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Romania

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Romania

Tourism in the economy

The total number of inbound visitor arrivals in Romania in 2012 was 7.9 million. Of these, 1.7 million involved stays in commercial accommodation, a growth of 9.1% over 2011. The number of overnights generated by inbound tourist arrivals totalled 3.3 million, up 7.5% year on year. Domestic tourism overnights reached 15.8 million, an increase of 6.4% compared with 2011.

In 2012, the main markets were Germany, Italy, France and the United Kingdom. These markets together accounted for 37.6% of all inbound overnight tourists to the country.

The direct contribution of travel and tourism to GDP in 2012 was RON 9.0 billion, representing 1.5% of GDP (WTTC). This contribution is expected to grow by 5.6% a year over the coming ten years. The total contribution of travel and tourism to GDP (including direct, indirect and induced effects) was RON 30.5 billion in 2012, representing 5.1% of GDP (WTTC).

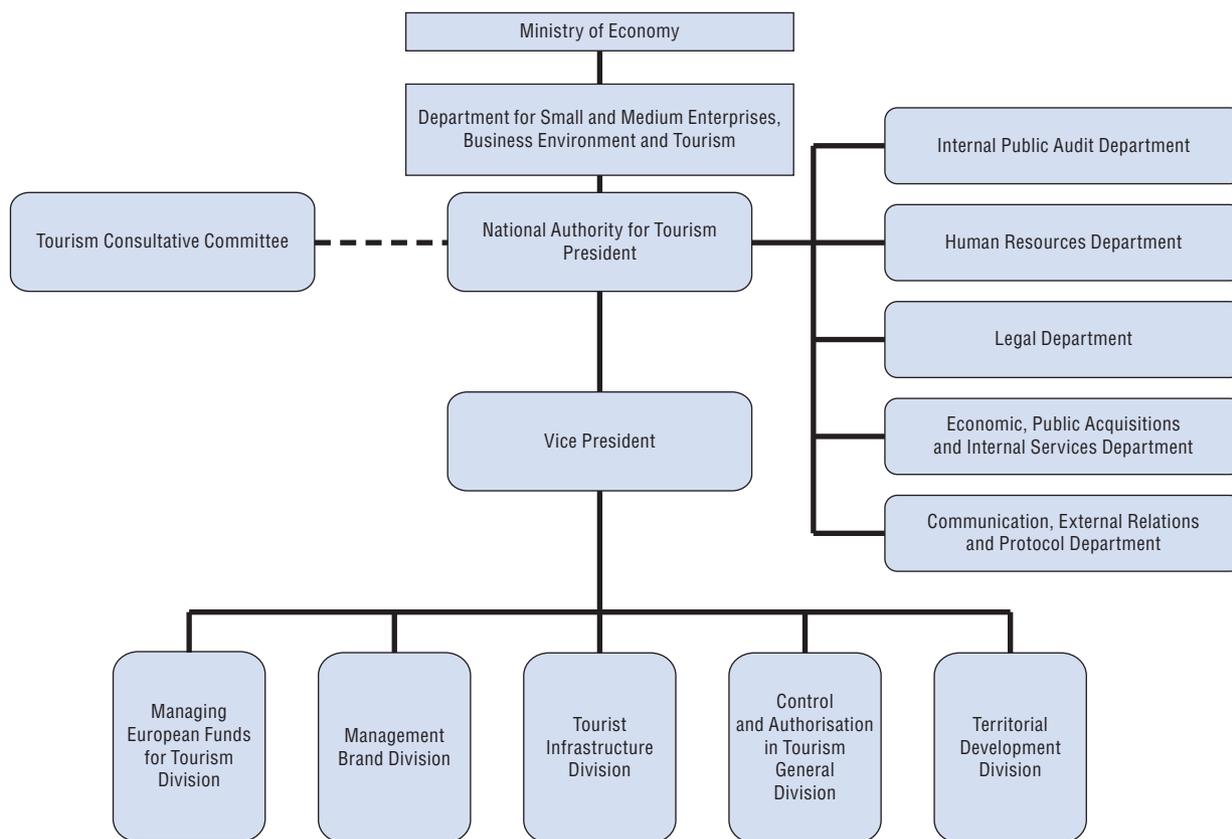
Tourism organisation and governance

In the Ministry of Economy, the Department for Small and Medium Enterprises, Business Environment and Tourism and the National Authority for Tourism (NAT) are responsible for tourism affairs (Figure 1).

In 2013 the NAT's main areas of activity included promotion, development, authorising and controlling tourism services providers and international relations. The NAT has 12 territorial representatives who collaborate with local administrations, the private sector and non-governmental tourism organisations (NGOs). There are nine offices abroad promoting Romania as a tourism destination.

The Tourism Consultative Committee is the body which brings together the representatives of the public and private sectors and tourism NGOs. In addition, specific tourism working groups have been established, such as for human resources, rural tourism, spa tourism and eco-tourism.

At the regional level there are eight Regional Development Agencies constituted as NGOs of public utility. At the local level, government administration is organised into 41 counties plus the Bucharest Municipality. There are six district councils in Bucharest, 314 local city councils and 2 852 local commune councils. The role of local administrations is to develop tourism within its territory and assist the NAT in implementing national tourism policy at the local level.

Figure 1. **Romania: Organisational chart of tourism bodies**

Source: OECD, adapted from the National Tourism Authority, 2014.

Tourism budgets

The budget for tourism-related activities in Romania for 2012 amounted to RON 135 million, of which 26.7% was from European funds and 73.9% from the national budget.

Tourism-related policies and programmes

The National Tourism Development Master Plan for Romania 2007-26 is the main policy document for tourism. In 2009, two sector strategies were elaborated – the National Eco-Tourism Strategy and the National Strategy for Spa Tourism – and, in 2011, the Marketing Strategic and Operational Plan for Romania 2011-15 was finalised. Romania together with Bulgaria, co-ordinates the Priority Area 3 “Promotion of culture, tourism and people to people contacts” of the European Union Strategy for the Danube Region.

The NAT participates in a number of international projects and programmes:

- *Cultural routes in the Middle and Lower Danube region.* The main objective of the project is to contribute to the diversification of Europe’s tourism offer by promoting cultural tourism through two cultural routes – the Roman Emperors Route and the Danube Wine Route.
- *Sagittarius.* The NAT is strategic partner in the European Sagittarius project, aimed at stimulating local level heritage entrepreneurship – developing strategies and tools to unite forces, safeguard destination regions, mobilise cultural values and deliver experiences through Southeast Europe.

- *Transdanube*. The NAT is also a strategic partner in the Transdanube project – focusing on sustainable transport and tourism along the Danube.

There are several programmes for domestic tourists in Romania that are aimed at extending the season through low-price tour packages for holidays taken in spring and autumn. These include the “Seaside for Everybody”, the “Danube Delta for Everybody”, a “Holiday in the Countryside”, a “Week of Recovery in Spas”, the “Spa Decade”, a “Week at the Seaside” and a “Week in the Mountains”. The early-booking programmes offer discounts of up to 30% on summer season rates for travel, e.g. between 1 February and 31 March.

In order to encourage sustainable tourism product development, two labels are awarded to industry players – the European Ecologic Label awarded by the Ministry for Environment and Climate Change, and the Ecotourism Certification System developed by the Association of Ecotourism in Romania. To ensure that Romanian Black Sea Coast beaches achieve and maintain international standards, the “Blue Flag” Programme was launched in the country in 2002 and has been operational ever since.

Statistical profile

Table 1. **Romania: Domestic tourism**

	Unit	2008	2009	2010	2011	2012
Total domestic trips	Thousand	40 884	41 004	53 513
Overnight visitors (tourists) ¹	Thousand	9 716	11 651	10 797	11 986	15 833
Same-day visitors (excursionists)	Thousand	30 087	29 018	37 680
<i>Trips by main purpose of visit</i>						
Business and professional	Thousand	9 429	11 361	10 484	11 625	15 374
Holiday, leisure and recreation	Thousand	287	289	313	361	459
Nights in all means of accommodation	Thousand	17 367	14 658	13 212	14 851	15 800
Hotels and similar establishments	Thousand	16 580	13 932	12 662	14 326	15 361
Other collective establishments	Thousand	787	726	550	525	439
Domestic travel receipts ²	Million RON	6 898	7 812	12 077

1. Holiday, including visiting friends and relatives and business trips.

2. Current prices. Includes overnight and same-day expenditure.

Source: National Institute for Statistics, Survey of Tourism Demand of Residents, Occupancy of Accommodation Establishments.

StatLink  <http://dx.doi.org/10.1787/888932991128>

Table 2. **Romania: Inbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international arrivals ¹	Thousand	8 862	7 575	7 498	7 611	7 937
Overnight visitors (tourists) ^{2, 3}	Thousand	1 466	1 276	1 343	1 515	1 653
Same-day visitors (excursionists)	
<i>Top markets^{2, 3}</i>						
Germany	Thousand	213	182	185	207	230
Italy	Thousand	166	165	145	172	182
France	Thousand	116	100	99	109	118
United Kingdom	Thousand	82	71	72	81	92
Hungary	Thousand	92	77	76	86	90
Nights in all means of accommodation ^{2, 3}	Thousand	3 359	2 668	2 755	3 063	3 292
Hotels and similar establishments ^{2, 3}	Thousand	3 251	2 582	2 674	2 978	3 215
Other collective establishments ^{2, 3}	Thousand	108	86	81	85	77
Total international receipts	Million EUR	1 786	1 211	1 235	1 449	1 499
International travel receipts	Million EUR	1 358	884	860	1 019	1 142
International passenger transport receipts	Million EUR	428	327	375	430	357

1. Number of visitors at border.
 2. Licensed commercial accommodation.
 3. Break in series. Since 2010, includes accommodation with 10 bed-places or more.
- Source: National Institute for Statistics, National Bank, Occupancy of Accommodation Establishments.

StatLink  <http://dx.doi.org/10.1787/888932991147>

Table 3. **Romania: Outbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international departures ¹	Thousand	13 072	11 723	10 905	10 936	11 149
Overnight visitors (tourists)	
Same-day visitors (excursionists)	
Total international expenditure	Million EUR	1 634	1 263	1 437	1 643	1 647
International travel expenditure	Million EUR	1 477	1 049	1 239	1 408	1 427
International passenger transport expenditure	Million EUR	157	214	198	235	220

1. Number of citizens at border.
- Source: National Institute for Statistics, National Bank, Border Police.

StatLink  <http://dx.doi.org/10.1787/888932991166>

Table 4. **Romania: Enterprises in tourism**

Number of enterprises

	2008	2009	2010	2011	2012
Total tourism enterprises
Tourism industries	39 862	41 841	38 590	35 819	..
Accommodation services for visitors	3 606	3 588	3 260	3 099	..
Hotels and similar establishments	1 850	2 170	2 150	2 027	..
Food and beverage serving industry	18 601	20 117	18 604	16 820	..
Passenger transport	7 721	7 985	7 591	7 416	..
Air passenger transport	39	54	56	42	..
Railways passenger transport	7	7	6	8	..
Road passenger transport	7 655	7 846	7 435	7 328	..
Water passenger transport	20	78	94	38	..
Passenger transport supporting services	1 739	1 958	1 882	1 771	..
Transport equipment rental	724	711	548	519	..
Travel agencies and other reservation services industry	2 771	2 808	2 569	2 410	..
Cultural industry	1 210	1 132	983	893	..
Sports and recreation industry	3 490	3 542	3 153	2 891	..
Retail trade of country-specific tourism characteristic goods
Other country-specific tourism industries
Other industries

Source: National Institute for Statistics, Enterprise Register.

StatLink  <http://dx.doi.org/10.1787/888932991185>

Table 5. Romania: Employment in tourism
Number of employees

	2008	2009	2010	2011	2012
Total tourism employment (direct)	140 402	137 512	132 253	141 403	..
Tourism industries
Accommodation services for visitors	42 941	40 732	37 854	38 462	..
Hotels and similar establishments ¹	38 862	37 622	35 130	35 416	..
Food and beverage serving industry	87 385	87 067	85 786	93 747	..
Passenger transport
Air passenger transport
Railways passenger transport
Road passenger transport
Water passenger transport
Passenger transport supporting services
Transport equipment rental
Travel agencies and other reservation services industry	10 076	9 713	8 613	9 194	..
Cultural industry
Sports and recreation industry
Retail trade of country-specific tourism characteristic goods
Other country-specific tourism industries
Other industries
<i>Gender breakdown</i>					
Male (% of total tourism employment)
Female (% of total tourism employment)

1. Based on average number of employees.

Source: World Travel and Tourism Council (WTTC), National Institute of Statistics, Structural Business Survey.

StatLink  <http://dx.doi.org/10.1787/888932991204>

Table 6. Romania: Internal tourism consumption
Million RON, 2007

	Domestic tourism consumption	Inbound tourism consumption	Internal tourism consumption
Total	14 509	4 465	18 974
Consumption products
Tourism characteristic products
Accommodation services for visitors	6 095	1 505	7 600
Food and beverage serving services	2 038	814	2 852
Passenger transport services	3 125	1 108	4 233
Air passenger transport services	1 385	855	2 240
Railways passenger transport services	948	49	996
Road passenger transport services	788	182	970
Water passenger transport services	5	22	27
Passenger transport supporting services
Transport equipment rental services	411	125	536
Travel agencies and other reservation services	1 167	15	1 182
Cultural services	123	72	195
Sports and recreation services ¹	433	137	570
Country-specific tourism characteristic goods
Country-specific tourism characteristic services
Other consumption products	1 116	691	1 807
Tourism connected products
Non-tourism related consumption products
Non-consumption products

Note: Data refer to tourism expenditure.

1. Includes recreation and other entertainment services.

Source: National Institute for Statistics, National Institute of Research Development in Tourism, Tourism Satellite Account.

StatLink  <http://dx.doi.org/10.1787/888932991223>

Table 7. **Romania: Key economic indicators**
Percentage

	2008	2009	2010	2011	2012
Tourism GDP (direct) as % of total GDP ¹	1.5	1.4	1.4	1.3	1.5
Total tourism employment (direct) as % of total employment	2.5	2.4	2.4	2.2	2.2

1. Share of direct tourism industry in total GDP.

Source: World Travel and Tourism Council (WTTC).

StatLink  <http://dx.doi.org/10.1787/888932991242>

For more information

National Authority for Tourism
Romania National Tourism portals

www.turism.gov.ro
www.romania.travel
www.romaniatourism.com