

## CONSIDERATIONS ON THE MAIN TRENDS IN THE TOURISTS, RECEIPTS AND EXPENDITURES FLOWS IN THE E.U.-27 TOURISM

Agatha POPESCU

University of Agricultural Sciences and Veterinary Medicine, Bucharest  
59 Marasti, sector 1, 011464, Bucharest, Romania, Phone: +40 21 318 25 64/232,  
Fax: + 40 21318 28 88, E-mail: agatha\_popescu@yahoo.com

*Corresponding author:* agatha\_popescu@yahoo.com

### Abstract

*The paper aimed to analyze the dynamics of the EU-27 tourism in the period 2006-2011, based on Euro Stat data, processed by usual quantitative methods. The EU-27 is a top tourism destination in Europe and at global level. In 2011, it recorded 1,054 million holiday trips made by its citizen, of which 76 % domestic trips, with an average trip length of 5.4 nights and tourism intensity 4.8 night per resident. The EU citizens spent abroad 2,263,239 thousand nights. The top 10 EU tourism destinations are France, Italy, Spain, United Kingdom, Germany, Greece and Austria. The EU-27 earned Euro 252,032 Millions from tourism and spent Euro 252,032 million for tourism. As a conclusion, the EU-27 will remain a top destination in the world and will have a significant contribution to the development of international tourism.*

**Key words:** analysis, EU-27, features, tourism, trends

### INTRODUCTION

Tourism is a major activity with a broadly positive impact on economic growth and employment in Europe. It is an aspect of the European citizens' life, people willingness for leisure and business, an activity which contributes to the sustainable development, to the promotion of cultural and natural heritage, traditions and contemporary cultures of the EU, a tool for reinforcing Europe's image in the world, as a result of centuries of cultural exchanges, linguistic diversity and creativity [12].

Europe is the most important tourism destination, playing an essential role in the development of global tourism. Even though the tourism flows have been fluctuating along the last years, due to the economic and financial crisis, the fast dynamic of the Asian and the Pacific area tourism, the terrorist attacks, political changes and popular movements and other factors, the main trend is a continuous increase in tourist arrivals, nights spent by residents and non residents, tourism receipts and expenditures, and contribution to GDP [8].

Europe, with its performance of 504 million arrivals in 2011, representing over 50 % of the world arrivals is undoubtedly the most, important tourism destination.

France, Spain, Italy, United Kingdom, Germany, Austria, Greece and other countries and with top 10 city destinations: London, Rome, Paris, Istanbul, Barcelona, Berlin, Florence, Prague, Dublin and Amsterdam with its 3 top museums: Louvre, Paris (8.8 million visitors), British Museum, London (5.8 million visitors) and National Gallery, London (5.2 million visitors), the EU shows how important is "destination" in a tourist choice in a region or country image context [6].

The EU tourism has a deep impact on economic growth contributing by 5 % to GDP, 5.2 % to employment and taking into account the related sectors, its contribution is more than 10 % to GDP and 12 % of employment in tourism. And this has been determined by the continuous increase in holiday trips, nights spent and tourism receipts [3].

This reflects how important is tourism marketing [1], tourism markets analysis [7] and tourism management [4], in establishing tourism strategy with its objectives, priorities and targets both at regional and at each country level [10].

Tourism competitiveness has to be a priority in order to strengthen the industry to become a dynamic and sustainable sector and provide high quality travel experience at a balanced price/quality ratio to its customers [2].

In this context, the paper aimed to analyze the evolution of tourism in the EU-27 in the period 2006-2011, based on EuroStat data in order to identify the major trends based on the specific tourism indicators reflecting tourists, incomes and expenditures flows.

## MATERIALS AND METHODS

The study was carried out based on the statistical data collected from EuroStat data base for the years 2006 and 2011.

The data were processed by quantitative methods, using index, share and comparison methods and also key tourism indicators: number of holiday trips by destination and length, number of accommodation establishments and number of bed places by type of accommodation, nights spent by residents and nonresidents, tourism intensity (nights spent by residents and nonresidents/resident), nights spent abroad by residents, nights spent abroad/inhabitant, tourism receipts, travel receipts/GDP, tourism expenditures and expenditures/inhabitant.

The analysis was made both at the EU-27 level and by member states, pointing out the results obtained by the top countries and even by the ones situated on the last positions.

## RESULTS AND DISCUSSIONS

**The holiday trips of the EU residents** registered a slight increase of 3.94 % in the analyzed period, from 1,014 million in 2006 to 1,054 million in 2011. The most numerous holiday trips have been made in the tourist country of origin, representing 76.3-76.4 % of total holiday trips. However, the number of domestic trips increased by 3.60 % from 776 million in 2006 to 804 million trips in 2011 and this was determined by the tourists wish to shorter the length of the trips and increase their number.

The EU residents travelled more for spending their holidays abroad, so that the number of outbound trips increased by 5.04 % from 238 million in 2006 to 250 million trips in 2011. As a result, the share of outbound trips increased from 23.5 % to 23.7 % (Table 1).

Table 1. Holiday trips made by the EU-27 residents by destination

|                      | 2010    |        | 2011    |        | 2011/2010 |
|----------------------|---------|--------|---------|--------|-----------|
|                      | million | %      | million | %      | %         |
| Total holiday trips: | 1,014   | 100.00 | 1,054   | 100.00 | 103.94    |
| Domestic trips       | 776     | 76.4   | 804     | 76.3   | 103.60    |
| - Outbound trips     | 238     | 23.5   | 250     | 23.7   | 10.504    |

Source: EuroStat, 2012, Own calculations.

The length of holiday trips recorded a decreasing trend, resident tourists willingness was the apply for shorter trips (1-3 nights) in order to benefit of more domestic holidays. Therefore, the share of the short domestic trips was 49.6 % while the share of longer trips (over 4 nights) accounted for 26.7 % in the total number of holiday trips made in the year 2011.

Concerning the holiday trips made outbound, the share of longer trips of over 4 nights was higher than the share of the shorter ones 18.5 %, respectively 5.2 % in the same year (Table 2).

Table 2. Holiday Trips made by the EU-27 residents by length in 2010 (Million)

| Total trips | Domestic |                          |                        | Outbound |                          |                        |
|-------------|----------|--------------------------|------------------------|----------|--------------------------|------------------------|
|             | Total    | Short trips (1-3 nights) | Long trips (4+ nights) | Total    | Short trips (1-3 nights) | Long trips (4+ nights) |
| 1,054       | 804      | 522.6                    | 281.4                  | 250      | 54.9                     | 195.1                  |
| 100.00      | 76.3     | 49.6                     | 26.7                   | 23.7     | 5.2                      | 18.5                   |

Source: EuroStat, 2012, Own calculations.

**The average length of trips in terms of night stays** was 4.3 nights for domestic trips and 9.1 nights for outbound trips, with an average of 5.4 nights for all the trips made in 2011 (Table 3).

There are differences from a country to another regarding the number if domestic and outbound holiday trips, and from this print view, the EU countries could be divided into 2 categories: countries whose residents made over 50 % holidays trips abroad like: Luxembourg, Belgium. Slovenia and Netherlands and countries whose residents made less than 10 % holiday trips abroad like Romania, Spain, Greece and Portugal.

Table 3. Average Length of Trips (Nights)

| Year      | Average length of all trips | Average length of domestic Trips | Average length of outbound trips |
|-----------|-----------------------------|----------------------------------|----------------------------------|
| 2010      | 5.5                         | 4.3                              | 9.7                              |
| 2011      | 4                           | 4.3                              | 9.1                              |
| 2011/2010 | 98.1                        | 100                              | 98.9                             |

Source: EuroStat, 2012

In 2011, about 52 % of the EU-27 population took part in tourism, meaning that it was made one trip of at least four overnights stays during last year. However, there are differences from a country to another from this point of view too.

**The number of accommodation establishments for tourists** increased taking into account the increased demand for tourism services. In 2011, the number of accommodation units accounted for 472,218 being by 11.75 % higher than in 2006. In 2011, the share of hotels and similar establishments for tourist accommodation was 42.85 % compared to 47.60 %, because the number of other collective accommodation establishments/campsites and holiday dwellings etc, increased by 21.90 % from 221,380 in 2006 to 269,868 in 2011.

**The number of bed places** increased by 2.55 % in the period 2006-2011, accounting for 28,017 thousand places in the last analyzed year. The share of bed places in other collective accommodation establishments was higher (55 %) compared to the number of bed places in hotels and similar establishments (45 %). However, in the analyzed period, the number of bed places increased by 9.04 % in hotels and declined by 2.19 % in other collective accommodation units (Table 4).

**The number of accommodation units and bed places by the EU-27 member states** is presented in Table 5, where one can notice that there are differences from a country to another.

The top 10 countries in the EU-27 regarding the number of accommodation units and their share in the EU-27 establishments for tourism purposes was the following one in 2011: Italy (32.5 %), United Kingdom (18.1 %), Germany (11.2 %), Spain (9.4 %), France (6 %), Greece (5.9 %), Austria (4.2 %), Czech

Republic (1.6 %), Ireland (1.5 %) and Poland (1.4 %), and all these 10 countries offer totalized 91.8 % of the EU-27 offer.

Regarding the bed places, five countries are on the top: France (17.9 %), Italy (16.97 %), Spain (12.1 %), Germany (11.9 %) and United Kingdom (11.7 % (Table 5).

In 2011, the number of bed places in hotels accounted for 12,585 thousand, of which 46.4 % were concentrated in three EU countries: Italy (2.3 million), Spain (1.8 million), and Germany (1.7 million), accounting for 5.8 million bed places.

The number of accommodation units and bed places registered a different trend from a country to another in the analyzed period.

In 2012, the number of accommodation units registered the highest increase in Greece (+195.3 %), Latvia (+63.1 %), Slovakia (+62.7 %), Bulgaria (+25.8 %), Estonia (+21.7 %), Spain (+22.6 %), while in a few countries it has fallen: Ireland (-22 %), Finland (-14.4 %), Malta (-10.7 %), Cyprus (7.9 %), Austria (-2.7 %), Hungary (-5.4 %), Germany (-3 %) and France (-1.7 %).

The number of bed places increased mainly in Latvia (+50 %), Greece (+41 %), Slovenia (+46.9 %) and Estonia (+24.3 %).

**The nights of residents and nonresidents** in the EU-27 accounted for 2,421,370 in 2011, being by 5.1 % higher than in 2006. In 2011 the nights spent by residents represented 57.44 % of the total nights spent by tourists in the community. More than 66 % of the total nights in the EU-27 were spent in hotels and the remaining of 34 % in other collective accommodation units. The number of nights spent in hotels accounted for 1,618,928 in the year 2011, being by 6.1 % higher than in 2006.

In 2011, by type of accommodation, the share of residents nights spent in hotels represented 52.66 % and in other collective accommodation units (67.10 %).

The number of nights spent by nonresidents registered the highest growth rate in the period 2006-2011: 8.7 % in hotels and 5.6 % in other collective accommodation units (Table 6).

Table 4. Number of accommodation units and number of bed places in the EU-27 in 2006 and 2011

| Year        | Number of accommodation units, of which: | Hotels and similar establishments | Other collective accommodation establishments* | Number of bed places, of which: (1,000) | Bed places in hotels and similar units (1,000) | Bed places in other collective accommodation establishments (1,000) |
|-------------|--|-----------------------------------|--|---|--|---|
| 2006        | 422,550                                  | 201,165                           | 221,380  | 27,318                                  | 11,541   | 15,777  |
| 2011        | 472,218                                  | 202,350                           | 269,868  | 28,017                                  | 12,585   | 15,432  |
| 2011/2006 % | 111.75                                   | 100.58                            | 121.90   | 102.55                                  | 109.04   | 97.81   |

Source: EuroStat, 2012, Own calculations.\* Other collective accommodation establishments: campsites and holiday dwellings.

Table 5. No of accommodation units and No of bed places in the EU-27 by member state in 2006 and 2011

| Country        | Number of accommodation units |         |             | Number of bed places (1,000) |        |             |
|----------------|-------------------------------|---------|-------------|------------------------------|--------|-------------|
|                | 2006                          | 2011    | 2011/2006 % | 2006                         | 2011   | 2011/2006 % |
| EU – 27        | 422,550                       | 472,218 | 117.7       | 27,318                       | 28,017 | 102.5       |
| Austria        | 20,457                        | 20,009  | 97.8        | 935                          | 981    | 104.9       |
| Belgium        | 3,484                         | 3,506   | 1006.6      | 371                          | 362    | 97.5        |
| Bulgaria       | 1,844                         | 2,321   | 125.8       | 247                          | 275    | 111.3       |
| Cyprus         | 894                           | 824     | 92.1        | 94                           | 87     | 92.5        |
| Czech Republic | 7,616                         | 7,657   | 100.4       | 442                          | 461    | 104.2       |
| Denmark        | 1,076                         | 4,119   | 103.9       | 391                          | 408    | 104.3       |
| Estonia        | 951                           | 1,158   | 121.7       | 41                           | 51     | 124.3       |
| Finland        | 1,528                         | 1,389   | 85.6        | 214                          | 220    | 102.8       |
| France         | 29,008                        | 28,516  | 98.3        | 5,704                        | 5,017  | 87.9        |
| Germany        | 54,797                        | 53,164  | 97.0        | 3,329                        | 3,324  | 99.8        |
| Greece         | 9,444                         | 27,892  | 295.3       | 787                          | 1,111  | 141.1       |
| Hungary        | 3,056                         | 2,892   | 94.6        | 315                          | 304    | 96.5        |
| Ireland        | 9,101                         | 7,113   | 78.1        | 208                          | 197    | 94.7        |
| Italy          | 134,793                       | 153,729 | 114.1       | 4,500                        | 4,792  | 105.3       |
| Latvia         | 393                           | 641     | 163.1       | 24                           | 36     | 150.0       |
| Lithuania      | 515                           | 538     | 104.4       | 32                           | 38     | 118.7       |
| Luxembourg     | 519                           | 573     | 110.4       | 66                           | 71     | 107.5       |
| Malta          | 179                           | 160     | 89.3        | 40                           | 40     | 100.        |
| Netherlands    | 7,154                         | 6,967   | 97.3        | 1,187                        | 1,206  | 101.6       |
| Poland         | 6,694                         | 7,039   | 125.1       | 1,575                        | 606    | 105.3       |
| Portugal       | 2,324                         | 2,346   | 100.9       | 455                          | 486    | 106.8       |
| Romania        | 4,710                         | 5,003   | 106.2       | 287                          | 279    | 97.2        |
| Slovakia       | 1,559                         | 2,537   | 162.7       | 145                          | 163    | 112.4       |
| Slovenia       | 707                           | 997     | 162.7       | 145                          | 163    | 112.4       |
| Spain          | 36,199                        | 44,397  | 122.6       | 3,075                        | 3,391  | 110.2       |
| Sweden         | 4,008                         | 4,143   | 103.3       | 759                          | 791    | 104.2       |
| United Kingdom | 79,383                        | 85,677  | 107.9       | 3,030                        | 3,272  | 107.9       |

Source: Eurostat, 2012, Own Calculations

**The tourism intensity** reflected by nights/resident was in average 4.8 in 2011 by 0.1 higher than in 2006, reflecting a slight increase. The nights/resident are shown by EU-27 member states in Table 7. The highest tourism intensity was registered in Malta (18.4), Cyprus (17.8), Austria (12.5), Spain (8.4), Ireland (8), Italy (6.4), France (6.2), Greece (5.9), Sweden (5.1) and the

Netherlands (5.1), while the lowest intensity was noticed in Romania (1).

Based on the figures reflecting the tourism intensity, one can notice that the most popular destinations are Malta and Cyprus in the Mediterranean area and Austria regarding its mountain and city area (Table 7).

Table 6. Nights of residents and nonresidents in the EU-27 by type of accommodation in 2006 and 2011

| Type of accommodation       | Nights of residents and nonresidents |        | Nights of residents |        | Nights of nonresidents |        |
|-----------------------------|--------------------------------------|--------|---------------------|--------|------------------------|--------|
|                             | 1,000                                | %      | 1,000               | %      | 1,000                  | %      |
| <b>2006</b>                 |                                      |        |                     |        |                        |        |
| Total nights:               | 2,304,498                            | 100.00 | 1,349,193           | 100.00 | 955,303                | 100.00 |
| - In hotels                 | 1,524,989                            | 66.2   | 819,700             | 60.7   | 705,289                | 73.8   |
| - In other collective units | 779,509                              | 33.8   | 529,493             | 39.3   | 250,016                | 26.2   |
| <b>2011</b>                 |                                      |        |                     |        |                        |        |
| Total nights:               | 2,421,370                            | 100.00 | 1,391,061           | 100.00 | 1,030,309              | 100.00 |
| - In hotels                 | 1,618,928                            | 66.8   | 852,569             | 61.3   | 766,359                | 74.4   |
| - In other collective units | 802,442                              | 33.2   | 538,492             | 38.7   | 263,950                | 25.6   |
| <b>2011/2006 %</b>          |                                      |        |                     |        |                        |        |
| Total nights:               | 105.1                                | -      | 103.1               | -      | 107.9                  | -      |
| - In hotels                 | 106.1                                | -      | 104.0               | -      | 108.7                  | -      |
| - In other collective units | 102.9                                | -      | 101.7               | -      | 105.6                  | -      |

Table 7. Nights per resident in the EU-27 in 2006 and 2011

| Country      | 2000       | 2008       | Country     | 2000 | 2008 |
|--------------|------------|------------|-------------|------|------|
| <b>EU-27</b> | <b>4.7</b> | <b>4.8</b> | Italy       | 6.2  | 6.4  |
| Austria      | 11.9       | 12.5       | Latvia      | 1.4  | 1.5  |
| Belgium      | 2.8        | 2.9        | Lithuania   | 0.9  | 1.0  |
| Bulgaria     | 2.2        | 2.5        | Luxemburg   | 5.6  | 4.6  |
| Cyprus       | 18.8       | 17.8       | Malta       | 18.3 | 18.4 |
| Czech Rep    | 4.0        | 2.6        | Netherlands | 5.1  | 5.1  |
| Denmark      | 5.0        | 5.0        | Poland      | 1.3  | 1.5  |
| Estonia      | 3.4        | 4.0        | Portugal    | 4.3  | 4.4  |
| Finland      | 3.5        | 3.7        | Romania     | 0.9  | 1.0  |
| France       | 4.7        | 6.2        | Slovakia    | 2.0  | 1.9  |
| Germany      | 4.3        | 4.1        | Slovenia    | 3.7  | 4.3  |
| Greece       | 5.2        | 5.9        | Spain       | 8.7  | 8.4  |
| Hungary      | 2.0        | 1.9        | Sweden      | 5.3  | 5.1  |
| Ireland      | 8.0        | 8.0        | U. Kingdom  | 4.4  | 4.7  |

The top EU countries based on the nights spent by nonresidents, that is the countries representing top tourism destinations, were Spain, Italy, France, United Kingdom, Austria, Germany, Greece, Portugal, Netherlands and Czech Republic in 2011. All these 10 countries together totalized 894,633 thousand nights with a market share of 86.8 %. The highest market shares belonged to Spain (23.2 %), Italy (17.3 %) and France (11.9 %).

In the period 2000-2011, Ireland lost its 10<sup>th</sup> position, being replaced by Czech Republic. Also, Portugal passed from the 9<sup>th</sup> position in 2006 on the 8<sup>th</sup> position in 2011, while the

Netherlands passed from the 8<sup>th</sup> position in 2006 on the 9<sup>th</sup> position in 2011 (Table 8).

The least visited countries were Luxembourg, Lithuania and Latvia.

The top 10 EU countries based on the nights spent by the EU residents abroad have been: Germany (28.9 %), United Kingdom (22.2 %), France (9 %), the Netherlands (7 %), Italy (4.6 %), Spain (4 %), Sweden (3.6 %), Belgium (3.4 %), Austria (2.4 %), Denmark (2.1 %), all together accounting for 1,973,263 thousand nights abroad, representing 87.3 % of the EU-27.

In 2011, the nights spent abroad by EU residents reached 2,263,239 thousands, being by 0.7 % higher than in 2006 (Table 9).

The number of nights spent abroad per inhabitant divides the EU countries into two categories: countries with the highest number of nights spent abroad such as Luxembourg (22 nights), Cyprus (13.3 nights), Ireland (12.5 nights) and the Netherlands (11.5 nights) and countries with the lowest number of nights spent abroad such as Romania, Portugal, Greece, Bulgaria, Poland and Italy, whose residents spent less than 2 nights outbound on holiday in 2011.

The EU-27 tourism Receipts increased by 18.45 % from Euro 254.9 million in 2006 to Euro 271.3 million in 2011 (Table 10).

The top 10 EU countries regarding income coming from tourism and their market share in 2011 have been the following ones: Spain (18.9), France (14.2 %), Italy (11.5 %),

Germany (10.3 %), United Kingdom (9.5 %), Austria (5.3 %), Greece (3.8 %), Netherlands (3.8 %), Sweden (3.7 %) and Belgium (3 %), whose receipts totalized Euro 219,525 Million, representing 80.89 % of the EU-27 tourism receipt in 2011 (Table 10).

Table 8. Top 10 EU countries based on the nights spent by nonresidents in 2006 and 2011

| Country        | 2006           |          |                  | 2011           |          |                  | 2011/2006 % |
|----------------|----------------|----------|------------------|----------------|----------|------------------|-------------|
|                | Nights (1,000) | Position | Market share (%) | Nights (1,000) | Position | Market share (%) |             |
| EU-27          | 955,303        | -        | 100.00           | 1,030,114      | -        | 100.00           | 107.83      |
| Spain          | 224,518        | 1        | 23.5             | 239,371        | 1        | 23.2             | 106.61      |
| Italy          | 156,861        | 2        | 16.4             | 178,005        | 2        | 17.3             | 113.47      |
| France         | 105,865        | 3        | 11.1             | 122,963        | 3        | 11.9             | 116.15      |
| United Kingdom | 90,741         | 4        | 9.5              | 87,994         | 4        | 8.5              | 96.97       |
| Austria        | 70,017         | 5        | 7.3              | 73,647         | 5        | 7.1              | 105.18      |
| Germany        | 52,947         | 6        | 5.5              | 63,081         | 6        | 6.1              | 119.13      |
| Greece         | 43,055         | 7        | 4.5              | 54,444         | 7        | 5.3              | 126.45      |
| Netherlands    | 26,887         | 8        | 2.8              | 27,843         | 9        | 2.7              | 103.55      |
| Portugal       | 26,842         | 9        | 2.8              | 27,880         | 8        | 2.7              | 103.86      |
| Ireland        | 21,652         | 10       | 2.3              | -              | -        | -                | -           |
| Czech Republic | -              | -        | -                | 19,425         | 10       | 1.9              | -           |
| Top 10 total   | 819,385        | -        | 85.8             | 894,633        | -        | 86.8             | 109.18      |

Table 9. Top 10 EU countries based on the nights spent by residents abroad in 2006 and 2011

| Country        | 2006           |          |                  | 2011           |          |                  | 2011/2006 Market share (%) |
|----------------|----------------|----------|------------------|----------------|----------|------------------|----------------------------|
|                | Nights (1,000) | Position | Market share (%) | Nights (1,000) | Position | Market share (%) |                            |
| EU-27          | 2,247,512      | -        | 100.00           | 2,263,239      | -        | 100.6            | -                          |
| Germany        | 748,809        | 1        | 33.3             | 655,598        | 1        | 28.9             | 87.5                       |
| United Kingdom | 568,904        | 2        | 25.3             | 502,865        | 2        | 22.2             | 88.3                       |
| France         | 151,044        | 3        | 6.7              | 204,139        | 3        | 9.0              | 135.1                      |
| Netherlands    | 139,313        | 4        | 6.1              | 158,425        | 4        | 7.0              | 113.7                      |
| Italy          | 113,836        | 5        | 5.0              | 102,576        | 5        | 4.6              | 90.1                       |
| Spain          | 72,232         | 6        | 3.2              | 89,955         | 6        | 4.0              | 124.5                      |
| Belgium        | 69,853         | 7        | 3.1              | 75,984         | 8        | 3.4              | 108.37                     |
| Austria        | 58,285         | 8        | 2.5              | 55,396         | 9        | 2.4              | 95.0                       |
| Poland         | 53,777         | 9        | 2.3              | -              | -        | -                | -                          |
| Denmark        | 42,973         | 10       | 1.9              | 46,974         | 10       | 2.1              | 109.3                      |
| Sweden         | -              | -        | -                | 81,350         | 7        | 3.6              | -                          |
| Top 10 total   | 2,019,026      | -        | 89.8             | 1,973,263      | -        | 87.3             | 97.7                       |

Table 10. Evolution of Tourism Receipts and Expenditures in the EU-27 in 2006 and 2011 (Euro Million)

|              | 2006    | 2011    | 2011/2006 % |
|--------------|---------|---------|-------------|
| Receipts     | 254,912 | 271,385 | 118.4       |
| Expenditures | 274,217 | 252,032 | 101.90      |

The lowest income from tourism was registered by Latvia, Estonia, Malta and Lithuania.

The tourism receipts by EU member state is presented in Table 11.

**Travel Receipts/GDP** reflects the contribution of tourism to the economic growth in terms of gross domestic product. At the EU-27 level, the contribution of tourism to

GDP was 2.15 % in 2011, but from a country to another were differences. On the top there were Malta (15.15 %), Cyprus (10.05 %), Luxembourg (7.58 %), Bulgaria (7.50 %) and Estonia (5.60 %) and at the other end Romania (0.75 %), Germany (1.07 %), Finland (1.46 %), and U. Kingdom (1.48 %) (Table 12).

Table 11. EU-27 Tourism Receipts in 2006 and 2011 by member state (Euro Million)

| Country        | 2006    | 2011    | 2011/2006 (%) | Share in 2011 (%) |
|----------------|---------|---------|---------------|-------------------|
| EU – 27        | 254,912 | 271,385 | 118.4         | 100.0             |
| Austria        | 12,355  | 14,267  | 115.4         | 5.3               |
| Belgium        | 8,199   | 8,127   | 99.1          | 3.0               |
| Bulgaria       | 2,064   | 2,852   | 138.1         | 1.0               |
| Cyprus         | 1,882   | 1,809   | 96.1          | 0.7               |
| Czech Republic | 4,690   | 5,484   | 116.9         | 2.0               |
| Denmark        | 4,434   | 4,442   | 100.2         | 1.6               |
| Estonia        | 811     | 897     | 110.6         | 0.3               |
| Finland        | 1,891   | 2,768   | 196.3         | 1.0               |
| France         | 36,912  | 38,682  | 104.7         | 14.2              |
| Germany        | 26,824  | 27,903  | 104.0         | 10.3              |
| Greece         | 11,357  | 10,505  | 92.4          | 3.8               |
| Hungary        | 3,393   | 4,028   | 118.7         | 1.5               |
| Ireland        | 4,256   | 3,336   | 78.3          | 1.2               |
| Italy          | 30,325  | 30,878  | 101.7         | 11.5              |
| Latvia         | 384     | 551     | 143.4         | 0.2               |
| Lithuania      | 824     | 966     | 117.2         | 0.4               |
| Luxembourg     | 2,891   | 3,258   | 112.6         | 1.2               |
| Malta          | 607     | 909     | 149.7         | 0.3               |
| Netherlands    | 9,037   | 10,378  | 114.8         | 3.8               |
| Poland         | 5,752   | 7,647   | 132.9         | 2.8               |
| Portugal       | 6,672   | 8,146   | 122.0         | 3.0               |
| Romania        | 1,032   | 1,019   | 98.7          | 0.4               |
| Slovakia       | 1,208   | 1,803   | 149.2         | 0.6               |
| Slovenia       | 1,555   | 1,945   | 125.1         | 0.7               |
| Spain          | 40,715  | 43,026  | 105.6         | 15.9              |
| Sweden         | 7,251   | 9,967   | 137.4         | 3.7               |
| United Kingdom | 27,581  | 25,792  | 93.5          | 9.6               |

**The EU-27 Tourism expenditures** increased by 1.9 %, accounting for Euro 252,032 Million in 2011 (Table 10).

**The Top 10 EU countries** based on tourism expenditures in 2011 were: Germany (21 %), United Kingdom (14.5 %), France (11.9 %), Italy (8.2 %), Belgium (6.4 %), Netherlands (5.8 %), Spain (4.9 %), Sweden (4.5 %), Austria (3 %) and Denmark (2.8 %). The countries spending the least money in tourism were: Latvia (0.2 %), Estonia (0.2 %), Lithuania (0.2 %) (Table 13).

**The tourism expenditures per inhabitant** accounted for Euro 505.55/capita at the EU-27 level in 2011, but it varied between Euro 65.53 per capita in Romania, the lowest level, to Euro 5,414 per inhabitant in Luxembourg, the highest one.

The countries where the tourism expenditure per inhabitant was very high in 2011 were: Luxembourg, Belgium, Denmark, Ireland, Sweden, Cyprus, Austria, Netherlands, Germany and Finland (Table 14).

Table 12. Travel Receipts/GDP by the EU-27 member state in 2011 (%)

| Country      | Travel Receipts/GDP | Country     | Travel Receipts/GDP |
|--------------|---------------------|-------------|---------------------|
| <b>EU-27</b> | <b>2.15</b>         |             |                     |
| Austria      | 3.87                | Latvia      | 2.75                |
| Belgium      | 2.20                | Lithuania   | 3.11                |
| Bulgaria     | 7.50                | Luxembourg  | 7.58                |
| Cyprus       | 10.05               | Malta       | 15.15               |
| Czech Rep    | 3.53                | Netherlands | 1.72                |
| Denmark      | 1.85                | Poland      | 2.06                |
| Estonia      | 5.60                | Portugal    | 4.76                |
| Finland      | 1.46                | Romania     | 0.75                |
| France       | 1.84                | Slovakia    | 2.61                |
| Germany      | 1.07                | Slovenia    | 5.12                |
| Greece       | 4.89                | Spain       | 4.00                |
| Hungary      | 3.98                | Sweden      | 2.58                |
| Ireland      | 2.13                | U. Kingdom  | 1.48                |
| Italy        | 1.95                |             |                     |

The main factors influencing the EU-tourism have been socio-economic and political factors, but also health and weather factors, market accessibility and technological factors [8].

Among the main socio-demographical factors have to be mentioned the growth of elderly population, the increase number of singles and young couples without children, the wish to travel more times a year, but for

shorter trips, lifestyle change in the sense of more free time for travelling, knowing other cultures, leisure and entertainment, an increased adversity of local population against tourists perceived as invaders, the clandestine migration from developing countries to the developed ones, the higher access of disabled people to tourism services band on the principle “tourism for all”.

Table 13. EU-27 Tourism Expenditures by member state in 2006 and 2011 (Euro Million)

| Country        | 2006    | 2011    | 2011/2006 (%) | Share in 2011 (%) |
|----------------|---------|---------|---------------|-------------------|
| EU - 27        | 247,217 | 252,032 | 101.90        | 100.0             |
| Austria        | 7,641   | 7,531   | 98.5          | 3.0               |
| Belgium        | 12,372  | 16,055  | 129.8         | 6.4               |
| Bulgaria       | 1,174   | 960     | 91.8          | 0.4               |
| Cyprus         | 768     | 868     | 113.0         | 0.                |
| Czech Republic | 2,194   | 3,279   | 149.4         | 1.3               |
| Denmark        | 5,968   | 7,116   | 149.4         | 2.8               |
| Estonia        | 5,464   | 554     | 119.2         | 2.8               |
| Finland        | 2,723   | 3,432   | 126.0         | 1.4               |
| France         | 25,965  | 29,922  | 115.2         | 119.              |
| Germany        | 58,895  | 60,596  | 102.9         | 24.0              |
| Greece         | 2,383   | 2,266   | 95.1          | 0.9               |
| Hungary        | 1,503   | 1,760   | 117.1         | 0.7               |
| Ireland        | 5,446   | 5,543   | 101.8         | 2.2               |
| Italy          | 18,300  | 20,709  | 113.2         | 8.2               |
| Latvia         | 563     | 547     | 97.1          | 0.2               |
| Lithuania      | 722     | 571     | 79.1          | 0.2               |
| Luxembourg     | 2,793   | 2,707   | 108.6         | 1.1               |
| Malta          | 253     | 235     | 92.9          | 0.1               |
| Netherlands    | 13,560  | 14,748  | 108.8         | 5.8               |
| Poland         | 5,751   | 5,741   | 99.8          | 2.3               |
| Portugal       | 2,658   | 2,974   | 111.9         | 1.2               |
| Romania        | 1,032   | 1,409   | 136.5         | 0.6               |
| Slovakia       | 842     | 1,609   | 191.1         | 0.6               |
| Slovenia       | 772     | 828     | 107.2         | 0.3               |
| Spain          | 13,288  | 12,423  | 93.5          | 4.9               |
| Sweden         | 9,187   | 11,374  | 123.8         | 4.5               |
| United Kingdom | 50,300  | 36,275  | 72.1          | 14.5              |

**Among the political factors** have to be mentioned the political stability/instability, security issues, with impact on tourism flows and travel behavior, abolition of visa procedures, decentralization of tourism coordination in the new member states and development of private initiatives, the new EU tourism reform and strategy [5].

**The economic factors** with a major impact have been the economic and financial crisis started in 2008, which affected growth rate

and divided Europe into a “two-speed area”, also the increased unemployment rate and unsecure income source, economic decline in Greece, Italy, Spain, Portugal and Ireland, EU enlargement which stimulated the tourist flows from North to South and East to West, the higher and higher interest of the new member states residents in travelling abroad, the development of low cost air companies and secondary airports.

Table 14. Tourism Expenditures/Population in the EU-27 by member state in 2011

| Country        | Tourism Expenditure/<br>Population (Euro/capita) | Country        | Tourism Expenditure/<br>Population (Euro/capita) |
|----------------|--|----------------|--|
| EU-27          | 505.55   |                |  |
| Austria        | 896.54   | Latvia         | 248.63   |
| Belgium        | 1,486.57   | Lithuania      | 178.43   |
| Bulgaria       | 128.00   | Luxembourg     | 5,414.00   |
| Cyprus         | 1,085.00   | Malta          | 587.50   |
| Czech Republic | 312.28   | Netherlands    | 888.43   |
| Denmark        | 1,293.82   | Poland         | 150.28   |
| Estonia        | 426.15   | Portugal       | 280.56   |
| Finland        | 647.54   | Romania        | 65.83  |
| France         | 472.70   | Slovakia       | 297.96   |
| Germany        | 744.42   | Slovenia       | 153.33   |
| Greece         | 200.53   | Spain          | 270.06   |
| Hungary        | 176.00   | Sweden         | 1,223.01   |
| Ireland        | 1,259.77   | United Kingdom | 579.47   |
| Italy          | 336.73   |                |  |

**Among the health factors** could be mentioned: more care for health, body maintenance, development of medical services, tourism complexes for treatment and health recovery which has determined a higher tourist flow for health and medical purposes.

**Among cultural factors** have to be mentioned: globalization affecting the local identities and values, development of multiculturalism, a stronger defense for preserving local traditions against foreign influence, ethnic conflicts opened in some regions (Russia, Africa, Asia etc).

**Among the weather factors** could be mentioned: hurricanes, floods, dry weather and forest fires in the Mediterranean areas, hard winters etc.

**Among the market and accessibility factors** could be mentioned: cultural and sport events (festivals, concerts, matches etc) with a positive impact on tourism flows and receipts.

**The technological factors such as:** progress in information technologies, high use of internet for a faster getting information on tourism destinations, booking accommodation and air ticketing, development of tourism infrastructure: airports, high roads etc have had a positive impact on tourism flows.

Therefore, due to all these factors, the EU tourist has new features and looks like a more independent, experienced and demanding person, with less working hours and more free time for leisure and entertainment, with a higher interest for more holidays and trips, but shorter, for spending week-ends in the proximity, for last minute travels, low-cost tourism offers, for independent trips, for more contact with nature and environment, adventure, unexplored regions and exotic destinations, for enjoying knowing more cultures, local traditions and tasting local gastronomy.

## CONCLUSIONS

The EU is an important “engine” of tourism in Europe and among the main destinations in the world, contributing to the development of international tourism.

The EU-27 tourism can be characterized by the following performance in the year 2011: 1,054 million holiday trips made by residents, of which 804 million domestic and 250 million outbound, 5.4 nights as average length of trips, 472,218 accommodations establishments and 28,017 thousand bed places, 2,421,370 thousand nights spent by residents and non residents, 4.8 nights per residents as tourism intensity, 2,263,239 thousand nights spent by EU citizens abroad, Euro 271,385 million receipts coming from tourism and Euro 252,032 million expenditures in tourism.

All these indicators increased in the analyzed period at the EU level, but differences have been noticed from a country to another.

Top 10 EU tourism destinations are Spain, Italy, France, United Kingdom, Austria, Germany, Greece, Portugal, Netherlands and Czech Republic, based on the nights spent by non residents.

The top 10 EU countries whose citizens travel abroad are Germany, United Kingdom, France, Netherlands, Italy, Spain, Sweden, Belgium, Austria and Denmark.

The top 10 EU countries based on tourism receipts are: Spain, France, Italy, Germany, United Kingdom, Austria, Greece, Netherlands, Sweden and Belgium.

The top 10 spenders on tourism are: Germany, United Kingdom, France, Italy, Belgium, Netherlands, Spain, Sweden, Austria and Denmark.

As a conclusion, the EU tourism is a high dynamic sector of its economy with an important contribution to the economic growth, to the promotion of cultural and natural patrimony, of its image in the international tourism.

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