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THE MARKET DYNAMICS OF THE TOURISM DEMAND IN BOTOȘANI COUNTY DURING THE PERIOD 2009-2018

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Abstract

The absolute and relative dynamics of the tourist arrivals in Botoșani County in the period 2009-2018 highlights the increase with 68.21% of the number of tourists in the year 2018 compared to 2009. The highest difference reported to the number of tourists arrived in the county during the base year has been recorded in the year 2017 (+87.3%). Compared to the previous year,it had been recorded increases up to 31.21% (in 2011). Overall, the average level of arrivals was 38,192 thousand persons, with an absolute average increase of 2.12 thousand persons, respectively a relative increase of 5.9%. The analysis of the absolute and relative dynamics of overnight stays in the same period, in Botoşani County, reveals that their number grew significantly in 2018 compared to 2009 (+48.68%), the highest increase compared to the base year being achieved in 2017 (+69.38%); compared to the previous year it have been recorded increases up to 32.54% (in 2014). During the whole analysed period, the average level of the overnight stays had the value of 68,795 thousand persons, with an absolute average growth of 2.93 thousand persons, respectively a relative growth of 4%. The average length of stay was about 1.81 days, with an absolute average decrease of 0.024 days. The analysis of the absolute and relative dynamics of tourist density in the period 2009-2018 indicates that this has almost doubled in 2018 compared to 2009 (+97.09%), the highest increase compared to the base year being obtained in the year 2017 (+116.47%). Compared to the previous year, it have been recorded increases up to 31.79% (in 2011). Overall, the average level of turist density had the value of 9.34 tourists/100 inhabitants, with an absolute average increase of 0.66 tourists/100 inhabitants, respectively a relative increase of 7.8%.

Key words**:** *arrivals, overnight stays, average length of stay, density of tourist movement*

INTRODUCTION

The studies regarding the demand for tourist services are anytime actual and necessary. The main reasons for which the tourists choose a certain tourist destination and tourism form are the income of tourists, consumer habits and the prices of tourism services [16]. But also the macro-economic and political factors exert their influence on the decision relating to tourism consumption [7, 17]. By the other hand, significant differences are registered between the image of tourism services before consumption and the satisfaction perceived after their consumption. These differences substantially alters the demand by the dissemination made by the consumers directly among the potential customers – phenomenon known as" through word of mouth" [8]. Beside these, it have been identified some means of using local resources that occupy an important place within the dynamics of demand for tourist services. For example, the use of cultural resources represents a driver of growth for the demand of tourist services [8]. In the same time, the use of agricultural resources might also significantly influence the tourism market [9, 20].

Some studies developed a taxonomy of tourism service providers in order to better understand their role and their involvement in tourism [21]. Also, it has been analysed the tourism demand specific for the customer profile, starting with the young people who are strongly influenced by the social-media phenomenon (they are known as "Generation X") [4] and up to the so-called „senior"

tourists, who occupy an increasingly important place on the tourism market [18].

Botoșani County is registered on the Romanian tourism market with an outstanding tourism potential. The main tourist destination is represented by the headquarters of county, Botoșani Municipality, this being the main economic and tourism drive of the analysed region. Within the county, Ipotești Village is a tourist destination recognized at national level, as the place of birth of the great Romanian poet Mihai Eminescu [16]. The tourism activity, through its complexity, determines the existence of a system of indicators for tourist movement [2, 3], this representing the actual expression of tourism demand [5].

MATERIALS AND METHODS

The research presented in the current paper has been acomplished in Botoșani County during the period 2009-2018, consisting in the determination and forecasting of the main macro-economic indicators (displayed both in structure and dynamics) that express the demand for tourism services: level of total arrivals; average length of stay (total and per tourist type); level of total overnight stays; tourist density.

Within the number of tourists arriving in tourist boarding units are included all the persons (Romanians and foreigners) who travel outside their own residence locality, for a period less than 12 months and who stay at least one night in a tourist boarding unit in areas which they visit within the country, the main reason of the journey being other one than to have a paid activity in the visited place [22].

The tourist overnight stay is a 24-hour period, starting with the accommodation time of the tourist boarding unit, for which a person is registered in the tourist unit record, being hosted for the price paid, even if the actual stay is shorter than the mentioned period. The overnight stays related to the supplementary installed beds (paid by customers) are also included [22].

The average length of stay (D_s) is determined by the ratio between the number of days/tourist (NTZ) and the number of tourists (T) and reflects the possibility of the tourism offer to retain a tourist into a certain area, region or country [5, 11].

$$D_s = \frac{\Sigma NTZ}{\Sigma NT}$$

The density of tourist movement (D) is the indicator that directly interconnects the tourist movement with the resident population in the concerned area or country. It is calculated as a ratio between the number of tourists (T) and the number of inhabitants (P) [14, 20]:

$$D = \frac{\sum T}{P}$$

Absolute indicators represent a basic form of dynamic series and the ground to obtain general indicators [10, 14]. The level indicators are terms of series formed by absolute indicators ($y_1 \dots y_t \dots y_{t-1}$).

Total level of terms $\sum_{t=1}^{n} yt$, only for interval time series with absolute measures.

Absolute change (increase or decrease), calculated:

- with fixed base ($\Delta_{t/1}$)
  $\Delta_{t/1} = y_t - y_1$ where: t = 2, n
- with the base chained (mobile or variable base) ($\Delta_{t/t/1} = y_t - y_{t-1}$)
  $\Delta_{t/t/1} = y_t - y_{t-1}$ where: t = 2, n

Relative indicators:

They are a tool for presentation, mainly in percentage.

Dynamic index, calculated:

- with the fixed base ($I_{t/1}$):
  $I_{t/1(\%)} = \frac{yt}{y1} x100$
- with the base chained ($I_{t/t-1}$):
  $I_{t/t-1(\%)} = \frac{yt}{yt-1} x100$

Rate of change (increase or decrease), calculated:

- with the fixed base ($R_{t/1}$):
  $R_{t/1} = I_{t/1(\%)} - 100\ \%$
- with the base chained ($R_{t/t-1}$):
  $R_{t/t-1(\%)} = I_{t/t-1(\%)} - 100\%$, t = 2, n

Average indicators:

$\bar{y}$ – the average level of the interval time series:

$$\bar{y} = \frac{\sum_{t=1}^{n} yt}{n}$$

$\bar{\Delta}$ – the average level of the absolute change (increase or decrease):

$$\bar{\Delta} = \frac{yn - y1}{n-1}$$

$\bar{I}$ – the average index of dynamics:

$$\bar{I} = \sqrt[n-1]{\frac{yn}{y1}}$$

R – the average growth rate: $R = \bar{I} - 100$

The method of trend adjustment has been used to adjust the number of tourists according to the linear trend for the time interval 2009-2018. The linear model has the shape of: $y = a + bt$.

R is the coefficient of regression between the forecasted values and the actual values. R^2 is used to indicate the change in values compared with the trend line [13, 15].

The adjustment on the basis of graphical reproduction represents an instrument for assessing the development trend, under which might be chosen the proceeding that has to be used to estimate the long-term and short-term trend [1].

RESULTS AND DISCUSSIONS

Analysis of tourism demand. With the help of the statistical data regarding the tourist demand, which were provided by the National Institute of Statistics, the analysis of the structure and dynamics of the following indicators was carried out: total arrivals; total overnight stays; average length of stay (total and per tourist type); tourist density.

Level and dynamics of arrivals and overnight stays. The absolute dynamics of tourist arrivals during the period 2009-2018 is highlighted by an average growth of 68.21% (Table 1).

Table 1. Absolute and relative changes of the indicator "arrivals" in the period 2009-2018

Years	Arrivals (thousand pers.)	Absolute change		Dynamic index (%)		Rate of change (%)	
		$\Delta_{t/1}$	$\Delta_{t/t-1}$	$I_{t/1}$	$I_{t/t-1}$	$R_{t/1}$	$R_{t/t-1}$
2009	27,946	-	-	-	-	-	-
2010	28,092	0.146	0.146	100.52	100.52	0.52	0.52
2011	36,862	8,916	8,77	131.90	131.21	31.90	31.21
2012	34,830	6,884	-2,032	124.63	94.48	24.63	-5.52
2013	33,349	5,403	-1,481	119.33	95.74	19.33	-4.26
2014	39,848	11,902	6,499	142.59	119.48	42.59	19.48
2015	37,670	9,724	-2,178	134.79	94.53	34.79	-5.47
2016	43,972	16,026	6,302	157.34	116.72	57.34	16.72
2017	52,343	24,397	8,371	187.30	119.03	87.30	19.03
2018	47,009	19,063	-5,334	168.21	89.80	68.21	-10.2
	$\bar{y}$	$\bar{\Delta}$		$\bar{I}$		$\bar{R}$	
	38,192	2.12		1.059 (105.9 %)		5.9	

Source: Own calculation, according to www.insse.ro

The average level of arrivals registered 38,192 thousand persons, with an absolute average growth of 2.12 thousand persons, respectively a relative growth of 5.9%.

In order to estimate the number of arrived tourists in the next five years (2019-2023), it has been used the adjustment function: y = 2,420.3x – 5,000,000, obtained through the graphical method according to the linear trend. R^2 = 0.9458 has been used to indicate the changes in value compared to the trend line (Fig. 1).

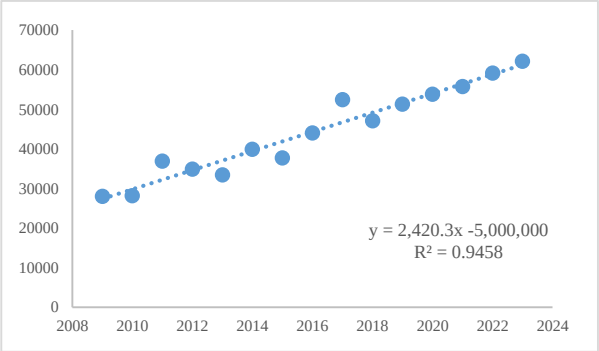

Fig. 1. Dynamics and estimation of arrivals in the period 2009-2023
Source: Own calculation.

The number of overnight stays has increased in 2018 compared to 2009 with 48.68%, the highest growth compared to the base year being obtained in 2017 (69.38%) (Table 2). The average level of overnight stays has registered 68,795 thousand persons, with an absolute growth of 2.93 thousand persons, respectively a relative growth of 4%.

Table 2. Absolute and relative changes of the indicator "overnight stays" in the period 2009-2018

Years	Over night stays (thousand)	Absolute change		Dynamic index (%)		Rate of change (%)	
		$\Delta_{t/1}$	$\Delta_{t/t-1}$	$I_{t/1}$	$I_{t/t-1}$	$R_{t/1}$	$R_{t/t-1}$
2009	54,288	-	-	-	-	-	-
2010	49,436	-4,852	-4,852	91.06	91.06	-8.94	-8.94
2011	67,348	13,060	17,912	124.05	136.23	24.04	36.23
2012	61,623	7,335	-5,725	113.51	91.50	13.51	-8.5
2013	58,801	4,513	-2,822	108.31	95.42	8.31	-4.58
2014	77,935	23,647	19,134	143.55	132.54	43.55	32.54
2015	68,055	13,767	-9,880	121.67	87.32	21.67	-12.68
2016	77,790	23,502	9,735	143.29	114.30	43.29	14.30
2017	91,954	37,666	14,164	169.38	118.20	69.38	18.20
2018	80,718	26,430	-11,236	148.68	87.78	48.68	-12.22
	$\bar{y}$	$\bar{\Delta}$		$\bar{I}$		$\bar{R}$	
	68,795	2.93		1.04 (104%)		4.0	

Source: Own calculation, according to www.insse.ro.

The adjustment according to the linear trend of the overnight stays for the period 2019-

2023 has been achieved with the adjustment function with the shape of: y = 3,859.7x-8,000,000, where R^2 = 0.9131 (Fig. 2).

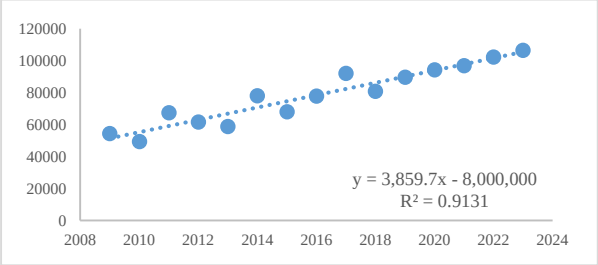

Fig. 2. Dinamycs and estimation of overnight stays (2009-2023)
Source: Own calculation.

Under the conditions where the factors of influence on the tourism activity will keep the same rate and trend in the next five years, it can be estimated that in the year 2023, Botoșani County will be visited by 62,000 tourists, who will cumulate about 106,400 of overnight stays (Table 3).

Table 3. Estimation of arrivals and overnight stays in the period 2019 – 2023

Years	t(x)	Arrivals y = 2,420.3x - 5,000,000	Overnight stays y = 3,859.7x-8,000,000
2019	11	51,255.20	89,666.00
2020	12	53,748.15	94,146.00
2021	13	55,723.26	96,765.60
2022	14	59,116.67	102,228.91
2023	15	62,068.17	106,389.70

Source: Own calculation.

Analysis of tourist circulation. The number of foreign tourists has recorded a maximum level of 3,138 thousand persons in the year 2014, with a share of 6.44% in the total arrivals in the county.

Table 4. Structure of tourist circulation by tourist type, in the period 2009-2018

Years	Arrivals			Overnight stays		
	T*	TR**	TS***	T*	TR**	TS***
2009	27,946	25,861	2,085	54,288	49,866	4,422
2010	28,092	25,850	2,242	49,436	44,919	4,517
2011	36,862	34,032	2,830	67,348	60,566	6,782
2012	34,830	31,965	2,865	61,623	55,770	5,853
2013	33,349	30,786	2,563	58,801	53,025	5,776
2014	39,848	36,710	3,138	77,935	67,765	10,170
2015	37,670	35,137	2,533	68,055	61,885	6,170
2016	43,972	42,015	1,957	77,790	72,832	4,958
2017	52,343	49,788	2,555	91,954	85,865	6,089
2018	47,009	45,173	1,836	80,718	76,553	4,165
	$\bar{y}$			$\bar{y}$		
	38,192	35,731.6	2,460.4	68,794.8	62,904.6	5,890.2

* Total tourists; ** Romanian tourists; ***Foreign tourists
Source: own calculation, according to www.insse.ro.

On average, in the period 2008-2018, only 8.56% of the total number of overnight stays belonged to foreign tourists (Table 4).

The average length of stay displayed fluctuations in the analysed period, for the foreign tourists increasing with cu 7.07% in the year 2018 compared to the base year. The highest increase compared to the base year has been achieved in the year 2014 (52.83%). In the case of Romanian tourists, it has been noticed a permanent decrease in the average length of stay compared to 2009 (Table 5).

Table 5. The absolute changes of the average length of stay, by tourist type, in the period 2009-2018

Year	Average length of stay (Ds)			Absolute change $\Delta_{t/1}$		
	T*	TR**	TS***	T*	TR**	TS***
2009	1.94	1.93	2.12	-	-	-
2010	1.76	1.74	2.01	-0.18	-0.19	-0.11
2011	1.83	1.78	2.40	-0.11	-0.15	0.28
2012	1.77	1.74	2.04	-0.17	-0.19	-0.08
2013	1.76	1.72	2.25	-0.18	-0.21	0.13
2014	1.95	1.84	3.24	0.01	-0.09	1.12
2015	1.80	1.76	2.43	-0.14	-0.17	0.31
2016	1.77	1.73	2.53	-0.17	-0.20	0.41
2017	1.76	1.72	2.38	-0.18	-0.21	0.26
2018	1.72	1.69	2.27	-0.22	-0.24	0.15
	$\bar{y}$			$\bar{\Delta}$		
	1.81	1.76	2.17	-0.024	-0.026	0.016

* Total ** Romanian tourists *** Foreign tourists
Source: Own calculation, according to www.insse.ro.

Overall, the medium level of the average length of stay recorded 1.81 days, with an absolute average decrease of 0.024 days, respectively a relative drecrease of 2% (Table 6).

Table 6. The relative changes in the average length of stay by tourist type, in the period 2009-2018

Years	Dynamic index (%) $I_{t/1}$			Rate of change (%) $R_{t/1}$		
	T*	TR**	TS***	T*	TR**	TS***
2009	-	-	-	-	-	-
2010	90.72	90.15	94.81	-9.28	-9.85	-5.19
2011	94.32	92.22	113.20	-5.68	-7.78	13.20
2012	91.23	90.15	96.22	-8.77	-9.85	-3.78
2013	90.72	89.11	106.13	-9.28	-10.89	6.13
2014	100.51	95.33	152.83	0.51	-4.67	52.83
2015	92.78	91.19	114.62	-7.22	-8.81	14.62
2016	91.23	89.63	119.33	-8.77	-10.37	19.33
2017	90.72	89.11	112.26	-9.28	-10.89	12.26
2018	88.65	87.56	107.07	-11.35	-12.44	7.07
	$\bar{I}$			$\bar{R}$		
	0.98 (98%)	0.98 (98%)	1.00 (100%)	-2	-2	0

* Total; ** Romanian tourists *** Foreign tourists
Source: Own calculation, according to www.insse.ro

In order to estimate the average length of stay in the period 2019-2023, it is has been applied the adjustment function: y = -0.0124x +

26.648, obtained through the graphical method according to the linear trend.
The indicator R^2 = 0.5955 shows a relatively acceptable approximation of the trend, by the linear function. In order to estimate the average length of stay in the case of Romanian tourists, the adjustment function obtained through the graphical method after the linear trend was: y = -0.0114x+24.692, where R^2 = 0.4514, which represents a relatively modest value.
The adjustment function to estimate the average value of the foreign tourists' stay has the shape: y = 0.0317x-61.437. In this case, also, the value of the regression coefficient is low (R^2 = 0.2191) (Fig. 3).

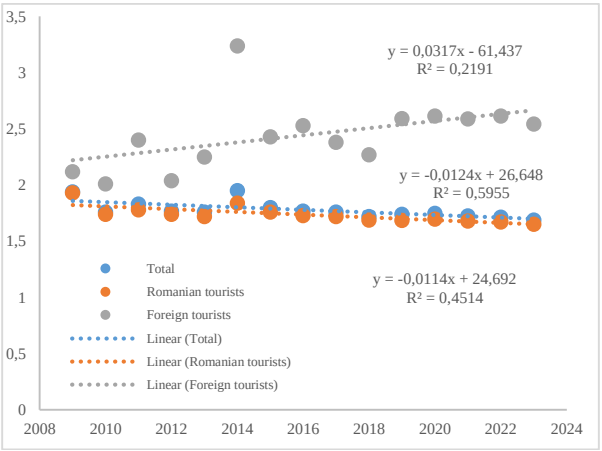

Fig. 3. Dynamics and estimation of the average length of stay in the period 2009-2023
Source: Own calculation.

Under the conditions where all the factors of influence on the tourism activity will keep the same rate dring the next five years (Table 6), in the year 2023, in Botoșani County, the average length of stay for Romanian tourists is estimated at 1.7 days and for the foreign tourists, at about 2.6 days.

Table 6. Estimation of the average length of stay, by tourist type, in the period 2019 – 2023

Years	t(x)	Average duration of stay		
		T* y = -0.0124x + 26,648	TR** y = -0.0114x + 24,692	TS*** y = 0.0317x-61,437
2019	11	1.74	1.69	2.59
2020	12	1.75	1.70	2.62
2021	13	1.73	1.68	2.59
2022	14	1.72	1.67	2.61
2023	15	1.69	1.65	2.54

* Total ** Romanian tourists *** Foreign tourists
Source: Own calculation.

The density of tourist movement is the indicator that directly interconnects the tourist circulation with the resident population of a zone or country. Normally, this indicator has a a value bellow 1 in the areas with average and low tourist movement [19].
This situation applies also to Botoșani County, where the highest value (0.13 tourists/inhabitant) was registered in the year 2017 (Table 7).

Table 7. Tourist density in the period 2009-2018

Years	Resident population	Arrivals	Dt pop (tourists/100 inh.)
2009	451,193	27,946	6.19
2010	448,749	28,092	6.26
2011	446,456	36,862	8.25
2012	410,706	34,830	8.48
2013	406,330	33,349	8.20
2014	403,205	39,848	9.88
2015	399,273	37,670	9.43
2016	394,625	43,972	11.14
2017	390,404	52,343	13.40
2018	385,046	47,009	12.20

Source: Own calculation, according to www.insse.ro.

When the dynamics of the average length of stay recorded a continous decrease, the density registered significant increases: if in the year 2009, at every six inhabitants existed a tourist, at the level of the year 2018, this ratio has doubled, becoming 12.2:1. The increase in the number of tourists and the decrease of the population in Botoșani County represent the causes of this situation.
Examining the absolute and relative dynamics of tourist density (Table 8) indicates an increase with 97.09 %.

Table 8. Absolute and relative changes in tourist density in the period 2009-2018

Years	Dt pop tourists /100 inh.	Absolute change		Dynamic index (%)		Rate of change (%)	
		$\Delta_{t/1}$	$\Delta_{t/t-1}$	$I_{t/1}$	$I_{t/t-1}$	$R_{t/1}$	$R_{t/t-1}$
2009		-	-	-	-	-	-
2010	6.19	0.07	0.07	101.13	101.13	1.13	1.13
2011	6.26	2.06	1.99	133.28	131.79	33.28	31.79
2012	8.25	2.29	0.23	137.00	102.78	37.00	2.78
2013	8.48	2.01	-0.28	132.47	96.69	32.47	-3.31
2014	8.20	3.69	1.68	159.61	120.48	59.61	20.48
2015	9.88	3.24	-0.45	152.34	95.44	52.34	-4.56
2016	9.43	4.95	1.71	179.96	118.13	79.96	18.13
2017	11.14	7.21	2.26	216.47	120.28	116.47	20.28
2018	13.40	6.01	-1.2	197.09	91.04	97.09	-8.96
	$\bar{y}$	$\bar{\Delta}$		$\bar{I}$		$\bar{R}$	
	9.34	0.66		1.078 (107.8%)		7.8	

Source: Own calculation, according to www.insse.ro

The average level of the tourist density recorded 9.34 tourists/100 inhabitants, with an absolute average increase of 0.66 tourists /100

inhabitants, respectively a relative increase of 7.8%.

In order to estimate the tourist density in the period 2019-2023, it has been applied the adjustment function y = 0.7559x – 1,512.6 obtained through the graphical method according to the linear trend. R^2 has been used to indicate the change in values compared to the trend line (R^2 = 0.9696) (Fig. 4).

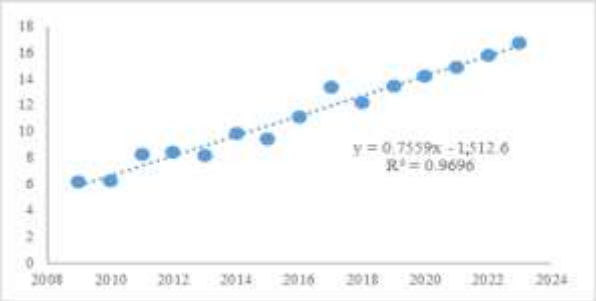

Fig. 4. Dinamycs and estimation of the tourist trend in the period 2009-2023
Source: Own calculation.

Under the conditions where the factors of influence on tourist activity will keep the same rate during the next fixe years, too, in the year 2023 the tourist density will be of approximatively 17 tourists/100 inhabitants (Table 9).

Table 9. Estimation of tourist density for the period 2019 – 2023

Year	t(x)	Tourist density y = 0.7559x – 1,512.6
2019	11	13.44
2020	12	14.24
2021	13	14.90
2022	14	15.81
2023	15	16.71

Source: Own calculation.

CONCLUSIONS

The average level of tourist arrivals in Botoșani County was about 38,192 thousand persons, with an absolute average increase of 2.12 thousand persons, respectively a relative increase of 5.9%.

The average level of overnight stays recorded 68,795 thousand persons, with an absolute average increase of 2.93 thousand persons, respectively a relative increase of only 4%.

The structure of tourist movement by tourist type shows that, in the period 2009-2018, the foreign tourists represented a share of only 6.44% in the total arrivals, respectively 8.56% in the total overnight stays at the county's level.

Under the conditions where all factors of influence on tourism activity will keep the same rate and the same trend during the next five years, also, then it might be forecasted that in the county, in the year 2023 will arrive about 62 thousand tourists who will record approximatively 106,4 thousand overnight stays.

In the interval 2009-2018, the average length of the foreign tourists' displayed significant variations, by the end of the considered period being accomplished an increase with only 7.07% compared to the year 2009. The highest increase compared to the base year has been recorded in the year 2014 (52.83%).

In the case of Romanian tourists, the average lenght of stay decreased permanently up to the year 2018, so that, by the end of the analysed period, the decrease of this indicator reached 12.44% compared to the year 2009.

Overall, the average length of stay recorded 1.81 days, with an absolute average decrease of 0.024 days, respectively a relative decrease of 2%.

If the factors of influcence on tourist activity will not change, it can be estimated that, at the level of the year 2023, the average length of stay will not undergo important alterations and will have the value of approximatively 2.6 days for the foreign tourists and of 1.7 days for the domestic tourists.

The average level of tourist density recorded a value of 9.34 tourists/100 inhabitants, with an absolute average increase of 0.66 tourists/100 inhabitants, respectively a relative growth of 7.8%. According to the same prediction algorithm, in the year 2023 the tourist density will be of approximatively 17 tourists/100 inhabitants, meaning 2.6 times more compared to the year 2009.

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