

# TOURISM MANAGEMENT EXPLAINED BY THE CORRELATION BETWEEN THE AVERAGE TOTAL INCOME PER PERSON AND THE NUMBER OF OVERNIGHT STAYS IN ACCOMMODATION UNITS

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## Abstract

In Romania's tourism industry, in the last decade, following the European trend, small dimensioned accommodation units have appeared, bearing the name of boutique guesthouses or boutique hotels, depending on their accommodation capacity. The boutique guesthouses offer both accommodation services in rooms with traditional Romanian boyar characteristics, with Saxon and Szechuan influences, as well as food services with the same culinary characteristics. A particularity of these accommodation units is that each room had been furnishing according to a traditional noble theme, using either furniture that has been produced in Romanian workshops. Room' s names have been inspired by the woody essences that can be found in the Romanian forests and a large part of the furniture is made of cherry, beech, fir, oak, elm wood. The specific architecture of the accommodation units has been established in 18th century specific to the rococo and baroque style, predominantly found in buildings constructions in Romanian towns where niche tourism is a small part of mass tourism industry.

**Keywords:** Tourism, Management, Average monthly income per person, Number of overnight stays

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## 1. INTRODUCTION

Worldwide, boutique accommodation concept had been defining the relatively small number of rooms (10-20 rooms), by a certain refinement of the accommodation services offered and promoted, and at the same time, by the personalized services offered to guests. In niche tourism, boutique accommodation units are specific to luxury ecotourism, having high quality standards through a unique design. From one year to another, demanding activity for luxury ecotourism services is continuously and rapidly growing. Offer in tourism industry has been diversified and personalized. The price of the rooms had been evaluating higher indexes' percentages, compared to the accommodation units in mass tourism. Boutique guesthouses compensate accordingly with a warmer, closer approach and atmosphere, which makes them often chosen by business people for their long life learning activities and refined foreign tourists. They thus

become, through the lens of those who frequent them, an interesting barometer not only for the hospitality industry, but also for other fields. In this regard, hoteliers operating in niche tourism are noticing two recent changes – the number of foreign tourists and the changing profile of the corporate guest increasing.

## **2. THE INFLUENCE OF TOTAL AVERAGE MONTHLY INCOME PER PERSON ON THE NUMBER OF OVERNIGHT STAYS IN ROMANIA**

According to the definition given by the National Institute of Statistics to the category of total incomes used in the regression model below, they represent all monetary incomes, regardless of their source (exclusive of loans and credits taken, amounts withdrawn from deposits, other banks and similar institutions) as well as the counter value of income in kind (human consumption and fodder of food and non-food products from the household's own resources, respectively the goods and services obtained free of charge or with a price reduction from public and private economic agents) that are not salary in kind, per person in the household. The data used in the study come from the Family Budget Survey (BFS). The analysis of the tourism economic phenomenon was carried out within the timeframe 2011-2022.

**TABLE 1. METADATA EVOLUTION REGARDING AVERAGE MONTHLY INCOME PER PERSON AND NUMBER OF OVERNIGHT STAYS WITHIN THE TIMEFRAME 2011-2022, IN ROMANIA**

Analyzed period	Average monthly income per person (RON/person) in Romania	Number of overnight stays in tourist accommodation structures by tourist destinations and types of tourists in Romania
2011	839, 53	17979439
2012	861, 15	19166122
2013	895, 85	19362671
2014	937, 65	20280041
2015	1010, 67	23519340
2016	1112, 22	25440957
2017	1290,9	27092523
2018	1631,17	28644742
2019	1852,73	30086091
2020	2030,5	14579140
2021	2243,43	22747562
2022	2575,07	27044372

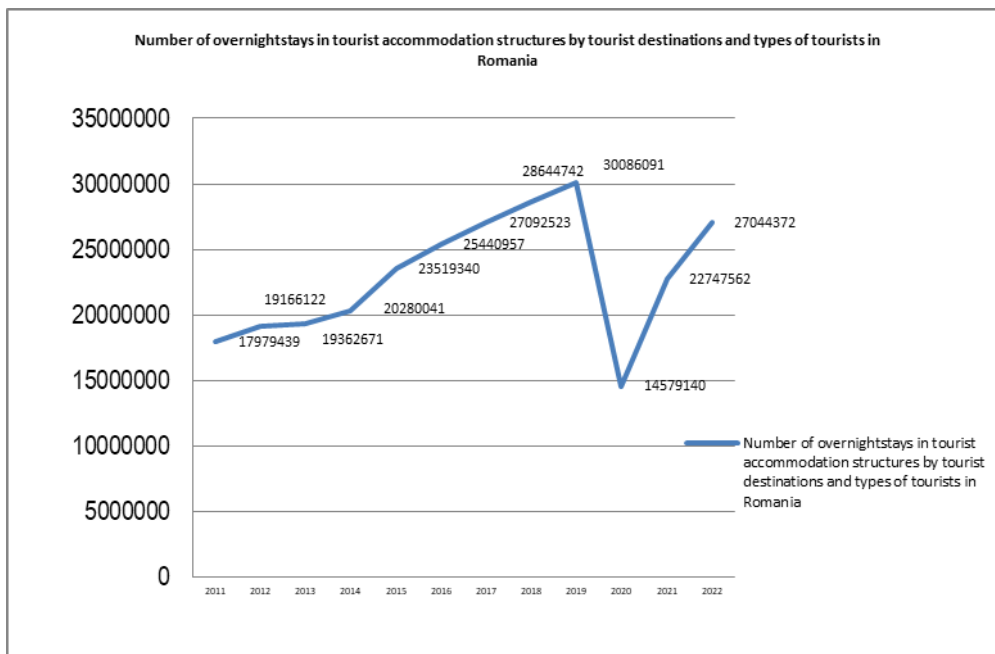
Source: Eurostat 2024, National Institute of Statistics, Tempo Online 2024.

The number of overnight stays used in the economic study was collected from the Eurostat database, specifying that a night spent has been seen as each night a guest/tourist (resident or non-resident) actually spends (sleeps or stays) or had been registering (his/her physical presence there being unnecessary) in a

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tourism accommodation establishment (Eurostat, accessed on 04.08.2024, INS 2024, Tempo Online accessed on 04.08.2024).

The table above had been showing the evolution of the economic indicators studied during the timeframe 2011-2022. After the end of the Great Economic-Financial Recession that started in 2007, the average monthly incomes in Romania had been registering a slight increase, between 10%-20% until authorities' declaration of Covid-19 Pandemic worldwide. As of 2020's year, average monthly incomes has been maintained their trend in economic growth, with percentages that had been registering between 10%-15%.



**FIGURE 1. THE NUMBER OF OVERNIGHT STAYS EVOLUTION IN TOURISM ACCOMMODATION STRUCTURES BY TOURISM DESTINATIONS AND TYPES OF TOURISTS IN ROMANIA**  
Source: Made by Author

In Figure 1, the number of overnight stays registered at the national level within the timeframe 2011-2014 increased, on average, by the percentage of 7%, within the timeframe 2014-2017. It has been recorded an average increase of 12%. Within the timeframe 2018-2019, the number of overnight stays has been increased by 2%. Starting from 2020, when the pandemic timeframe began, this left its mark on the economic and financial results in worldwide. In the mass economy, the tourism indicators had been recording a massive decrease of 48%, due to the state of emergency that had been declaring at that time. The economic situation has been compared to the value recorded in 2019. During 2021, financial crisis pandemic phenomenon came with an increase of 70% in the number of overnight stays in tourism accommodation structures. The index has been compared to the level that has been registered by 2020.

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Business operating conditions in Romanian tourism during the global pandemic of the last decade had been increasing its financial results.

In 2020, Romania’s economy underwent drastic changes due to the restrictive conditions for carrying out economic activity in the tourism industry. In 2022, the number of overnight stays returned to the level of the threshold recorded within the timeframe 2017-2019. It had been registering of 30% increase compared to the previous year.

**3. SIMPLE LINEAR REGRESSION MODEL: NUMBER OF OVERNIGHT STAYS\_AVERAGE MONTHLY INCOME PER PERSON WITHIN THE TIMEFRAME 2011-2022 IN ROMANIA**

In the study, the influence of the average total income per person on the number of overnight stays in Romania has been analyzed, using the simple linear regression model, carried out with the econometric program IBM SPSS 16.0 for Windows. The number of overnight stays in tourism’s accommodation structures includes the number of hotels, youth hotels, hostels, apartment hotels, motels, inns, tourist villas, tourist cabins, bungalows, holiday villages, campsites, tourist stops, tourist cottages, school and preschool camps, tourist boarding houses, agro-tourism boarding houses. After entering into the program, database has been related to the studied period of 12 years. IBM SPSS 16.0 had been generating the correlation between the dependent variable (number of overnight stays) and the independent variable (average total income per person) that had been showing below:

**TABLE 2. MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,724	0,45	0,015	4,75786E6

a. Predictors: (Constant), Average\_Monthly\_Income

Source: Made by Author

In the obtained output, the linear correlation coefficient R is 0,724 (see Table 2). Theoretically, the coefficient has been evaluated between +1 and -1. Closer it registers to 1, closer the directly proportional link between the two is and the series of independent variables improves the predictive power of the model. The econometric information has been showing that regression model had been validating the influence of average income per person that has been registered in the number of overnight stays as significant econometric model. R Square is 0.45 which had been showing a R coefficient higher predictive power.

TABLE 3. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,654E13	1	2,654E13	1,173	0,002
	Residual	2,264E14	10	2,264E13		
	Total	2,529E14	11			

a. Predictors: (Constant), Average\_Monthly\_income

b. Dependent Variable: Overnight stays

Source: Made by Author

Econometric model has been studied the average monthly income in the database as it has being 1440,07 RON. The regression model determined by SPSS 16.0 is  $Y=2,56 \cdot X+ 1.931$ . The regression coefficient had been showing how many Y units had been increasing when X units had been increasing by one unit. The Fischer significance test has been contributed to the regression prediction. Fischer index has been measured by validating the econometric model. Sig F is 0.002, threshold lower than 0.05, fact that had been rejecting the null hypothesis (see Table 3).

TABLE 4. COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,931E7	3,672E6		1,258	
	Average_Monthly_Income	1440,0725	1247,915	0,724	1,083	0,002

a. Dependent Variable: Overnight\_stays

Source: Made by Author

For each unstandardized linear regression coefficient, the probability that the real value of the coefficient had been founding it's confidence in the value of 88% (see Table no. 4). In the specialized literature, the T-Test had been testing the null hypothesis when the coefficient value is 0, the t-scores of the residuals are excluded from the present analysis in the article. Regarding the standard scores of the residuals generated by SPSS 16.0, a number of deviations in the model prediction (small deviations from the pre-established trend) has been observed.

#### 4. ROYAL TOURISM CONCEPT IN ROMANIA

Royal tourism is a new concept in the Romanian tourism management that has been found in the category of specific French and English tourism. Royal tourism had been allowing travel in history at affordable prices for anyone, mainly by offering accommodation in some of the Romanian castles.

Archia Manor had been located in Deva, Hunedoara county, a business that has been developed as a small financial investment that has been motivated by love for horses. The mansion has had 35 themed rooms spaced for events such as weddings, corporate events, horse riding activities, tours on trails loaded with the history specific to the area.

Another accommodation unit specific to royal tourism, Convivium Transilvania, located in Braşov county, has been known a Saxon property, from the 18th century, with an average accommodation capacity. It has been located near the famous Viscri, a Transylvanian village, where the royals purchased most of the old properties, with the aim of preserving Transylvanian history. The guesthouse offers accommodation, excursions to explore the Saxon lifestyle, cooking classes and other leisure activities on holiday.

The Transylvania Amphitheater has been known as another fascinating location and it had been earning the right to be included on the list of unique places, so that tourists may spend recreational holidays in Romania. It is a hidden place in the Carpathian Mountains, which tourism industry clients had been reaching in less than an hour from Braşov. The hotel has been located on a small mountain peak, right between Bucegi and Piatra Craiului mountains in Romania. The Transylvania Amphitheater is open to the public, throughout the year, views being extraordinary, relaxing, indicated for tourism services' consumers. The restaurant inside the guesthouse had been specifying in traditional alimentation services, the access has been established by car-access and off-road bikes access.

Descending towards the South-West of the country, towards Caras-Severin, it has been developed an unique floating city over the Danube, Egreta Complex, a suitable place for suspended huts, which has been known as one of the accommodation units placed on the river. Romania's tourism attractions in the luxury tourism field has been known as: Drencova Fortress. It has been situated a level below the Danube. It has been built around year 1419 on the side of an old roman fortress. Within the main tourism industry objectives, it has been counted Cheile Nerei Natural Park, Bigar Waterfall, Danube Gorges and Decebal Rock Carving.

## **5. CONCLUSIONS**

Studies used in the regression model has been seen that, in the analysed timeframe, the tourism indexes had been registering an evolution. The pandemic financial phenomenon had been changing the lifestyle of individual people, making them realise that holidays can be reached higher in royal tourism conditions in Romania's mountain area, and also, in Romanian sea area, requests had been increasing the accommodation turnovers and profits . Also the market labour's conditions had been contributing to the financial increases in tourism industry. Factors that had been changing trends, had been taken in consideration as being hybrid working and teleworking. The war next to Romania's borders didn't affected

tourism traffic indexes, foreign tourists and Romanian tourists had been accessing mass tourism services, improving the turnovers and profits of mass tourism accommodation units.

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