The Analysis of the Tourist Circulation Manifested in the Constanta County during 2005 – 2008

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Abstract
During 2005 – 2008, the tourist circulation in Constanta County is characterized by a slight evolution of the tourists' number, tourists arrived in this area and their overnight stays in the tourist reception structures with housing functions. Although this county represents an attractive destination for those who practice the seaside tourism, the tourism entrepreneurs should apply new marketing strategies in view of conceiving tourist products capable of fully satisfying the tourists exigencies.

Key words: tourist circulation, indicators, strategy, destination.

JEL Code: L83 Tourism

1. Introduction

In the last fifteen years, due to different factors, the Romanian seaside tourism has registered a regression, and the Constanta County has no longer represented an interesting destination for many foreign tourists. The entrepreneurs in this area have mainly followed obtaining significant income without major investments in the tourist structures and without being preoccupied mainly about the quality of the services and products they commercialize.

Indicators of the tourist offer
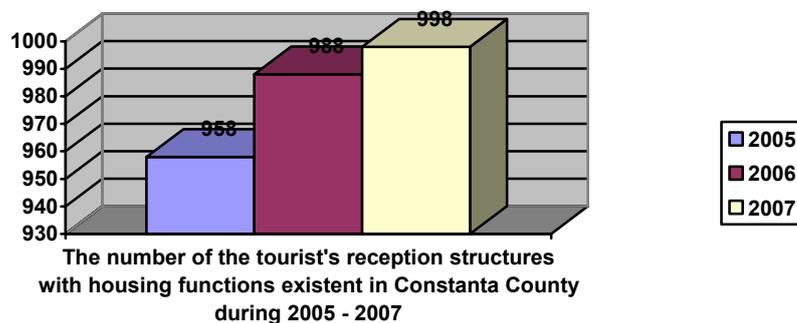
The number of the tourist's reception structures with housing functions existent in Constanta County during 2005 - 2007

Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008, taken from www.constanta.insse.ro

At the level of the year 2007 it has been registered an increase of the number of tourist reception structures with housing functions of 4,18% comparatively to the year 2005.
The indicator of the time variation of the total housing capacity
I = (no. housing places in the year n / no. housing places in the year n-1) x 100

I = (no. housing places in the year 2006 / no. housing places in the year 2005) x 100
I = 988 / 958 x 100 = 103,13 %
103,13 % - 100% = 3,13 %

At the level of the year 2006 it has been registered an increase of the number of housing places of 3,13 % comparatively to the previous year.
I = (no. housing places in the year 2007 / no. housing places in the year 2006) x 100
I = 998 / 988 x 100 = 101,01%
101,01 % - 100% = 1,01 %
At the level of the year 2007 it has been registered an increase of the number of housing places of 1,01 % comparatively to the previous year.

**Types of tourist reception structures with housing functions
existent in Constanta County during 2005 – 2007**

Years	2005	2006	2007
Total (no.)	**958**	**988**	**998**
Hotels	322	329	334
Hotels for the youth	3	7	7
Hostels	4	6	6
Inns	-	-	-
Tourist chalets	1	1	1
Camping	45	48	47
Tourist villas and bungalows	514	511	513
School and pre-school children's camps	13	13	13
Urban board and lodging	42	42	44
Rural board and lodging	31	31	33

Source: The statistic yearbook of Constanta County 2008, taken from www.constanta.insse.ro

During the analyzed period, the largest share of the tourist reception structures with housing functions total, is that of the tourist villas and bungalows (53,65% at the level of 2005, 51,72% at the level of 2006 and 51,40% at the level of 2007). In second place there are the hotels (with shares of 34,66% at the level of 2005, 33,30% at the level of 2006 and 33,47% at the level of 2008) followed by camping.

**The existing housing capacity in
Constanța County during 2005 – 2007 (no. of places)**

Years	2005	2006	2007
Total (no.)	**121067**	**122671**	**121717**
Hotels	77592	78015	78287
Hotels for the youth	309	609	609
Hostels	230	288	288
Inns	-	-	-
Tourist chalets	40	40	40

Years	2005	2006	2007
Camping	21155	21994	21962
Tourist villas and bungalows	10759	10603	10495
School and pre-school children's camps	9348	9348	8200
Urban board and lodging	889	1009	1055
Rural board and lodging	745	765	781

Source: The statistic yearbook of Constanta County 2008, taken from www.constanta.insse.ro

The share of the housing places in the hotels, in total housing places:
P = (total no. of housing places in hotels / total no. of housing places) x 100

The share of the housing places in the hotels, in total housing places, in 2005:
77.592 / 121.067 x 100 = 64,09 %
At the level of 2005, the share of the existent housing places in the hotels, in the total of the housing places has been of 64,09%.
The share of the housing places in the hotels, in total housing places, in 2006:
78.015 / 122.671 x 100 = 63,60 %
At the level of 2006, the share of the existent housing places in the hotels, in the total of the housing places has been of 63,60 %.
The share of the housing places in the hotels, in total housing places, in 2007:
78.287 / 121.717 x 100 = 64,32 %
At the level of 2007, the share of the existent housing places in the hotels, in the total of the housing places has been of 64,32 %.

3. Indicators of the tourist demand
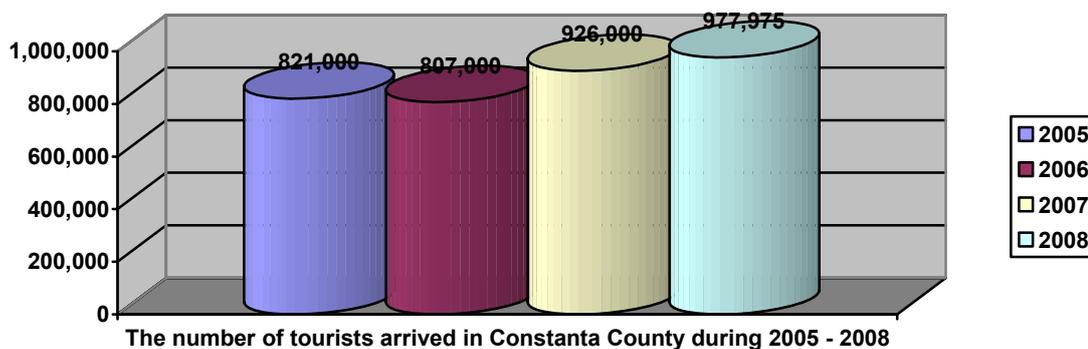
The number of tourists arrived in Constanta County during 2005 - 2008

Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008 and the monthly statistic Bulletin *01/ 2009*, taken from www.constanta.insse.ro.

The indicator of the time variation of the tourist demand
Ivc= (the number of tourists arrived in the year 1/ the number of tourists arrived in the year 0) x 100
Ivc 2006/2005 = (807.000 tourists / 821.000 tourists) x 100 = 98,29 %
98,29 % -100% = - 1,71 %
In 2006, the number of tourists who came to Constanța County, as a tourist destination, has decreased with 1,71% comparatively to the year 2005.
Ivc 2007/2006 = (926.000 tourists / 807.000 tourists) x 100 = 114,75 %

114,75 % -100% = 14,75 %
In 2007, the number of tourists who came to Constanța County, as a tourist destination, has increased with 14,75% comparatively to the year 2006.
Ivc 2008/2007 = (977.975 tourists / 926.000 tourists) x 100 = 106 %
106% -100% = 6%

In 2008, the number of tourists who came to Constanța County, has increased with 6% comparatively to the year 2007. The Romanian seaside, once a favorite summer tourist area, both for the Romanian as well as for the foreign tourists from Western Europe, has lost part of the tourists' interest. The seaside resorts are confronted with a decrease of the extern tourist demand as the tourist's products and services offer has not manage to rise at the level of the more and more sophisticated exigencies of the foreign tourists. With the fragmentized property and without a clear strategic direction, the entrepreneurs of the seaside resorts have not managed to answer to the exigencies manifested on the tourist's market and face at present a series of problems.

The difficulties faced by the companies in the Romanian seaside tourism refer to[49]:
- housing places mostly of low quality in most tourist's reception structures;
- a very short high season, fact that determines the entrepreneurs to adopt uncompetitive prices up to the level of the profitability threshold;
- the impossibility of attracting and keeping professional personnel for a short season;
- a great competition between hotels and the lack of collaboration from the entrepreneurs in attracting tourists;
- tourist's services for leisure and entertainment activities insufficient in satisfying the current market demands;
- limited vision of the caterers who capitalize the growing demand of the week-end visitors and they loose businesses with groups of tourists who are buying longer stays;
- beaches erosion;
- poorly maintained public infrastructure;
- traffic congestion in summer time mostly, and especially at the week-end and insufficient parking spaces;
- conflicting interests of the beach concessionaires and the suppliers of housing tourist's services;
- lost of most of the charter operations at Kogălniceanu Airport.

In the last years significant investments have been done in the modernization of hotels and for ensuring some facilities within them, for example treatment and wellness, the setting up of some rooms for conferences, etc. which can contribute to the extension of the season. Still these welcome investments can not solve the fundamental issues which face the entrepreneurs of this area.
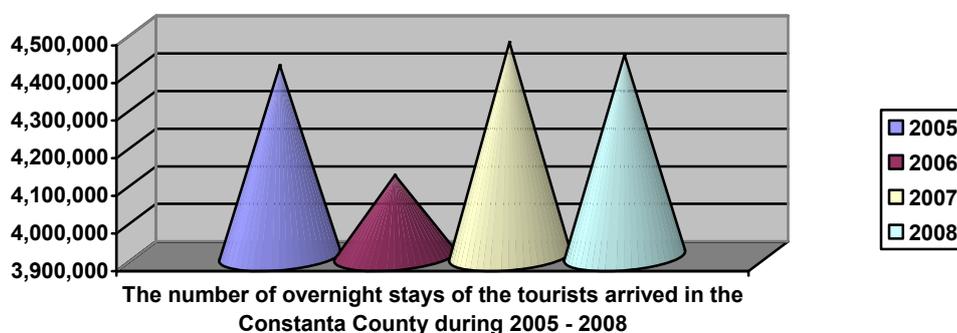
The number of overnight stays of the tourists arrived in the Constanta County during 2005 - 2008

Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008 and the monthly statistic Bulletin 01/ 2009, taken from www.constanta.insse.ro.

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[49] http://www.mturism.ro/fileadmin/mturism/noutati/masterplan_efg.pdf, p. 273-274.

Average stay
S = no. of overnight stays / no. of arrived tourists
The average stay realized in 2005:
S = 4.408.000 / 821.000 = **5,37 days /tourist;**
The average stay realized in 2006:
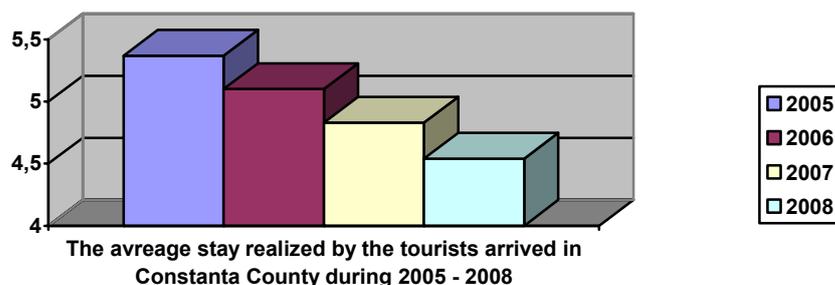S = 4.116.000 / 807.000 = **5,10 days /tourist;**
The average stay realized in 2007:
S = 4.469.000 / 926.000 = **4,83 days /tourist;**
The average stay realized in 2008:
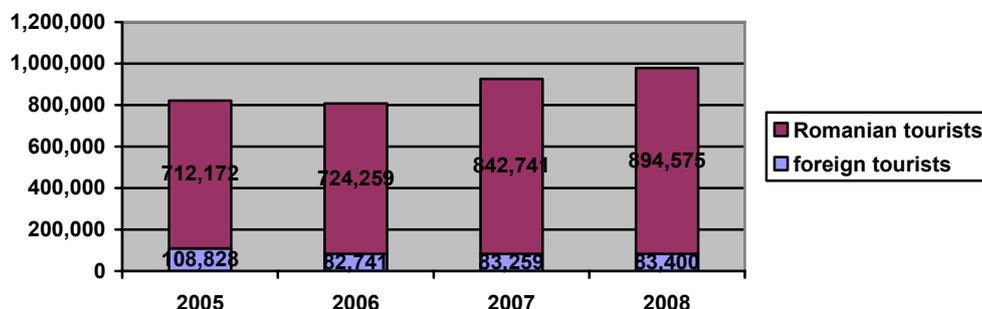S = 4.435.702 / 977.975 = **4,54 days /tourist;**

Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008 and the monthly statistic Bulletin 01/ 2009, taken from www.constanta.insse.ro.

During 2005 – 2008 the average stay has registered a slight decrease from one year to another, fact explained by the tourists' tendency of practicing weekend tourism in the average and long stays' detriment.

Although a series of investments have been done, this is the case of Mamaia resort especially, and the seaside attracts, during summer, a significant number of tourists who practice ***the weekend tourism,*** *still* ***the offer of products is so not diversified*** and is not according to the taste tendencies and tourists' preferences. The tourists from Germany and Scandinavian Countries who used to be oriented toward the Romanian seaside, as a tourist's destination, are currently oriented to competent destinations from the Mediterranean Sea and the Aegean Sea, as well as towards Croatia and Bulgaria. At present the entrepreneurs in this area, as well as the authorities in the tourism's area, take sustained efforts in order to re-launch tourism in this region, **by conceiving and applying some strategies that have as purpose transforming the seaside into a competitive destination**.

4. Indicators of the demand – offer relation

The number of resident and foreign tourists who chose Constanta County as a tourist's destination during 2005 – 2008
Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008 and the monthly statistic Bulletin *01/ 2009*, taken from www.constanta.insse.ro.

The share of the resident tourists of the total of the tourists arrived in Constanta County

P Romanian / Tourists' total = (no. of Romanian tourists in the reception tourists' structures, in the year 1/ no. of tourists in the reception tourists' structures, in the year 1) x 100

The share of the resident tourists of the total of the tourists arrived in Constanta County in 2005

P Romanian/total tourists = 712.172 / 821.000 x100 = **87 %**
In 2005, the Romanian tourists have represented 87 % of the total of tourists' who chose as tourists' destination the Constanța County.

The share of the resident tourists of the total of the tourists arrived in Constanta County in 2006

P Romanian/total tourists = 724.259 / 807.000 x100 = **90 %**
In 2006, the Romanian tourists have represented 90 % of the total of tourists' who chose as tourists' destination the Constanța County.

**The share of the resident tourists of the total of the tourists arrived in Constanta County in 2007**

P Romanian/total tourists = 842.741 / 926.000 x100 = **91,01%**
In 2007, the Romanian tourists have represented 91,01 % of the total of tourists' who chose as tourists' destination the Constanța County.

The share of the resident tourists of the total of the tourists arrived in Constanta County in 2008

P Romanian/total tourists = 894.575 / 977.975 x 100 = **91,47 %**
In 2008, the Romanian tourists have represented 91,47 % of the total of tourists' who chose as tourists' destination the Constanța County.
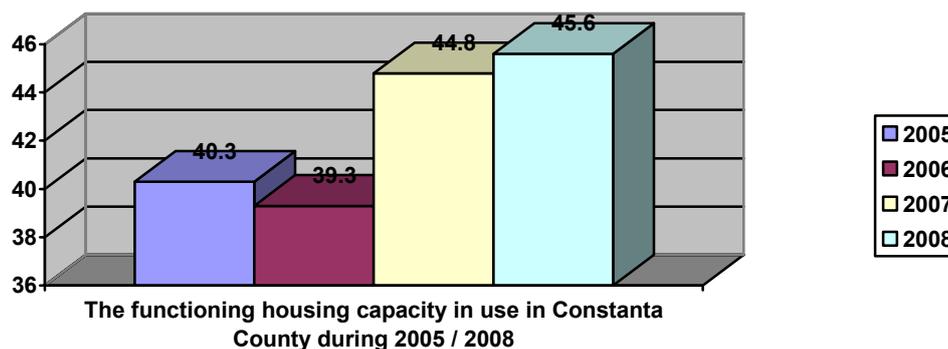
The functioning housing capacity in use in Constanta County during 2005 / 2008

Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008 and the monthly statistic Bulletin 01/ 2009, taken from www.constanta.insse.ro.

During 2005 – 2008 the highest degree of use of the functioning housing capacity has been registered at the level of 2008.

The tourist's density in report with the population = no. of arrived tourists / the county's population

The tourist's density in report with the surface = no. of arrived tourists / the county's surface

The tourist's density of Constanta County, in 2005
The tourist's density in report with the population
Δt = 821.000 tourists / 715.148 locuitori = 1,15 tourists / inhabitant
The tourist's density in report with the surface
Δt = 821.000 tourists 7071 km^2 = 116,11 tourists / km^2

The tourist's density of Constanta County, in 2006
The tourist's density in report with the population
Δt = 807.000 tourists / 716.576 = 1,13 tourists / inhabitant
The tourist's density in report with the surface
Δt = 807.000 tourists / 7071 km^2 = 114,13 tourists / km^2

The tourist's density of Constanta County, in 2007
The tourist's density in report with the population
Δt = 926.000 tourists / 718.330 = 1,29 tourists / inhabitant
The tourist's density in report with the surface
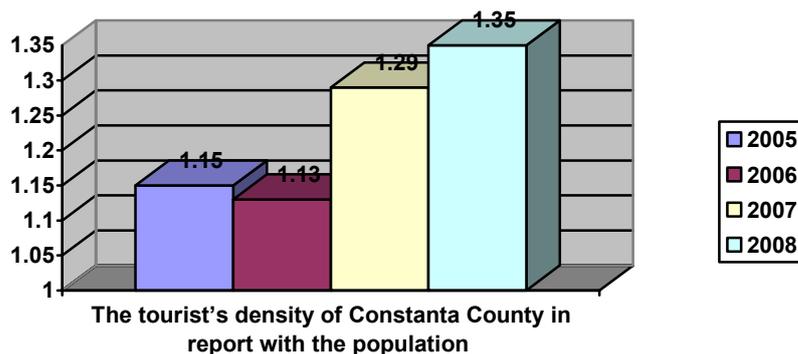Δt = 926.000 tourists / 7071 km^2 = 130,96 tourists / km^2

The tourist's density of Constanta County, in 2008
The tourist's density in report with the population
Δt = 977.975 tourists / 721.896 = 1,35 tourists / inhabitant
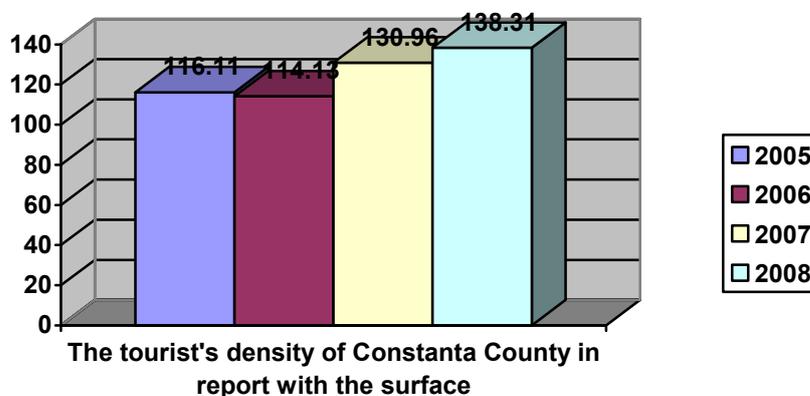The tourist's density in report with the surface
Δt = 977.975 tourists / 7071 km^2 = 138,31 tourists / km^2

Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008 and the monthly statistic Bulletin 01/ 2009, taken from www.constanta.insse.ro.

During 2005 – 2008 the highest value of the tourist's density in report with population it has been registered at the level of 2008 (1,35 tourists / inhabitant).

Source: Processing onto the data base taken from the statistic yearbook of Constanta County 2008 and the monthly statistic Bulletin **01/ 2009**, taken from www.constanta.insse.ro.

During the analyzed the highest value of the tourist's density in report with the surface it has been registered at the level of 2008 (138,31 tourists / inhabitant).

5. Conclusions

The increase of the services' quality and the diversification of the services offer should represent primordial objectives for the tourism's entrepreneurs from Constanta County. Thus the resorts of the Romanian seaside will be able to be included in the international tourist's circuits, shall be able to satisfy an exigent external demand regarding comfort, tourist's services quality and security.

Also the entrepreneurs of the Romanian seaside tourism should give a special attention to personnel policy which should refer to: attracting workers prepared for this area, to make them faithful by different means of stimulation and granting facilities to the employees who render high quality services, sustaining periodic training of the area's employees. Adopting some attraction strategies, making faithful and stimulating the personnel employed in tourism, that shall determine, in time, the increase of the employees' services rendering, fact that shall lead to attracting tourists and making them faithful.

The sustainable development of the tourist's products, the continuous addaption to the market's changes, the application of some marketing strategies grounded on market studies rigorously realized, represents the main action directions in the development of tourism companies from Constanta County and imposing this county's image in the international market as a tourist's destination well personalized and differentiated from the other competitive destinations.

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