

## Recovery of the Tourism Potential of the Central Development Region. Case Study

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**Abstract.** *Since the Central Development Region is not addressed in this paper as an independent tourist destination, the analysis performed at this level is meant to convey an overview of the recovery of the existing tourist potential across this regional structure. The results obtained can be compared with those of similar analyzes in the other regions of Romania and the European Union. Information obtained is necessary to adopt tourism development policies and strategies at regional level to develop each region.*

**Keywords:** tourism potential; the Central Development Region; the turistic accommodation capacity; arrivals; overnight stays.

**JEL Codes:** M31, L83.

**REL Code:** 14F.

## 1. Introduction

In tourism, a favourable premise is represented by its environment. Landscape, forests, lakes, monuments of art and architecture, historical sites, mineral waters are components of the environment.

The more diverse and unaltered are the resources, the higher is the attraction, answering to the various tourist motivations (Albu, 2005, p. 134).

The structure of the tourism potential of any country consists of natural tourism potential and anthropogenic tourism potential. The complexity of the natural tourism potential and attractiveness are correlated with features of relief and climate (Niță, Niță, 2008, p. 61).

The anthropogenic tourism potential of tourist destinations account for human creation over time, resulting in elements of cultural, historical, artistic and civilization, technical and economic, social and demographic elements which by their characteristics attract the streams of tourists (Stănciulescu, Micu, 2009, p. 73).

Consequently<sup>(1)</sup>, tourism potential can be defined as all elements representing tourist attractions and which are suitable for arrangements for visiting and receipt of tourists. A country, region or zone's tourism potential is a prerequisite for tourism development. The essential requirement is that this potential is better exploited through the offer of product and tourism services suppliers.

A detailed analysis of the recovery process of Romania's tourism potential exceeds, by the scale, the limits of this paper. Methodologically, it is considered that by restricting the analysis area to one of the eight Romanian development regions can afford knowledge of the basic elements that characterize the complex process of recovery of the tourism potential. The results of this analysis extended to the six counties that make up the Central Development Region may have a certain level of representation to the extent that this overall development as expressed by its GDP per inhabitant ranks third in order of size of the eight regions. Also, issues of representation are highlighted by existing popular tourist destinations in the counties of Brasov, Sibiu, Mures, Alba, Covasna and Harghita.

The degree of recovery of the existing tourism potential in the Central Development Region can be expressed, as evolution in time, using the levels and dynamics achieved by the main indices characterizing tourist services.

## 2. Recovery of tourism potential in the counties within the Central Development Region

Consisting of six counties – Alba, Brasov, Covasna, Harghita, Mures, Sibiu - Central Development Region is characterized by a rich natural and human tourism potential. The most important features of the Central Development Region are related to landscape, ethnic, cultural and religious diversity. Physical and geographical features and cultural heritage reflects a great tourism potential of the Central Development Region. This natural and anthropogenic tourism potential allows the application of diverse forms of tourism that have specific forms of expression from county to county.

However, the recovery degree of the tourism potential for each county is different, as it is influenced by multiple factors, including: the uptake of tourist marketing concept by each entity in the tourism industry, the effectiveness of tourism marketing policies and strategies developed and implemented for each of the factors involved in tourism development, state involvement degree in tourism development, financial support coming from the European Union, and many others.

With each county of the Central Development Region, the results of tourism potential recovery process is as follows:

### 2.1. Recovery of the tourism potential of Alba County

The recovery of county's tourism potentials can be expressed synthetically through next statistical indices: touristic accommodation capacity, arrivals and overnight stays. The table below renders the evolution of these indices between 2000-2010.

Table 1

Years	Touristic accommodation capacity				Arrivals (thou)	%	Overnight stays (thou)	%
	Existing (places)	%	Operational (thou places-days)	%				
2000	1,641	100	484.9	100	49.3	100	86.2	100
2001	1,584	96.5	505.1	104.2	59.9	121.5	95.7	111.0
2002	1,559	95.0	418.9	86.4	48.6	98.6	95.3	110.6
2003	1,397	85.1	401.0	82.7	52.4	106.3	98.5	114.3
2004	1,276	77.8	377.0	77.7	48.2	97.8	90.1	104.5
2005	1,179	71.8	362.0	74.7	49.0	99.4	94.6	109.7
2006	1,544	94.1	489.4	100.9	50.6	102.6	103.2	119.7
2007	1,830	111.5	558.8	115.2	54.1	109.7	117.7	136.5
2008	1,828	111.4	588.6	121.4	51.3	104.1	111.1	128.9
2009	2,137	130.2	627.8	129.5	44.3	89.9	100.8	116.9
2010	2,109	128.5	619.5	127.8	47.8	97.0	101.1	117.3

Source: <https://statistici.insse.ro/shop/>

\* These percentage data represent reductions (-) or increases (+) as compared to the base year (2000 = 100.0)

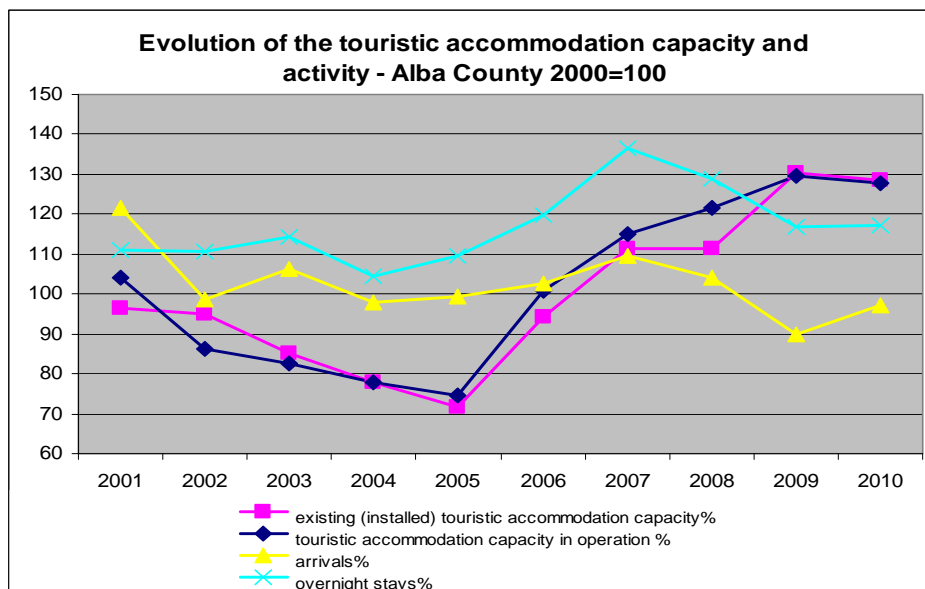
The index of existing touristic accommodation capacity in Alba County recorded, in 2005, the lowest value of the 2000 - 2010 analysis period, representing only 71.8% of the existing level in 2000. After this involution recorded over five years, an important increase is noticed so that in 2010 the existing tourist accommodation capacity was 28.5% higher as compared with 2000.

The index of touristic accommodation capacity in operation followed a similar evolution to that existing touristic accommodation capacity and in 2010 was higher by 27.8%.

Tourist arrivals in this county has seen fluctuations during 2000-2010, almost from year to year. In 2009 and 2010 arrivals, just like the number of tourists, were lower than in 2000. The highest level of arrivals was reached in 2001 and subsequently has not been equalled. This is not likely to show positive results on the recovery of the existing potential.

With the overnight stays index, in 2004 the lowest values were recorded while the highest values were recorded in 2007, representing an increase of 136.5% as compared to the base year 2000. In the past two years, the number of overnight stays decreased as compared to the previous year.

A representation of these evolutions is given in the following chart:

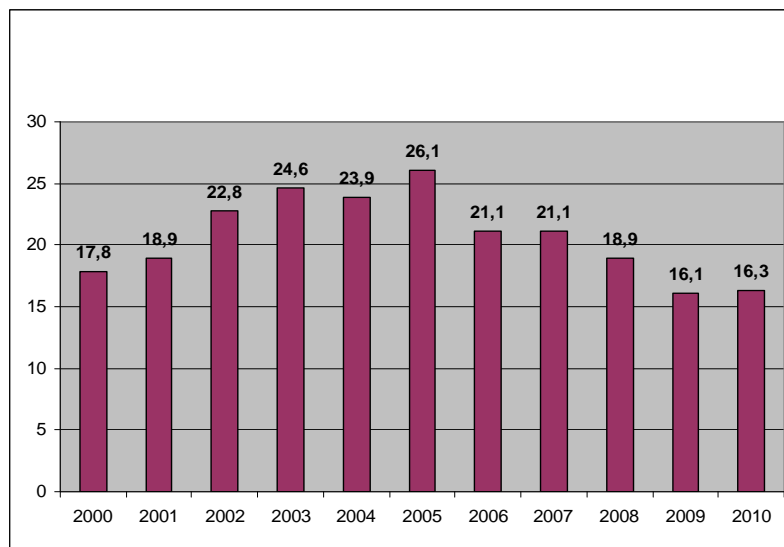


Source: based on statistical data <https://statistici.insse.ro/shop/>

**Figure 1.** Touristic accommodation capacity and activity - Alba County

In Alba County, between existing touristic accommodation capacity and touristic accommodation capacity in operation indices a high distance can be observed only in 2008, which leads to the conclusion that there are no significant differences between the number of touristic accommodation places recorded in the last reception of touristic accommodation structures and the number of beds made available to tourists by touristic reception structures. However, discrepancies between tourist traffic indices are more apparent, so arrivals and overnight stays have evolved differently.

The index of net using the touristic accommodation capacity in operation in Alba County during 2000-2010 showed the following developments:



**Source:** based on statistical data <https://statistici.insse.ro/shop/>

**Figure 2.** *Indices of net using the touristic accommodation capacity in operation (%) - Alba County*

The chart above shows that the indices of net using the touristic accommodation capacity reached its maximum level in 2005, and the minimum level in 2009. However, the levels of this index are very low, which indicates wide discrepancies between the offer and solvent demand. The pull of tourists to tourism destinations in the county is low.

Based on the developments showed by the data and figures above, we may conclude that there are severe limitations of existing potential recovery

process, since the developments of recent years do not differ from those in the early 2000s and in some cases such as tourist arrivals, they are even lower.

## 2.2. Recovery of tourism potential of Brasov County

Evolution of the main statistical indices which enables knowledge of the degree of exploitation of tourism potential of Brasov County is given by the following table:

Table 2

### Touristic accommodation capacity and activity in Brasov County

Years	Touristic accommodation capacity				Arrivals (thou)	%*	Overnight stays (thou)	%*
	Existing (places)	%*	Operational (thou places-days)	%*				
2000	10,549	100	3.681.9	100	326.4	100	890.7	100
2001	10,276	97.4	3.670.3	99.7	328.3	100.6	884.6	99.3
2002	9,528	90.3	3.297.1	89.5	290.3	88.9	779.3	87.5
2003	9,611	91.1	3.649.9	99.1	324.8	99.5	823.3	92.4
2004	11,380	107.9	3.900.5	105.9	421.8	129.2	960.8	107.9
2005	12,037	114.1	4.219.5	114.6	448.1	137.3	1.000.3	112.3
2006	13,883	131.6	4.527.3	123.0	484.0	148.3	1.054.9	118.4
2007	12,634	119.8	4.704.7	127.8	556.8	170.6	1.191.5	133.8
2008	15,729	149.1	4.907.8	133.3	582.0	178.3	1.279.6	143.7
2009	14,728	139.6	5.034.8	136.7	451.7	138.4	985.0	110.6
2010	16,742	158.7	5.341.6	145.1	510.2	156.6	1.078.3	121.1

Source: <https://statistici.insse.ro/shop/>

\*These percentage data represent reductions (-) or increases (+) as compared to the base year (2000 = 100.0)

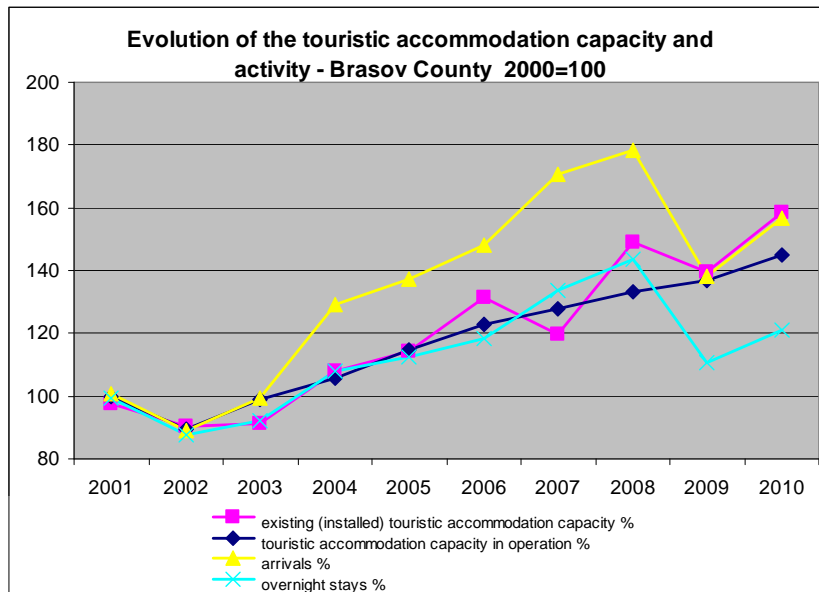
Existing touristic accommodation capacity has increased in 2010 as compared to the values recorded in 2000, by 58.7%, the most significant growth as compared to the other counties. This correlates with the overall development degree of the Brasov County, which is superior to the other counties.

With the index of touristic accommodation capacity in operation a continuous positive growth was also recorded in the period 2003-2010. The highest values were recorded in 2010, i.e. an increase of 45.1% as compared to 2000. The evolution of this index also reveals remarkable results on the recovery of the existing tourist potential.

The number of tourists who visited Brasov County peaked in 2008, reaching 582.0 thousand, the increase by 78.3% higher as compared to 2000. In 2010 there was an increase in tourist arrivals, meaning an increase of 13.0% compared with 2009 and substantial increase equal to 56.6% as compared to 2000. However, in this case the effects of the economic crisis can be seen too, as in 2009 and 2010 the levels recorded in 2008 could not be equalled.

In the case of overnight stays index too, a positive development was recorded, too, but the overall increase was less pronounced, by only 21.1%, which reflects the same trend of reducing the average duration of the travel.

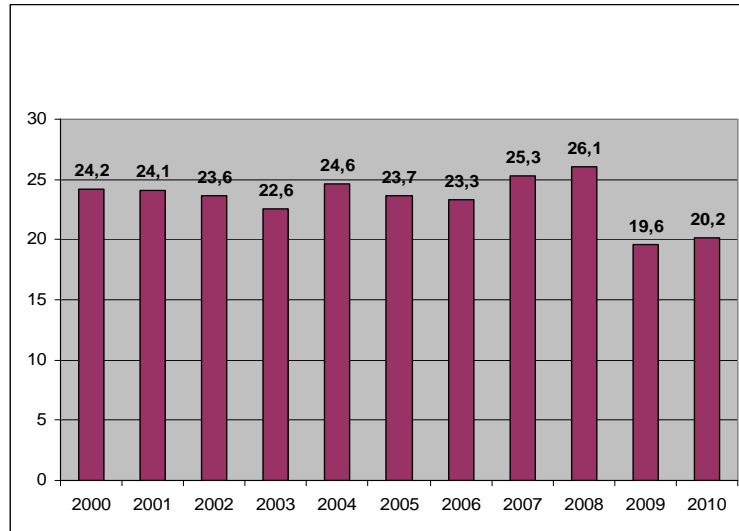
The chart below is suggestive for the above.



Source: based on statistical data <https://statistici.insse.ro/shop/>

**Figure 3.** *Touristic accommodation capacity and activity - Brasov County*

The figure above clearly shows significant developments, of the main indices of tourism in Brasov County. One can see that the effects of the crisis were felt in the short term, in 2009, since in 2010 the results were higher as compared to the previous year, indicating a new upward trend. With respect to the evolution of the indices of net using the touristic accommodation capacity in operation the following figure is illustrative:



**Source:** based on statistical data <https://statistici.insse.ro/shop/>

**Figure 4.** *Indices of net using the touristic accommodation capacity in operation (%) – Braşov County*

The data above reflects a low level of net using of accommodation capacities in operation, with small variations from one year to another and a significant reduction in 2009 and 2010 as compared to 2008.

One of the causes that generate this situation is the emergence of a discrepancy between supply and demand. Brasov tourist market has more providers of tourism services while the demand for these services was limited by many factors, to which the negative effects of the economic crisis added in recent years. The levels reached by this index reflects serious unused resources of the existing potential as utilization of existing accommodation capacity.

One can conclude that the positive evolutions of the tourism activity results, except for the lower using levels of accommodation capacity in operation, prove that in Brasov County a positive trend is recorded in terms of better exploitation of existing tourism potential.

Note that the positive results mentioned are due to the tourist offers considered as good or very good in relation to the components of the existing natural and human potential. In this respect, some studies (Albu, 2007, pp. 110-112) show that Poiana Brasov destination has a very good tourist offer, the degree of attractiveness determined based on factors specific to this resort expressed in points is 296. For comparison purposes, the attractiveness of Predeal tourist destination was estimated at 182 points, while that of a foreign destination such



as Cortina D'Ampezzo to 490 points. The same researches show that Bran - Piatra Craiului area and Săcele-Bunloc-Piatra Mare area have a tourist offer which is considered to be good.

### 2.3. Recovery of tourist potential of Covasna County

The evolution of specific indices of tourism services in Covasna County is as follows:

Table 3

**Touristic accommodation capacity and activity in Covasna County**

Years	Touristic accommodation capacity				Arrivals (thou)	%	Overnight stays (thou)	%
	Existing (places)	%	Operational (thou places-days)	%				
2000	3,541	100	1,046.6	100	67.8	100	489.6	100
2001	3,571	100.8	1,042.0	99.6	66.5	98.1	541.2	110.5
2002	3,940	111.3	1,029.6	98.4	61.1	90.1	487.3	99.5
2003	3,929	111.0	1,048.3	100.2	62.7	92.5	519.6	106.1
2004	4,000	113.0	1,030.3	98.4	61.5	90.7	492.7	100.6
2005	3,664	103.5	976.9	93.3	54.0	79.6	490.9	100.3
2006	3,735	105.9	803.5	76.8	51.4	75.8	457.7	93.5
2007	2,592	73.2	766.5	73.2	52.5	77.4	429.0	87.6
2008	2,832	80.0	869.2	83.0	62.6	92.3	486.8	99.4
2009	3,293	93.0	939.1	89.7	62.4	92.0	452.0	92.3
2010	3,638	102.7	962.6	92.0	60.9	89.8	409.2	83.6

**Source:** <https://statistici.insse.ro/shop/>

\* These percentage data represent reductions (-) or increases (+) as compared to the base year (2000 = 100.0)

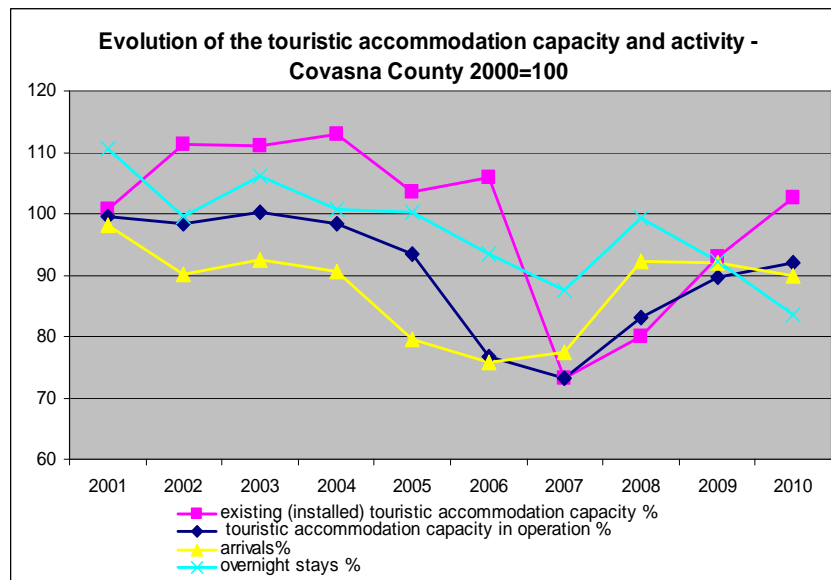
The existing touristic accommodation capacity in Covasna County recorded during 2000-2010 contradictory developments: it increased until 2004, declined until 2007 and then increased again. As compared to 2000, the growth recorded in 2010 was insignificant, only by 2.7%.

The touristic accommodation capacity in operation was below the level in 2000, all the time. It was less than by 8% in 2010 as compared to 2000. It is clear that such developments may not indicate positive achievements in terms of exploitation of existing resources.

Tourist traffic indices also experienced important negative developments with small fluctuations throughout the period considered. This tourist arrivals continuously fell up to 75.8% in 2006 as compared to 2000, they increased until 2009 and declined in 2010.

With the overnight stays index, there were fluctuations every year, but what can be seen as a negative development is that in 2010 a decline by 16.4% was recorded as compared with 2000 and by 9.5% as compared to 2009.

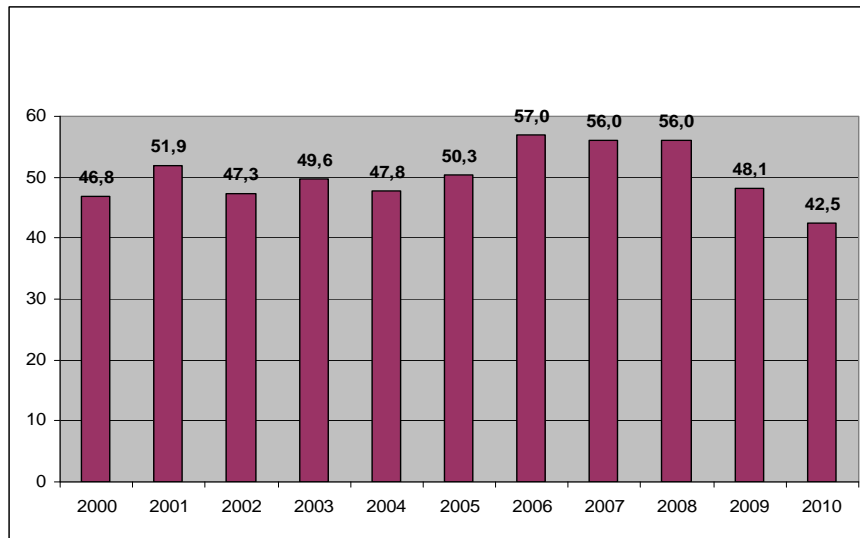
The following chart shows these negative and contradictory developments in the whole Covasna County:



Source: based on statistical data <https://statistici.insse.ro/shop/>

**Figure 5.** *Tourist accommodation capacity –Covasna County*

With respect to the indices of net using the touristic accommodation capacity in operation in Covasna County, the values reached are presented in the chart below:



Source: based on statistical data <https://statistici.insse.ro/shop/>

**Figure 6.** *Indices of net using the touristic accommodation capacity in operation (%) - Covasna County*

In Covasna this index is higher as compared to those in other counties in the region which shows that those large differences between tourism offer and demand failed to occur as in the other counties. This occurs primarily due to lower investments in tourist accommodation capacities.

The evolution of the indices mentioned above lead to the conclusion that in the mentioned period, in Covasna, the tourist potential has been exploited only to a small extent and then only during a few years. A special cause which certainly affected the orientation of tourists to this area is the poor state of road and rail transport. A cause with ethnic implication can also be invoked since most numerous arrivals belong to Hungarians.

#### 2.4. Recovery of tourism potential in Harghita County

For better knowledge of touristic accommodation capacity and activities the analysis of the following indices is necessary:

Table 4

**Tourist accommodation capacity and activity in Harghita County**

Years	Touristic accommodation capacity				Arrivals (thou)	%	Overnight stays (thou)	%
	Existing (places)	%	Operational (thou places-	%				
2000	7,256	100	1,509.6	100	87.5	100	359.1	100
2001	6,552	90.3	1,655.3	109.7	85.7	97.9	356.9	99.4
2002	6,393	88.1	1,331.6	88.2	73.0	83.4	289.9	80.7
2003	6,185	85.2	1,327.1	87.9	93.9	107.3	319.5	89.0
2004	5,964	82.2	1,472.1	97.5	100.6	115.0	343.6	95.7
2005	7,644	105.3	1,130.8	74.9	85.2	97.4	311.2	86.7
2006	7,486	103.2	1,046.7	69.3	87.2	99.7	290.3	80.8
2007	7,063	97.3	977.2	64.7	85.3	97.5	273.9	76.3
2008	7,263	100.1	918.7	60.9	77.0	88.0	242.3	67.5
2009	6,428	88.6	863.1	57.2	69.4	79.3	206.9	57.6
2010	6,909	95.2	952.0	63.1	76.9	87.9	207.6	57.8

**Source:** <https://statistici.insse.ro/shop/>

\* These percentage data represent reductions (-) or increases (+) as compared to the base year (2000 = 100.0)

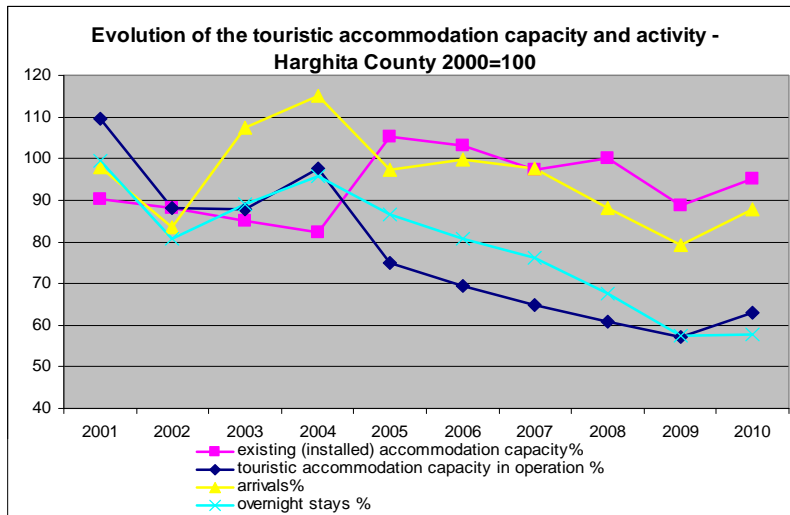
During 2000-2010, the existing touristic accommodation capacity index has known various developments for different periods, in most years it being lower than in 2000, the year of comparison. In 2010, it was approximatively 5% lower than in 2000.

With the touristic accommodation capacity in operation index, 2010 experienced even a stronger decrease, representing only 63.1% of the level reached in 2000. During the crisis, in 2009, this level was 57.2% – the lowest in the entire period.

The evolutions of these two indices show both trends of reducing the accommodation offer and of their reduced use. This is an issue that can not lead to the conclusion of a proper exploitation of the accommodation structure and, therefore, of the existing potential.

Tourist traffic indices show that Harghita County lost, between the years 2000-2010, from its former force of tourist attraction. The lowest values of the arrivals index were recorded in 2009, meaning a decrease of 79.3% as compared to the base year 2000. With overnight stays, it can be seen that reduction of this index is even more acute, representing a decrease to 57.6% as compared to 2000. These evolutions are likely to lead to the same conclusion: the significant reduction of the flow of tourists and therefore reduction of the possibility of exploitation of tourism potential existing in the county.

A visual image of touristic accommodation capacity and activity in Harghita County is presented in the following chart:

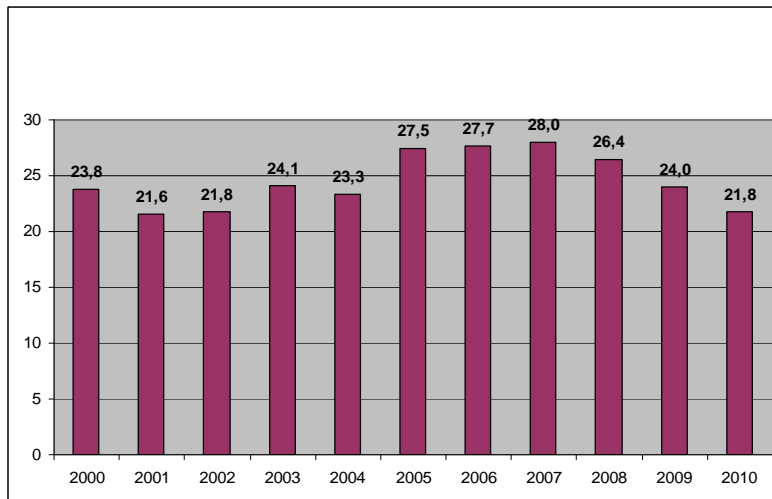


Source: based on statistical data <https://statistici.insse.ro/shop/>

Figure 7. Touristic accommodation capacity and activity – Harghita County

The mentioned involution trends are clearly visible in the chart above. Similar negative developments are also highlighted by the net using accommodation capacity in operation.

The figure below presents these behaviours:



Source: based on statistical data <https://statistici.insse.ro/shop/>

Figure 8. Indices of net using the touristic accommodation capacity in operation (%) - Harghita County

The conclusion is that between 2000-2010 the indices of net using the touristic accommodation capacity in operation experienced no strong variations from one period to another, however, it was very low. This shows that, with this county too, there is a severe discrepancy between the offer and demand for tourism services predominantly due to their divergent evolution.

## 2.5. Recovery of tourism potential of Mures County

Evolution of the main indices specific to tourist services in Mures County is as follows:

Table 5

### Touristic accommodation capacity and activity in Mures County

Years	Touristic accommodation capacity				Arrivals (thou)	%*	Overnight stays (thou)	%*
	Existing (places)	%*	Operational (thou places-	%*				
2000	6,979	100	1,426.0	100	180.3	100	459.3	100
2001	7,482	107.2	1,355.1	95.0	130.5	72.4	403.0	87.7
2002	7,820	112.1	1,120.5	78.6	115.3	63.9	370.8	80.7
2003	7,188	103.0	1,095.0	76.8	120.4	66.8	347.3	75.6
2004	7,156	102.5	1,184.5	83.1	139.1	77.1	409.1	89.1
2005	6,201	88.9	1,570.4	110.1	203.0	112.6	516.1	112.4
2006	6,044	86.6	1,696.4	119.0	238.1	132.1	589.8	128.4
2007	6,138	87.9	1,717.7	120.5	253.5	140.6	635.3	138.3
2008	6,385	91.5	1,680.8	117.9	231.5	128.4	573.0	124.8
2009	5,854	83.9	1,669.7	117.1	200.3	111.1	538.9	117.3
2010	6,093	87.3	1,770.2	124.1	202.9	112.5	521.6	113.6

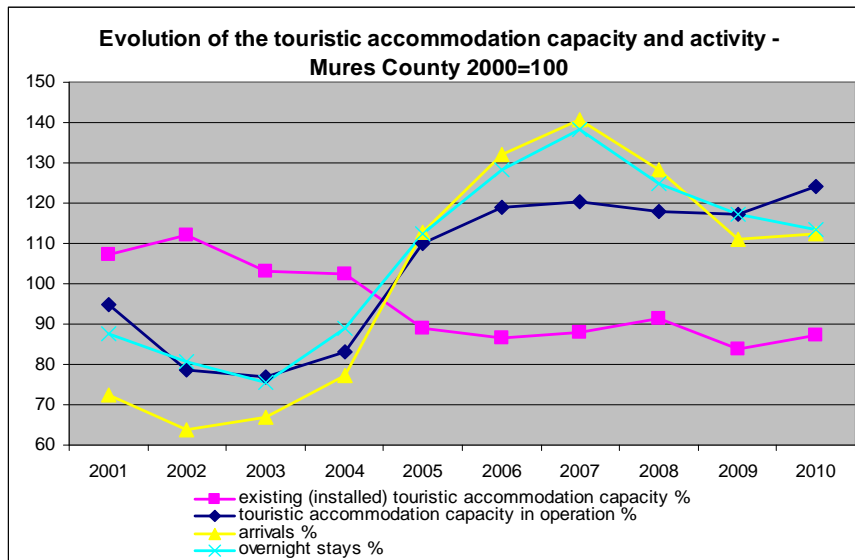
**Source:** <https://statistici.insse.ro/shop/>

\* These percentage data represent reductions (-) or increases (+) as compared to the base year (2000 = 100.0)

Existing touristic accommodation capacity in Mures County, during time interval 2000-2010, experienced oscillating evolutions and, overall, a decline since the values as recorded in 2010 represented only 87.3% of the existing level in 2000.

On the other hand, touristic accommodation capacity in operation, excluding the years 2001-2004, has been positive in 2010, higher by 24% as compared to the reporting year 2000.

Tourist traffic indices have reached the highest levels in 2007, when Romania joined the European Union: increases by 40.6% with arrivals and 38.3% with overnight stays. In 2008-2010 significant reduction were recorded with both indices but their level was higher than in 2000: 12.5% for arrivals and overnight stays by 113.6%. On a chart, the mentioned evolutions are as follows:

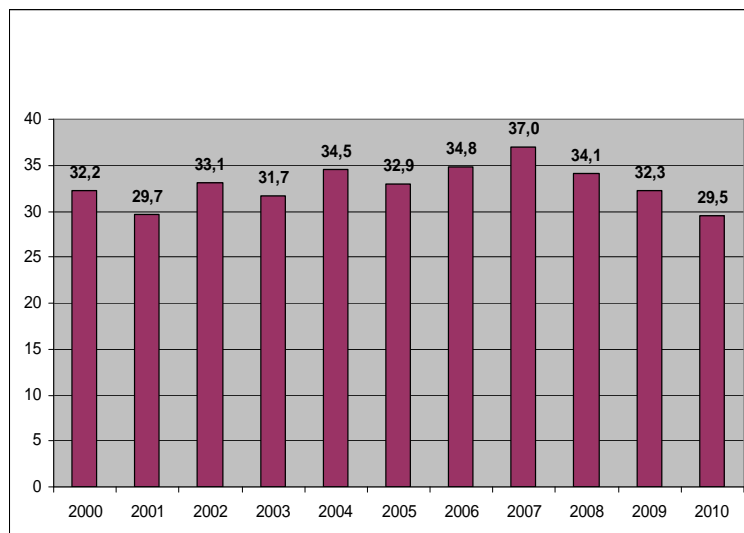


**Source:** based on statistical data <https://statistici.insse.ro/shop/>

**Figure 9.** *Touristic accommodation capacity and activity – Mures County*

It can be seen that in 2007 arrivals and overnight stays reached a level much higher than in 2000. An explanation for this situation is the greater number of tourists registered immediately after EU accession. After this year the trend of reduction of arrivals and overnight stays was evident, again involving the effects of the economic crisis.

In Mures County, between 2000-2010, the indices of net using the touristic accommodation capacity in operation is as follows:



Source: based on statistical data <https://statistici.insse.ro/shop/>

**Figure 10.** *Indices of net using the touristic accommodation capacity in operation (%) - Mures County*

The figure above indicates the existence of low levels of net using of the accommodation capacity in operation, with some fluctuations from one period to another. This shows that even within this county there is a discrepancy between the offer and demand for tourist services. Throughout the period 2000-2010 we can speak about stagnation in the level of net using index of accommodation capacities.

## 2.6. Recovery of tourism potential in Sibiu County

The evolution and dynamics of tourism specific indices, based on which we analyze the results of the recovery of the tourism potential, is as follows in Sibiu County:

Table 6

Years	Tourist accommodation capacity				Arrivals (thou)	%	Overnight stays (thou)	%
	Existing (places)	%	Operational (thou places-days)	%				
2000	5,269	100	1,000.0	100	156.8	100	275.3	100
2001	5,183	98.4	972.9	97.3	165.6	105.6	309.8	112.5
2002	4,583	87.0	831.9	83.2	164.5	104.9	293.5	106.6
2003	4,449	84.4	994.2	99.4	188.2	120.1	316.2	114.9
2004	4,589	87.1	1,107.5	110.8	214.9	137.1	368.3	133.8



Years	Tourist accommodation capacity				Arrivals (thou)	%	Overnight stays (thou)	%
	Existing (places)	%	Operational (thou places-days)	%				
2005	4,754	90.2	1,162.8	116.3	228.6	145.8	369.0	134.0
2006	4,333	82.2	1,384.3	138.4	252.7	161.2	434.5	157.8
2007	5,123	97.2	1,752.3	175.2	327.9	209.1	530.1	192.6
2008	5,265	99.9	1,536.1	153.6	287.1	183.1	459.3	166.8
2009	6,013	114.1	1,604.3	160.4	244.7	156.1	381.7	138.7
2010	6,538	124.1	2,018.6	201.9	228.2	145.5	401.6	145.9

**Source:** <https://statistici.insse.ro/shop/>

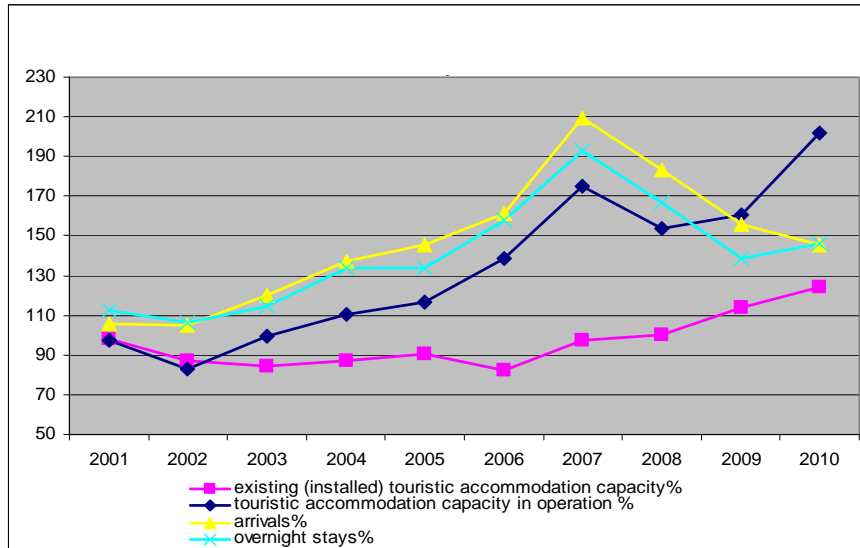
\* These percentage data represent reductions (-) or increases (+) as compared to the base year (2000 = 100.0)

Both the existing touristic accommodation capacity and the touristic accommodation capacity in operation related to the period of analysis have evolved contradictorily. Between 2000-2010 it can be seen that the minimum level reached represented only 82.2% in 2006, as compared to 2000, and the peak in 2010 equal to 124.1%. With the touristic accommodation capacity in operation, the developments show, from one period to another, both reductions and increases in values but it is important to highlight that in 2010 this index recorded an increase by 201.9% as compared to 2000. The mentioned evolution is likely to show remarkable results in terms of utilization of the accommodation capacity especially since the economic crisis years have generated a trend of worsening the levels of use.

The index arrivals during 2000-2010 shows that the interest of tourists for Sibiu County as a tourist destination recorded a positive trend, between 2000-2007, the highest value being 209.1% registered in 2007. Even if the last two years tourist arrivals were below this level, it's worth noting their growth by more than 42% as compared to the level existing in 2000.

Overnights tourist traffic index experienced the same evolution as the arrival index a compared to the reference year 2000, noting that in 2001, 2002 and 2010 increases are higher than with the arrivals index.

The charts below presents the evolutions mentioned above:



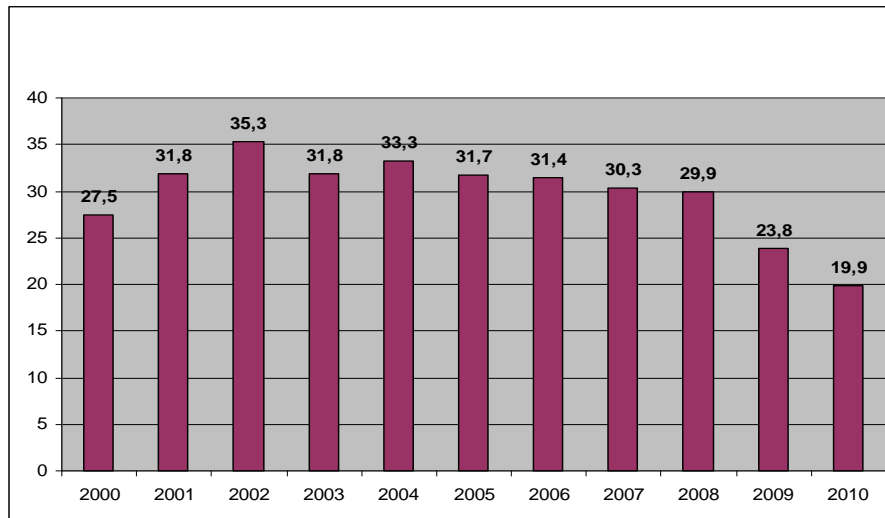
Source: based on statistical data <https://statistici.insse.ro/shop/>

**Figure 11.** *Touristic accommodation capacity and activity – Sibiu County*

In tourism, 2007 is a reference year for the city and county of Sibiu, given the awarding of the title of European Capital of Culture. It is also the year when performance in terms of recovery of existing tourist potential reached its highest levels.

2007 was the year that led to the rehabilitation of the historic centre, to public transport development, rehabilitation of city infrastructure and cultural infrastructure. Under the program Sibiu-European Cultural Capital 2007, 337 cultural projects were presented totalling 2,062 events for all the tastes. To have better links with the city, the modernization of Sibiu International Airport project was financed.

The strong growth, in recent years, of the touristic accommodation capacity has surpassed the tourist arrivals and their overnight stays which, actually, contributed to a mismatch between offer and demand. This is shown by the levels of net using index of operational touristic accommodation capacities, which, between 2000-2010, experienced the following developments:



**Source:** based on statistical data <https://statistici.insse.ro/shop/>

**Figure 12.** *Indices of net using the touristic accommodation capacity in operation 1 (%) - Sibiu County*

The chart above, in terms of net using the accommodation capacity in operation, indicates the existence of a specific phenomenon, namely, maintaining almost unchanged of the net using of touristic accommodation capacity in operation at around 30% until 2008 inclusively. In 2009 and 2010, a sharp drop occurs, one of the reasons being related to the economic crisis together with the stronger increase of the accommodation capacity.

The outstanding achievements obtained in the development of tourism activity in Sibiu County shows a real concern for the recovery of the existing touristic potential, which, given the low levels of using of touristic accommodations capacity in operation, indicates that there are reserves that can not be neglected in the future.

### 3. Conclusions

These unsatisfactory results in terms of recovery of the existing touristic potential are generated by both inappropriate behaviour from a marketing perspective of many providers of touristic services and the implementation of inadequate policies and marketing strategies both at the level of local authorities and centre one.

The use, in many cases, of high prices for the services offered, unrelated to the quality longing for quick and easy wins or neglecting the implementation

and development of modern infrastructure are actions that can not lead to better exploitation of existing touristic potential.

It can be concluded that, taking into account the analyzed indices, for a relatively long term (2000-2010), the use of the existing tourism potential in the tourist destinations of Central Development Region has seen a general upward trend, interrupted in 2009 by the effects of the economic crisis but with a slight increase in 2010 over the previous year.

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### Note

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- <sup>(1)</sup> This paper also included data presented in the author's PhD thesis entitled *Marketing contribution to Romania's tourism potential recovery from the perspective of its integration in the European Union*, "Transilvania" University of Brasov, 2011, pp. 92-137 Run-off - Monitoring index of attracted sources.

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