

CHALLENGES OF TOURISM IN THE CONDITIONS OF ECONOMIC CRISIS

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ABSTRACT

The hospitality industry sector is among the most affected economic areas as a result of the outbreak of diseases caused by the Covid-19 virus. Over the course of a few months, Covid_19 affects all aspects of daily life globally. Due to the increased mobility, travel and tourism, the virus is rapidly reaching all continents. Ironically, tourism is falling victim to its own success. As a result of unprecedented measures to prevent the spread of the virus, in April 2020, 100% of the world's tourist destinations introduce travel restrictions (UNCTAD, 2020).

For the world economy, tourism is an essential sector. In 2019, the tourism sector accounted for almost 30% of global service exports and created 300 million jobs (UNCTAD, 2020). The lock-down and restrictions imposed have a severe effect on tourism and travel, and for countries that depend to a significant extent on this economic field, things are even worse. According to data provided by the UNWTO, the contribution of the tourism sector to global GDP was about 10%. With 1,481 million international arrivals and revenues of \$ 1.46 trillion in 2019, it is one of the most dynamic sectors of the global economy.

KEYWORDS: *economic development, duration of stay, trip.*

DOI: 10.24818/IMC/2021/03.17

1. INTRODUCTION

The Covid_19 pandemic has its origins in the Wuhan province of China. The appearance of a new virus that causes a severe respiratory syndrome, in an area of Asia, is not an element of total novelty (Lew et al., 2020). Until then, humanity had experienced other waves of diseases with viruses that cause similar symptoms and a high contagion potential (S.A.R.S., H5N1, AH1N1). In December 2019, when the news about the appearance of the new virus was already circulating around the world, most did not anticipate the magnitude and multitude of implications and effects caused by Covid-19 (Klemanson, 2021). Global hyper-mobility causes the disease to spread rapidly, on all continents, to the most remote places (Capineri, 2021). By the beginning of March 2020, the epidemic is reaching pandemic proportions. O.M.S makes recommendations on how to prevent infection and extreme measures are instituted regarding the mobility of people, social distancing, hygienic and sanitary rules (ILO, 2021). Many countries decide to close their borders in order to stop the flow of passengers and therefore the spread of the virus (Nhamo et al., 2020). What appeared to be a new local epidemic is becoming an event that is sending a shockwave around the world (Guda, 2020). "The crisis caused by the outbreak of the COVID-19 pandemic is in full swing. It revealed the fragility and unsustainable nature of today's global economic system, in which travel and tourism play a crucial role" (Pandey, 2021).

The objective of the paper is to analyze the evolution of tourism in Romania in the COVID-19 period. The research method is the regression method. We use a linear multiple regression method.

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2. THE ANALYSIS OF TOURISM BETWEEN 1990-2019

We analyzed the main indicators that characterized the tourism.

From figure 1, we can conclude that the average increase of tourist reception establishments with tourist accommodations functions between 1990 and 2019 was 5189 units (with 3.37%). The number of tourist reception establishments with tourist accommodations increases from 3213 units in 1990 to 8402 units in 2019.

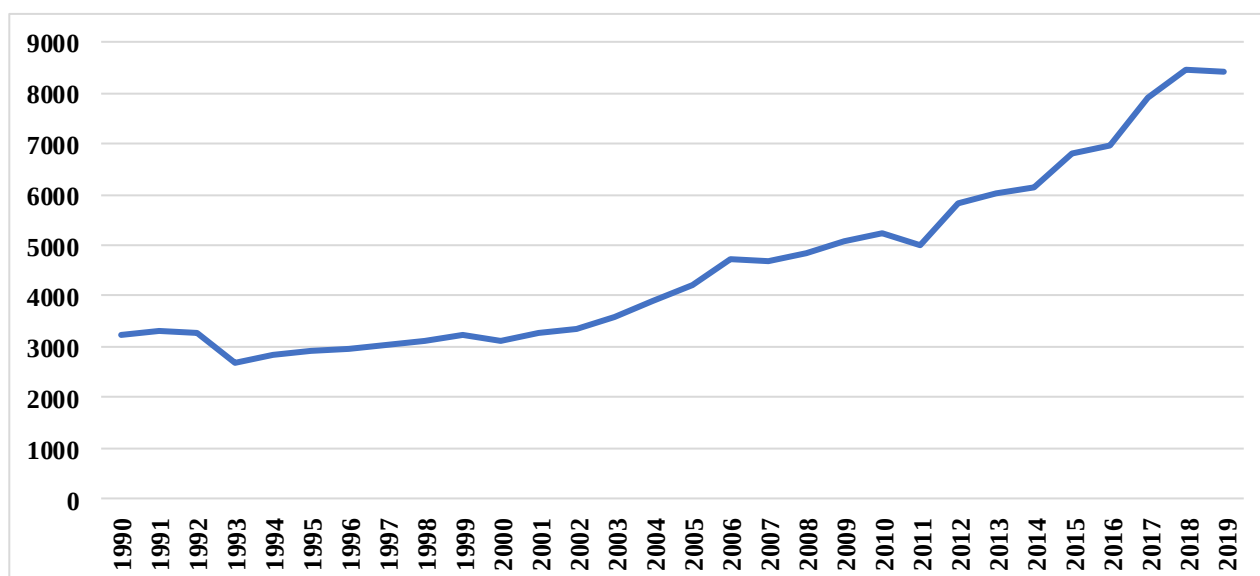


Figure 1. Evolution of tourist reception establishments with tourist accommodations functions between 1990 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

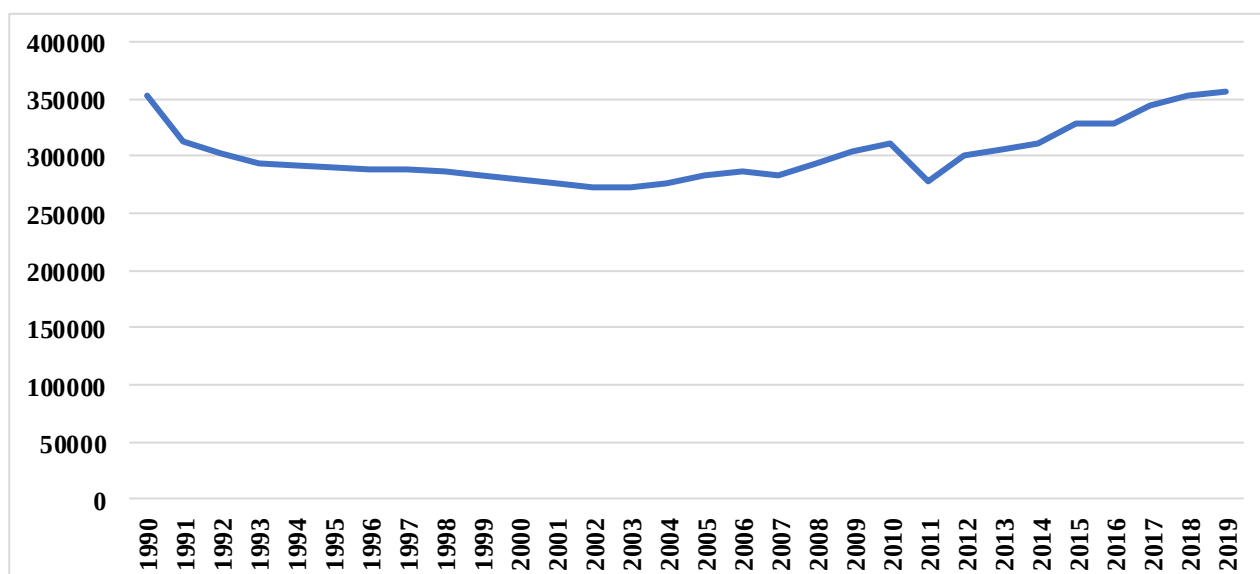


Figure 2. Evolution of tourist accommodation existing capacity between 1990 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The tourist accommodations existing capacity between 1990 and 2019 was 3326 places (with 0,03%). The number of the tourist accommodations existing capacity increases from 353236 places in 1990 to 356562 places in 2019.

The proportion for tourist reception establishments with tourist accommodations functions by 5 stars increases from 1.52% in 2015 to 1.62% in 2019. The proportion for tourist reception establishments with tourist accommodations functions by 4 stars increases from 11.32% in 2015 to 12.04% in 2019. The proportion for tourist reception establishments with tourist accommodations functions by 3 stars increases from 50.86% in 2015 to 52.88% in 2019. The proportion for tourist reception establishments with tourist accommodations functions by 2 stars decreases from 27.86% in 2015 to 25.71% in 2019. The proportion for tourist reception establishments with tourist accommodations functions by 1 star decreases from 6.74% in 2015 to 6.47% in 2019. The proportion for tourist reception establishments with tourist accommodations functions by 1 star decreases from 6.74% in 2015 to 6.47% in 2019.

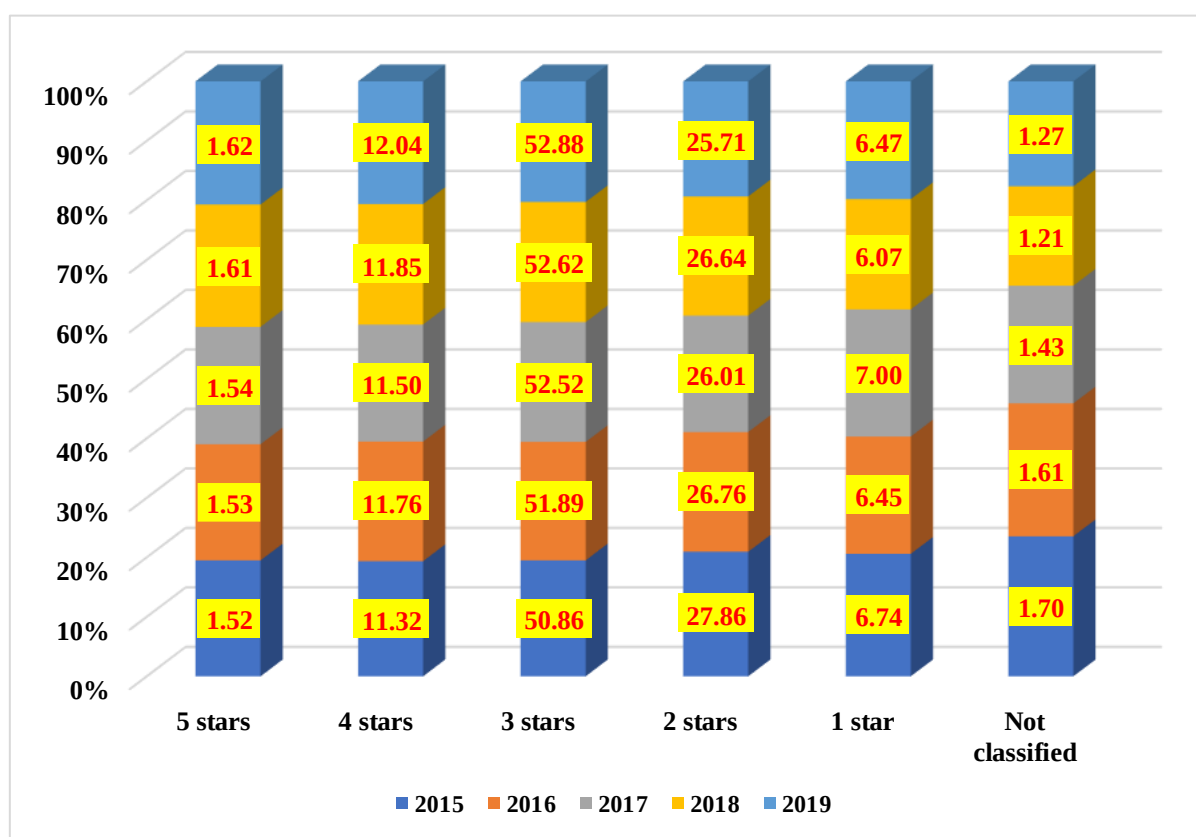


Figure 3. Evolution of proportion for tourist reception establishments with tourist accommodations functions by category of comfort

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The proportion for tourist reception establishments with tourist accommodations functions not classified decreases from 1.7% in 2015 to 1.27% in 2019.

The average increase of arrivals of tourists in the tourist reception establishments between 1990 and 2019 was 1078 thousand tourists (with 0.29%). The number of arrivals of tourists in the tourist reception establishments increases from 12297 thousand tourists in 1990 to 13375 tourists in 2019.

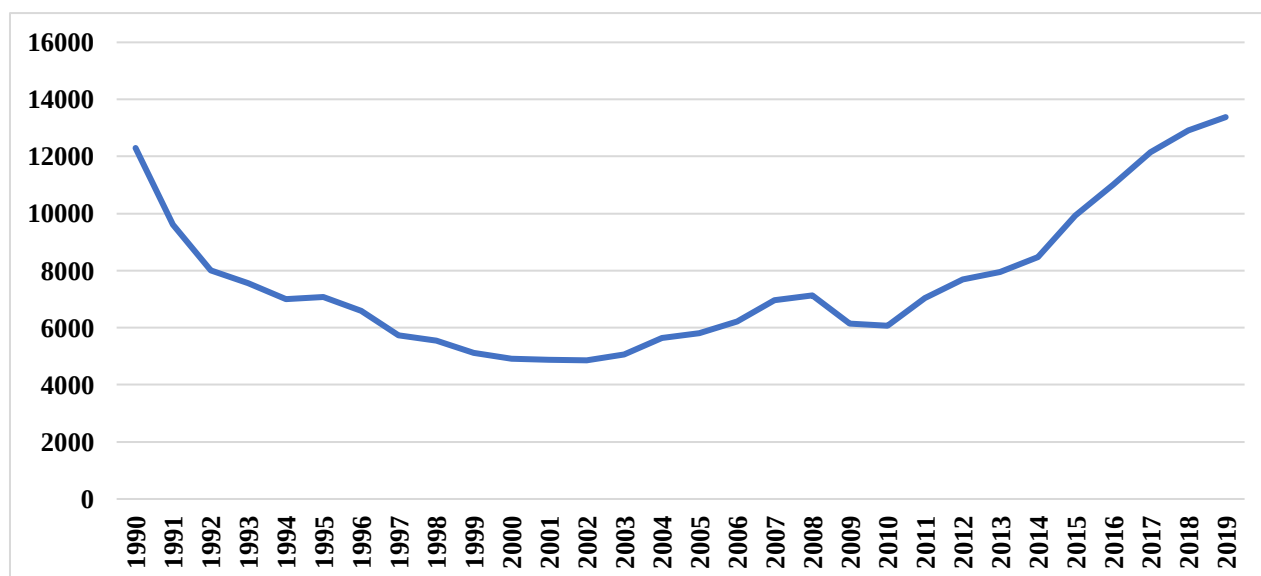


Figure 4. Evolution of arrivals of tourists in the tourist reception establishments between 1990 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The average increase of number of arrivals of foreigners in the tourist reception establishments between 1990 and 2019 was 29 tourists (with 0.04%). The number of arrivals of foreigners in the tourist reception establishments increases from 1432 tourists in 1990 to 2684 tourists in 2019.

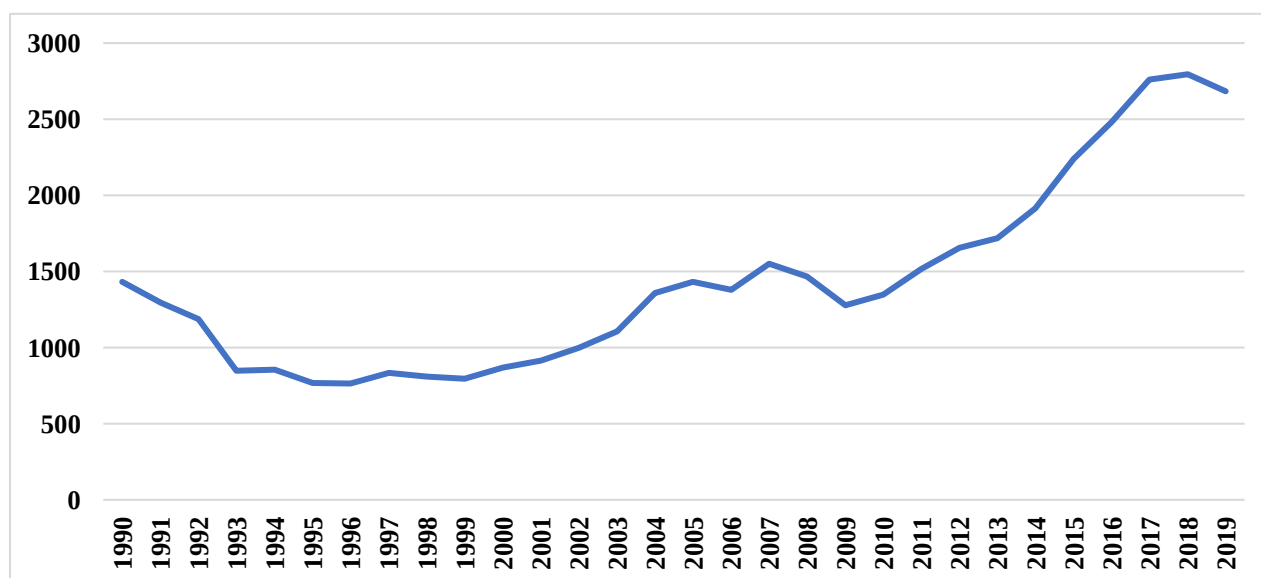


Figure 5. Evolution of arrivals of foreigners in the tourist reception establishments between 1990 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The average decrease of number of overnight stays in the tourist reception establishments between 1990 and 2019 was 14466 tourists (with 1.35%). The number of overnight in the tourist reception establishments decreases from 44552 tourists in 1990 to 30086 tourists in 2019.

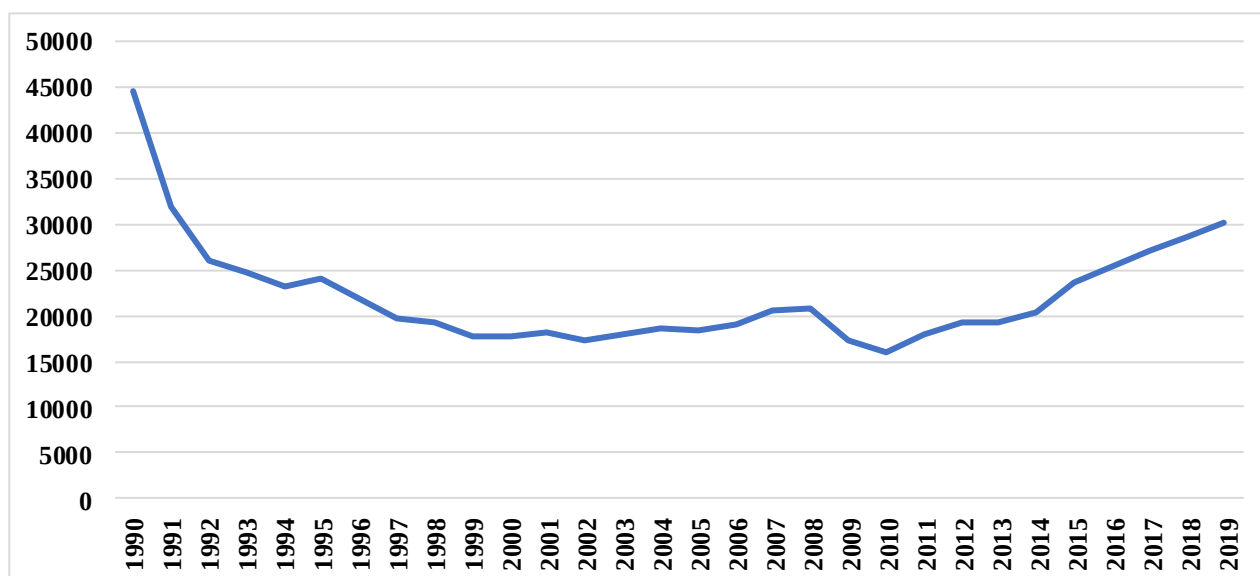


Figure 6. Evolution of overnight stays in the tourist reception establishments with tourist accommodation functions between 1990 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The average increase of number of overnight of foreigners in the tourist reception establishments between 1990 and 2019 was 1053 tourists (with 0.76%). The number of overnight of foreigners in the tourist reception establishments increases from 4238 tourists in 1990 to 5291 tourists in 2019.

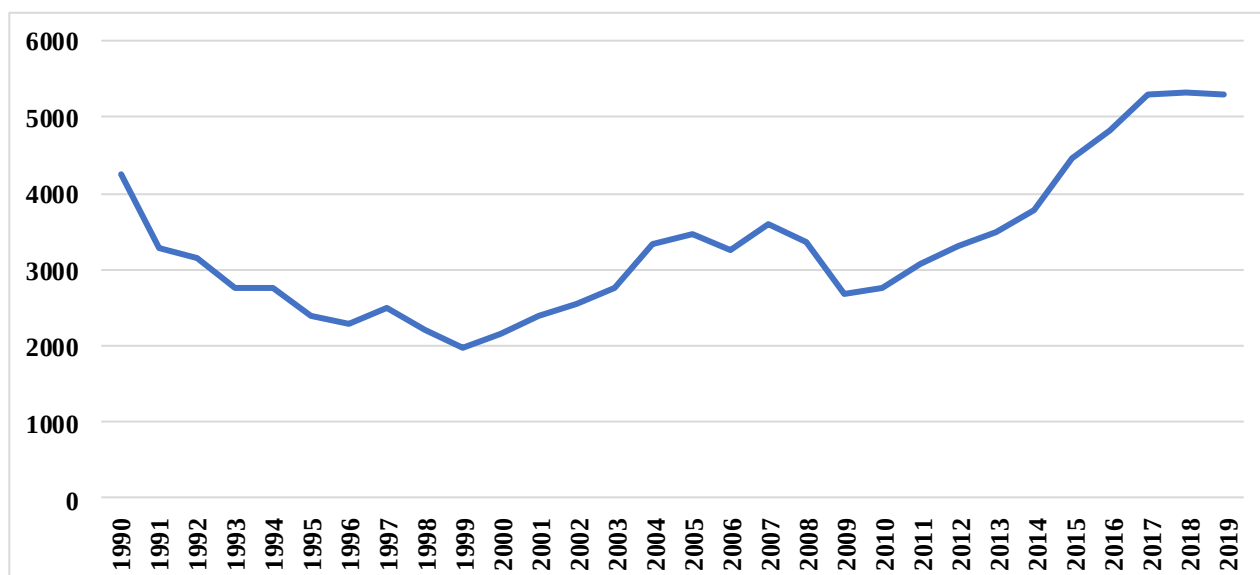


Figure 7. Evolution of overnight stays for foreigners in the tourist reception establishments with tourist accommodation functions between 1990 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The index of net using the capacity in operation decreases from 43.7% in 1994 to 33.9% in 2019. From figure 9, we can conclude that average duration of stay decreases from 3.3 days in 1994 to 2.2 days in 2019.

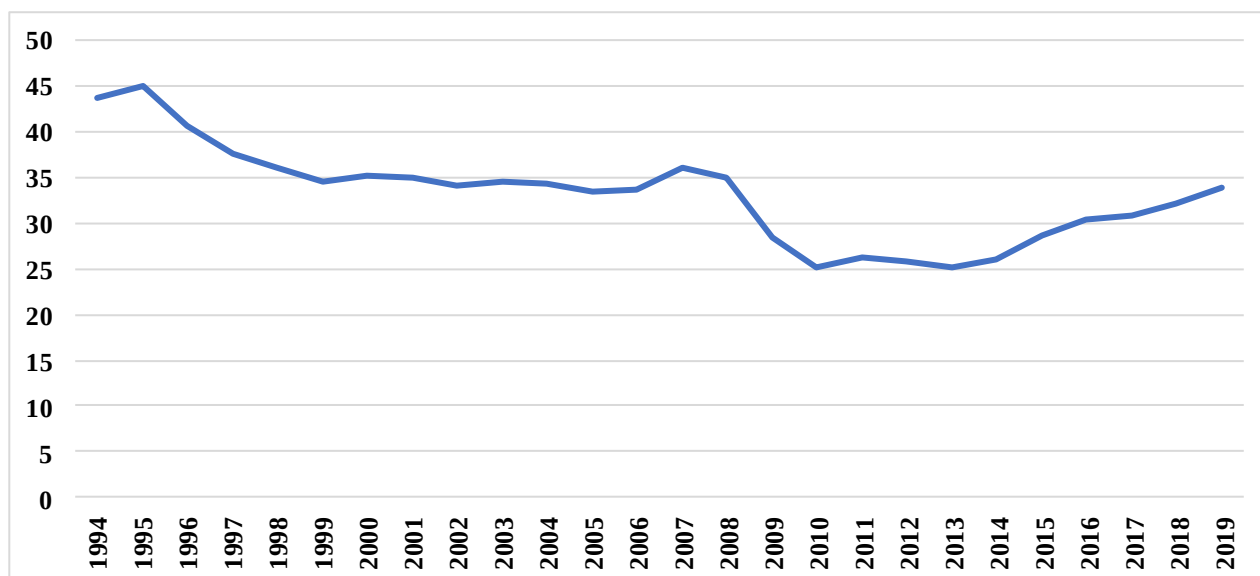


Figure 8. Evolution of indices of net using the capacity in operation between 1994 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019.

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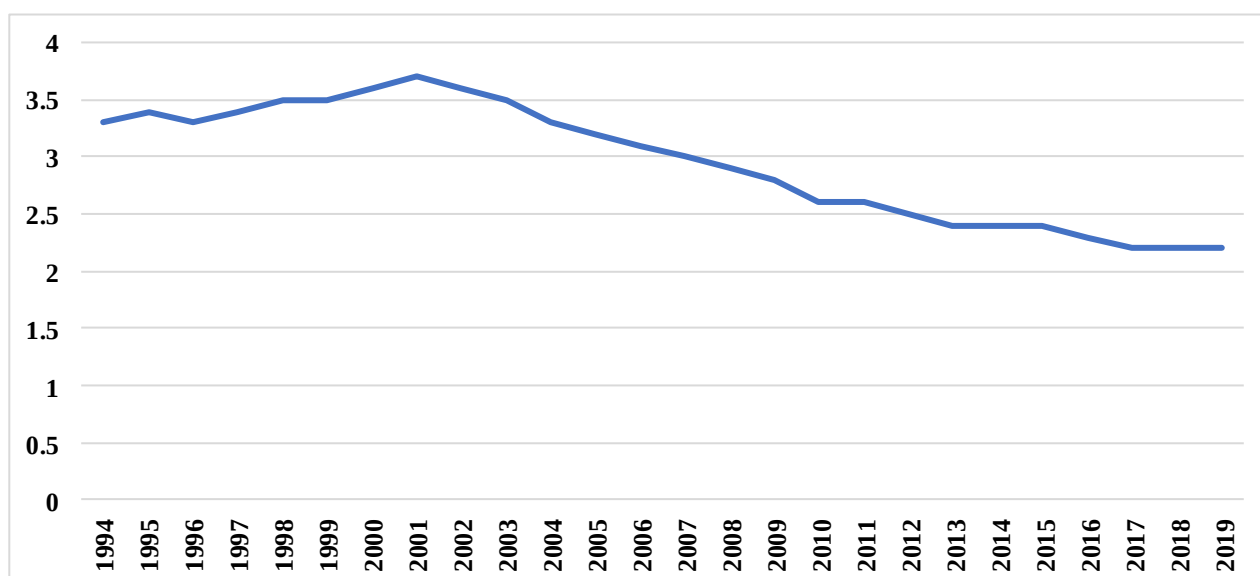


Figure 9. Evolution of average duration of stay between 1994 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019.

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The average increase of evolution of internal trips of residents for holidays and business between 2004 and 2019 was 6343345 trips (with 3,35%). The internal trips of residents for holidays and business increase from 10519668 trips in 2004 to 16863013 trips in 2019.

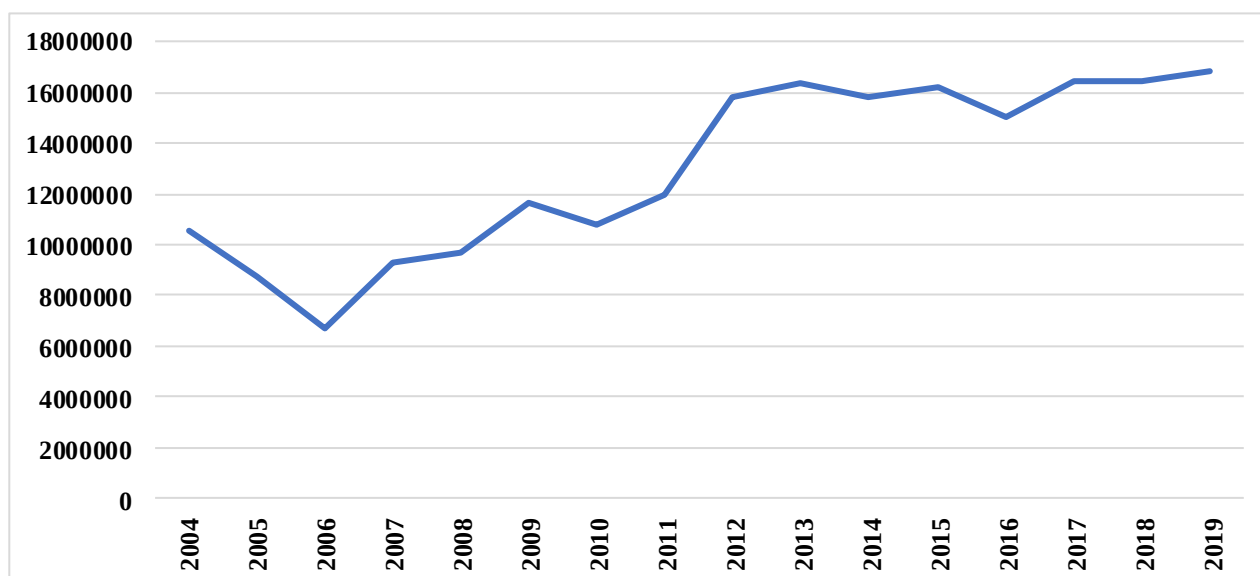


Figure 10. Evolution of internal trips of residents for holidays and business between 2004 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The average increase of evolution of internal trips of residents for holidays and business between 1 and 3 overnight stays in the period 2004 and 2019 was 4124660 trips (with and 1.72%). The internal trips of residents for holidays and business between 1 and 3 overnight stays increase from 6446285 trips in 2004 to 10570945 trips in 2019.

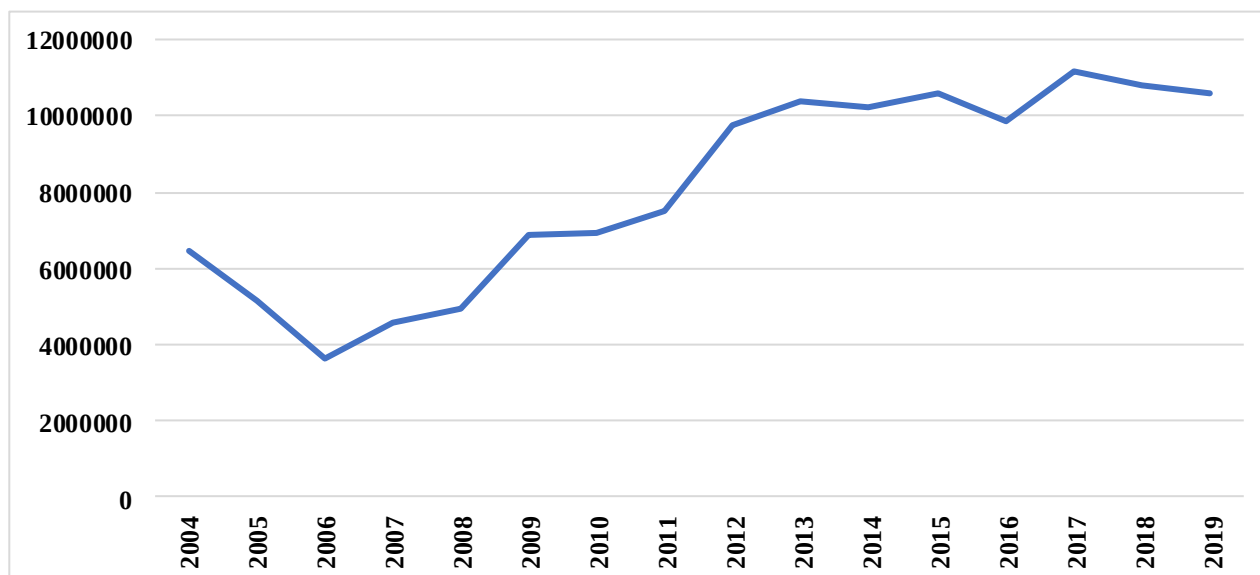


Figure 11. Evolution of internal trips of residents for holidays and business between 1 and 3 overnight stays in the period 2004 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The average decrease of evolution of internal trips of residents for holidays and business for 29 overnight stays and over 29 between 2004 and 2019 was 69919 trips (with 6.21%). The internal

trips of residents for holidays and business for 29 overnight stays and over 29 decrease from 113171 trips in 2004 to 43252 trips in 2019.

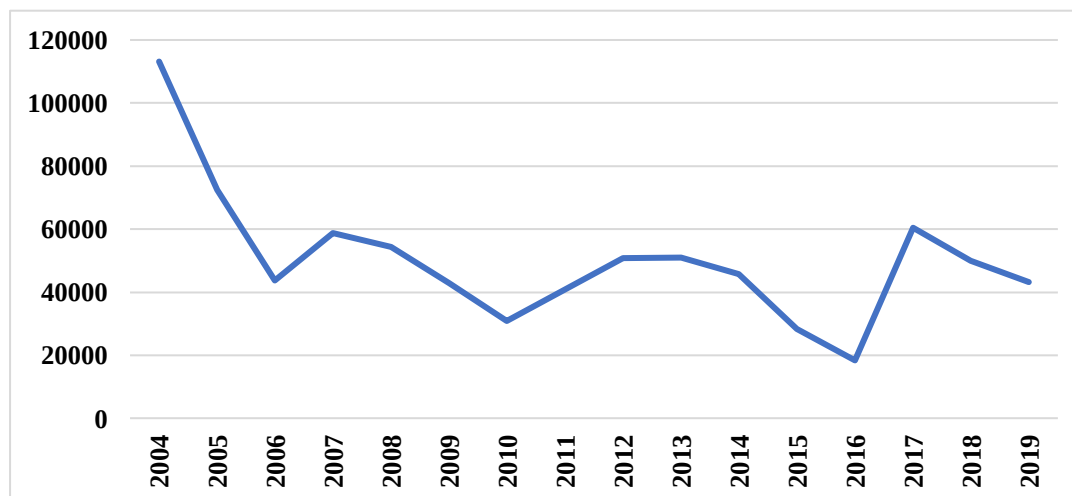


Figure 12. Evolution of internal trips of residents for holidays and business for 29 overnight stays and over 29 in the period 2004 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

The structure of the internal trips of residents for holidays and business for 1-3 overnight stays increases from 61,28% in 2015 to 62,69% in 2019.

The structure of the internal trips of residents for holidays and business between 4 and 7 overnight stays increases from 24,49% in 2015 to 33,76% in 2019. The structure of the internal trips of residents for holidays and business between 8 and 14 overnight stays decreases from 10,84% in 2015 to 2,73% in 2019.

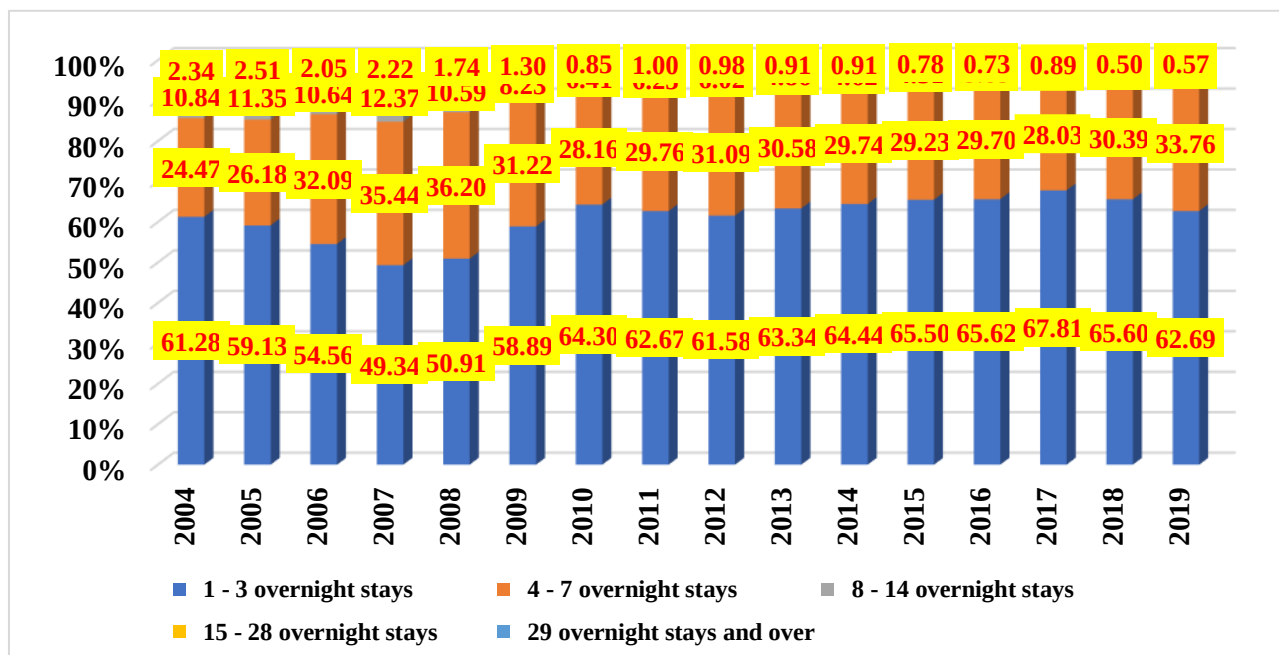


Figure 13. The structure of internal trips of residents for holidays and business for by trip duration in the period 2004 and 2019

Source: National Institute of Statistics, Romanian Statistical Yearbook. Time Serie 1990-2019. Chapter 20 „Tourism”

3. RESEARCH METHODOLOGY

We use a linear model regression to analyze the relationship between labor productivity in the tourism industry, gross domestic product from the tourism industry and other related industries, existing tourist accommodation capacity, net nominal earnings and number of tourists in Romania between 2001 and 2019.

The coefficient of determination is 0.83 (the multiple model of regression explains in proportion of 83% the variation of total number of tourists). The multiple regression model is linear and significant statistically.

The coefficients are statistically significant. The intercept does not present statistical significance, but reflects applied what would be the number of tourists if the other independent contextual variables had the value 0. If the productivity of labor in the tourism industry increases by 1 euro / person, then the number of tourists will decrease by 715 tourists in the context of keeping the other variables constant.

If the gross domestic product obtained from the tourism industry and other related industries increases by 1 million lei, then the number of tourists will also increase by 189 tourists in the context of keeping the other variables constant.

When the existing tourist accommodation capacity increases by 1 unit, then the number of tourists will decrease according to the model, by 63 tourists in the context of keeping the other variables constant. When the net nominal earnings increase by 1 leu / employee, then the number of tourists increases by 4.018 in the context of keeping the other variables constant.

4. CONCLUSIONS

The tourist resource is vast and has a lot of exploitable potential, but without the tourist act resulting in their deterioration, especially when we talk about natural tourist resources, which more than all the others, need care and conservation. The geographical richness of our country offers precious resources through its variety, having both anthropic creations to support nature and natural creations that require protection and which together represent an important set of tourist attractions. The original local tourist attractions, made entirely by man, such as monuments, monasteries, areas known for their tourist potential (Maramures, seaside, etc.) and the like, are hardly brought to the attention of potential tourists, due to their lack of promotion and especially investments for the conservation and support of these important tourist resources and implicitly for the support of the entire tourist act made by all the actors of the tourism industry (Capineri, 2021).

Currently, given the global pandemic situation, but also its previous evolution that tourism has shown, we can declare tourism, both national and international, in a decline difficult to recover and address by all actors in the tourism industry, because the drastic imbalance of the economy has brought with it the massive increase in the prices of tourist services, and tourists will opt for the best net offer and at affordable prices, which are not offered locally (Boschetto, 2020).

The contribution of tourism to economic and social life differs from one country to another, due to state policy, level of development and promotion of each, and tourism is a means of diversifying the structure of national economic activity by creating specific and adjacent activities, such as the leisure industry, the hotel industry, and the public food industry (Nhamo et al., 2020). The leisure industry economically capitalizes on each area by creating a plan of human relationship with nature, providing the necessary resources and means for this. The hotel industry is of equal importance, being focused not only on creating comfort for rest and shelter for tourists, but also on correspondent and commercial services. The public food industry used in the tourist context is mainly represented by restaurants and self-service locations that offer the tourist the most compatible form of industrialization and provision of services and culinary products with the tourist act that he performs.

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