourists
- number of overnight stays by Romanian is still down from 155,372 in 2004 to 137,432 in 2005, has increased in 2010 to 240,740, and in 2011 dropped to 240,446.
- number of overnight stays by foreigners is increasing, in 2004 the situation was 30,813 in 2005 has increased slightly to 30,832, and in 2011 reached a total of 32,928.

Table 5. The pace of evolution on the number of overnight stays registered in tourist accommodation Maramures

	2005/2004	2010/2005	2011/2010
Total	0,90	1,62	1,00
Romanian	0,88	1,75	0,99
Foreigners	1,00	1,02	1,04

Source: Data resulting from processing

Progress on the number of overnight stays in tourist accommodation is:

- for Romanian tourists rate is oscillating, it grows in the years 2010/2005 la 1.75, to 0.88 in the years 2005/2004, then dropped in the years 2011/2010 la 0.99.
- foreign tourists at an increasing rate from 1.00 in 2005/2004 to 1.04 in the years 2010/2011.

3. The average length of stay - reflects the tourism offer to hold a tourist area.

$$D_{\text{mediu}} = \sum nzt / T,$$

where: nzt - number of days/tourist (overnight stays)

T - number of tourists

Table no. 6. Calculating the average length of stay in Maramures(days)

	2004	2005	2010	2011
Total	2,4	2,1	3,00	3,00
Romanian	2,5	2,2	3,3	3,4
Foreigners	1,8	1,7	1,7	1,5

Source: Data resulting from processing

There is a decrease in average length of stay in total during 2001 - 2005, a first cause of this decline is the lack of investment in modern

accommodation units and personnel trained and specialized in tourism.

Regarding the Romanian tourists, average length of stay varies from year to year, and for foreign tourists is declining among cases and no counting is appropriate to promote the tourist potential.

4 Tourist traffic density

➤ In relation to population

Ask directly related to the resident population of tourists with the receiving area.

$$D = \sum T / P,$$

where: T - number of tourists

P - number of population

Table no. 7. Calculation of tourist traffic density in proportion to the population in Maramures (tourists / capita)

	2004	2005	2010	2011
Population	520.637	515.648	511.093	510.689
Tourists arrive	78.837	86.194	90.786	91.871
Total	0,15	0,16	0,17	0,18
Romanian	0,12	0,13	0,14	0,14
Foreigners	0,03	0,03	0,04	0,04

Source: Data resulting from processing

There is a decrease in population during the years 2004 to 2011. Tourist traffic density increases from 0.15 in 2004 to 0.18 in 2011.

➤ In relation to surface

Maramures County area is 6304 km².

$$D = \sum T / S,$$

where: T - number of tourists

S - surface

Table 8. Tourist traffic density calculation relative to the surface in Maramures (turisti/km²)

	2004	2005	2010	2011
Total	12,50	13,70	14,40	14,60
Romanian	9,76	10,9	11,50	11,14
Foreigners	2,75	2,80	2,90	3,43

Source: Data resulting from processing

If tourism in relation to the surface density situation is good, is in a slight increase, so do not take congestion or degradation of the land area.

5. Capacity utilization coefficient Accommodation (Cuc)

It is a meaningful indicator for assessing the effectiveness of accommodation, calculated as the ratio of accommodation capacity actually used at one time or a time and the maximum possible accommodation capacity [3].

Cuc = no. nights (no tourist days) / (no. of beds x no. day operation) x 100

Table no. 9. Calculation of capacity utilization coefficient accommodation Maramures (%)

	2004	2005	2010	2011
Total nights spent	186.185	168.264	272.289	273.374
Capacity. Accommodation	2453	2873	4368	4629
Cuc	20	16	17	16

Source: Data resulting from processing

Capacity utilization coefficient accommodation is declining year with the best ratio is 19% in 2001.

This decrease is due to reduced activity to promote the county, lack of new technology in material and technical basis of the county, poor training of employees in the tourism and poor quality services.

Analysis of these indicators provide a holistic view of tourism in Maramures.

CONCLUSIONS

Endowed with a very varied tourist potential, diversified and focused by the existence of landforms throughout combined, the practice of a favorable climate for most of the year, a potentially rich fauna and flora species and single ecosystems in Europe, natural factors of course resort, with a heritage - historic and architectural world reference, Maramures county may fall among the attractive tourist destinations in Romania and even Europe.

The main measures should be applied to achieve a developed tourist activities in Maramures are creating programs and funds for co-financing of regional development projects, linking with the national programs of local and regional expansion of communications in tourist areas, efficient and modern transport, promoting regional tourism potential through participation in tourism fairs, through advertising campaigns, preparation of brochures with information about the area's tourism potential and suggestive images in this respect, guesthouses and farms agro media.

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