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ASPECTS REGARDING THE INCURRED EXPENSES MADE BY NON-RESIDENT TOURISTS IN ROMANIA, IN 2022

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Abstract: Romania has a discreet presence on the map of European tourism. Without a good promotion strategy, without brand or identity, without investment in external promotion, without vision, Romania loses the chance to attract more foreign tourists and will not succeed in aligning European tourism. Tourism represents a specific activity, which can be considered an economic activity, but also as an individual or group activity of people with predominantly recreational, cultural or spa purposes. In 2022, the total number of non-resident tourists staying in tourist accommodation structures almost doubled to 1.579 million, their expenses amounting to 4.280 billion lei, i.e., on average, a non-resident tourist had spent 2709.4 lei.

Key words: tourists, non-residents, transport, purpose of travel, expenses

• Introduction

Governments have lost the battles with all their neighbors on tourism in the last decade. Tourism grew thanks to entrepreneurs, but the Romanian state did not know how to capitalize on the potential. In general, our country is considered a country with an important tourist potential.

Although the number of non-resident tourists arriving in Romania almost doubled in the first nine months of the year, tourism remained the only service that generated a current account deficit, as the holidays of Romanians abroad were not offset by those of foreigners in Romania.

Romania has no promotional website, no promotional video, no medium or long-term strategy and no money for the image. Romania has failed to promote tourism abroad, and the Romanian state has failed to fulfil its duty to create a national brand and finance external promotion.

• Material and method

To carry out this study, it was necessary to consult the bibliography, study various statistical data, scientific works in the field of study and many documents that helped us to identify the most important data and aspects for this study. The study covers the period from 01 January 2022 to 30 September 2022. We chose this period because it was the most complex and comprehensive in terms of data. After extensive research, we were able to centralise the most important data, present it in tabular or graphical form, and finally interpret it and present our conclusion about the study.

• Results and discussions

Despite the return to normal life, the number of non-resident tourists in the period under review was lower than in 2019, the year before the pandemic, when we were visited by 2,669 million tourists and their expenditure totalled 6,895 billion lei. The worst year for tourism, not only for us, was 2020.

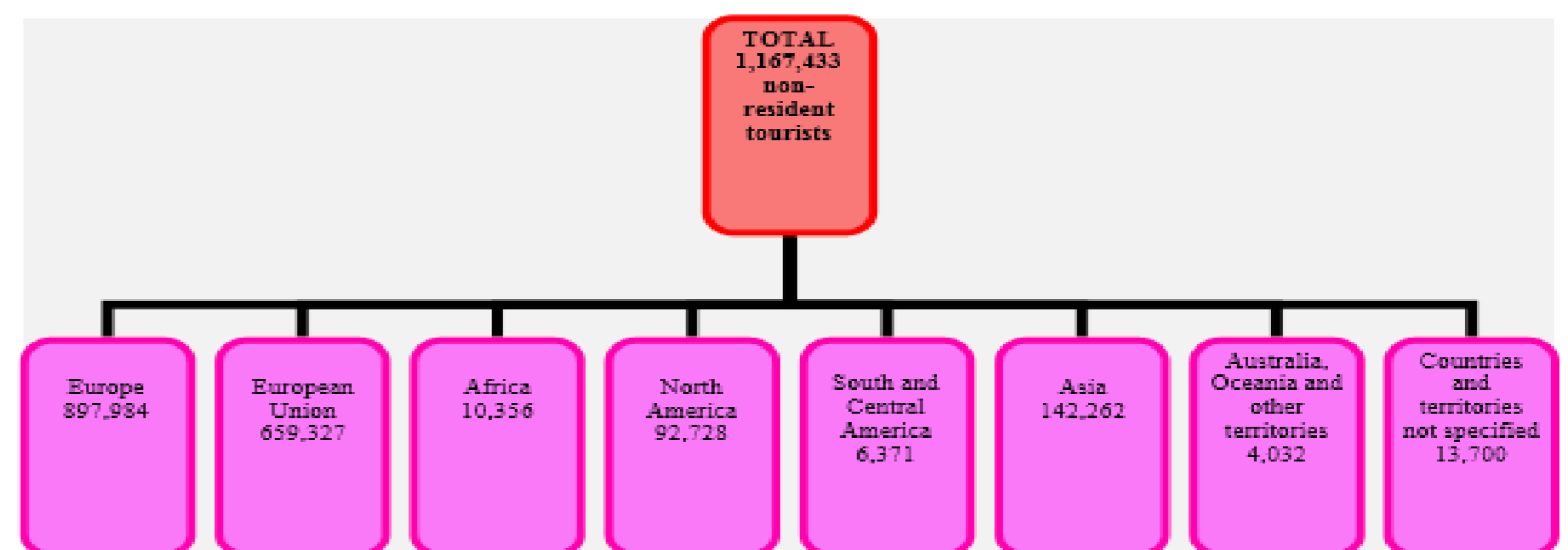


Figure 1. Distribution of non-resident tourists by area of residence

Once tourists have decided to organise their trip in different ways, it is natural that they also choose the means of transport.

Figure 4. shows how tourist expenditure is divided into different categories according to the purpose of the trip.

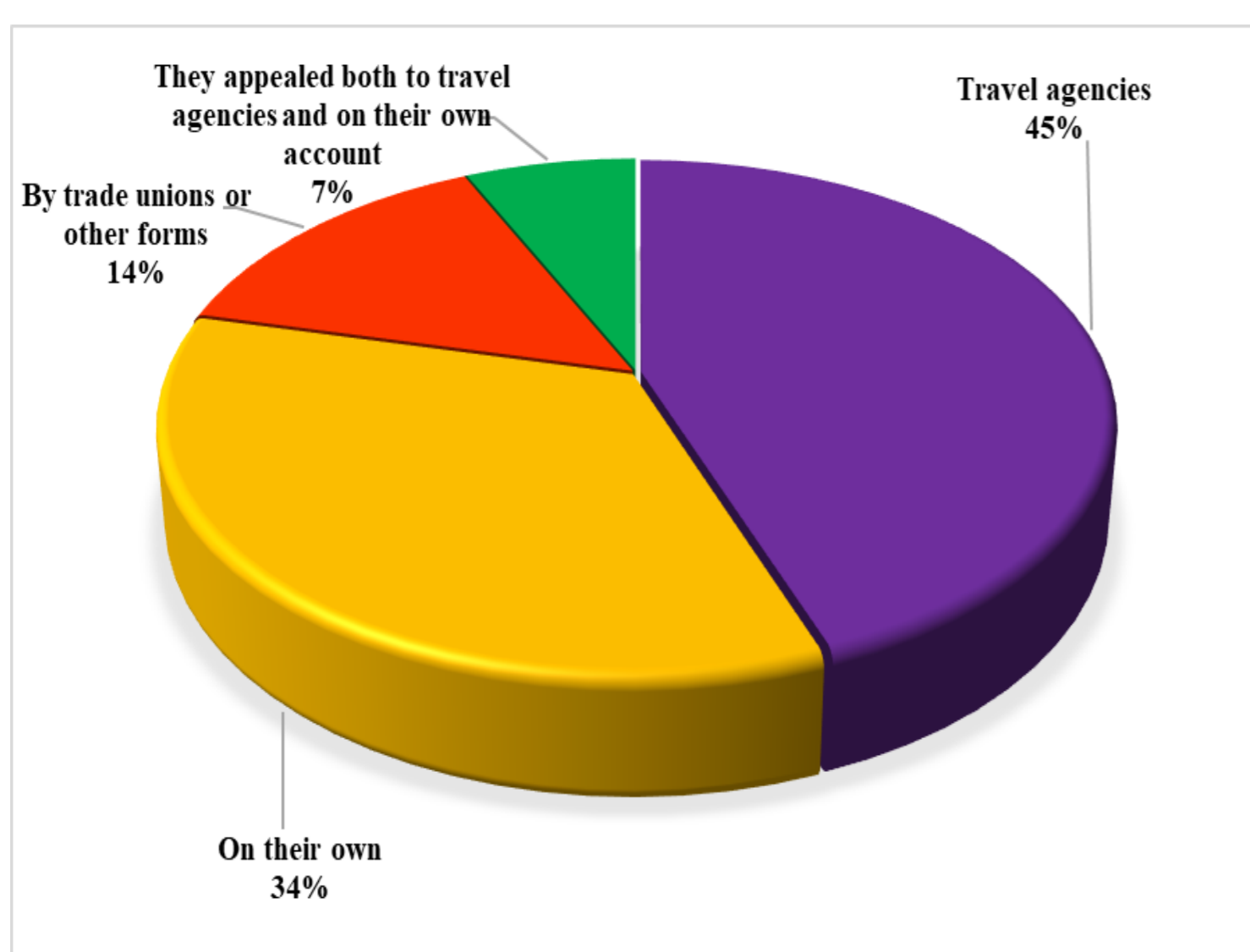


Figure 2. Non-resident tourists' options depending on the travel organizer (%)

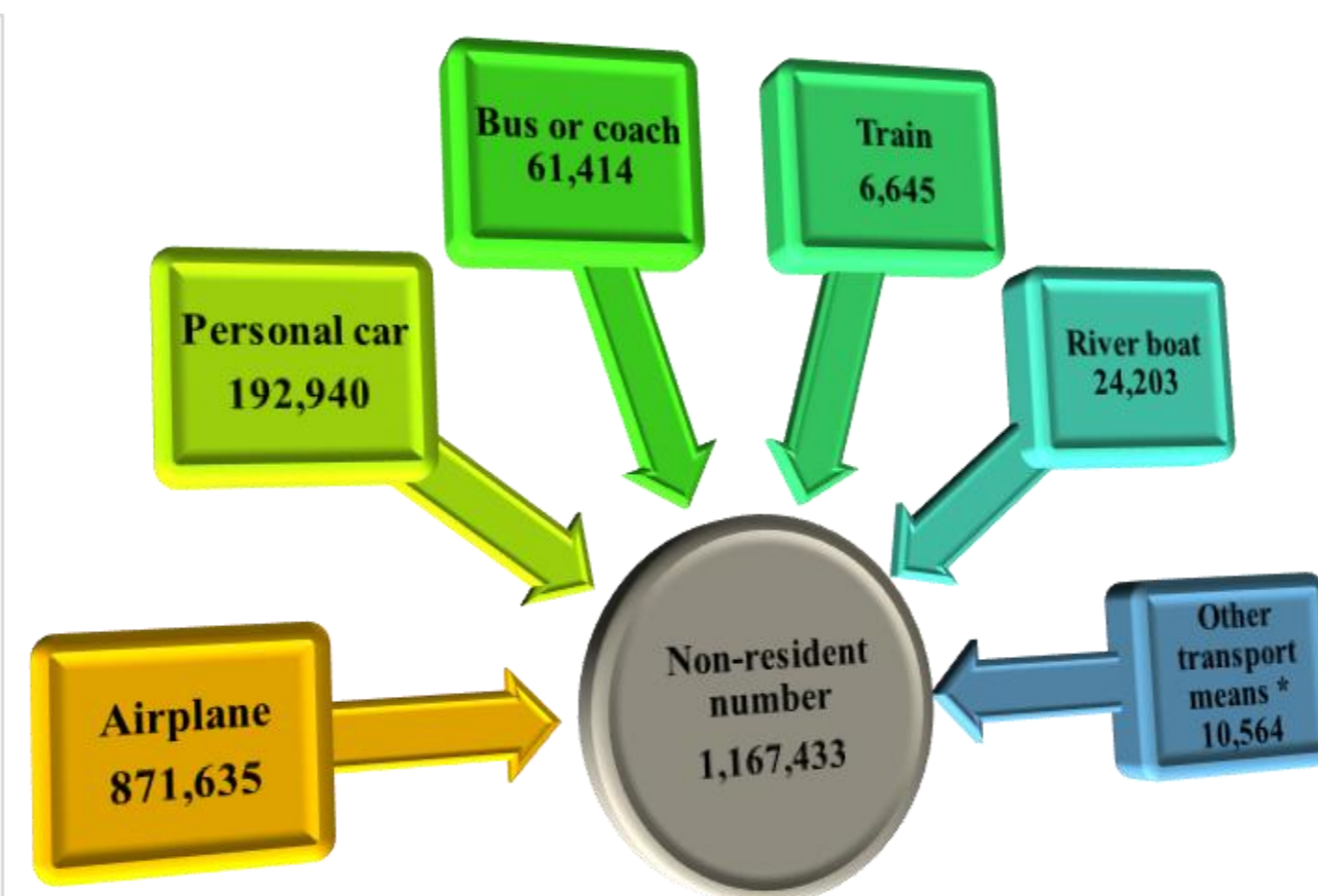


Figure 3. The situation of the main means of transport used by tourists (number)

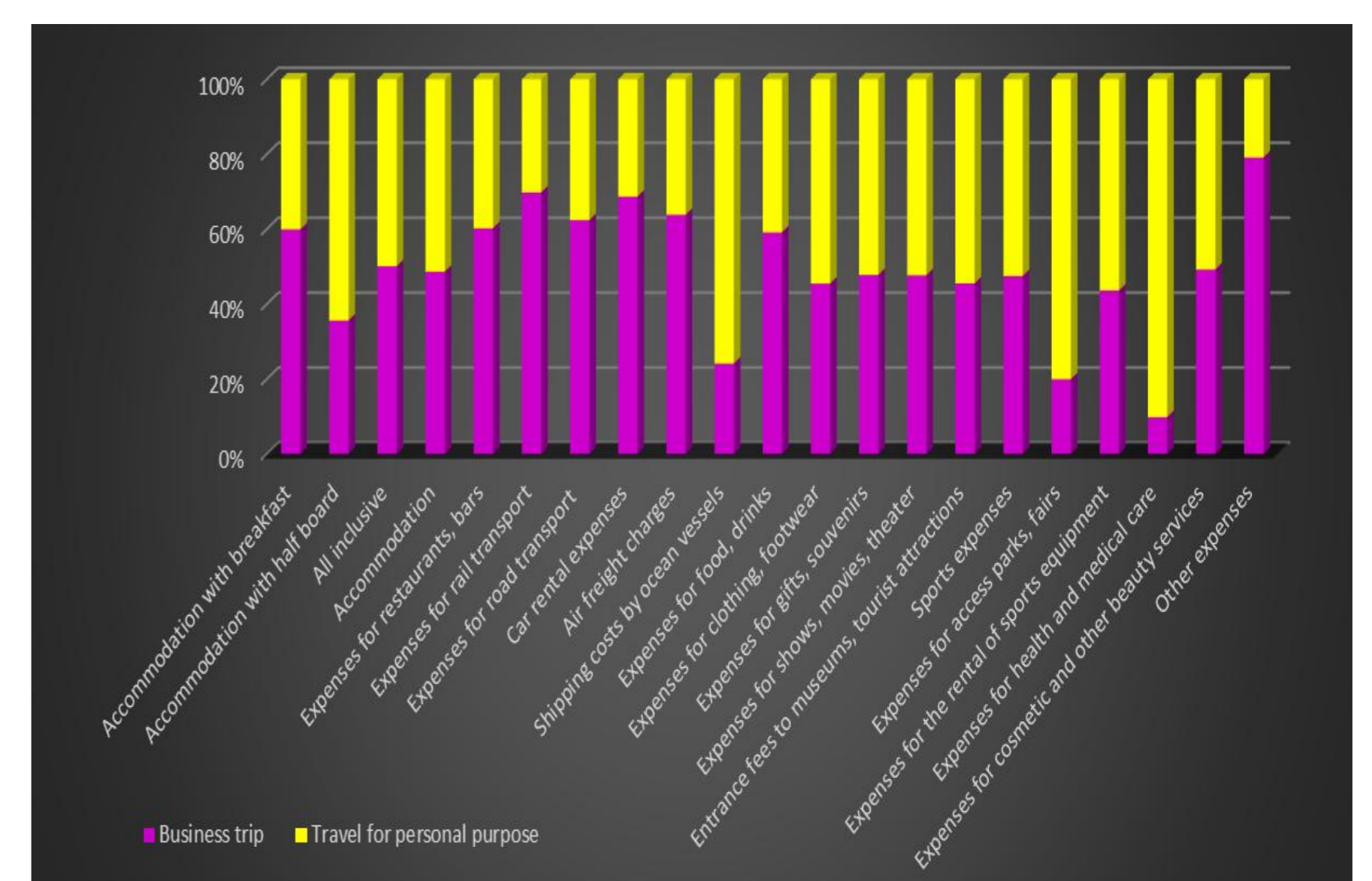


Figure 4. Expenses made by non-residents for the stay in Romania, by types of expenses and the purpose of the trip

Conclusions

Although they could be a valuable resource for our country, foreign tourists are visiting us less and less. The authorities estimate that 1.5 million foreigners will visit us in 2022, half as many as in 2019. The total number of non-resident tourists staying in collective tourist accommodation facilities during the period under review was 1,167 million, and their expenditure amounted to 3,15 billion lei (on average 2704.3 RON/person).

To help travel agencies to attract more tourists, the State announces that it will pay a part of the expenses for foreigners who spend more than four consecutive nights in our country.

On Facebook, the Ministry of Tourism's page has barely 5,000 followers, and the posts are more about officials than promoting the country. The Instagram account, popular with young people and travellers, was only launched in September and is followed by just 270 people.