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TOURISM ECONOMY. MOUNTAIN TOURISM: QUANTITATIVE ANALYSIS OF WINTER DESTINATIONS IN ROMANIA

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Agenda

01 Introduction

02 Methods and results

03 Limitations

04 Conclusions



Introduction

mountain tourism

winter tourism

winter sports

winter destinations

quantitative analysis Romania

- 44 ski resorts
- 150 ski lifts
- 1.2 million visits to skiers per year

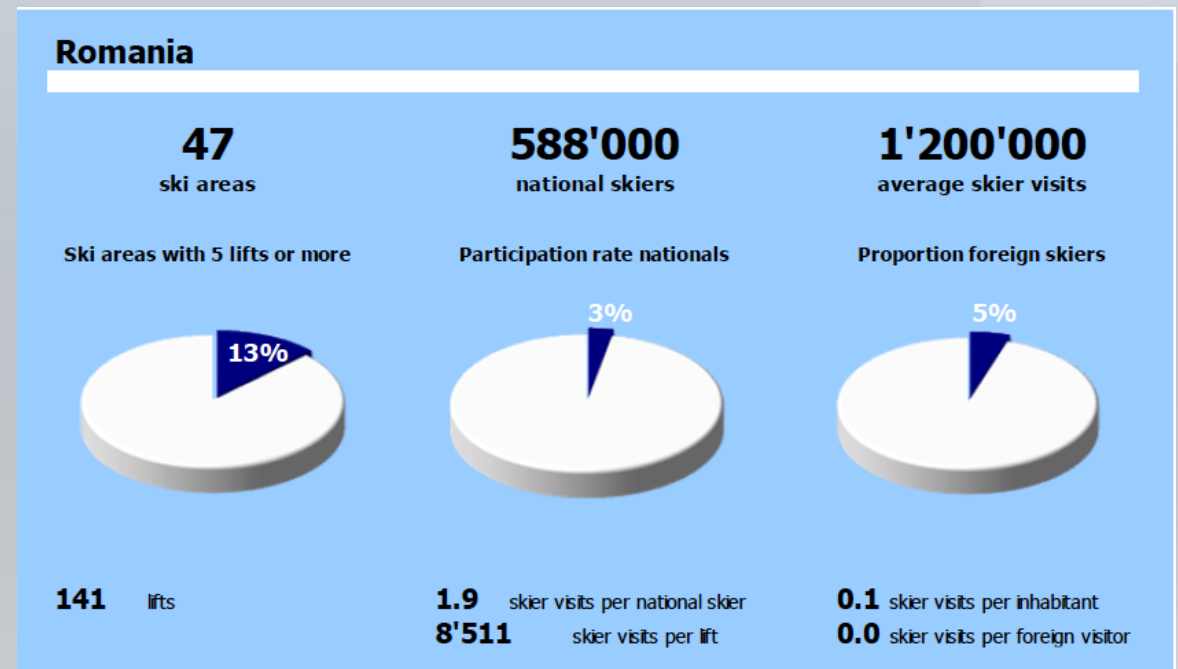


Introduction

Accommodation capacity, number of resorts, total number of km and number of cable transport installations by counties

County	No. of resorts	Total no. of practicable km	Total no. of cableway installations	Accommodation capacity (2017)
Alba	1	12.3	3	191
Bacău	1	1.4	1	147
Bihor	3	4.2	5	216
Bistrița-Năsăud	2	2.5	2	87
Brașov	3	24.1	14	955
Caraș-Severin	3	14	8	241
Cluj	4	6.8	6	283
Covasna	1	0.8	2	104
Gorj	1	3.4	6	102
Harghita	9	22.7	19	409
Hunedoara	2	27.7	20	217
Iași	1	0.5	1	85
Maramureș	7	20.8	14	277
Mureș	1	1.5	3	362
Neamț	1	1.2	3	267
Prahova	3	28.8	17	347
Sibiu	3	18.2	8	338
Suceava	3	11.2	7	441
Vâlcea	1	6.1	5	260

Graph on the situation of winter destinations in Romania 2020



A silhouette of a person sitting on a large, dark rock that appears to be part of a cliff or mountain. The person is facing right, and the sun is low on the horizon behind them, creating a bright glow and lens flare. The background is a light, hazy sky. The overall scene is contemplative and serene.

Methodology and results

- County
- Historical region
- Number of resorts / county
- Total number of practicable kilometers
- Total number of cableway installations
- Accommodation capacity for 2017

- SPSS 23.0 statistical software
- Person correlations
- Chi square test
- Student's t test for paired samples

Results

Pearson correlations coefficients

		Number of resorts / county	No. total practicable km	Total number of cableway installations	Accommodation capacity (2017)
Number of resorts / county	Pearson Correlation	1	.564*	.661**	.324
	Sig. (2-tailed)		.012	.002	.176
	N	19	19	19	19
No. total practicable km	Pearson Correlation	.564*	1	.931**	.535*
	Sig. (2-tailed)	.012	.000	.018	
	N	19	19	19	19
Total number of cableway installations	Pearson Correlation	.661**	.931**	1	.477*
	Sig. (2-tailed)	.002	.000	.039	
	N	19	19	19	19
Accommodation capacity (2017)	Pearson Correlation	.324	.535*	.477*	1
	Sig. (2-tailed)	.176	.018	.039	
	N	19	19	19	19

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

Result for Chi square test

	χ^2 calculate ^d	df (degrees of freedom)	p-value	Decision
<i>H₀ = There are no statistically significant differences by county of the resort regarding:</i>				
Number of resorts / county	95.000 ^a	90	.339	<i>H₀ is accepted</i>
No. total practicable km	342.000 ^a	324	.236	<i>H₀ is accepted</i>
Total number of cableway installations	190.000 ^a	180	.290	<i>H₀ is accepted</i>
Accommodation capacity (2017)	342.000 ^a	324	.236	<i>H₀ is accepted</i>
<i>H₀ = There are no statistically significant differences depending on the historical region of the resort regarding:</i>				
Number of resorts / county	33.074 ^a	30	.319	<i>H₀ is accepted</i>
No. total practicable km	114.000 ^a	108	.328	<i>H₀ is accepted</i>
Total number of cableway installations	76.704 ^a	60	.072	<i>H₀ is rejected</i>
Accommodation capacity (2017)	114.000 ^a	108	.328	<i>H₀ is accepted</i>

Results

Results for Student t test

		Paired Differences					t	df	Sig (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Number of resorts / county – Historical region	.211	2.699	.619	-1.091	1.512	.340	18	.738
Pair 2	No. total practicable km - Historical region	8.5368	9.7514	2.2371	3.8368	13.2368	3.816	18	.001
Pair 3	Total number of cableway installations - Historical region	5.158	6.122	1.404	2.207	8.108	3.673	18	.002
Pair 4	Accommodation capacity (2017)- Historical region	278.053	195.265	44.797	183.938	372.167	6.207	18	.000

Descriptive statistics for indicators grouped by historical regions

Indicator	Historical region	Absolute frequency	Media	Indicator	Historical region	Absolute frequency	Media
Number of resorts / county	Transilvania	9	2.89	Total number of cableway installations	Transilvania	9	12.956
	Moldova	3	1.00		Moldova	3	1.033
	Oltenia	3	1.67		Oltenia	3	7.833
	Maramureş	1	7.00		Maramureş	1	20.800
	Crişana	1	3.00		Crişana	1	4.200
	Bucovina	1	3.00		Bucovina	1	11.200
	Muntenia	1	3.00		Muntenia	1	28.800
Total number of cableway installations	Transilvania	9	8.56	Accommodation capacity (2017)	Transilvania	9	327.33
	Moldova	3	1.67		Moldova	3	166.33
	Oltenia	3	6.33		Oltenia	3	201.00
	Maramureş	1	14.00		Maramureş	1	277.00
	Crişana	1	5.00		Crişana	1	216.00
	Bucovina	1	7.00		Bucovina	1	441.00
	Muntenia	1	17.00		Muntenia	9	327.33

Results

Table 5. Pearson correlations coefficients
 Source: Made by the author using the SPSS 23.0 program

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Accommodation capacity (2017)	Pearson Correlation	.324	.535*	.477*	1
	Sig. (2-tailed)	.176	.018	.039	
	N	19	19	19	19

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Limitations

A person is sitting on a rocky ledge on the left side of the image, looking out over a vast, hazy mountain range. The person is silhouetted against a bright light source, possibly the sun, which creates a lens flare effect. The background shows rolling hills and mountains under a clear sky. The overall tone is serene and contemplative.


- **Most of the slopes are less than 1 km long**
- **Seasonality**
- **Rising temperatures that come with climate alter**
- **Poor condition of the road roads and the non-existence of the speed roads between the key cities of Romania**
- **Romanian tourists chose Austria, Italy and France**
- **COVID 19 pandemic**

Conclusion

- Practice of a total tourism in Romania
- Significant differences between the main mountainous regions of the country regarding the total number of cable transport facilities, according to the χ^2 bivariate test results.
- The development of winter tourist resorts = developing the infrastructure and the material base. Through the projects in force, the resorts are assuming an increase in the number of skiable kilometers and cable transport facilities.
- Annual increase in the number of resorts and winter destinations



Conclusion

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- Future research - Romanian consumers in the practice of winter sports (Bacoş & Gabor, 2020) in Romania comparatively with a competitive country, Austria and a post-consumption evaluation of these tourist packages for winter tourism in Romania.
 - We will include the development of a Romanian destination innovativeness model: political and legal environment; socio-cultural environment; natural environment and technological environment.
 - This paper fill a gap in the literature, both of theoretical and practical point of view, being the first that use the statistical analysis for winter destinations in Romania.

A silhouette of a hiker with a large backpack stands on a mountain peak, looking out over a landscape at sunset. The sky is filled with soft, orange and pink clouds. A large, semi-transparent white triangle is overlaid on the image, pointing downwards from the top center. The hiker is positioned in the center of the frame, with their back to the camera. The overall mood is peaceful and contemplative.

Thank you