

# STATISTICAL TRENDS OF THE TOURISM INDUSTRY IN CALARASI COUNTY, ROMANIA

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## Abstract

*Tourist establishments are indispensable elements of touristic activity, in the sense that the tourism potential of a destination cannot be capitalized without the existence of accommodation, food, transport and leisure establishments, but also of travel agencies. Calarasi County has all the tourism establishments mentioned above, and their dynamics are different, presenting different growth rates. The purpose of this work is to carry out a statistical analysis of the aforementioned tourist establishments in order to find out whether they tend to increase or decrease their number in the future. In the case of Calarasi County, besides the transport establishments, the other tourism establishments analyzed show a tendency to increase from a numerical point of view, a fact demonstrated by the adjustment of the data series. For the processing of the data, average indicators, indicators of the central trend were used, and for the adjustment of the data, the method of the average increase was used.*

## Keywords:

Tourism industry, statistical trends, Calarasi County

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## 1. Introduction

According to Breban (1987, p. 476), the term industry implies, besides the action of extracting raw materials, the action of processing, of processing raw materials in order to produce means of production and consumer goods. From the economic point of view, the industry falls within the sphere of production, which in turn should be equal to consumption (Minciu, 2004).

Each field of activity takes over the attributes of the notion of industry, in the sense in which reference is made to the agricultural industry, textile industry, tourism industry etc. Given that industry involves the production process, it is easy to understand that the tourism industry also aims to produce goods and provide specific services. The result of the inputs (human resources, natural resources, specific infrastructure etc.) in the field of tourism, more precisely of the process of processing and managing it is represented by the tourist product. Tourist services or tourist products may not be marketed in the absence of providers. Thus, in the absence of tourist establishments such as transport, accommodation, food, leisure and travel agencies, the tourist activity cannot be carried out. In other words, the aforementioned elements are vital for the field of tourism. Accommodation, food and transport services remain the most important for tourists who turn to travel agencies (State, Baicu and Popescu, 2014). The statistics of the local tourism establishments indicate on which tourist services the local tourism is based. In the case of Calarasi County, the most numerous tourism establishments are food establishments and transport establishments. Rather, the services on which tourism in Calarasi County relies are the food services, accommodation services, leisure services and services provided by travel agencies, as the establishments that provide these services have increasing tendencies, while the transport establishments have decreasing tendencies. Calarasi County is positioned in south-eastern of Romania and is characterized as follows: the main form of relief is the plain, it has a temperate-continental climate, the main hydrographic element is the Danube River, the main economic activity is agriculture, the female population is more numerous than the male population, the natural increase of the population is negative, most of the population is engaged in agriculture (National Institute of Statistics. Regional Directorate of

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Statistics Calarasi, 2021). Although the research methods used are not recent, the originality of the paper lies in the approach, in the sense that the main tourism establishments in Calarasi County are compared with each other, through central trend indicators, average indices and average growth method, to find out which of them have the highest growth rate. This study presents the following structure: introduction, general aspects of the tourism industry, research methodology, results, conclusions and bibliography.

## 2. Literature review

The tourism industry is an important branch of an economy and has the role of developing a tourist product that closely meets the needs of tourists. Different stakeholders contribute to achieving this goal, given that the "tourism industry has a wide range of stakeholders" (Rashideh, 2020, p. 3), starting with travel agencies and ending with local, national or international authorities. The large number of stakeholders gives the tourist services a heterogeneous character. Curta and Dușe (2014, p. 62) define the tourism industry as follows: "the totality of travel agents, travel agencies and tourist services that can be purchased only within the tourist market".

According to the previous definition, the tourism industry has a specific offer, identifying travel agencies as bidders, and tourism services as the element that is the subject of the sale-purchase process. In fact, the above definition is somewhat restrictive, as it takes out of context additional and non-specific tourism service providers. The World Tourism Organization (WTO) defines the tourism industry as follows: "the tourism industry is composed of all the establishments whose main activity is a tourist activity" (World Tourism Organization, 2020).

According to the previous definition, the emphasis is on tourism activities, as the WTO equates tourism activities with the tourism industry. The World Tourism Organization identifies four major components of the tourism industry, namely: tourist accommodation; food (food and drinks served to tourists); transport of tourists; travel agencies and booking activities (World Tourism Organization, 2010). At the same time, WTO offers a clear perspective for the significance of the tourism industry in order not to confuse tourism activities with the tourist product, as follows:

**Table no. 1: Activities specific to the tourism industry**

| <b>The product</b>                    | <b>The activity</b>                           |
|---------------------------------------|---|
| Tourist accommodation service         | Accommodation for tourists                    |
| Food service for tourists             | The activity of serving food and drinks       |
| Transport service                     | Road, Rail, Sea and Air transport of tourists |
| Transport equipment rental service    | The activity of renting transport equipment   |
| Travel agency and reservation service | Travel agency and booking activity            |
| Cultural services                     | Cultural activities                           |
| Recreational service                  | Leisure activities                            |

*Source: adaptation to the World Tourism Organization, International Recommendations for Tourism Statistics 2008, p. 42*

According to the previous table, it is noted that the tourism industry can be broken down by activities, but in order to carry out these activities it is necessary to have a specific material base and some interested parties. Turcu and Weisz (2008, p. 7) consider that the tourism industry is composed of the following entities:

- Food establishments and accommodation establishments;
- Commercial and non-commercial transport (the means of transport are the property of tourists);
- Travel agencies: retailers and tour operators;
- Tourist attractions and leisure (natural and anthropogenic attractions);
- Tourist information offices.

The above list captures exactly the essence of the activity of the tourism industry (transport, accommodation, food, leisure, tourist attractions and tourist information). Thus, from this point of view, it can be admitted that this branch of the economy is composed of several specific services, such as the transport service, the accommodation service, the food service, the leisure service, the information service etc. In order to provide and purchase these services, it is necessary for the industry to also have

a material base, human resources and financial resources, taking precedence the quality of the material base and human resource.

Being a basic service of the touristic activity, the food service has a specific material base, and the operating conditions of the food establishments are well established. According to the National Authority for Tourism (NAT), based on Order 65/2013, the following types of tourism establishments with food functions can carry out their activity in our country: Classic restaurant, Specialized Restaurant (Fishing, Hunting, Rotisserie, Dietetics, Lacto-Vegetarian, Familial, Specific restaurant (Local, National, Wine cellar, Restaurant with artistic program, Brasserie, Summer Garden, Terrace), Bars (Day Bar, Night Bar, Cafe, Club, Buffet-bar), Fast-food Restaurants (Self-service, Express Restaurant, Pizzeria, Snack-bar), Cake shop, Pastry.

According to the previous classification it can be seen that the type of food establishments aim at satisfying the food needs of all tourists, regardless of their consumption habit (tourists who prefer fast-food, vegetarian tourists, tourists who prefer to consume outdoor dishes etc.). Food is a very important factor, as it can be one of the reasons for tourists' travel, and the material base and culinary preparations must lend themselves as best as possible to the requirements and needs of tourists. The efficiency and attractiveness of the food establishments can be estimated by means of quantitative indicators, such as: the number of customers, the number of tables, the number of chairs at the tables etc.

Another basic service is accommodation, and the specific material base must cover the widest possible range of consumption habits with regard to this service. The National Authority for Tourism, through Order 65/2013, regulates the operation of the following types of tourism establishments with functions of accommodation: Hotel, Hotel apartment, Motel, Hostel, Tourist Villa, Bungalow, Tourist Chalet, Holiday Village, Camping, Tourist Halt, Camping Type Houses, Tourist Board, Agritourism Pension, Apartments (rooms for rent), Accommodation establishments located on ships and pontoons.

As in the case of food establishments, accommodation establishments address various consumption habits, correlating with several forms of tourism, including: business tourism, holiday tourism, road tourism, rural tourism, agritourism, social tourism etc.

Usually, the main role of the accommodation establishments is to replace the comfort that tourists have in their own residence and to create an ambient setting conducive to stimulating the tourist's desire to return to the respective accommodation unit. The efficiency and attractiveness of the accommodation establishments can be measured by means of quantitative indicators, such as: the occupancy rate, the number of rooms and beds, the number of months of operation etc.

Also, the implementation of sustainable tourism criteria leads to an increase in some of the listed indicators, for example the occupancy rate, because there is a positive link between the occupancy rate and the implementation of sustainable tourism criteria (Firoiu, et al., 2019). In other words, the implementation of sustainable tourism criteria can contribute to increasing the efficiency and attractiveness of accommodation establishments.

In the second decade of the third millennium, more than half of the accommodation establishments in Romania were classified among the touristic pensions, as this period was characterized by the appearance of several accommodation establishments with a smaller number of rooms (Coroş and Negruşa, 2014), and most of accommodation establishments were located in in the big cities, that are not county residences, in mountain resorts, and then in the capital and in county residences (Statista, 2022).

With regard to transport for tourism purposes, it is very important that through the means of transport used, the tourist can reduce pollution and global warming, in the sense that he could choose more sustainable means of transport, such as: bicycles, electric cars.

Given the comfort and degree of mobility inside and outside the tourist destination, its own means of transport has a significant advantage in the management of activities and time, but for the protection of the environment, commercial (public) means of transport have the advantage of reducing the number of means of transport present in traffic at a given time, which means that emissions and fuel consumption can be reduced.

The tourist transport infrastructure provides tourists with a wide range of means of transport. Thus, there are airlines, road, naval and railway companies that facilitate the movement of tourists from the residence to the tourist destination. Also, tourists can combine means of transport, and if they do not have their own means of transport, they can turn to holiday organizers, more precisely travel agencies.

In Romania, according to the National Authority for Tourism, there are two types of travel agencies, defined in Order 65/2013 as follows: „*Tour-operator travel agency* – is a travel agency that organizes and sells tourist packages or various components of tourist packages, directly or through intermediaries; *Retail travel agency* – is an intermediate travel agency whose object of activity is the sale of tourist packages or components on behalf of a tour-operator travel agency” (National Authority for Tourism, 2014, p. 4). Unlike the tourist product, whose composition consists of goods and services, the tourist package consists only of services. „The tourist package represents the combination of at least two tourist services that are part of the same trip, even if the services are combined by a single trader, or are purchased from individual suppliers” (Government of Romania, 2018, p. 2).

As a component part of the tourism industry, the travel agency plays a very important role, being specific to organized tourism, due to its advantages, namely that „it offers protections to tourists and offers financial guarantees to tourists and providers of tourist services” (Nistoreanu, 2005, p. 6). In other words, the travel agency will generate a sense of security for tourists. By hiring a travel agency, the tourist is relieved of responsibility of organizing his own trip, being provided with all the services he needs. Thus, the travel agency has a permanent relationship of interdependence with other tourism enterprises (hotel enterprises, transport enterprises and leisure enterprises).

In Romania, 93% of travel agency customers believe that they show responsible behavior towards consumers (State, Baicu and Popescu, 2014, p. 236). In other words, travel agencies have earned the trust of Romanian tourists. Also, many of the small and medium-sized companies in tourism consider that their activity should not only be oriented towards profit, but also towards the development of the communities within which they operate (Țigu, Popescu and Hornoiu, 2016, p. 754). This indicates that travel agencies are also responsible for the host community, which can contribute to its sustainable development.

Going through an era of speed, digitalization and socio-economic, political and environmental changes, the tourist must cope with the changes and adopt their consumption pattern accordingly. Adaptation can be achieved only through knowledge, and people has the privilege of being endowed with the power to communicate through words and to gather information by understanding and interpreting the meaning of words.

The tourist must have a suite of information on which his trip or vacation depends. Among general information that a tourist might be interested in includes information related to transportation, information about weather conditions, information about prices and tariffs, information about tourist attractions, information about food establishments, any other information that contributes to tourist satisfaction and even the personalization of the holiday.

There are several ways in which the tourist can find out the information he needs for the good planning and development of tourist activities. These include information received from relatives and friends, information collected through applications and specialized sites (Tripadvisor, Booking, etc.), information received at the reception of accommodation establishments, information obtained from tourist information offices.

„Tourist information offices are an element of promoting tourist destination, as they are a means of communication for tourists” (Arana, et al., 2015, p. 1). Tourist information offices are official sources whose role is to provide information on a particular tourist destination. The attractiveness of the tourist destination is also highlighted by the helpfulness and kindness of the staff within the tourist information offices.

The tourist information offices can be organized at regional and / or local level and „at the international level they are called Tourist Information Centers, having the role of offering tourists information and recommendations, but also of marketing tourist products and services” (Chasovschi, 2016, p. 36).

According to the previous statement, from an economic point of view, tourist information offices have two major functions, namely informing tourists and marketing various products and services of a tourist nature. By fulfilling its role, the tourist information office together with the other components of the tourism industry, are meant to consolidate and position the tourism industry at the forefront of industries globally. Avond, et al. (2019, p. 553) considers that „the tourism industry is a paradoxical one, as it generates at the same time benefits and costs”. Besides, the benefits cannot exist without certain costs and certainly, both the costs and the benefits are shared by all stakeholders in the tourism industry.

### 3. Methodology

The research is based on time series. These were taken from website of the National Institute of Statistics, based on CANE codes (Classification of Activities in the National Economy). Time series processing is performed by calculating central trend indicators (average, median and mode), average indicators – average annual increase, average index and average rate (Anghelache and Manole, 2012, p. 69) and by adjusting time series with aid of average increase method (Anghelache et al., 2012, p. 9). The chosen time interval, 2008-2019, is due to the fact that between the specified years, the date can be found on the website of the National Institute of Statistics regarding the analyzed variables.

The purpose of the research is to statistically compare the elements of the tourism industry in Calarasi County and to find out if for the next years there is an increasing trend or a decreasing trend of these elements. In relation to tourist demand, this purpose is quite useful, as a possible decrease in the number of tourism establishments could lead to a possible decrease in tourist demand, as long as other factors remain constant, and a possible increase in tourism demand could lead to a possible increase in the number of tourism establishments, as other factors remain constant. In other words, the number of tourism establishments and the tourist demand can influence each other.

**Table no. 2: The tourism industry in figures from Calarasi County**

| Years | Accommodation establishments; CANE code 551, 552, 553, 559 | Food establishments; CANE code 561 | Leisure establishments; CANE code 932 | Travel agencies; CANE code 791 | Transport establishments; CANE code 4910, 4931, 4932, 4939, 5010, 5030, 5110 |
|-------|--|------------------------------------|---------------------------------------|--------------------------------|--|
| 2008  | 10   | 43                                 | 11                                    | 12                             | 100  |
| 2009  | 15   | 45                                 | 4                                     | 12                             | 76   |
| 2010  | 13   | 41                                 | 4                                     | 9                              | 65   |
| 2011  | 13   | 38                                 | 5                                     | 11                             | 62   |
| 2012  | 10   | 40                                 | 6                                     | 11                             | 57   |
| 2013  | 15   | 46                                 | 8                                     | 13                             | 57   |
| 2014  | 14   | 46                                 | 10                                    | 12                             | 55   |
| 2015  | 15   | 58                                 | 14                                    | 15                             | 52   |
| 2016  | 14   | 59                                 | 17                                    | 15                             | 53   |
| 2017  | 15   | 61                                 | 18                                    | 14                             | 61   |
| 2018  | 15   | 64                                 | 17                                    | 13                             | 60   |
| 2019  | 16   | 84                                 | 28                                    | 13                             | 58   |

Source: National Institute of Statistics, Tempo Statistics Online, (online) available at <http://statistici.insse.ro:8077/tempo-online/>, accessed la 2 august 2021

The research results can support potential entrepreneurs in deciding whether or not to invest in setting up a new tourist unit in Calarasi County, given that too large an increase in the number of tourism establishments could lead to market saturation and a decrease could lead to the lack of these establishments. The data taken from the website of the National Institute of Statistics are presented in the table no. 2.

At the level of 2019, the total number of tourism establishments presented in table no.2 is 199. Thus, the weights of each tourist unit are: accommodation establishments (8.04%), food establishments (42.21%), leisure establishments (14.07%), travel agencies (6.53%) and transport establishments (29.14%). In other words, the food establishments are the most numerous tourist establishments in Calarasi County at the level of 2019.

## 4. Results

### 4.1 Central trend indicators

The average of the series will be calculated as a simple arithmetic average. The average will be denoted by  $x$ . Thus,  $x$  has the following formula (Anghelache and Manole, 2012, p. 74):

$$x = \frac{\sum xi}{n}$$

where:

$xi$  – represents each value of the data series

$n$  – represents the total number of years

Thus, the average for the series entitled *accommodation establishments* is 13.75, for the series entitled *food establishments* the average is 52.08, for the series entitled *leisure establishments* the average is 11.83, for the series entitled *travel agencies* the average is 12.5, and for the series entitled *transport establishments* the average is 63. It is noted that in the case of the series of accommodation establishments and travel agencies, some continuity of values is maintained, since most values are close to the average, while for the other series, most values tend to be more distant from the average.

The median will be calculated as the arithmetic mean of the two middle values, because the series are even, and before the mentioned calculation, the series will be ordered in ascending order (Andronic and Pârțachi, 2013, p. 89). Thus, in the case of the series entitled *accommodation establishments*, the ascending order of the values is 10, 10, 13, 13, 14, 14, 15, 15, 15, 15, 16, and the median is 14.5. In the case of the series entitled *food establishments*, the ascending order of values is 38, 40, 41, 43, 45, 46, 46, 58, 59, 61, 64, 84, and the median is 46. In the case of the series entitled *leisure establishments*, the ascending order of values is 4, 4, 5, 6, 8, 10, 11, 14, 17, 17, 18, 28, and the median is 10.5. In the case of the series entitled *travel agencies*, the ascending order of values is 9, 11, 11, 12, 12, 12, 13, 13, 13, 13, 14, 15, 15, and the median is 12.5.

In the case of the series entitled *transport establishments*, the ascending order of values is 52, 53, 55, 57, 57, 58, 60, 61, 62, 65, 76, 100, and the median is 59. In other words, 50% of the values of the accommodation series are less than 14.5, and 50% are higher. In the case of the food unit series, 50% of the values are less than 46, and 50% are higher. In the case of the leisure establishments series, 50% of the values are less than 10.5, and 50% are higher. In the case of the travel agencies series, 50% of the values are less than 12.5, and 50% are higher. In the case of the transport unit series, 50% of the values are less than 59, and 50% are higher.

The mode represents the most common value in the data series (Andronic and Pârțachi, 2013, p. 90). Thus, for the series of *accommodation establishments*, the mode is 15. For the *food establishments*' series, the mode is 46. For the *leisure establishments*' series, the mode is 17. For the *travel agencies* series, the mode is 13. For the *transport establishments*' series, the mode is 57. In other words, in most of the years of the analyzed period, in Calarasi County there were 15 accommodation establishments, 46 food establishments, 17 leisure establishments, 13 travel agencies and 57 transport establishments.

### 4.2 Average indicators

The average indicators include *the average annual increase*, the average index and the average growth rate. The average annual increase will be denoted by  $\Delta$  (delta) and calculated by the following formula (Anghelache and Manole, 2012, p. 75):

$$\Delta = \frac{(xn - x1)}{n - 1}$$

where:

$xn$  – represents the last value of the data series

$x1$  – is the first value of the data series

$n$  – is the total number of years in the data series

Thus, the average annual increase for the series of *accommodation establishments* is 0.54. For the *food unit* series, the average annual increase is 3.72. For the *leisure unit* series, the average annual increase is 1.54. For the *travel agencies* series, the average annual increase is 0.09. For the *transport unit* series, the average increase is -3.81. In other words, for each individual series, there is some average annual growth trend, except for the series of transport establishments, since the average increase is negative.

The *average index* is also an average indicator. It will be denoted by  $I$  and has the following formula (Anghelache and Manole, 2012, p. 76):

$$I = \sqrt[n]{x_n/x_1}$$

where:

$n$  – represents the number of years

$x_n$  – is the last term of the series

$x_1$  – is the first term of the series

Thus, the average index for the series of *accommodation establishments* is 1.0436. For the *food unit* series, the average index is 1.0625. For the *leisure unit* series, the average index is 1.0884. For the *travel agencies* series, the average index is 1.0070. For the *transport unit* series, the average index is 0.9516. In other words, the series of accommodation establishments increased from year to year during the analyzed period by 1.0436 times. The series of food establishments increased from year to year during the analyzed period by 1.0625 times. The series of leisure establishments increased from year to year during the analyzed period by 1.0884 times. The series of travel agencies increased from year to year in the analyzed period by 1.0070 times, and the series of transport establishments decreased from year to year in the analyzed period by 0.9516 times.

The *average rate* is also part of the category of average indicators. It will be denoted by  $R$  and has the following formula (Anghelache and Manole, 2012, p. 77):

$$R = (I \times 100) - 100$$

where:

$I$  – is the average index

Thus, the average rate for the series of *accommodation establishments* is 4.36%. For the *food unit* series, the average rate is 6.25%. For the *leisure unit* series, the average rate is 8.84%. For the *travel agency* series, the average rate is 0.7%, and for the series of *transport establishments*, the average rate is -4.84%.

In other words, the number of establishments in the tourism industry in Calarasi County registers average annual increases, except for the transport establishments. The increasing order of the number of tourism establishments in Calarasi County, depending on the average annual increases, is as follows: leisure establishments (8.84%), food establishments (6.25%), and accommodation establishments (4.36%), travel agencies establishments (0.7%).

Given the trends expressed by the average indicators, the series were adjusted using the *average increase method*. In terms of the adjustment, the expected values for each series for the years 2021 and 2022 were also calculated. Adjusting the series by the average increase method has the following formula (Anghelache, et al., 2012, p. 9):

$$Y = y_0 + (t \times \Delta)$$

where:

$y_0$  – represents the first term of the series

$\Delta$  – is the average annual increase

$t$  – represents time

The adjustment of the series is shown in table no. 3.

Following the calculations, it was found out that at the level of Calarasi County, the number of establishments in the tourism industry tends to increase, except in the case of transport establishments, and the fastest growth rate was registered among leisure establishments.

A comprehensive interpretation of the results would be the following: the number of accommodation establishments in Calarasi County increased annually on average by 0.54 establishments, which means an increase of 1.0436 times, with an increase rate of 4.36% annually.

The number of food establishments in Calarasi County increased annually on average by 3.72 establishments, which means an increase of 1.0625, with an increase rate of 6.25% annually.

The number of leisure establishments in Calarasi County increased annually on average by 1.54 establishments, which means an increase of 1.0884 times, with an increase rate of 8.84% annually. The number of travel agencies in Calarasi County increased annually on average by 0.09 agencies, which means an increase of 1.0070, with a increase rate of 0.7% annually.

The number of transport establishments in Calarasi County decreased on average annually by 3.81 establishments, which means a decrease of 0.9516 times, with a decrease rate of -4.84% annually.

**Table no. 3: Adjusting the series with the average increase method**

| Years       | Time (t) | Accommodation establishments<br>$Y = 10 + (t \times 0.54)$ | Food establishments<br>$Y = 43 + (t \times 3.72)$ | Leisure establishments<br>$Y = 11 + (t \times 1.54)$ | Travel agencies establishments<br>$Y = 12 + (t \times 0.09)$ | Transport establishments<br>$Y = 100 + ((t \times (-3.81))$ |
|-------------|----------|--|---|--|--|---|
| 2008        | 0        | 10   | 43  | 11   | 12   | 100   |
| 2009        | 1        | 10.54  | 46.72   | 12.54  | 12.09  | 96.19   |
| 2010        | 2        | 11.08  | 50.44   | 14.08  | 12.18  | 92.38   |
| 2011        | 3        | 11.62  | 54.16   | 15.62  | 12.27  | 88.57   |
| 2012        | 4        | 12.16  | 57.88   | 17.16  | 12.36  | 84.76   |
| 2013        | 5        | 12.7   | 61.6  | 18.7   | 12.45  | 80.95   |
| 2014        | 6        | 13.24  | 65.32   | 20.24  | 12.54  | 77.14   |
| 2015        | 7        | 13.78  | 69.04   | 21.78  | 12.63  | 73.33   |
| 2016        | 8        | 14.32  | 72.76   | 23.32  | 12.72  | 69.52   |
| 2017        | 9        | 14.86  | 76.48   | 24.86  | 12.81  | 65.71   |
| 2018        | 10       | 15.4   | 80.2  | 26.4   | 12.9   | 61.9  |
| 2019        | 11       | 15.94  | 83.92   | 27.94  | 12.99  | 58.09   |
| <b>2021</b> | 13       | 17.02  | 91.36   | 31.02  | 13.17  | 50.47   |
| <b>2022</b> | 14       | 17.56  | 95.08   | 32.56  | 13.26  | 46.66   |

Source: made by the author

Comparing the series according to the absolute values, more precisely the values of the average annual increase, the food establishments register the highest increase. Comparing the series according to the percentage values, more precisely the values of the average increase rate, the leisure establishments register the highest growth.

Certainly, tourism cannot be carried out in the absence of the tourist establishments treated in this study, since they provide the basic tourist services, that is transport, accommodation, food and leisure.

The development of tourism also involves both a quantitative increase and a qualitative increase. In other words, for the development of tourism at the level of Calarasi County, it is necessary that the number of tourist establishments to be maintained at the current level or to increase, and the services provided by them to rise to the highest quality standards.

## Conclusions

Following the calculations, it was proved that the strengths of the tourist industry of Calarasi County are the leisure establishments and the food establishments. Worrying is the tendency to decrease transport establishments, because transport is an indispensable service for tourism activities. In other words, due to the downward trend, the transport establishments seem to be a weak point for the tourist

activity in Calarasi County. Also, due to the negative trend of transport establishments, the number of tourists using the common means of tourist transport may decrease. Although the other establishments in the tourism industry show growth trends, the average increase rates are relatively low, which means that this is not entirely a stable advantage.

Although transport establishments show decreasing trends, they are the most numerous of the tourist establishments in the analyzed period, but for 2022 they will be overtaken by the food establishments, as the latter show the second highest growth rate after the leisure establishments. As a conclusion, a gradual decrease in the number of transport establishments will lead to the elimination of the large differences between the number of transport establishments and the number of other tourist establishments.

Also, the growth trends of tourist establishments have different but relatively close growth rates. From a competitive point of view, the decrease in the number of transport establishments could be an advantage for potential investments in new transport establishments, as competition tends to decrease. By comparison, investments in new accommodation, food, leisure establishments or travel agencies may not be profitable due to average rates of increase in the number of such establishments, or more precisely because of higher competition.

It is found that most of the adjusted values in 2022 are closer to the mode than to the median or the average. Thus, for accommodation establishments, leisure establishments, travel agencies and transport establishments, the adjusted values in 2022 are closer to the mode than to the median or average, and in the case of food establishments, the adjusted value from 2022 is closer to the average than to the mode or median. In other words, the adjusted values are closer to the most common values in the data series and less to the middle or average values. Also, the adjusted values are higher than the mode, median or average, less in the case of transport establishments.

In conclusion, the tourism industry in Calarasi County, in the analyzed period, is characterized by increasing trends in the number of accommodation establishments, food establishments, leisure establishments and travel agencies, but also by a possible increase in competition among these tourism establishments. In other words, knowledge of trends by tourism establishments could help them sizing the competition.

Also, growth trends could benefit tourism stakeholders. Thus, for tourists, the possibility of choosing a tourism unit that would meet their needs would be widened, new jobs would be created for the local community. These would be the possible implications, following the emergence of new tourism establishments. The possible implications that may arise from the disappearance of some tourism establishments would be the decrease in the number of jobs, the emergence of unemployment and even the decrease in tourist demand.

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