Romanian tourism in the European context. Trends and challenges

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INTRODUCTION

Globalization, the multiplication of destinations and new technologies have led to the irreversible change of the global competitive environment and have given a new dimension to competition on the tourist market.

Competitiveness denotes quality, safety, flexibility, efficiency, and these characteristics should be placed on the banner of any demanding tourist destination.

Basically, the competitive strength of a destination resides in the competitive advantages and distinctive elements it possesses.

Purpose

The paper represents a narrowing of the scope of research and aims at the detailed presentation of Romania's efforts to revitalize the tourism industry and the current state of tourism competitiveness, compared to other emerging EU states in the time horizon (2013-2021).

RESEARCH OBJECTIVES

-Comparative analysis of economic indicators

-Analysis and systematization of tourist indicators

-Analysis of e-tourism indicators

-Determining factors of tourism competitiveness

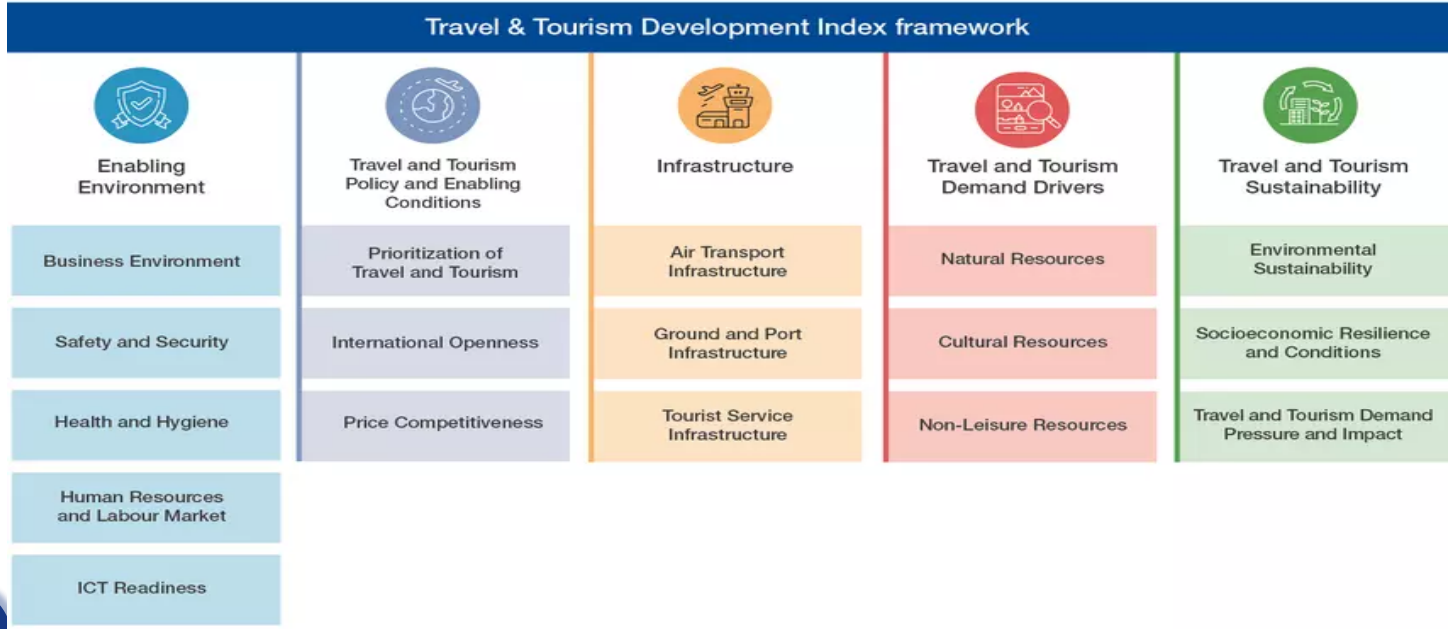
Research methodology

Mixed theoretical and empirical research method through:

- the analysis of specialized literature as well as
- the analysis of the most important economic indicators in the tourism industry.

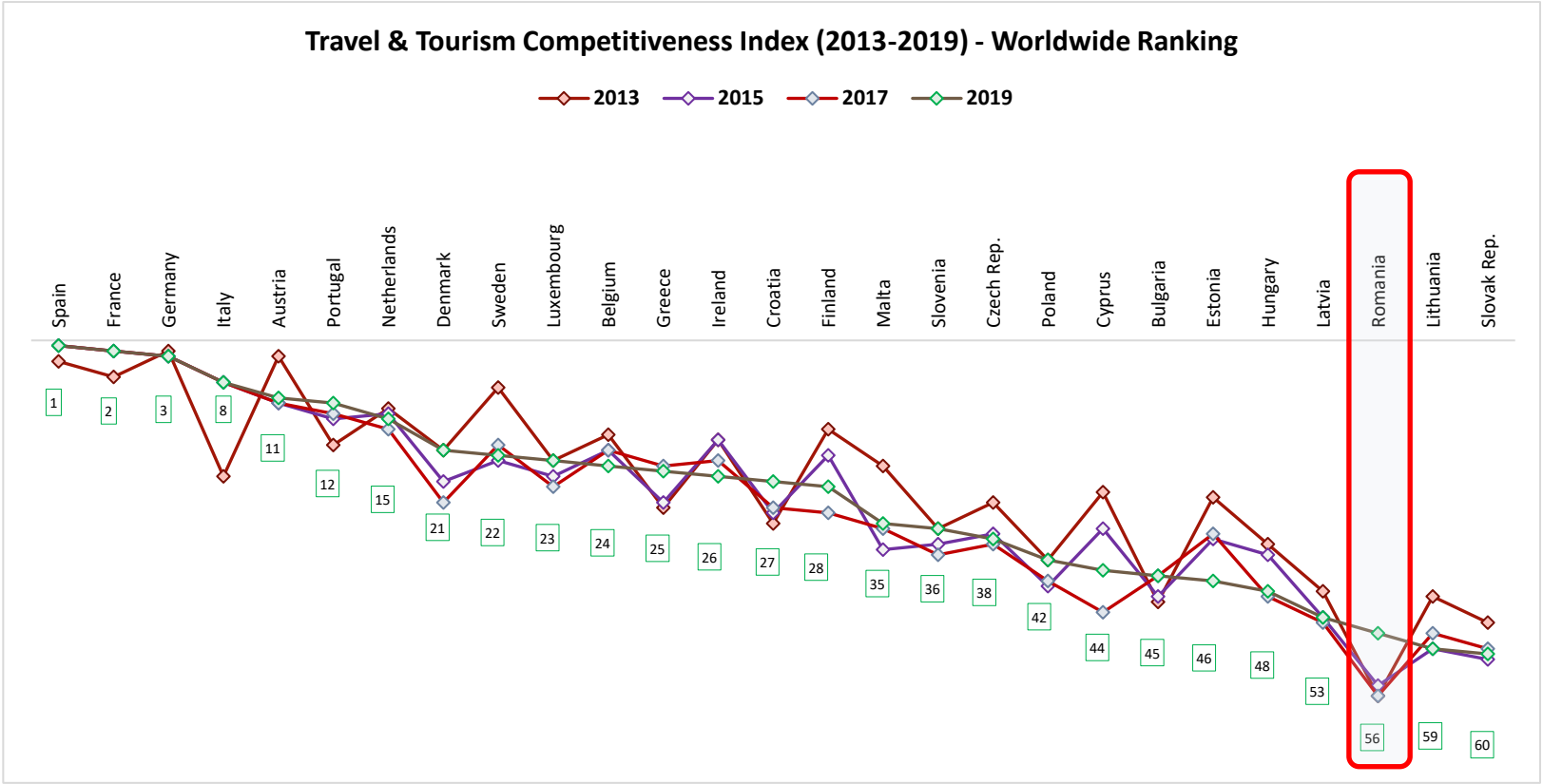
The role of these indicators is, among others, to ensure a good understanding of the main determinants of competitiveness.

Travel & Tourism Development Index (TTDI)

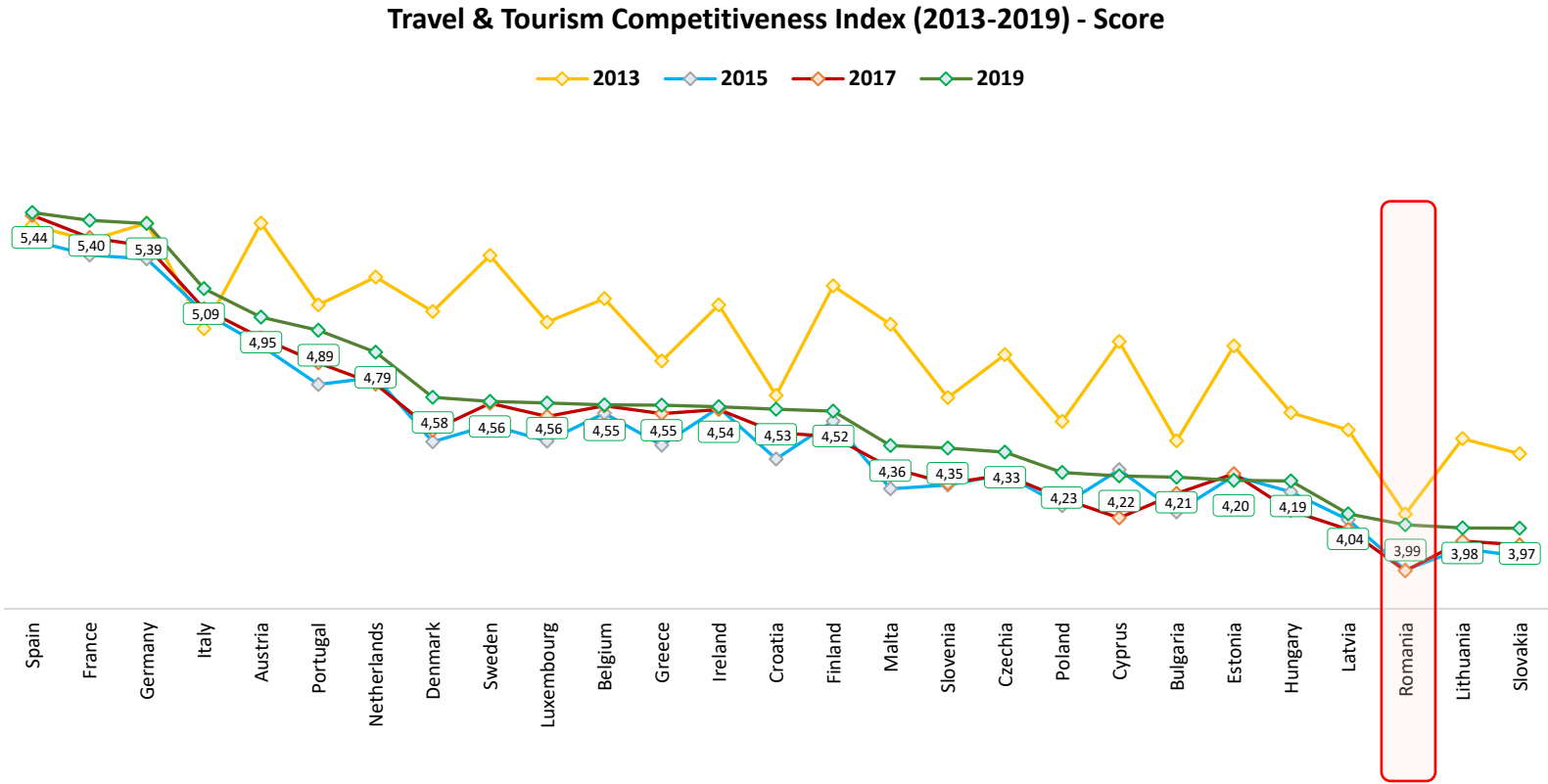


Sursa: ***The Travel & Tourism Development Index 2021 Framework***
https://www.weforum.org/reports/travel-and-tourism-development-index-2021/appendix-b-06c0b8e814

Travel & Tourism Competitiveness Index

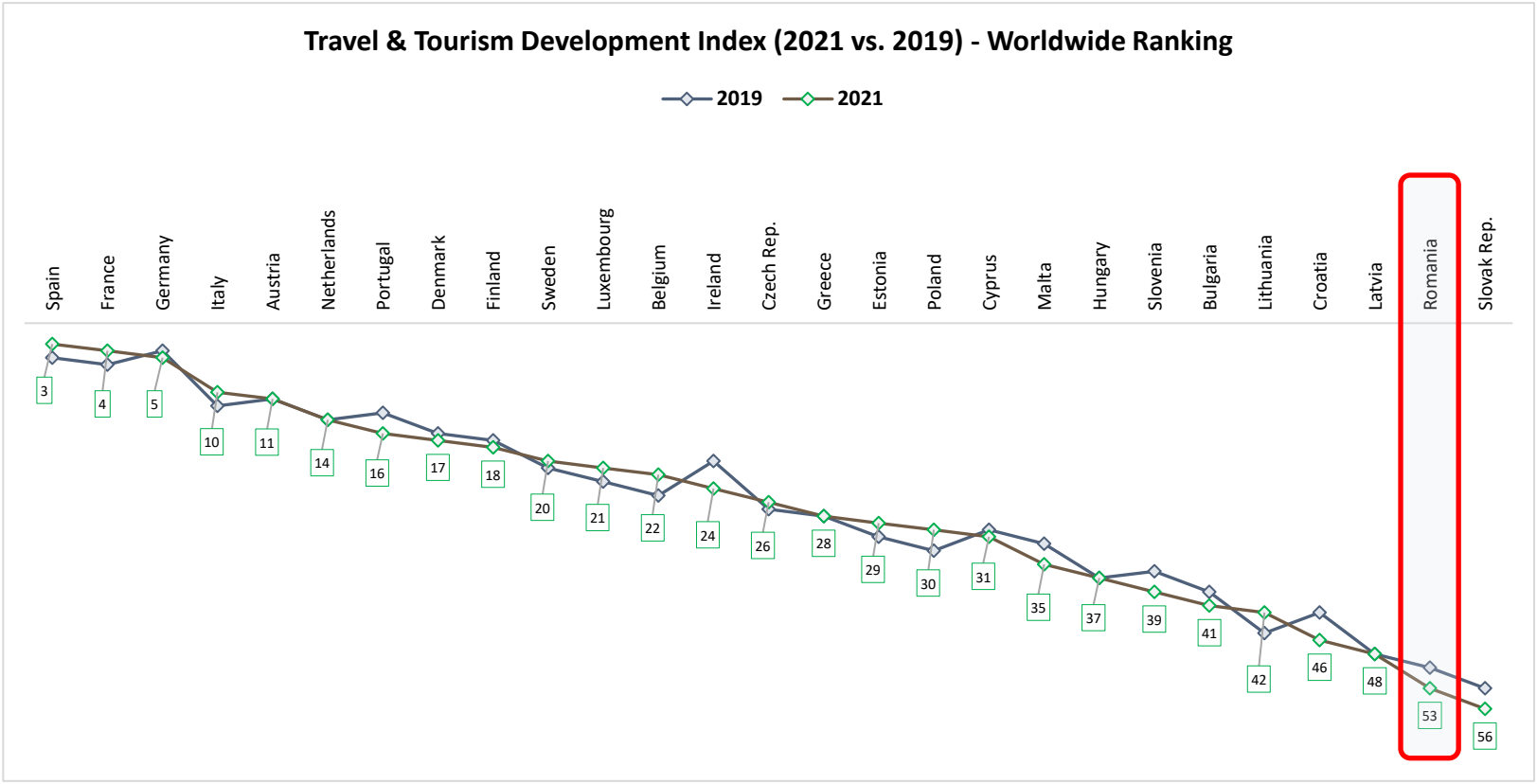


Sursa: Travel & Tourism Competitiveness Index (2013-2019) - Worlwide ranking; own contribution based on data available from the World Economic Forum database



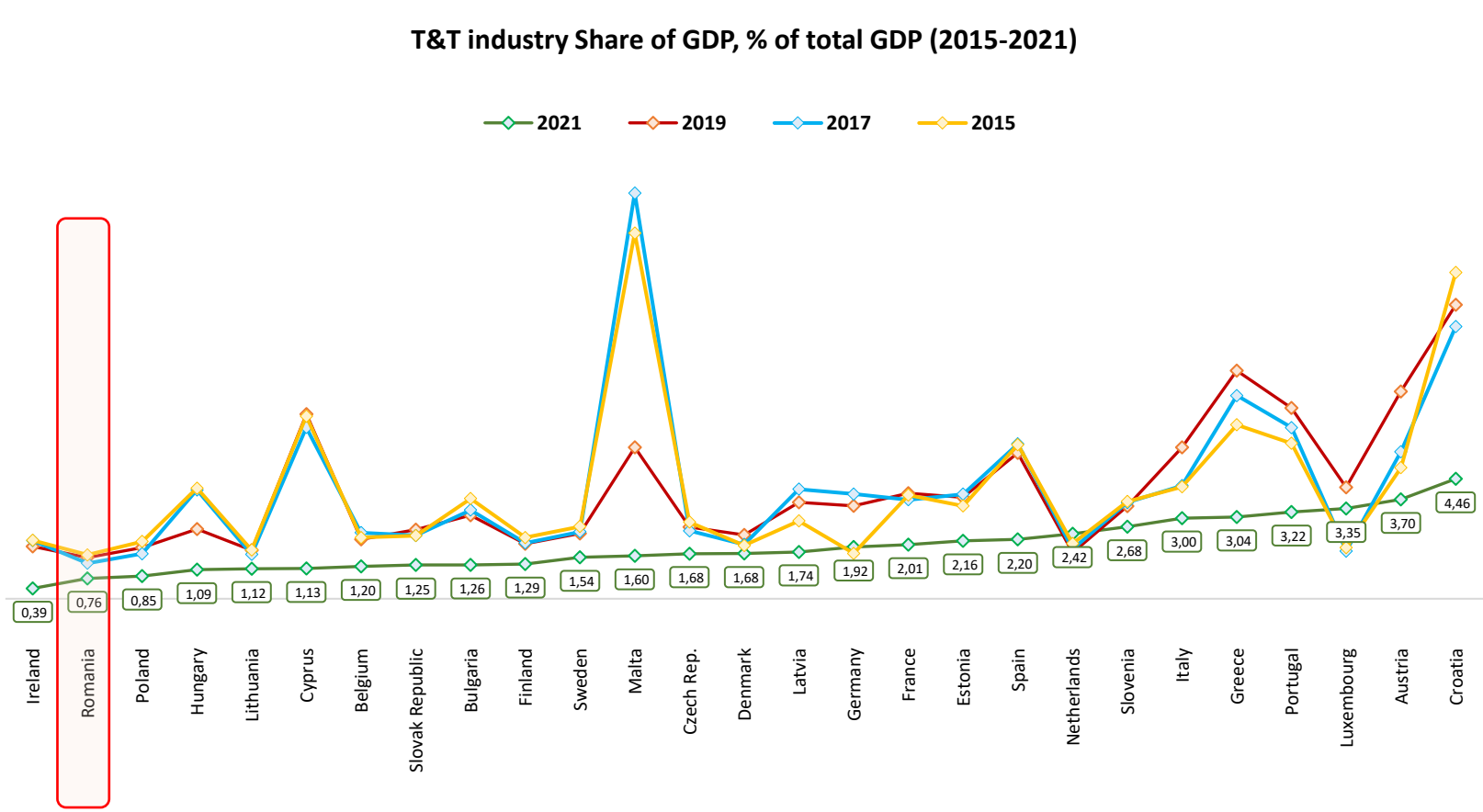
Sursa: Travel & Tourism Competitiveness Index (2013-2019) - Score, own contribution

Travel & Tourism Competitiveness Index (2019-2021)



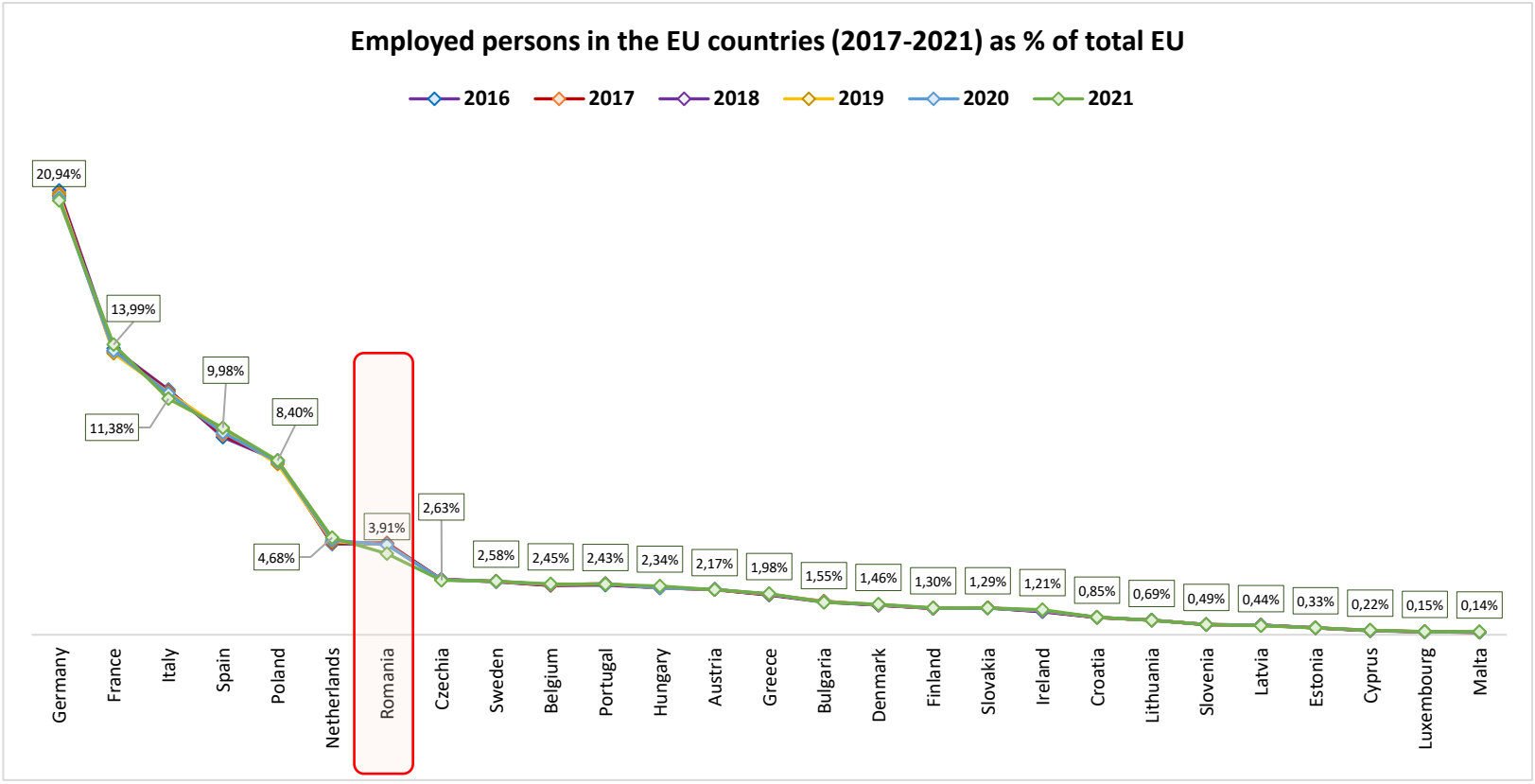
Sursa: Travel & Tourism Competitiveness Index (2013-2019) - Worlwide ranking; own contribution based on data available from the World Economic Forum database

Tourism Share to GDP (% of GDP)



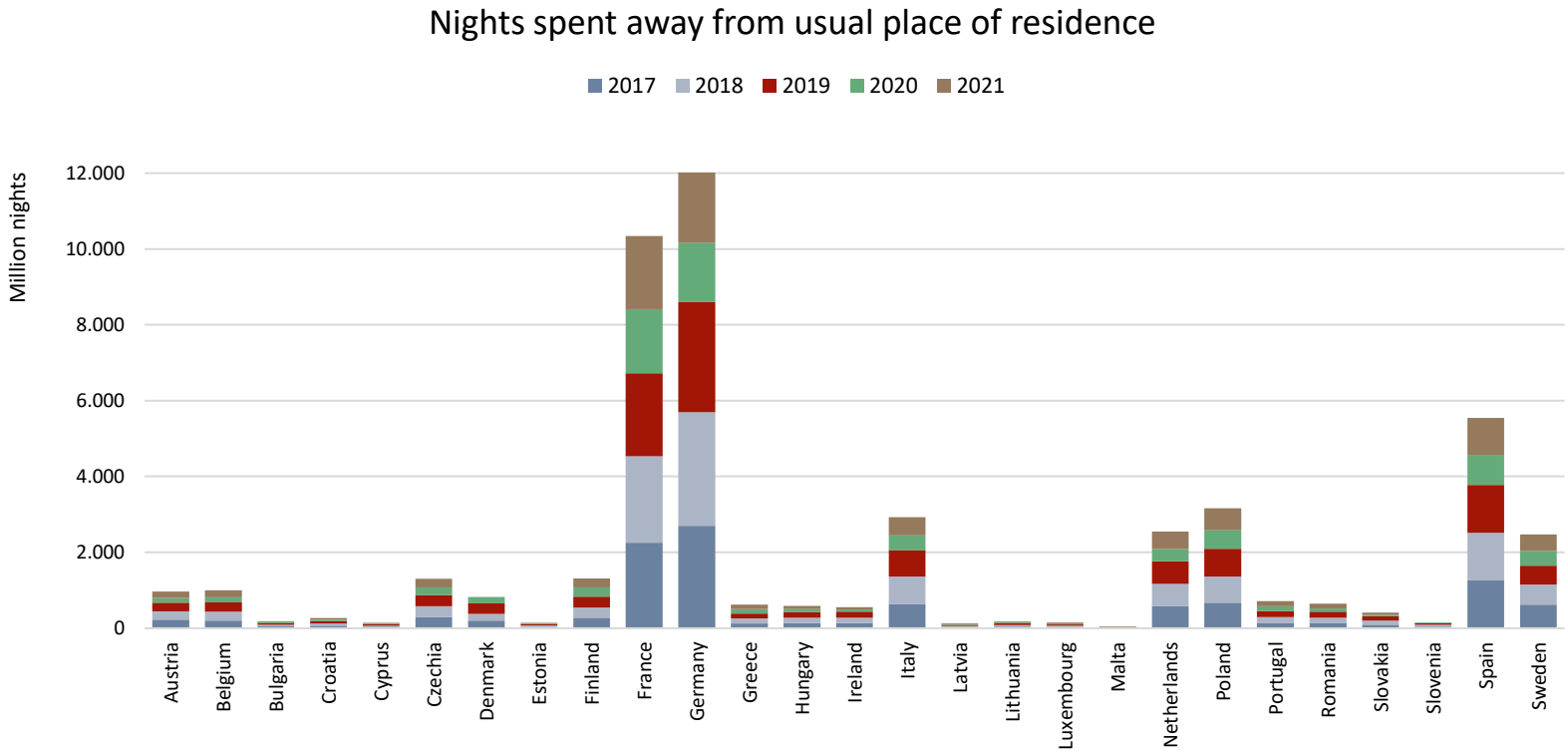
Sursa: Travel & Tourism Competitiveness Index (2013-2019) - Worlwide ranking; own contribution based on data available from the World Economic Forum database

Employed persons in Tourism & Travel



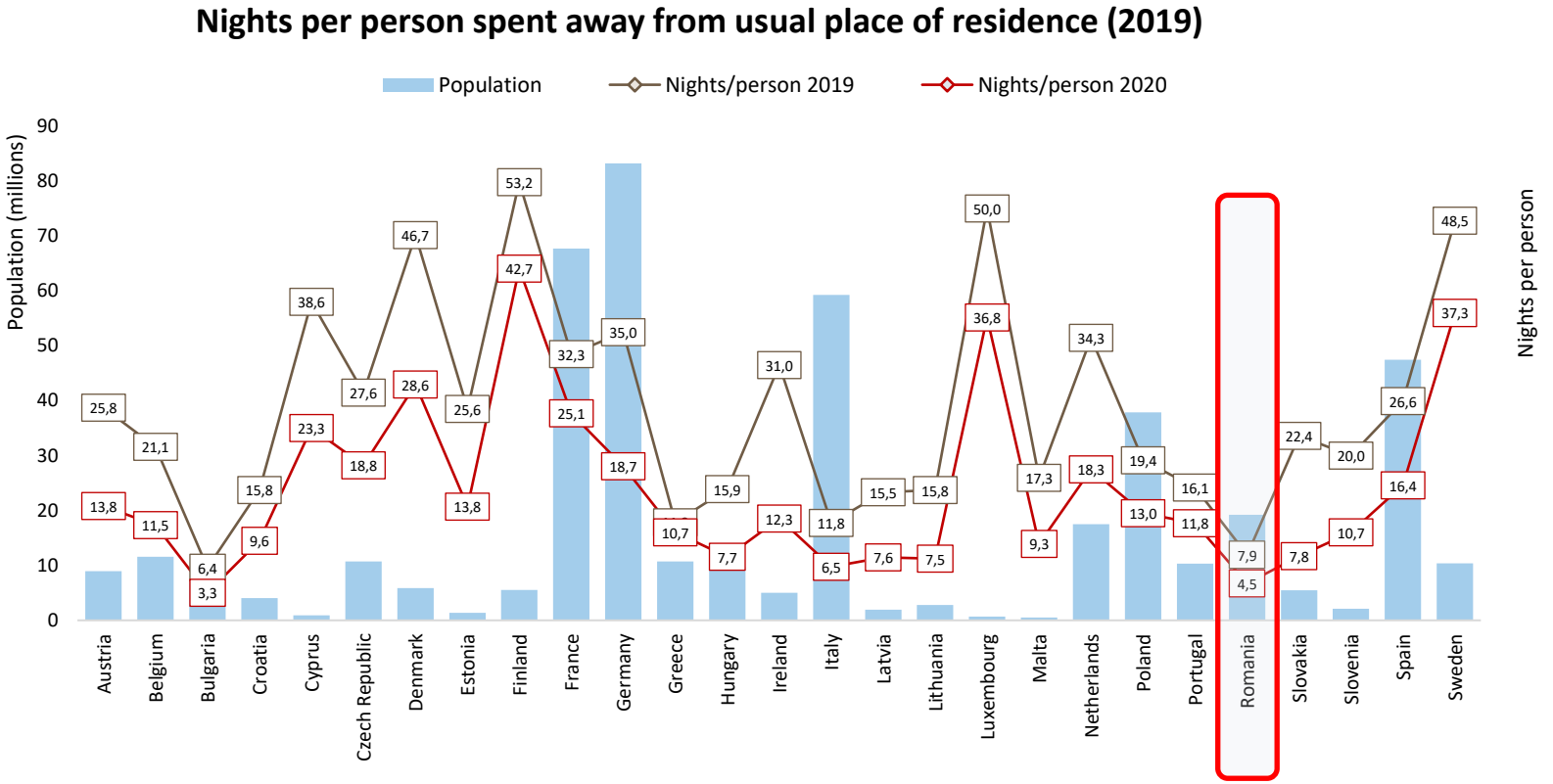
Sursa: Total number of employed persons in the European Union (2016-2021); own contribution based on data available from the Eurostat database

Nights spent away from usual place of residence EU-27



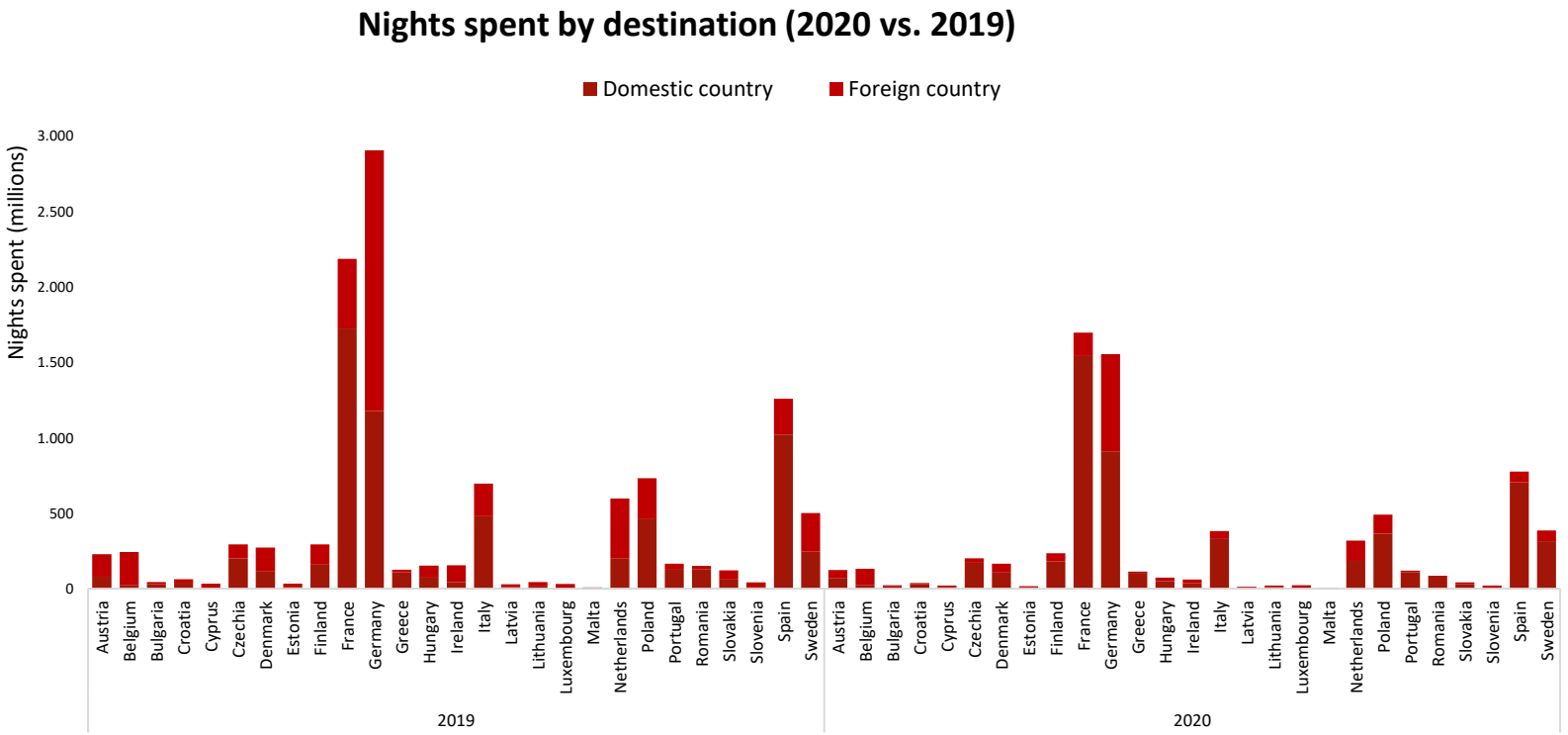
Sursa: Nights spent away from usual place of residence EU-27; own contribution based on data available from the Eurostat database

Nights spents per person away from usual place of residence vs. Member State population, 2020 vs. 2019



Sursa: Nights spents per person away from usual place of residence vs. Member State population, 2020 vs. 2019; own contribution based on data available from the Eurostat database

Nights spents away from usual place of residence by destination, 2020 vs. 2019



Sursa: Nights spents away from usual place of residence by destination, 2020 vs. 2019; own contribution based on data available from the Eurostat database

Conclusions

1. In the analysis below, we have included 2015-2019 TTCI comparison for EU countries, as well as a separate analysis for 2019-2021 new TTDI.

2. TTCI chart analysis show Romania either as the least-most performing EU country (2013, 2015, 2017), placing 66 or 68 worldwide, and a score of 4.04 (2013) or 3.78 (in both 2015 and 2017), and woldwide ranking improving only in 2019 (third least performing EU country, with an average score of 3.99.

3. The new and updated Travel & Tourism Development Index shows a slightly better ranking worldwide for Romania (56 vs. 50 for TTCI, and 53 for TTDI), but placing Romania second-bottom ranked EU country in both 2019 and 2021 TTDI reports, followed only by Slovak Republic.

Conclusions

4. Romania's tourism and travel industry has been the least performing sector of all EU countries from 2014 to 2020, placing our country as the bottom ranked EU state for the entire analysis period.

5. Romania accounted for around 3.91% of the total T&T sector number of EU employees in 2021, a decrease from the 4.33-4.43% registered in the previous time periods included in the analysis.

6. Romania has the 6th largest population in the European Union, nevertheless data show Romanian people do not travel as much as fellow EU citizens. In fact, 2019 data show Romania - followed only by Bulgaria - on the bottom of the EU top, with merely a total of 7.95 nights per person spent away from usual place of residence in 2019, as compared to say other former communist countries (Hungary - 15.90, Slovakia - 22.37).

THANK YOU FOR YOUR INTEREST!

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