

ASPECTS OF STATISTICAL ANALYSIS OF THE COMPETITIVENESS AND PERFORMANCE IN TOURISM

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Abstract:

The paper is composed of an introduction, in which the chosen theme is located in the context of statistical literature, a presentation of the ideas detached from the study of specialized literature related to the competitiveness and performance in the tourism activity, a succinct presentation of the calculation methodology of the Travel & Tourism Competitiveness Index (T&TCI), an analysis of the Romanian tourism competitiveness, as revealed by The Travel & Tourism Competitiveness Report 2007 and 2017, documents elaborated by the World Economic Forum (WEF) and a presentation of the conclusions and some future research directions that the paper can open.

As a component of the Statistical Informational System (SIS) in tourism, the system of statistical indicators must respond to multiple requirements, including the description of the economical results of the tourism agent and the characterization of the economical results at the branch level. For this reason, within the system of indicators of the tourist activity are included groups of indicators such as: indicators of the efficient use of the workforce (indicators of labor productivity and quality of workforce in tourism), as well the indicators of economic efficiency in tourism, which characterize the resources (efforts) used and the obtained economic and social results (effects). The study of the specialized literature highlighted the concern for defining and measuring the competitiveness and performance of tourist activity, statistical analysis of these economic categories being complex, requiring the calculation and interpretation of the resources and results indicators subsystems.

Competitiveness was defined by The Organization for Economic Co-operation and Development (OECD) as being the measure in which a country can, under conditions of free trade and efficient market, to produce goods and services that resist on the international market, in the conditions of maintaining and even increasing real incomes of the population, in the long term. Competitiveness can be statistically measured by a single synthetic indicator or by a system of indicators. Thus, in order to measure competitiveness, the WEF 1994 recommended the use of the level and the increase of GDP per capita indicator. In the year 2007, the economic foundation located in Switzerland published the first Travel & Tourism Competitiveness Report, in which was calculated the first T&TCI for 124 economies, including Romania.

Also, the paper presents the indicators for the tourism competitiveness measuring proposed by the OECD in 2013.

In the paper is analysed the Romanian tourism competitiveness in the world context in 2007 compared with 2017, as results from the reports of 2007 and 2017 on travel and tourism competitiveness, elaborated by WEF.

Keywords: statistical indicators of competitiveness and performance, T&TCI, OECD, WEF, Romania.

JEL Classification: C43, L83, Z32.

INTRODUCTION

Need of information for the macro and microeconomic management is satisfied by the organizing and functioning of the statistical information system (SIS). This is organized at the economical unit level, as a subsystem of the economical information system (EIS). Tourism economic agents, to obtain the necessary information for the management of the economic activity, organize their own EIS and within it exists and functions SIS. It has some defining characteristics, which highlights the specific statistical content of its functionality and which refer to: the methods and procedures of observing, modeling and analysis mass data, which are specific for statistics; is organized and functions for the pursuit of economic activity; participates at the realization of specially organized statistical researches. Economic agents, included those from tourism, at present operate with an assembly of data on the internal and external environment of the enterprise, which in order to be operational, requires the use of computing technique, which makes the EIS to acquire an informatics system character. This justifies the appearance of statistical databanks, in the SIS structure, which enable operatively, by interrogation, to respond at the need for data appeared at various levels and profiles, with a higher or lower degree of processing. A databank has in its

structure, among other components, the database, consisting of the indicators system of domain; methods, definitions and procedures of the indicators calculation; general and specific classifications and nomenclatures; the description of enters, outputs and information stored in the databank. This component of the SIS allows to identify the location of the statistical system of tourism competitiveness and performance indicators, within the SIS in tourism (Baron et al., 1996; Biji et al., 2010).

Indicators of competitiveness and performance in tourism can be primary indicators, resulted from the evidence of each tourism economic entity (commercial society, family association, physical person) or derived indicators, resulted from the databank interrogation.

In the specialised literature, the system of indicators is considered to be the main part of the SIS in domain of tourism and subsystem of the national economy system of indicators (Roşca, 2001). Knowledge and quantification function of the tourism indicators system is a complex one, being realized if the system of indicators provides information on: touristic supply or economic potential, regarding material base and personnel; value results of the tourism activity, in terms of expenditures, income and economic efficiency, including the competitiveness and performance of the tourism economic agent, at regional or county levels; quality of tourism activity, expressed by the social, cultural, artistic and political effects.

Indicators of competitiveness and performance of the tourism economic agent fall within the group of economic efficiency indicators of tourism, the two economic categories being influenced by factors such as the attenuation of seasonality and extension of the tourism season, the diversification of supplemental services, the changes in the structure of tourist flows, the stimulation of the international flows a.s.o. (Baron et al., 1996; Biji et al., 2010).

Statistical characterization of the competitiveness and performance in tourism can be done at the level of tourism economic agent, at the destination level, region level or tourism branch level and at the level of country. Analysis of the tourism economic agent performance interests both on the whole firm and on the categories of prestations (accommodation, food, transport, agreement). Also, the characterization of the tourism competitiveness can be done through a system of indicators, as it was proposed by OECD in the year 2013 or using a synthetic index which encompass proportional with their significance, different sides of competitiveness, as it was proposed by the WEF Geneva 2007 (Dupeyras and MacCallum, 2013; *** WEF, 2007). This article aims to approach aspects regarding tourism competitiveness at the country level, based on the Travel & Tourism Competitiveness Index (T&TCI) in the year 2017 compared to 2007 (*** WEF, 2007; *** WEF, 2017).

STUDY OF THE SPECIALIZED LITERATURE

Important theoreticians of competitiveness, M. E. Porter and C. van der Linde emphasized in their work that, in the last 20-30 years of the 20th century, the concept of competitiveness known a static approach. The new paradigm regarding the international competitiveness is a dynamic one, based on innovation. They address the competitiveness in industry, but having in view the fact that international tourism is an industry, it isn't wrong to consider that also in tourism the competitiveness results from a high level of productivity, which provide lower costs than the competitors or the ability to offer high value products that justify premium prices. Authors consider that, at the firm level, the notion of competitiveness is clear, but at the state or nation level, thinks are not the same, because no state or nation can be competitive in all. The best expression of the competitiveness at aggregate level is the average productivity in industry or the value created per unit of labor or per one invested dollar (generally, per a monetary unit). Aiming to argue the important role of innovation (especially of technological innovation) in the assuring of the firms or products competitiveness, authors reveal that innovation in technology had the power, over time, to change all theories about the limited character of the availabilities and use of resources (Porter, and van der Linde, 1995).

Competitiveness is a complex economic category, that was defined by OECD as being the measure in which a country can, in conditions of free trade and efficient market, to produce goods

and services that resist on the international market, in the conditions of maintaining even increasing of the population real income, on the long term (Pirău, 2011). Competitiveness can be expressed through one syntetic indicator and, in this case, WEF 1994 recommanded, as a measure of competitiveness, the level and increase of the GDP/capita or more complex, through a system of indicators (Chilian and Iordan, 2007). In order to enroll on a performance trajectory of the economic entity, an analysis of the internal and external environment, in territorial profil and the analysis of the resources and competencies of the entity, compared to the competition, must be carried out. Such an analysis allows the establishment of the market position of the entity and especially the identification of the weaknesses, in the conditions of capitalizing the opportunities offered by the external environment and avoiding the threats and also the establishing of a strategy oriented towards the areas of performance that it can capitalize. Achieving of this stage requires the measuring of current performance. As techniques of measuring the tourism firm competitiveness, the specialized literature proposes the balance scorecard (BSC) technique, the performance measurement matrix, that integrates financial and non-financial indicators of internal and external environmental analysis of the firm.

M. Palatkova and G. Hrubcova, in their study, analyzed the possibility of applying the BSC method to national tourism in the Czech Republic, the ultimate goal being to propose a model that allows the practical use and the monitoring of the regional and national competitiveness in the Czech Republic. Authors used as theoretical and practical bases The Travel & Tourism Competitiveness Report from 2013 of WEF and the system of indicators for measuring the competitiveness in tourism, elaborated by the OECD in 2013. Authors proposed a model of competitiveness that contains the study groups of indicators, the data sources and the main methods of their collection, the evaluation model and the current availability of data. The model, as it was conceive, could serve as base in the managerial national process or at level of region. Critical points of the two models are the financial costs and the need for other resources such as: a series of other indicators, long term data, some political aspects (Palatkova and Hrubcova, 2014).

European Foundation for Quality Management (EFQM) proposes for the competitiveness evaluation the model of excellence in business, which supposes the following of two categories of performance factors, namely: enablers (leadership-10%; people-9%; strategy and politics-8%; partnership-9%; processes-14%) and results (people-9%; customers-20%; society-6%; key performance results-15%). The result of the assessment of performance is concretized in learning and innovation at the level at the organization for which the model was applied [1].

At present, to the traditional touristic resources (relief, climate, landscape, cultural objectives a.s.o.) are added and acquired importance in tourism competitiveness resources such as information (and the strategic management of information), intelligence (and the innovation capacity of the teams in an enterprise) and the knowledge (the know-how or a combination of technological abilities and organizational culture). Some previsions show that, in future, the most visited destinations on the world will not be famous beaches or traditional cultural capitals, but products created by people, based on massive use of information and communication technologies, including travel and virtual experiences (Iordache et al., 2010). In this context, Iordache et al., in their work, present the role of clusters in the increase of the tourism competitiveness, presenting the statistical criteria which can be taken into consideration in the tourism clusters development such as: the turnover realized in the tourism from zone compared with the turnover realized in the tourism at regional/national level; the rate of employment in tourism in the considered area; the highlighting by statistical methods of an economic growth in tourism bigger than the average in the tourism sector; the identifying of a larger number of new established SMEs in the tourism sector; the concentration of an important group of organisms/institutions with competence in the development of the economic infrastructure and/or which providing services/training to the tourism companies from area. From the statistics point of view, no less important is the fact that the implementation of a cluster in tourism requires the elaboration of a unified system of indicators by the creation and functioning of clusters.

A.A. Cristea highlights in her study the fact that, in the conditions of intensification the competitiveness among the hotel services providers, mainly, the competitiveness issue must be put in other terms and in the context of other influence factors, among which the quality of services has an important role. Author highlights the way in which the issue of ensuring the quality of tourism services in countries with a tourist vocation such as Switzerland, France is approached and what are the possibilities for increasing the quality standards and achieving a modern and efficient system of certification of the hotel services quality in Romania. For our country, the author presents two possibilities of approach the process of improving the quality of services in the hospitality industry, namely: by completing the criteria included in the methodological norms regarding the classification of the tourist accommodation structures [2] and the second, which assumes the creation of a system of evaluation for the quality of hotel and catering services. Growth of the hotel services quality in Romania is a continuous and dynamic process, similar to that of ensuring the competitiveness in the tourism sector (Cristea, 2009).

Duțescu et al., in their study, presented the main indicators of performance used in the hospitality industry, namely: the rate of occupancy, the rates of income (income per available room, per total rooms, average rate of room), indicators of profitability, financial indicators and indicators of efficiency (cost of service on room). Although the aim of the authors was to highlight the importance of the indicators of financial and economic performance in assessing the sustainability in tourism, some of these indicators are equally useful also for assessing the competitiveness of tourism firms (Duțescu et al., 2014).

Specialized literature also highlights the concern for the inclusion in the analysis of the development of tourism sector from our country, compared to that from other countries, the index of the competitiveness in tourism (Mitruț and Constantin, 2009; Croitoru, 2011). T&TCI proposed by WEF in 2007 places Romania on the 76th place among 124 countries, with a score of 3.91 on a scale from 1 to 7. T&TCI assesses the elements that ensure the development of the tourism sector through three categories of variables that influence the competitiveness of tourism at global level, namely: (1) regulatory framework; (2) business environment and infrastructure; (3) human, cultural and natural resources. In the case of Romania, T&TCI highlighted the relative good results related to the legislation and regulations in domain, the human resources (education and training, workforce welfare), the natural and cultural resources and the weaker results related to the environmental regulations, air transport infrastructure, infrastructure of information and communication technologies, availability of skilled labor. As it results from the study elaborated by M. Croitoru, Romania occupied in 2011 the 63rd position in 139 countries, increasing compared to 2009. Author highlights also the position of Romania within the European tourism namely the 34th place in 42 countries, compared with its direct competitor, Bulgaria, situated on 27th place. The fact that, in the period 2009 - 2011, Romania raised three positions in the T&TCI classification is appreciated by the author as an evidence of the economic competitiveness growth due to increase the communication in tourism.

Competitiveness in tourism, being a complex notion, with multiple sides, can be characterized through a system of indicators. OECD proposed in this scope a set of indicators structured in four categories namely [3]:

- indicators that measure the performance and impact of tourism activity. Increasing of the economic value of tourism is an important concern for advanced tourism economies to remain competitive on the global tourism market and to other industries. The objective of increasing the tourism value requires an increasing cooperation in the value chain of tourism, which could help the tourism sector generally to reduce its high fragmentation, to provide a full tourist experience and to support a better use of the infrastructure, of the personnel and of the existed resources. An indirect measure of these aspects is offered by the traditional tourist indicators, which assesse the change and tendencies about employment and income in tourism.

- indicators that monitor the capacity of a destination to offer qualitative and competitive tourism services, these indicators referring to the supply side of the tourism industry. Measuring the tourism competitiveness of the destination can begin with the tourism production and with the

business environment, especially that a direct source of the destination competitiveness is a dynamic and fair business environment.

- indicators that monitor the attractiveness of destination. Concept of attractiveness of the destination is closely linked to the notion of competitiveness and to the quality of tourist experience. To be competitive on the global tourism market, a destination must maintain and develop its attractiveness and *distinctiveness*. Tourist experience characterizes the people and visitors connection to what it represents the identity of a destination, especially its natural and cultural resources and its way of live. Indicators which refer to the attractiveness of a destination, ensure its competitiveness monitoring.

- indicators that describe the political responses and the economic opportunities. Destinations incentives to become more competitive and more attractive are provided by a dynamic institutional framework, able to promote well-designed support policies in areas that affect the competitive and sustainable tourism environment. Many policies play an instrumental role in the tourism development. In the advanced economies, new forces are needed to support the increasing and to create new value by designing innovative touristic services and for their measuring new indicators are needed.

M.M. Coroş and L.A. Negruşa in their comparative study on the evolution and the performances of the touristic supply from Romania and Transilvania used a system of specific indicators of accommodation supply. Beyond the conclusions detached by the authors, it is remarked the fact that the highlighting of the tourism performance was made on the basis of some statistical indicators such as: distribution of the accommodation units by the classification level, indices of using of the accommodation capacity a.s.o., indicators that are part from the system of statistics indicators of tourism, as part of SIS in tourism for which exist large databases (Coroş and Negruşa, 2014).

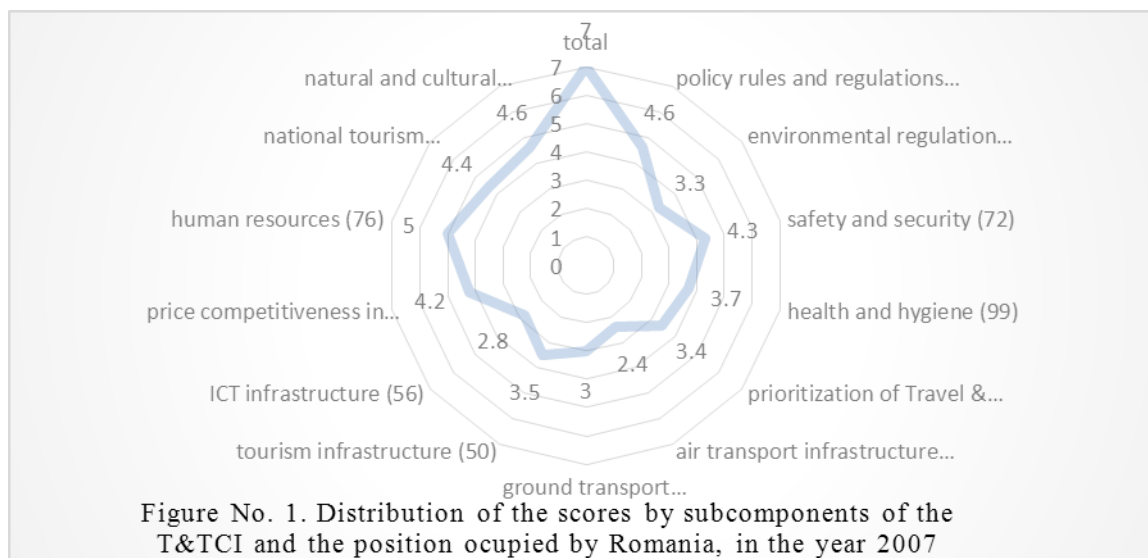
C.R. Rusu elaborated a study regarding the influence of non-financial factors on the performance of tourist units. The non-financial variables considered were: customer satisfaction, competition in tourism, innovation-diversification, strategy and responsibility face to the environment and they have been tested five statistical hypothesis on the correlation between the presented non-financial variables and their economic performance. Author has in view the fact that an improvement of each factor leading to a superior non-financial performance, which finally will improve the financial results. The study was realized on a sample of tourist units managers Constanţa and Tulcea districts (Rusu, 2017).

Conclusion detached from the study of specialized literature is that the current system of tourism indicators satisfies the need for information in this domain, including in term of the analysis of tourism competitiveness and performance (at the level of accommodation unit, tourist destination, region or country), but during the touristic sector development new requests towards tourism SIS appear, that can't be always satisfied to the best level.

ANALYSIS OF THE ROMANIAN TOURISM COMPETITIVENESS ON THE BASE OF CURRENT INDICATORS, USED AT THE WORLD LEVEL

The Travel & Tourism Competitiveness Report 2017, elaborated by WEF Geneva, analyses the T&TCI as principal indicator, calculated for 136 economies including Romania, on the base of 90 indicators. Hierarchy of the economies based on the T&TCI highlights the fact that among the first 10 developed countries in the tourism domain on the world, most of them are in Europe, namely Spain, France, Germany, United Kingdom, Italy and Switzerland. Report highlights the fact that the Region Europe and Eurasia is the best ranked in terms of competitiveness and performance in tourism due to its cultural heritage, an excellent infrastructure of the tourism service, international openness and tourist safety, especially in the Western and Southern Europe. Through, they are remarked significant differences among sub-regions, regarding to the tourism sector polarization, the environment sustainability politics and the enable character of the business environment.

T&TCI is the result of the quantitative and qualitative analysis of four categories of determinations, which refers to: (1) enabling environment; (2) policy in the travel and tourism domain and enabling conditions; (3) infrastructure; (4) cultural and natural resources. This as opposed to T&TCI calculated and analyzed in the year 2007, which as we presented above, had three components. In the year 2007, Romania obtained for the component “regulatory framework” a score of 3.9, with which it occupied the position 76/124, for the component “business environment and infrastructure” a score of 3.2, with which occupied the position 74/124 and for the component “human, cultural and natural resources” a score of 4.7, with which it occupied the position 71/124. As it results from the Figure No. 1, on subcomponents, Romania had scores over the general value of 3.9 at “human resources”, “natural and cultural resources”, “policy rules and regulations”, “national tourism perception”, “safety and security”, “price competitiveness in T&T industry”, “national tourism perception”, “safety and security”, “price competitiveness in T&T industry”.

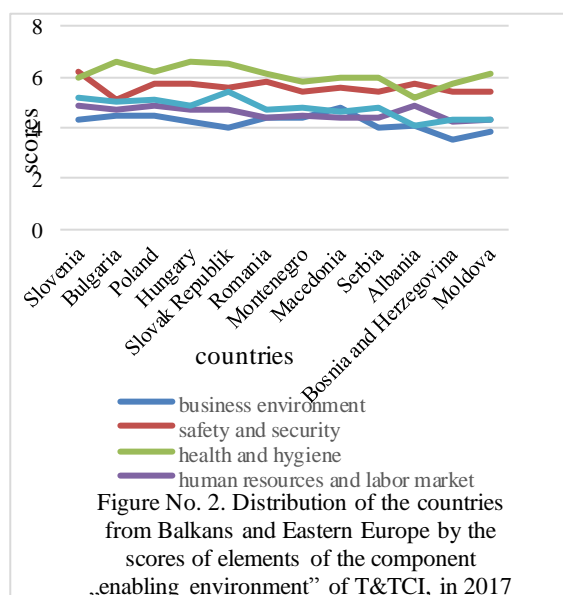


The Travel & Tourism Competitiveness Report 2017 presents some general conclusions regarding the competitiveness of the tourism domain, namely:

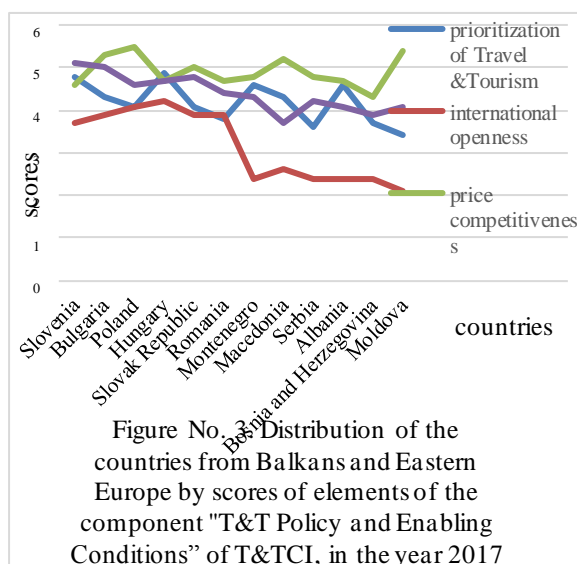
- as long as the industry will continue to growth, an increasing quote of international visitors come in and go out towards the development economies;
- in the context of the growing protectionism that characterizes global commerce, the countries with travel and tourism development industry build bridges and not walls among people, concretized by a growing number of people that crosses borders and an increase of the global tendency towards the adopting of some less restrictive visa policies;
- in the context of the fourth Industrial Revolution, the connectivity becomes necessary for countries and so they develop their digital strategy;
- despite the increasing awareness of the environment importance, the travel and tourism sector faces to the difficulties of sustainable development, such as those generated by natural degradation processes.

From the Report results the fact that Romania has situated on the position 68 from 136 countries taken in study, with a score of 3.78, descending with two positions face to the hierarchy achieved in the year 2015. By comparison, the European countries situated in top 10 registered the following values of T&TCI: Spain - 5.43, position 1/136; France - 5.32, position 2/136; Germany: 5.28, position: 3/136; United Kingdom - 5.20, position 5/136; Italy - 4.99, position 8/136, these countries occupying the same position also in the year 2015, Switzerland - 4.94, position 10/136, descending with four positions in the WEF 2017 classification. In this classification, Romania is part of the Balkans and Eastern Europe countries group, sub-region characterized by a strong price competitiveness, by the insufficient investment in the air connectivity and in the cultural resources and by a reduced international openness. The sub-region Balkans and Eastern Europe consists of 12

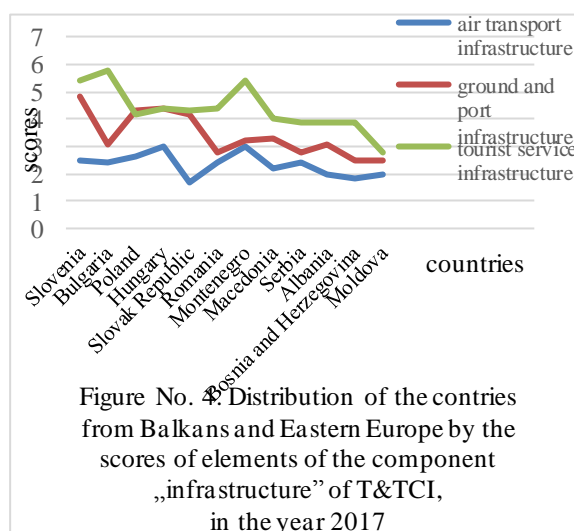
states, Romania being ranked after Slovenia, Bulgaria, Poland, Hungary, Slovak Republic and before Montenegro, Macedonia, Serbia, Albania, Bosnia and Herzegovina and Moldova.



In the Figure No. 2 is represented graphically the distribution of Balkans and Eastern Europe countries by the ranks obtained for the five elements of the component “enabling environment”. It is observed the fact that the five subcomponents are situated in the same zone of chart, all states from the sub-region having scores greater than 3 and less than 7. At the subcomponent “business environment” all states from the sub-region achieved scopes between 3 and 5 and Romania has a score of 4.4, being less evaluated at criteria such as: efficiency of legal framework in settling disputes: 3.2, effect of taxation on incentives to work: 3.1, effect of taxation on incentives to invest: 2.7. At the subcomponent “safety and security” all states from the sub-region obtained scores over 5, Romania being the second country, with a score of 5.8, obtaining the first place with a score of 7.0 at the criterion “index of terrorism incidence”. At the subcomponent “health and hygiene” all states have scores over 5, Romania obtained 6.1 and the position 1 at three criteria taken into consideration at this subcomponent. At the subcomponent “human resources and labor market” all states obtained scores between 4 and 5 and Romania was evaluated with a score of 4.4, being disadvantaged in the evaluation according to the criteria: primary education enrollment rate (114/136), extent of staff training (101/136), ease of finding skilled employees (130/136). At the sub-component “ICT readiness”, all countries from sub-region obtained scores between 4 and 5 and Romania obtained the score of 4.7, being well-rated at criteria related with Internet use, number of users, use of mobile telephony, mobile network coverage.



In the Figure No. 3 is presented the distribution of Balkans and Eastern Europe countries by the score obtained for the component “T&T Policy and Enabling Conditions”, in the year 2017. It is observed that, by subcomponents, all scores fall between 2 and 6, the distribution by countries being more homogeneous in the case of subcomponents “prioritization of Travel and Tourism”, “price competitiveness”, “environmental sustainability”. At the subcomponent “prioritization of Travel and Tourism” the scores are situated between 3 and 5, Romania registered the score of 3.8, being less evaluated at criteria related with effectiveness of marketing and branding to attract tourists. Criterion “price competitiveness” has the scores situated over 4, for Romania being estimated the score of 4.7, being less evaluated at the criteria related to the ticket taxes and airport charges and fuel prices levels. At the subcomponent “environment sustainability” the T&TCI variation interval is situated between 3.9 and 5.1, Romania registering a score of 4.4, being disadvantaged by criteria such as sustainability of travel and tourism industry development, particulate matter concentration. Regarding the “international openness” of the economy of tourism from Balkans and Eastern Europe, the index variation has an amplitude of 2.1 and allows a division of these sub-region in two groups of countries, as it results from the chart, up to Romania, whose score is 3.9 and above Romania. Our country is well-ranked regarding the number of regional trade agreements in force, but less evaluated regarding the openness of bilateral Air Service Agreements.



In Figure No. 4 is presented the component “infrastructure”, on its elements and the mode in which this distributes the countries from sub-region Balkans and Eastern Europe. As it results from the chart, at the subcomponent “air transport infrastructure” the amplitude of variation is restricted, not exceeding value 3, and Romania has a score of 2.4, being disadvantaged by the quality of air transport infrastructure. At the subcomponent “ground and port infrastructure” the scope variation is between 2.5 and 4.8 and Romania obtained a score of 2.8, being disadvantaged by the quality of roads, quality of port infrastructure, ground transport efficiency. It is observed the fact that by subcomponents of the access infrastructure, Romania has small scores, thus they are considered in the tourism development strategy from our country. At the subcomponent “tourist service infrastructure”, the index number variation is situated between 2.8 and 5.8, Romania being evaluated at a score of 4.4, being advantaged at the criterion of the presence of important companies in the car rental sector, but disadvantaged by the quality of tourist infrastructure.

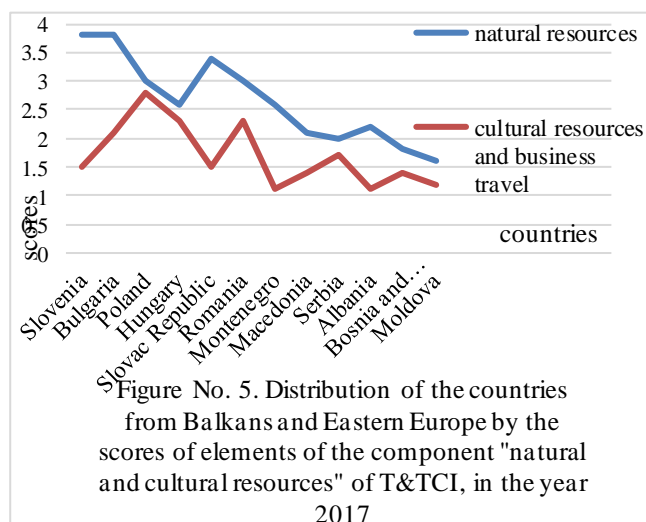


Figure No. 5. Distribution of the countries from Balkans and Eastern Europe by the scores of elements of the component "natural and cultural resources" of T&TCI, in the year 2017

In Figure No. 5 is presented the component "natural and cultural resources". At the subcomponent "natural resources", the score variation is between 1.6 and 3.8 and Romania obtained a score of 3.0, being better rated for the total known species, for the natural tourism digital demand. At the subcomponent "cultural resources and business travel" the score variation is between 1.1 and 2.8 and Romania was evaluated at a score of 2.3, being better rated regarding the cultural and entertainment tourism digital demand.

The Travel & Tourism Competitiveness Report 2017 highlights the touristic profile of Romania also through other indicators. So, the Report reveals that the weight of GDP created in T&T industry was of 1.3% from the total GDP of Romania and the weight of tourism labor in the total labor of Romania was of 2.2%. Compared with the year 2015, the Romanian industry of tourism obtains the same indices of 3.8, but it was ranked two places up, in the classification of 141 economies.

CONCLUSIONS

The work highlighted the importance of quantitative and qualitative quantification of tourism, at global, national, regional levels or at the level of economic entity in tourism, quantification that included the statistical knowledge of the touristic sector within the SIS of tourism and through the system of the tourism indicators. Specialized literature highlighted the system structure, as the fact that it is constantly improving, by including new indicators, among which are also the statistical indicators of competitiveness and performance in tourism. The work presented the two possibilities of quantification of the tourism competitiveness, namely: through a synthetic index, T&TCI, proposed and calculated by WEF, beginning the year 2007 and through a system of indicators proposed by OECD, in the year 2013. Analysis of the T&TCI highlighted some characteristics of Romanian tourism which made from this a competitive economic sector at the global level and especially in the sub-region Balkans and Eastern Europe, but also characteristics that requires Governmental interventions and from local authorities to ensure the sector competitiveness. Both the study of the specialized literature and the structure of the OECD 2013 system of indicators highlight the utility of SIS of national tourism in the obtaining of the statistical indicators in tourism, some of them can be used in the correct form for the analysis of tourism competitiveness and performance, namely: accommodation units by the level of classification, the indices of use of the accommodation capacity, but also the need for continuous development of new tourism indicators, which highlight new profiles and levels.

As openings for new research directions in this domain, it must be mentioned those resulting from the existence of the NIS tourist database, including tourism indicators of supply, demand and relation demand - supply, structured by quality criteria such as: types and categories, monitoring

indicators of the National Strategy of Sustainable Development, including tourism indicators and indicators which can give a dimension to the tourism competitiveness from Romania, by macro-regions, by regions of development and by districts, the tourism indicators of the Eurostat database, which introduce new indicators and structuring criteria such as: travel motivation, age group, average tourism expenditures and others.

ENDNOTES

- [1] <http://www.managementulperformantei.ro>
- [2] *** *Methodological norms regarding the issuance of certificates for the classification of the tourist accommodation establishments with functions of accommodation and public catering, of licenses and of tourism patents*, in the Order of Minister no. 65/10 March 2013, published in M. Of. no. 353/2013, <http://www.legislatie.just.ro>
- [3] *** Dupeyras, A., and N. MacCallum (2013), *"Indicators for Measuring Competitiveness in Tourism: A Guidance Document"*, OECD Tourism Papers, 2013/02, OECD Publishing. <http://dx.doi.org/10.1787/5k47t9q2t923-en>

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