

TOURISM – THE MAIN COMPONENT OF HOSPITALITY INDUSTRY – IT’S EVOLUTION IN ROMANIA

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ABSTRACT: Tourism, by its nature, generates important economic, social, political, and cultural effects on the society as a whole, thus playing an indisputable role in the development of a nation. As a socio-economic activity, tourism represents, by its content and role, a distinct domain of activity, a component of first importance for the economic and social life of a larger and larger number of countries in the world, including for our country.

The objective of this article is to analyse the evolution of some indicators of the tourist movement and their influence on the macro-environment of Romania. As regards the research methodology, this article is based on a positivist quantitative research, which is at the same time longitudinal, given that the various indicators for measuring the impact degree of the hospitality industry on the national economy are presented in their evolution. The main sources used in this research are represented by the information published by the websites of different authorised organizations, such as INS (National Institute of Statistics), BNR (National Bank of Romania), WTO, using the exploratory method for analysing the evolution of the phenomenon in the course of time, but the interpretative method was also applied and the results of the performed analysis were then presented.

Keywords: tourism, macro-environment, indicators of tourist movement

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