

RESEARCH ON THE DEVELOPMENT OF TOURISM IN THE APUSENI MOUNTAINS

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Abstract

In the present time, when tourism became a business with social impact, economic and even political, both nationally and internationally, the need of acknowledging the tourism potential should be increase more and more. Thinking through the prism of these two components, namely the natural and the anthropogenic component, the Apuseni Mountains have numerous elements with tourism potential. The tourism potential of the Apuseni Mountains is particularly highlighted by their natural component. In the Apuseni Mountains area there is a huge treasure of archeological, historical monuments, architecture and art, and an invaluable heritage showing the evolution and continuity of labour and life on these lands, development of culture and art of the Romanian people. This historical and cultural background is also an important part of tourism potential and a component of national and international tourist image of the Apuseni Mountains.

Key words : historical monument, occupancy rate, rural guesthouses.

INTRODUCTION

The analysis of the evolution and dynamics of tourist activities in the Apuseni Mountains was based on available data at the National Institute of Statistics on cities and counties (Bihor, Cluj, Salaj, Arad, Alba) and takes into account the tourism key indicators: existing accommodation capacity, accommodation capacity in operation, number of nights and occupancy rates.

MATERIAL AND METHODS

The analysis was based on information provided by a number of 49 municipalities: 1 locality in Salaj County, 7 localities in Arad County, 12 villages in Alba County, 12 localities in Bihor County, 13 localities in Cluj County, 4 localities in Hunedoara County. These localities were kept in the database because they have full information for the selected indicators, so as not to artificially distort the analysis results. We need to say that the small accommodation structures in the sample area (eg bungalows) have not been included in the analysis. Also note that the data provided by the National Institute of Statistics are based on questionnaires completed by the operators, and since 2009 the urban tourists hostels have been defined as

tourist hostels and the rural guesthouses have been defined as agroturistic hostels.

RESULTS AND DISCUSSION

Analysis of key indicators of tourism activities in the Apuseni Mountains. The area chosen for the analysis of tourism in the Apuseni Mountains has the following structure in the years 2005- 2009. The particular area of the Apuseni Mountains, from which we started the analysis, presented in 2009 an existing tourist accommodation capacity of 9212 seats, representing approx. 27.5% of the capacity of counties analyzed (table. 1.1), continuously growing, especially in 2009. Therefore, if in the 2005 - 2008 timeframe, the number of certified beds increased by only 28.2%, in 2009, compared to 2008, the growth was 71.4%. The accommodation places available to tourists in a year were 1,168,569 places - days (equivalent to approx. 3246 places - year). This reveals an occupancy rate of accommodation units of approx. 60 -75% from a year, except 2009, when an average opening frame was 127 days, meaning 35% from the period of a year.

Table 1.1

The main touristic indicators, Apuseni Mountains (2005-2009)

Structuri de primire turistică	Indicator	Zona	2005	2006	2007	2008	2009	2008/2005 %	2009/2005 %	2009/2008 %
Hoteluri și moteluri	Capacitate de cazare turistică existentă (locuri)	Total	16333	16093	16260	16425	16447	100.6	100.7	100.1
		Munții Apuseni	1371	1285	1263	1299	1239	94.7	90.4	95.4
		% Munții Apuseni/Total	8.4	8.0	7.8	7.9	7.5			
	Capacitate de cazare turistică în funcțiune (locuri-zile)	Total	5157473	5144342	5282712	5332121	5121643	103.4	99.3	96.1
		Munții Apuseni	456774	440746	422132	389667	370562	85.3	81.1	95.1
		% Munții Apuseni/Total	8.9	8.6	8.0	7.3	7.2			
	Înnoptări în structuri de primire turistică (număr)	Total	2022993	2055342	2167393	2072413	1767291	102.4	87.4	85.3
		Munții Apuseni	146454	144835	166349	145906	135015	99.6	92.2	92.5
		% Munții Apuseni/Total	7.2	7.0	7.7	7.0	7.6			
		% Munții Apuseni/Total	32.1	32.9	39.4	37.4	36.4	116.8	113.6	97.3
Vile turistice, Căsuțe turistice	Capacitate de cazare turistică existentă (locuri)	Total	2359	2503	2496	2124	2288	90.0	97.0	107.7
		Munții Apuseni	270	279	269	344	395	127.4	146.3	114.8
		% Munții Apuseni/Total	11.4	11.1	10.8	16.2	17.3			
	Capacitate de cazare turistică în funcțiune (locuri-zile)	Total	408079	449869	452002	396973	409301	97.3	100.3	103.1
		Munții Apuseni	41426	39896	37138	48518	63576	117.1	153.5	131.0
		% Munții Apuseni/Total	10.2	8.9	8.2	12.2	15.5			
	Înnoptări în structuri de primire turistică	Total	123411	148288	149907	129741	105978	105.1	85.9	81.7
		Munții Apuseni								
		% Munții Apuseni/Total								
		% Munții Apuseni/Total								

Indicator	Zona	2005	2006	2007	2008	2009	2008/2005 %	2009/2005 %	2009/2008 %
Structuri de primire turistică	(număr)								
	Munții Apuseni	7067	5723	5437	7227	6180	102.3	87.4	85.5
Campinguri	% Munții Apuseni/Total	5.7	3.9	3.6	5.6	5.8			
	Grad de ocupare								
	Total	17.1	14.3	14.6	14.9	9.7	87.3	57.0	65.3
	Capacitate de cazare turistică existentă (locuri)	2058	2067	2064	2035	2035	98.9	98.9	100.0
	Munții Apuseni	464	464	464	1202	1202	259.1	259.1	100.0
	% Munții Apuseni/Total	22.5	22.4	22.5	59.1	59.1			
	Total	50332	31390	54502	114022	119168	226.5	236.8	104.5
	Capacitate de cazare turistică în funcțiune (locuri-zile)								
	Munții Apuseni	320	890	1402	47602	46642	14875.6	14575.6	98.0
	% Munții Apuseni/Total	0.6	2.8	2.6	41.7	39.1			
Cabane turistice	Innoptări în structuri de primire turistică (număr)	7499	10395	14630	27338	18081	364.6	241.1	66.1
	Munții Apuseni	68	191	302	4852	3880	7135.3	5705.9	80.0
	% Munții Apuseni/Total	0.9	1.8	2.1	17.7	21.5			
	Grad de ocupare								
	Total	21.3	21.5	21.5	10.2	8.3	48.0	39.1	81.6
	Capacitate de cazare turistică existentă (locuri)	1395	1238	1197	661	1124	47.4	80.6	170.0
	Munții Apuseni	303	266	275	382	377	126.1	124.4	98.7
	% Munții Apuseni/Total	21.7	21.5	23.0	57.8	33.5			
	Total	323697	317604	328202	333264	335266	103.0	103.6	100.6
	Capacitate de cazare turistică în funcțiune (locuri-zile)								
	Munții Apuseni	66322	97090	97180	101882	102636	153.6	154.8	100.7
	% Munții Apuseni/Total	20.5	30.6	29.6	30.6	30.6			
	Total	12901	15194	23146	34691	19823	268.9	153.7	57.1
	Innoptări în structuri de primire turistică (număr)								
	Munții Apuseni	5273	7274	8113	15290	9494	290.0	180.0	62.1
	% Munții Apuseni/Total	40.9	47.9	35.1	44.1	47.9			
	Grad de ocupare								
	Total	8.0	7.5	8.3	15.0	9.3	188.8	116.3	61.6

Structuri de primire turistică	Indicator	Zona	2005	2006	2007	2008	2009	2008/2005 %	2009/2005 %	2009/2008 %
Tabere de elevi și preșcolari	Capacitate de cazare turistică existentă (locuri)	Total	2702	2292	1809	1689	1550	62.5	57.4	91.8
		Munții Apuseni	1021	945	979	1141	1121	111.8	109.8	98.2
		% Munții Apuseni/Total	37.8	41.2	54.1	67.6	72.3			
	Capacitate de cazare turistică în funcțiune (locuri-zile)	Total	339576	276738	250027	256774	207055	75.6	61.0	80.6
		Munții Apuseni	227228	223525	206192	218904	178880	96.3	78.7	81.7
		% Munții Apuseni/Total	66.9	80.8	82.5	85.3	86.4			
	Înnoptări în structuri de primire turistică (număr)	Total	34389	38244	43700	43116	43894	125.4	127.6	101.8
Munții Apuseni		26304	34532	36625	37056	38841	140.9	147.7	104.8	
% Munții Apuseni/Total		76.5	90.3	83.8	85.9	88.5				
Pensiuni turistice și agroturistice	Grad de ocupare		11.6	15.4	17.8	16.9	21.7	146.2	187.6	128.3
		Total	2417	3113	3252	3598	5084	148.9	210.3	141.3
		Munții Apuseni	761	991	959	1005	4878	132.1	641.0	485.4
	Capacitate de cazare turistică existentă (locuri)	% Munții Apuseni/Total	31.5	31.8	29.5	27.9	95.9			
		Total	697298	903260	970958	1071463	1452812	153.7	208.3	135.6
		Munții Apuseni	211773	297875	337970	339216	406273	160.2	191.8	119.8
	Înnoptări în structuri de primire turistică (număr)	% Munții Apuseni/Total	30.4	33.0	34.8	31.7	28.0			
Total		144040	192376	255162	320959	259796	222.8	180.4	80.9	
Munții Apuseni		36196	55099	75758	107137	81397	296.0	224.9	76.0	
Grad de ocupare	% Munții Apuseni/Total	25.1	28.6	29.7	33.4	31.3				
		17.1	18.5	22.4	31.6	20.0	184.8	117.2	63.4	

Structuri de primire turistică	Indicator	Zona	2005	2006	2007	2008	2009	2008/2005 %	2009/2005 %	2009/2008 %
Total										
	Capacitate de cazare turistică existentă (locuri)	Total	27264	27306	27078	26532	28528	97.3	104.6	107.5
		Munții Apuseni	4190	4230	4209	5373	9212	128.2	219.9	171.4
		% Munții Apuseni/Total	15.4	15.5	15.5	20.3	32.3			
	Capacitate de cazare turistică în funcțiune (locuri-zile)	Total	6976455	7123203	7338403	7504617	7645245	107.6	109.6	101.9
		Munții Apuseni	1003843	1100022	1102014	1145789	1168569	114.1	116.4	102.0
		% Munții Apuseni/Total	14.4	15.4	15.0	15.3	15.3			
Înnoptări în structuri de primire turistică (număr)		Total	2345233	2459839	2653938	2628258	2214863	112.1	94.4	84.3
		Munții Apuseni	221362	247654	292584	317468	274807	143.4	124.1	86.6
		% Munții Apuseni/Total	9.4	10.1	11.0	12.1	12.4			
Grad de ocupare			22.1	22.5	26.5	27.7	23.5	125.6	106.6	84.9

Sursa: Prelucrare după date INS

CONCLUSION

Compare the situation in the analyzed counties, we conclude that until 2007 the Apuseni Mountains had approx. 15% of the existing accommodation in the counties mentioned. Although in 2009 this proportion had risen to 32.3%, if we look more carefully we see that the service capacity of tourist reception facilities generally recorded in 2009 were not yet in operation. The occupancy rate was below the county level, reaching up to maximum 27.7% in 2008. As one can see, moreover, in the year 2008, the analyzed tourism indicators reached peak potential.

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