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STUDY ON THE EVOLUTION OF TOURIST ACCOMMODATION FACILITIES IN CLUJ COUNTY

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Abstract: The authors of this article present the evolution of tourist accommodation structures in Cluj county. Thanks to its tourist attractions, the studied area has become, in recent years, a destination visited more and more often by tourists from all over the world. The aim of this article is to highlight the evolution of the tourist accommodation structures in the studied area taking into account the tourism potential of Cluj county. In 2023, almost 700,000 tourists visited Cluj county, an increase of 8.6% compared to the previous year. The number of foreign tourists increased by 30% compared to 2022. According to the data presented by the Cluj County Directorate of Statistics at Cluj County level, in 2023, 688,183 tourists were accommodated, an increase of 8.6% compared to 2022, of which 132,434 are foreign tourists, representing 19.2% of all tourists. It can also be seen that the number of tourist accommodation facilities has increased compared to previous years, reaching 596 in 2023 compared to 222 in 2010. Information obtained from local authorities and other bibliographic sources, as well as data provided by the National Institute of Statistics contributed to this article. Centralisation, analysis and data processing are some of the methods used to prepare this scientific approach.

• Introduction

- Cluj County is a county located in the central-western part of Romania, in the centre of the historical province of Transylvania. The county seat is Cluj-Napoca. It borders on the counties of Sălaj, Maramureş, Bistriţa-Năsăud, Mureş, Alba and Bihor. Cluj County, with an area of about 6,700 square km, is located at the intersection of three natural units: the Apuseni Mountains, the Someşan Plateau and the Transylvanian Plain. Renowned for its valuable historical heritage and distinct Transylvanian influences, this county stands out for its diversity and breadth, leaving an unforgettable impression on all who explore it.
- Cluj is one of the most culturally active counties, benefiting from a rich heritage, a long-standing reputation in education and culture, and numerous prestigious institutions. The abundance of monuments and historical sights, together with the architectural and traditional heritage, mostly included in the national circuit, constitute some of the most visited and famous tourist attractions in Cluj.
- Last but not least, Cluj county has a high tourism potential, reflected in the existence of a wide range of leisure activities: hiking, mountaineering, spa treatment, winter and summer sports or camps for children and youth. All these attributes qualify it as an ideal destination offering multiple possibilities, both for leisure and for business development in various fields of activity.

• Material and method

- Data provided by local authorities, as well as information extracted from other bibliographical sources and from the National Institute of Statistics, served as the main sources for this article. The process of centralising, analysing and processing these data are some of the methods used in carrying out this scientific research.

• Results and discussions

- The territory of Cluj County is distinguished by a varied landscape, with various forms of relief and numerous natural monuments. In addition, there are historical monuments from ancient times, works of art and authentic folklore. The tourist potential is considerable, offering ideal conditions for tourism, recreation and treatment.

Therefore, in the following, we will examine the evolution of tourist accommodation facilities in Cluj County, as well as the evolution of the existing and operational accommodation capacity.

Table 1
Evolution of tourist accommodation facilities in Cluj county
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Types of tourist accommodation	2010	2015	2017	2019	2021	2022	2023
Total	222	186	283	334	507	547	596
Hotels	48	56	64	67	61	57	63
Hostels	4	3	10	11	15	15	16
Apartments and rooms for rent	:	:	:	:	130	150	179
Apartment hotels	:	1	1	2	3	6	6
Motels	3	6	6	6	6	6	6
Tourist villas	14	12	12	11	15	17	15
Tourist cabins	8	3	2	2	3	3	3
Holiday villages	:	:	:	1	1	1	1
Campsites	1	1	1	3	3	4	7
Tourist lodges	2	1	1	1	1	1	1
Tourist cottages	:	:	:	:	1	2	2
Camps for pupils and preschoolers	:	1	1	1	1	1	1
Tourist pensions	29	43	64	65	64	64	61
Agritourism pensions	113	59	121	164	203	220	227

•During the period under review, the number of tourist accommodation facilities in Cluj County increased significantly, reaching 596 units in 2023, compared to 2010, when there were only 222 accommodation units, as can be seen in the table above.

•In terms of existing accommodation capacity, in the area under analysis, there is a significant increase from one year to the next, reaching 16,565 accommodation places in 2023, compared to 2010, when there were 6,960 places available.

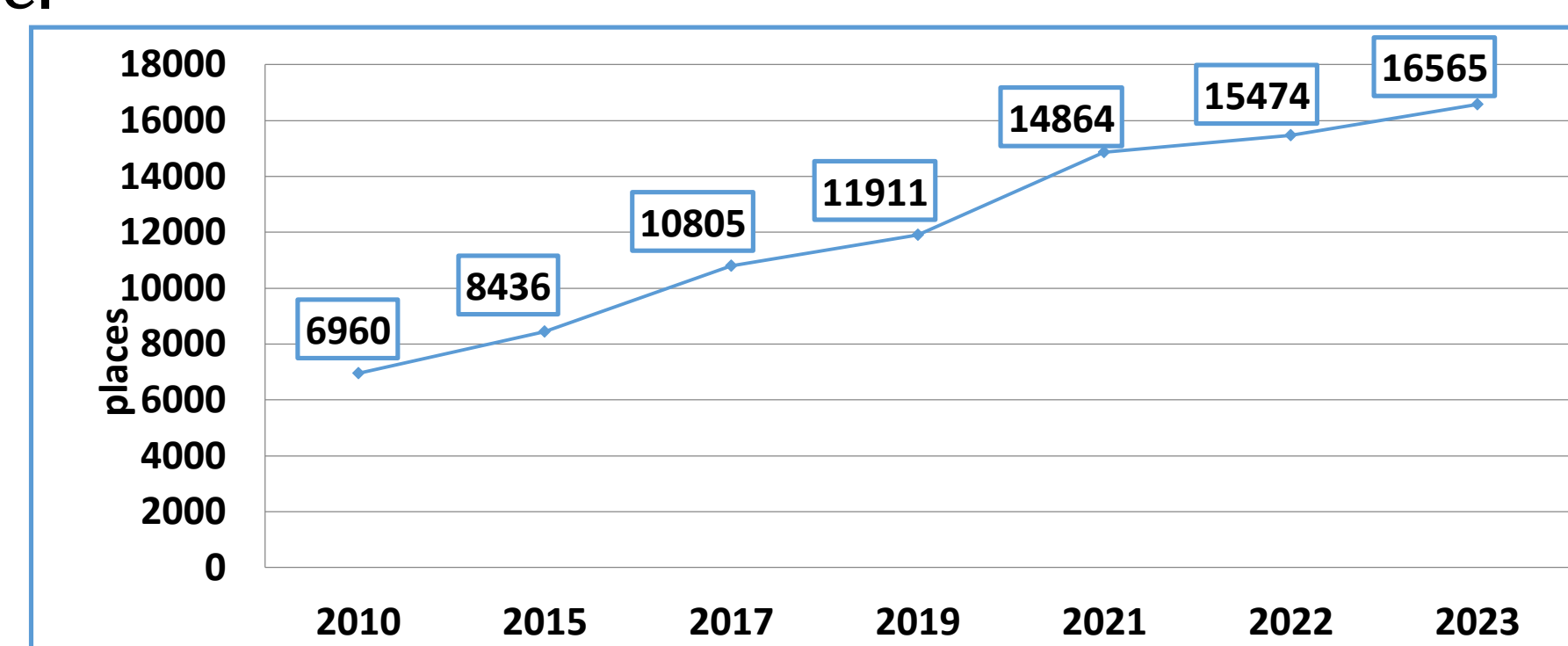


Figure 1. Evolution of the existing accommodation capacity in Cluj County, 2010-2023

•Conclusions

•The transformation of tourism into an industrial activity, fully exploiting the important potential of Cluj County, bringing profit both for the providers and for a growing number of beneficiaries, requires changes in mentality, stimulation of private initiative on multiple paths and responsibility from the decision-making authorities. They must recognise tourism as an inexhaustible source of income. It is essential to reorganise and modernise the tourism infrastructure, together with a sustained publicity campaign both nationally and internationally.