

The Perspective of Camping Tourism in Romania

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Abstract *The tourists, who dream of a perfect holiday, with long term positive effects, find in camping a form of tourism that diminishes the impact of urban environment, and increase the chances of return to nature in a green place without stress and technology. Nowadays, the quests for technological detoxification methods are at high level and the customers are willing to pay a price for these services. The perspective of camping tourism in Romania represents an economic study regarding the supply and the demand of the camping services in our country and the future evolution of these particular services. The camping services evolution will be forecast using the linear trend statistical method in order to see the number of the tourist willing to use and enjoy the nature, the fresh air and the self-services regarding the accommodation, food and beverage or transportation. The impact of the paper discovery will provide better understanding of a tourism market steadily increasing and producing added value for all the stakeholders involved in the tourism sector.*

Key words Tourism, camping, self-services, linear trend

JEL Codes: L83

1. Introduction

The article objectives are in the first place to investigate the actual demand and supply regarding the camping sites in Romania and second to forecast the demand for the camping tourism in Romania.

The camping tourism involves great outdoors possibilities, the freedom of movement and getting in touch with other cultures. The camping tourism implies a set of equipment necessary for the holiday to take place, like tents, caravans or motor caravans. In our days camping represents first a recreational activity and is an activity in which people live temporarily in the outdoors.

The impact of the paper discovery will provide better understanding of a tourism market steadily increasing and producing added value for all the stakeholders involved in the tourism sector.

If we determine the factors involved in camping tourism, we can form several marketing recommendations aimed at enhancing the attractiveness of the camping product to encourage increasing numbers of tourists who will also take longer holidays in a country, as Keith Stephens suggested in his research article Camping tourism in the Smoky Mountains (1989).

2. Literature review

The camping tourism represents a form of tourism closer to nature and with the green environment. Escaping from the city, the tourists find out the benefits of the villages and the camping, making for themselves and for their families an unforgettable holiday. Camping represents establishments of touristic reception with functions of touristic accommodation designed to provide tourist accommodation in tents or caravans, so arranged as to allow them to park their cars and caravans or trailers, to prepare their meals and to benefit from other services specific to these types of units (Slee and Snowdon, 1997). The camping tourism represents a form of sustainable tourism and a niche for the tourism providers to offer specialized services like camping, caravanning or motor caravanning (Eagles, 1995). The camping tourism is part of the “nature-based tourism” and implies outdoor-based recreation and the use of recreational vehicles (Brown, 2006).

The camping and caravanning sector of Romanian's tourism market is under-researched and often not so deep investigated.

Camping sites ordinary include an area for a tent, a ready-to-use fire pit or grill, and restaurants. Camping sites also offer showers and a nearby convenience store. Many campsites are located inside mountain resorts with bodies of water and trails that campers can enjoy during the day. Camping is not for those seeking remote or solitary places, but many people enjoy the social aspects of meeting fellow campers and camping in larger groups. Many first-time campers try Caravanning and Motor Caravanning to become familiar with wilderness areas and to support their wishes to take short holidays in which they will do hikes on nearby trails or cycling (Maertens, 1995). Camping gives an opportunity to experience nature. Campers participate in nature photography, hunting, bird and wildlife watching, cycling, fishing plant study and swimming.

Zeppel, Heather and Narelle (2011) stated that the caravan and camping sector represents a vital economic contributor to the state economy and also the fact that all that accompany the caravan and camping sector, like camping sites accessories or manufactured home villages are extremely important for the state future evolution. Camping tourism assists people to escape from the stress of city life. It provides physical and social profits when it involves hiking to, from, and around a camping, and many outdoor enthusiasts believe that camping builds characters and confidence in young people and offers older campers opportunities to challenge themselves in unfamiliar and beautiful surroundings (Xiao and Smith, 2006).

3. Methodology of research

The present paper is using empirical data analysis from the National Statistical Institute, series of statistic date from 2011 to 2015, *fresh* data with important

potential regarding the expectation of the future evolution of the demand and supply for the Romanian camping tourism.

Gathering and investigating information on camping tourism, as total number of camping accommodation facilities in Romania between 2011 and 2015, number of places in the camping accommodation units from 2011 to 2015, the total of camping units on tourism destination and their places in 2015, the arrivals of tourists accommodated in camping sites expressed like number of persons, the overnights in camping sites and the length of stay in camping sites, helps creating an important professional image over the camping sites activities here in Romania.

Forecasting the future evolution of the arrivals of tourists in camping sites two forecasting methods were tested. First the annual average decrease method and second the linear trend method. Both are well recognized statistical methods, trusted by the economists in this area of expertise.

4. The analysis and the evolution of the camping tourism supply in Romania

In 2015, the camping accommodation package holidays in Romania includes 66 registered camping units with 15,039 places.

Taking into consideration the total number of camping units for accommodation we can notice a rise with 27% in 2015 from the year 2014. Also, the number of places in the camping accommodation units' growth with 16% in 2015 from the year 2014.

Table 1. The Romanian supply of camping tourism

Year	No of camping accommodation units in Romania	No of places in the camping accommodation units
2011	44	12801
2012	48	12816
2013	48	11945
2014	52	12925
2015	66	15039

Source: <http://statistici.insse.ro>

The typology of camping tourism evolved over the time like any other form of tourism and these days we have relaxation, sportive or sociable camps, with a range of holidays themes: camping for the disabled, camping for winter sports, ecological camps, cycling camps and so on.

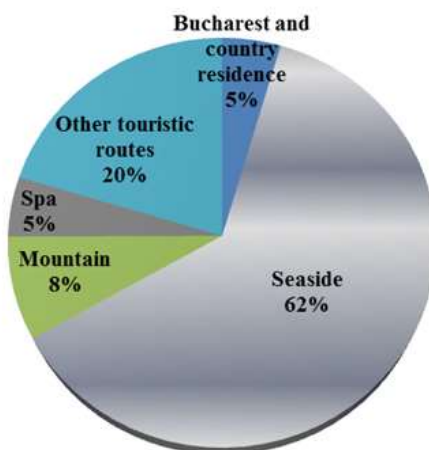
The location of camping is essential for the tourism activities. Regarding this criteria we have the following situation of campsite: situated near the sea, located by a lake or recreation pond, situated on river/stream (max. 0.1 km) or located in a wood.

Table 2. The Romanian camping units on tourism destination and their places in 2015

Camping's in touristic destinations	Number	Places
Spa	7	686
Seaside	16	9359
Mountain resorts	14	1226
Bucharest and county residence town	6	711
Other localities and touristic routes	23	3057
Total	66	15039

Source: <http://statistici.insse.ro>

Campsite rules cause tourists to choose between a camping and other. The campers look for different facilities for their holidays. The campsite rules: caravans allowed, dog(s) allowed, tents allowed, motor homes allowed, barbecues permitted, own boats and motorboat permitted, car-free pitches, and so on.



Source: Calculated from the <http://statistici.insse.ro>

Figure 1. The distribution of the camping's places on tourism destination in Romania

As we can see more than half of camping places are located at the seaside and only a small percent (8%) are situated on the mountain resorts. Other localities and touristic routes have an impressive percent (20%) of the camping paces. So, the

Romanian supply of camping tourism is located most at seaside and in the country on other touristic routes at the mountain resorts.

The camping index of net using the touristic accommodation capacity in function had the following values: 19.6% in 2010 and only 8.7% in 2014.

On the web portal <http://www.eurocampings.co.uk/romania/> are listed 41 campsites in Romania from which tourists can choose camping accommodation facilities.

5. The analysis and the evolution of the camping tourism demand in Romania

The arrivals of tourists accommodated in camping sites during 2010 and 2014 faced a decrease from one year to another; in 2014 the total number of persons accommodated in camping sites was 30.763 with 36% less than 2010. In the same time, the overnights were decreasing over the time with an annual average rate of 17%.

Table 3. The evolution of the Romanian camping tourism demand

Years	Arrivals of tourists accommodated in camping sites (number of persons)	Overnights in camping sites (number)	Length of stay in camping sites (days)
2010	84100	200921	2.39
2011	73558	188110	2.56
2012	62516	157677	2.52
2013	42879	119821	2.79
2014	30763	92640	3.01

Source: <http://statistici.insse.ro>

The length of stay in camping sites increased year by year from 2.39 days in 2010 to 3.01 days in 2014. This is due to the fact that tourists prefer to enjoy a particular camping more and more and they do not want to go elsewhere.

The lists of camping sites in Romania classified in terms of price and quality report are: Camping Aurel Vlaicu, district Hunedoara, Camping Westkarpaten, Arieșeni, district Alba, Camping Stâna de Vale, district Bihor, Camping El Dorado, Gilău, district Cluj, Camping Laguna Albastră, Făgăraș, district Brașov, Camping Două lumi, Blăjel, district Sibiu, Camping Aquaris, Sighișoara, district Mureș, Camping Zodiac Vest, Jupiter/Neptun, Complex Vama Cucului, Transfăgărășan, district Sibiu, Complex Cabana Vărășoiaia, Munții Apuseni, district Bihor, Camping de Vuurplaats, Fundu Moldovei, district Suceava, Camping Complex Borșa Turism, Borșa, district Maramureș. The camping accommodation tariffs are around 35-40 lei/tent with two persons/night.

6. Forecasting the camping demand in Romania

Forecasting the future evolution of the arrivals of tourists in camping sites two forecasting methods were tested. First the annual average decrease method and second the linear trend method.

Table 4. Adjusting the arrivals of tourists accommodated in camping with the annual average decrease

Years	Arrivals of tourists accommodated in camping sites (number of persons)	Adjusted series with the annual average decrease method	$(y_i - \tilde{y}_i)^2$
2010	84100	84100	0
2011	73558	70765.75	7796660.063
2012	62516	57431.5	25852140.25
2013	42879	44097.25	1484133.063
2014	30763	30763	0
Total			5132933.38

$$\bar{\Delta} = -13334.25 \text{ and } \bar{y} = 58763.2$$

$$\sigma = \sqrt{\frac{5132933.38}{5}} = 2650.77$$

$$v = \frac{2650.77}{58763.2} \cdot 100 = 4.51\% < 5\%$$

Table 5. Adjusting the arrivals of tourists accommodated in camping with linear trend

Years	Arrivals of tourists in camping sites (number of persons)	ti	ti ²	Adjusted series with the linear trend	$(y_i - \tilde{y}_i)^2$
2010	84100	-2	4	86233.8	4553102.44
2011	73558	-1	1	72498.5	1122540.25
2012	62516	0	0	58763.2	14083507.84
2013	42879	1	1	45027.9	4617771.21
2014	30763	2	4	31292.6	280476.16
Total			10		24657397.9

$$\tilde{y}_i = a + b \cdot t_i$$

$$a = \bar{y} = 58763.2 \text{ persons}$$

$$b = \frac{\sum y_i t_i}{\sum t_i^2} = -13735.3 \quad \sigma = \sqrt{\frac{24657397.9}{5}} = 2220.69$$

$$v = \frac{2220.69}{58763.2} \cdot 100 = 3.77\% < 5\%$$

The variation coefficient decides which forecast method is better for the series of date. A smaller variation coefficient is better for the predictions of the data series evolution so in this case the forecast for the 2015 of the arrivals of tourists in camping sites will use the linear trend method of estimation.

Table 6. Forecasting the arrivals of tourists in camping in Romania persons

Year	t_i	$\tilde{y}_i = a + b \cdot t_i$
2015	3	$58763.2 + (-13735.3 \cdot 3) = 17557$

The data series in continuous decrease generated the reduction of the arrivals of tourists in camping sites, in 2015 will be almost 17,557 persons accommodated in camping on Romania.

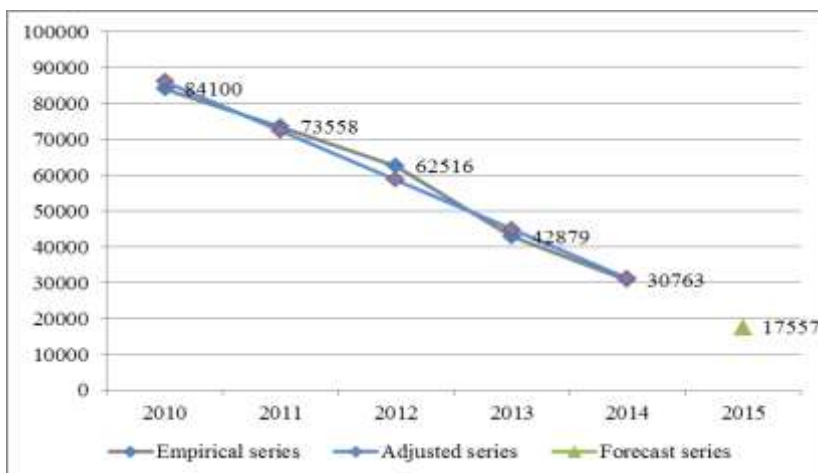


Figure 2. Forecasting the evolution of the arrivals of tourists for camping tourism in Romania

Regarding the arrivals of tourists accommodated in the camping sites by type of tourists, in 2014 from 30,763, only 3,936 were foreigners and the rest 26,827 were Romanian.

7. Conclusions

Camping represents establishments of touristic reception with functions of touristic accommodation designed to provide tourist accommodation in tents or caravans, so arranged as to allow them to park their cars and caravans or trailers, to prepare their meals and to benefit from other services specific to these types of units.

The camping tourism involves great outdoors possibilities, the freedom of movement and getting in touch with other cultures.

The camping tourism implies a set of equipment necessary for the holiday to take place, like tents, caravans or motor caravans.

In 2015, the camping accommodation package holidays in Romania includes 66 registered camping units with 15,039 places. The arrivals of tourists accommodated in camping sites during 2010 and 2014 faced a decrease from one year to another; in 2014 the total number of persons accommodated in camping sites was 30,763 with 36% less than 2010. In the same time, the overnights were decreasing over the time with a annual average rate of 17%. The data series in continuous decrease generated the reduction of the arrivals of tourists in camping sites, in 2015 will be almost 17,557 persons accommodated in camping on Romania.

Regarding the arrivals of tourists accommodated in the camping sites by type of tourists, in 2014 from 30,763, only 3,936 were foreigners and the rest 26,827 were Romanian.

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