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**Comparative Analysis of the Evolution
of Business Travel Romania – Bulgaria**

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Abstract: The authors aim to analyze the evolution of the main tourism indicators in the two neighboring countries Romania and Bulgaria. Current development of tourism is characterized by a profound renewal of the world tourism offer, in particular by developing a range of new tourism products, superior both qualitatively and quantitatively. Romanian tourism revival will involve reshaping the development of tourism products based incentives at national and international tourism. Currently, the Romanian tourism, as otherwise the world is characterized by fierce competition between destinations. Tourist destinations, be they state or country itself, are becoming increasingly need a new model of tourism policy which influence their competitive position in the current competition. A special role in perception destination in the competition of similar offers in the country is playing tourist brand or regional. Tourists and demanding consumers are an important factor for competitive advantage of a destination. Adapt to offer the consumer needs to be spotted new trends and new opportunities to the tourism product. In the spatial extent of tourism development policy, most have a national or regional scope (in that country). Outside Europe, where international cooperation in tourism development is emphasized through the integration of countries within the EU, international cooperation is early, sometimes reduced to statements of intent. The competitive position of a destination depends on the type thereof, namely the socio-economic development, landscape features, climate, culture, political factors etc. The success of tourist destinations is determined by how it manages to ensure at the same time to ensure visitors throughout its entire offer experience to match or exceed many alternative destinations.

Keywords: tourism; tourist accommodation; travel; competitiveness

JEL Classification: Q56; L 84; L80

1 Introduction

Tourism is one of the fastest growing industries worldwide. Changes in recent years throughout Europe have influenced the tourism, including Romania and Bulgaria.

One of the important and definite date for Romanian tourism development issue which so far has not given enough attention, especially as a comprehensive approach, strategic, inclusive, is related to tourism competitiveness, namely the creation of projects management leading to the development of this sector of the economy.

Tourism demand and consumption have been some changes over time: there were changes in travel habits, were more diverse tourist destinations, their preferences of tourists for new forms of accommodation, have diversified and multiplied travel motivations.

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2 Tourists Circulation in Romania

For an overview of the Romanian tourism site that is occupied by the Romanian economy, is presented in this chapter tourist circulation during 2005-2010, as follows:

- Arrivals of tourists in a tourist reception with functions of tourist accommodation, tourist destinations as the types of tourists
- Nights spent in accommodation tourist on tourist destinations and types of tourists
- Arrivals of foreign visitors in Romania by continents and countries of origin

Table 1. Arrivals of tourists in tourist reception with functions of tourist accommodation, tourist destinations as the types of tourists

Tourist Destinations	Tourist Type	Ears					
		Ear 2005	Ear 2006	Ear 2007	Ear 2008	Ear 2009	Ear 2010
		M. U. Number of persons / N.P.					
		N.P.	N.P.	N.P.	N.P.	N.P.	N.P.
Total	Total	5.805.096	6.216.028	6.971.925	7.125.307	6.141.135	6.072.757
-	Romanians	4.375.185	4.836.196	5.420.968	5.659.416	4.865.545	4.726.414
-	Foreign	1.429.911	1.379.832	1.550.957	1.465.891	1.275.590	1.346.343

Source: National Institute of Statistics

It is noted that tourist traffic in the analyzed period, grew until 2008, then began to decline, but still higher values recorded in 2010 compared with 2005. This is best shown in the chart below:

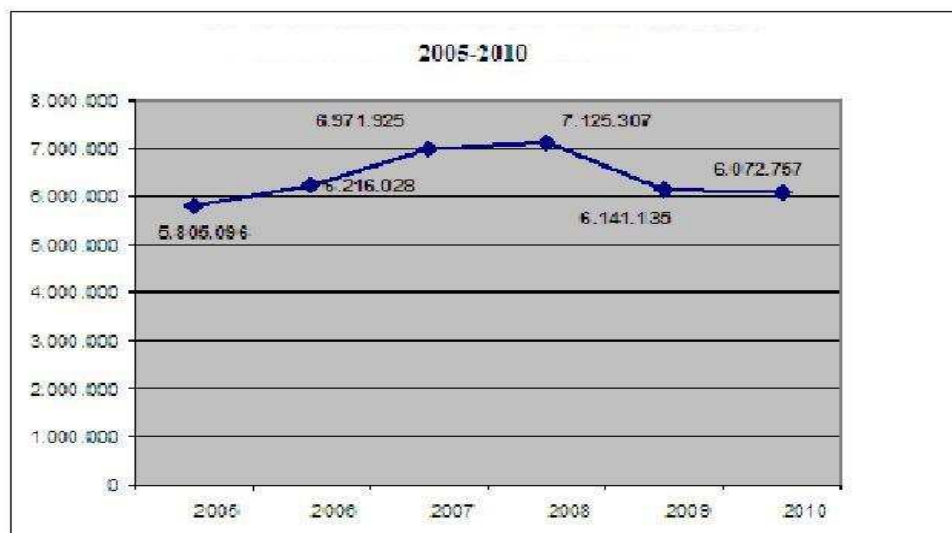


Figure 1. Tourist traffic in Romania in 2005- 2010

When referring to the types of tourists who visit our country - Romanian or foreign - is observed in 2010 compared to 2009, a decrease in the number of Romanian tourists, but an increase in the foreign, which is encouraging for Romanian tourism.

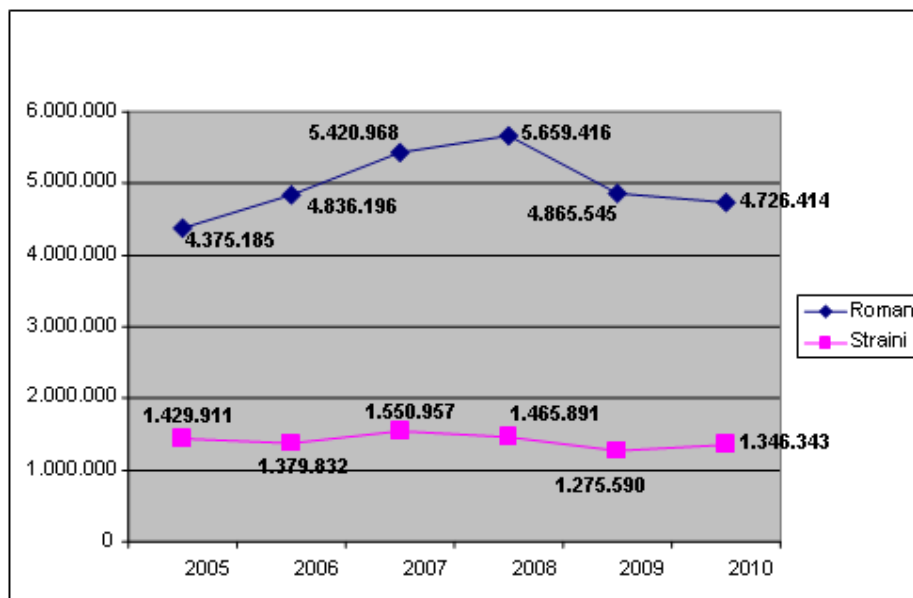


Figure 2. Type of tourists

Table 2. Overnight stays in tourist accommodation units on tourist destinations and types of tourists

Tourist Destinations	Tourist Type	Ears					
		Ear 2005	Ear 2006	Ear 2007	Ear 2008	Ear 2009	Ear 2010
		M. U. Number of persons / N.P.					
		N.P.	N.P.	N.P.	N.P.	N.P.	N.P.
Total	Total	18.372.988	18.991.695	20.593.349	20.725.981	17.325.410	16.051.135
-	Romani ans	14.908.854	15.749.590	17.006.910	17.366.737	14.657.744	13.284.554
-	Foreign	3.464.134	3.242.105	3.586.439	3.359.244	2.667.666	2.766.581

Source: National Institute of Statistics

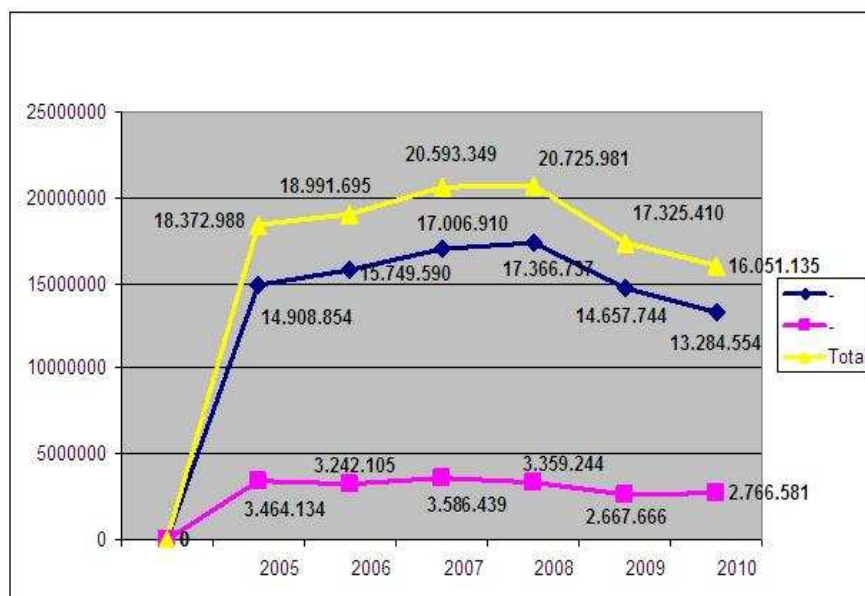


Figure 3. Overnight stays in tourist accommodation units on tourist destinations and types of tourists

The same upward trend until 2008 and decreasing from 2009 to present, shown by the number of overnight stays in tourist accommodation in our country.

Arrivals of foreign visitors in Romania, according to our border in 2010 were 7,498,300, down 1.0% compared to 2009. Most foreign visitors came from European countries (94.7%). For EU countries have been 59.4% of total foreign visitors arrivals in Romania. European Union Member States, most arrivals were registered in Hungary (38.9%), Bulgaria (17.6%), Germany (8.9%), Italy (7.4%). Rail recorded in 2010, compared with 2009, the largest increase (6.9%).

Arrivals of foreign visitors in Romania, according to our border were in 2011 of 7,611,100, up 1.5% from 2010. Most foreign visitors came from European countries (94.3%). For EU countries have been 57.7% of total foreign visitors arrivals in Romania.

European Union Member States, most arrivals were registered in Hungary (35.2%), Bulgaria (18.2%), Germany (8.7%), Italy (8.0%) and Poland (5, 7%). air recorded in 2011 compared with 2010, the largest increase (24.1%)

2 Tourist Movement in Bulgaria

Translated into statistical data, according to the National Statistics Institute of Bulgaria, Bulgarian tourist traffic in 2010 is as follows:

- foreign visitor arrivals to visiting Bulgaria according on the purpose and home visit;
- units of accommodation areas, regions and districts;
- tourist resort activity with national importance;

Table 3. Foreign visitor arrivals to visiting Bulgaria according on the purpose and home visit;

Country of origin	Total	Porpes of the visit				
		Holiday	Guests	Profesional	Others	Transit
TOTAL	8374034	4227519	143591	933501	742402	2327021
EU	5425737	3000894	67070	781193	415108	1161472
Other european countrys as Israel, Canada, USA, Japan	2344871	886197	66279	109979	265959	1016457
Other countries	218155	217852	3958	15604	4293	3015
Rest of the world	385271	122576	6284	26725	57042	146077

Source: National Statistics Institute of Bulgaria

(<http://www.nsi.bg/otrasalen.php?otr=57&a1=2056&a2=2060>)

Referring generally to the movement of Bulgarian tourism, the country of origin of tourists, there is a majority of tourists visiting Bulgaria in the European Union (5,425,737), and given the relatively small distance between them.

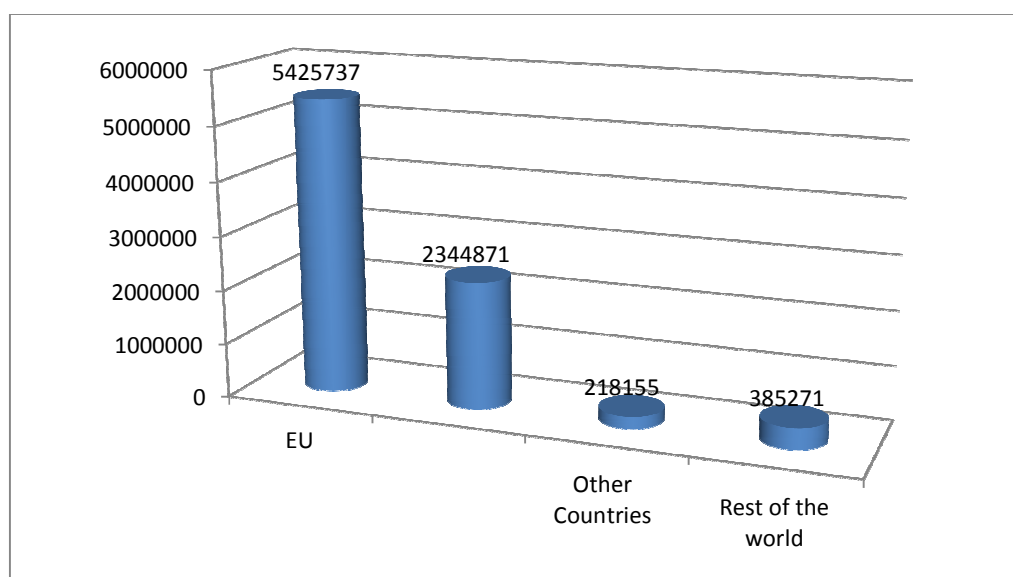


Figure 4. Arrivals of foreign visitors to Bulgaria

Tourism activity in 2010 in the tourist resorts of national importance for Bulgarian tourism is presented in the table below:

Table 4.

Resorts with national importance	Accommodation units - number	Arrivals in accommodation units - number		Revenues from nights spent - levs	
		Total	Foreign	Total	Foreign
Albena	35	122.312	78.457	11.998.748	8.940.409
Borovets	32	113.696	44.195	10.439.258	5.320.520
Dyuni	6	36.836	33.402	12.348.533	11.871.134
Elenite	5	26.097	20.018	10.215.227	8.615.420
Zlatni piasatsi	92	404.212	356.144	108.596.967	100.177.939
Pamporovo	43	65.222	12.521	8.189.725	3.005.931
International Youth Centre Primorsko	3	10.685	4.023	2.505.010	1.451.470
Sv. Konstantini Elena	59	154.373	78.031	30.260.096	21.068.531
Slanchev briag	119	453.516	409.812	119.921.370	111.425.548

Source: National Statistics Institute of Bulgaria

(<http://www.nsi.bg/otrasalen.php?otr=57&a1=2056&a2=2060>)

Since Bulgaria has given the green light on joining the EU in early 2007, the real estate boom already known among foreign buyers, especially the Black Sea coast and mountain ski resorts. Investors were mainly from England and Ireland and in Germany, USA and Russia.

By January 2007, foreigners were not allowed to own property or mortgages in Bulgaria. Engineers have overcome this problem, they fulfill the role of creditors. Buyer sign a purchase contract for a new apartment and then make payments in installments by the manufacturer. In January 2007, this rule was canceled, all EU citizens have the right to buy property in Bulgaria.

Looking at developments in the last 20 years of hotel infrastructure in the two countries, we see that there are significant differences: in Romania, minimum point was reached immediately after the Revolution, in 1993, the number of accommodation units decreased by 17% to 1990, then began to rise.

In Bulgaria, the minimum point was reached in 1999, the number of accommodation units was 41% lower than in 1990. This shows that in Romania there has been no serious restructuring of hotel infrastructure, while Bulgarians many hotels have closed and sold everything they could. The result: according to the latest information at this time, 200% have more hotels than in 1999, as can be seen from the chart below.

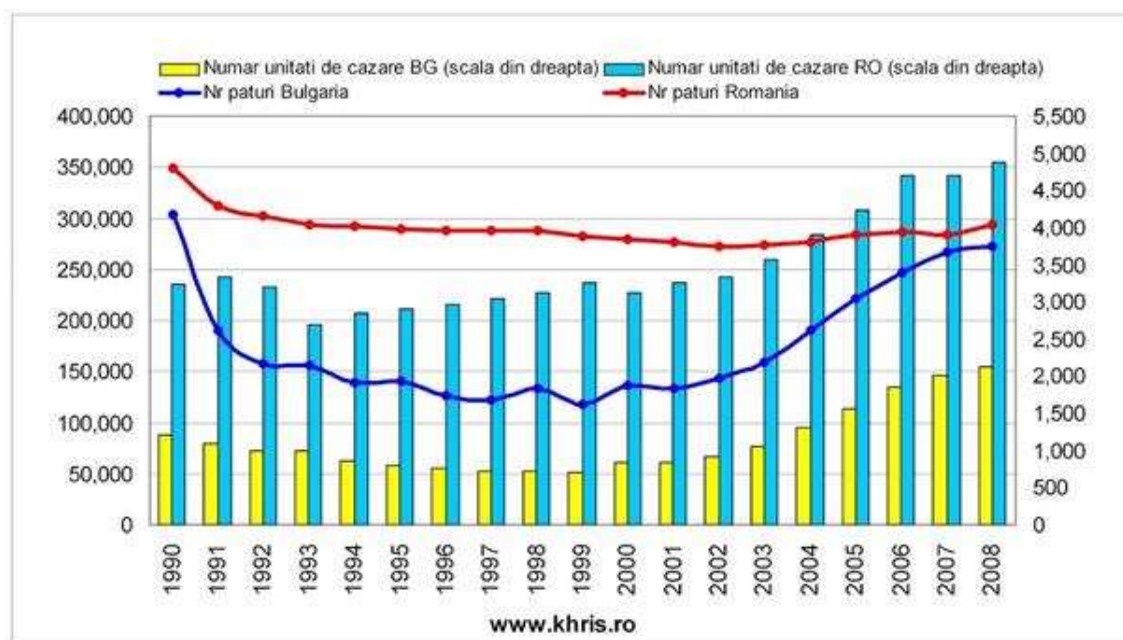


Figure 5. Evolution of the number of beds and tourist accommodation units

Of course, massive investments have generated an influx of foreign tourists to Bulgaria. Thus, if in 1999 in Romania have joined the 852,000 foreign tourists in Bulgaria and only 741,000 in 2008 things were very different - in Bulgaria have entered 2.2 million foreign tourists in Romania and only 1.4 million.

But the real difference is that a foreign tourist who arrived in Bulgaria spent on average 5.3 nights and foreign tourists who arrived in Romania spent only 2.3 nights. Total number of nights spent by foreign tourists accommodation in 2008 was 11.8 million in Bulgaria and only 3.3 million in Romania.

4 Conclusions

Analysis revealed that there is a recipe for success that will attract millions of tourists every year and make a seemingly insignificant country a top tourist destination. Following the analysis we can say that they have made and are making efforts to promote our country, both nationally and internationally. But, for satisfactory results, it is necessary something more than desire to succeed. Perhaps there is a impetuous need:

- Professional people, trained in the "sell" images, places, words, traditions, original packages, which would always come up with new ideas;
- Good coordination between the state and actions, collaborations with companies specialized in marketing, advertising, public relations, with people to effectively coordinate their activities - all of which are supported primarily political;
- Research, continuous monitoring which means Romania tourism inside the country and outside it. A good knowledge of the phenomenon, market trends, help in future decisions, so as to create, to reposition its image.
- Tour the country, proud that their country is Romanian. Plays an important role, as I stated earlier, the media that helps to promote, create a positive image;

- Awareness of reality and existing problems: improvement of tourism services, infrastructure, preparing people to work for the tourism industry, facilitating access to European funding, support and promotion of authentic products to Romanian;
- Capitalization of existing positive image of Romania in the world, the information known. Achieving best attractions for one country can be done on a cliché that everyone knows, and its use as a starting point for creating a nation branding, identifying key markets to promote Romanian tourism;
- Romania's presence in various international activities, based on sporting competitions, political action, economic, cultural, up to fairs, exhibitions, etc..

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