

## THE DYNAMICS OF ACCOMODATION FORMS IN ROMANIA AND THEIR OCCUPANCY RATE IN THE PERIOD 2021-2024

**Laura OLTEANU\*** 

Babeș-Bolyai University, Faculty of Economic Sciences and Business Administration  
58-60 Teodor Mihali Str., 400591 Cluj-Napoca, Romania;  
e-mail: [laura.olteanu@econ.ubbcluj.ro](mailto:laura.olteanu@econ.ubbcluj.ro)

**Nicolaie HODOR** 

Babeș-Bolyai University, Faculty of Geography,  
5-7 Clinicilor Str., 400006 Cluj-Napoca, Romania;  
e-mail: [nicolaie.hodor@ubbcluj.ro](mailto:nicolaie.hodor@ubbcluj.ro)

**Citation:** Olteanu, L. & Hodor, N. (2025). The Dynamics of Accommodation Forms in Romania and their Occupancy Rate in the Period 2021- 2024. *Analele Universității din Oradea, Seria Geografie*, 35(2), 190-198. <https://doi.org/10.30892/auog.35207-933>

**Abstract:** The development of tourism is a necessity for any country, both due to its role in the national economy and in covering customer requirements. This can be achieved by ensuring a solid infrastructure, which can guarantee quality services. In this sense, through our research, the article presents a picture of the situation of various accommodation units, the arrival of tourists in different reception structures as well as the analysis of the net utilization index of accommodation capacity. These have expanded and diversified greatly during the analyzed period, creating the conditions for increased comfort.

**Key words:** research, tourism market, customer needs, infrastructure, accommodation units.

\* \* \* \* \*

### INTRODUCTION

The tourist phenomenon has amplified, expanded and diversified greatly during the long period of peace and economic development worldwide that followed after 1945 until the present. The tourist market can be summarized as three main elements that can come into contact with each other: tourists, tourist attractions and the facilities offered (Hall & Page, 2006).

Tourist attractions are made up of natural and anthropogenic territorial components that represent the tourist potential of the place (geological substrate, relief, waters, climate and weather, vegetation, fauna, soil, population and its traditional and economic activities, localities, archaeological sites, fortresses, palaces, castles, administrative and cultural buildings, factories of tourist interest (beer, wine, sweets, etc.), agricultural crops, specific local cuisine, old or modern educational institutions, sports and leisure centers, access infrastructure, accommodation and dining,

---

\* Corresponding Author

etc.). These give life to the tourist phenomenon. Without them, the discussion about tourism and recreational activities would be meaningless (Cocean, Moisescu & Toader, 2014). The variety of the country's relief, the large number of historical monuments and, especially, their historical significance, together with the existence of mountain resorts, some with a spa profile or for practicing sports, constitute elements of attraction for Romanian tourism, both domestically and internationally (Manole, Diaconu, Popovici, Sfetcu, 2016). Accommodation units have multiplied considerably; services have increased greatly in terms of number and quality. The number of tourists has increased in all countries of the globe as well as in Romania. The material base for accommodation is classified according to comfort (number of stars - from one to five and above, daisies etc). This is one of the most important issues related to current tourism (functionality, appearance, design, hygiene, warmth, air conditioning, tranquility, organic food, location, surrounding view, accessibility, unpolluted environment, diverse and quality service, friendliness of staff, offer for fun, leisure etc).

Tourist reception structures with tourist accommodation functions include: hotels, apartment hotels, motels, tourist villas, chalets, bungalows, holiday villages, campsites, rooms for rent in family homes, river and sea vessels, tourist guesthouses and agro-tourism guesthouses and other units with tourist accommodation functions (Romanian Government, 1998). Tourist hotels and guesthouses sometimes exceed the role of accommodation, through the facilities they have and the activities they organize, constituting themselves as true attractive objectives. The first of these can become brands known on the world map, presenting themselves as hotel chains that go beyond the borders of countries. Such established names can also have some inns that have old traditions, sometimes even with historical and cultural connotations. Hotels may also have additional facilities for business or cultural-scientific activities “symposiums, seminars, festivals, exhibitions” and leisure (Cocean & Dezsi, 2009, 165). They are equipped with the most modern and sophisticated dining facilities. Motels, villas and cabins have a lower accommodation capacity and are linked either to transport routes or to the presence of special objectives in the immediate vicinity. Pensions are more specific to the rural environment and have the advantage of the presence of special local traditions, especially in terms of cuisine. Apartments and accommodation rooms are characteristic especially of the urban environment and ensure immediate access to objectives in the central areas of cities. Campsites, shelters and refuges are often non-permanent accommodation structures, are often peripheral or isolated and less expensive. Accessibility and transport facilities are a fundamental problem in tourism. Nowadays, airports are gaining overwhelming importance, the existence of quality highways and roads is an essential condition for this important human activity that is tourism. Communication infrastructure (telephone signal, internet) and other modern facilities (including the banal payment by card) are mandatory in today's tourism. Medical, banking and niche services complete the needs of the modern traveler.

Tourism infrastructure “sums up the totality of goods and means that facilitate the valorization and tourist exploitation of the attractive resources of a territory” (Cocean, Dezsi, 2009, 162). It includes a series of elements starting from reception units (structures with accommodation functions - hotels, motels, guesthouses, villas etc), restaurants, bars, transport provision (roads, highways, airports etc), services, utilities communication facilities etc.

When we talk about tourism and the development of tourism activity, we cannot fail to consider marketing activity. Modern marketing presents characteristics such as: responsiveness to the society's requirements, respectively the market; rigorous knowledge of market requirements, systematic monitoring and anticipation of them through a scientific approach to the socio-economic environment, through the use of appropriate work tools; flexibility in the functioning mechanism of tourism companies; inventiveness, creative spirit, permanent concerns for renewal and modernization; unitary vision of the whole and the activity that make up the economic cycle of goods and services from the moment of conception to the moment of their effective entry into consumption;

maximum good efficiency as a result of the effective orientation of tourism activities towards market requirements (Zaharia, 2016).

Tourism products must be as attractive as possible to sell. They will be designed in such a way that they can withstand competition. The way they are presented is very important to ensure success. Therefore, advertising plays an important role. Proper advertising can lead to the desired results. *"The growth of competition on a global, but also national level, forces those who offer tourism products and services to take decisive readaptation measures in order to maintain themselves on the market, by diversifying and correlating the quality with the price of the tourism product"* (Butnaru, 2012, 26). Broadly defined, the tourism market represents the economic sphere of interference of supply, materialized through tourism production, with demand, materialized through consumption (Stanciu, 2016). The consumer of tourism products is increasingly informed and demanding in terms of the offer, the attractiveness of the environment and landscape, accommodation conditions, the quality and variety of food etc.

In accordance with the general understanding, the tourist market is represented by the totality of sales-purchase acts whose object is tourist products, viewed in connection with the relationships they generate, the geographical space and the moment in which the action takes place (Minciu, 2004). In the context of market development, there is a permanent need for companies to adapt to customer needs. In this regard, tourism companies develop a wide range of offers, providing products and services that cover requirements, as well as an infrastructure that ensures quality conditions.

The level of development of a country is largely determined by the level of development of the sphere of services offered to the population, among which tourism services stand out (Cristache, 2008). The services that give content to the tourism product (called tourism services) are a conglomerate or a combination of at least four basic types, transportation, accommodation, food and leisure services (Gherasim, Gherasim, 1999). The level of provision of each type of service influences market demand, namely the occupancy rate of various forms of accommodation, as well as the exploitation of tourism potential. The development of tourism depends directly on the existing facilities in a given country. Upgrading hotel accommodations, restaurants and tourist attractions to meet international standards will improve the tourist experience and promote longer stays (Cozac, 2024). The most effective advertising is done by customers, who often return to their favorite places and, often, recommend these tourism products to different people who will become new visitors.

"The degree of qualitative and quantitative diversification of tourism infrastructure is closely related to the attractiveness of tourist attractions and the number of tourists. Thus, infrastructure and tourism demand are in a relationship of interconditioning, each stimulating and conditioning the appearance, development and evolution of the other. The quality and diversity of the tourist offer is reflected directly in the tourist circulation, in the shaping of the tourist flows, the emitter areas, and respectively the tourist destination. In this background, this study aims to identify, analyze and hierarchize Romanian tourist emitter and reception areas and of the relationships between the two spatial entities" (Herman, et al., 2020, 122).

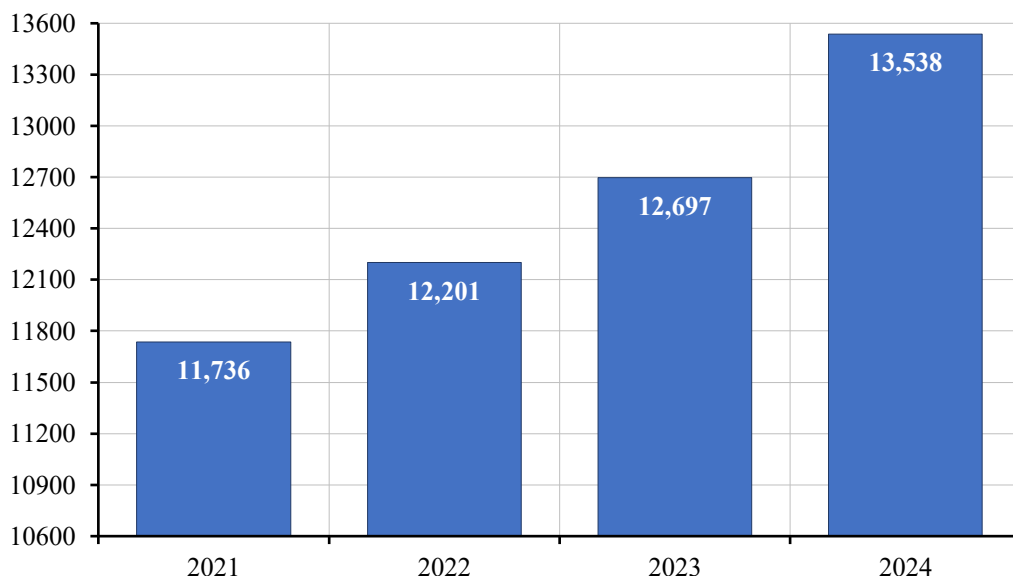
Modernizing infrastructure facilitates access to tourist areas, multiplies the degree of comfort and, ultimately, generates profit. Investments in this sector recover quickly. The classification of tourist accommodation facilities has as its primary purpose the protection of tourists, constituting a codified form of synthetic presentation of the level of comfort and the services offer (Ministry of Economy, National Authority for Tourism, 2013).

## METHODOLOGICAL ASPECTS

The paper represents a research based on official data obtained from the National Institute of Statistics of Romania (for the period 2021-2024). Within it, a series of indicators were analyzed such as tourist accommodation capacity, tourist arrivals in reception structures (number of tourists) and their net utilization index. The analysis is quantitative and reflects a real image of an important part of tourism activity in Romania.

### ACCOMMODATION CAPACITY

During the period 2021-2024, Romania's accommodation capacity multiplied and was modernized, being served by various units. There was an evolution from 11736 structures in 2021 to 13538 in 2024, representing an increase of 15.35% (Fig. 1).

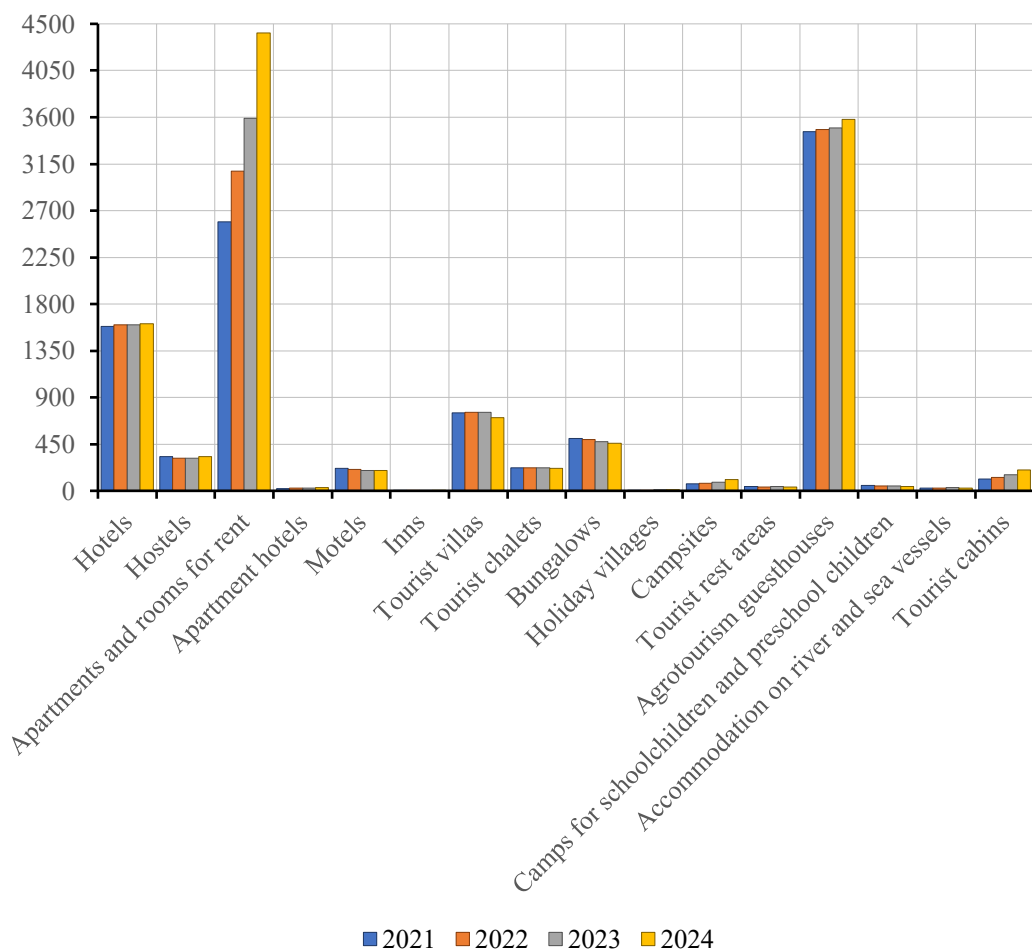


**Figure 1.** Trend in the number of tourist accommodation establishments in Romania.  
(Data Source: INS, <http://statistici.INSSE.ro:8077/tempo-online/#/pages/tables/insse-table>)

Among the units with tourist accommodation functions, we can mention hotels, motels, tourist guesthouses, tourist villas, agro-tourism guesthouses, bungalows, tourist cabins and others. Regarding the shares of tourist reception structures, the largest were recorded in 2021 by agro-tourism guesthouses with 30% of the total in the entire country, followed by apartments and rooms for rent with 22% and hotels with 13.48%. Tourist villas were also appreciated by tourists, which in 2021 recorded 6.40%, followed by bungalows with 4.28%. Other tourist accommodation structures presented lower values, such as hostels 3%, tourist cabins 2%, motels 2%. Campsites, tourist stops and tourist cottages held less than 1% in 2021. By 2024, the share in total accommodation units had recorded several important changes. Thus, tourist guesthouses followed a slight decrease reaching 26.42%, while apartments and rooms for rent ranked first with 32.58% (Fig. 2).

Hotels maintain their third position in 2024 with 11.87%. The other tourist accommodation units remain at the same values or register a slight decrease at the end of the analyzed period. We can appreciate that there is a great preference for agro-touristic guesthouses, appreciated by tourists for their relaxation possibilities and as a result of the newly created conditions in rural areas where tradition combines with nature. Considering the analysis of the evolution over the period 2021-2024, the data shows a significant increase in the number of apartments and rooms for rent from 2590 units in 2021 to 4411 in 2024, representing an increase of 70.30% in 2024 compared to 2021, followed by agro-touristic guesthouses which recorded an increase of 3.41% in 2024 compared to 2021, from 3460 in 2021 to 3578 in 2024 and by hotels which slightly evolved by 1.57%, from 1583 structures in 2021 to 1608 in 2024. A significant change was also recorded in campsites of 59.70% in 2024 compared to 2021, from 67 in 2021 to 107 in 2024.

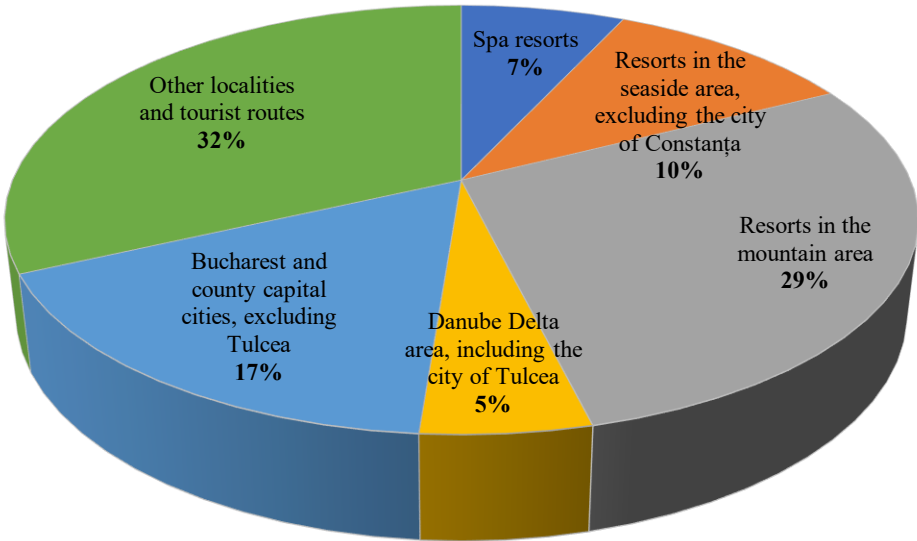
The other forms of accommodation suffered numerical decreases during the analyzed period as follows: tourist stops – 13.63%, motels -9.76%, tourist villas – 6.51%, tourist cabins – 1.80%, hostels – 0.90%.



**Figure 2.** Trend in the number of tourist accommodation establishments with lodging functions in Romania during the period 2021-2024  
(Data Source: INS, <http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table>)

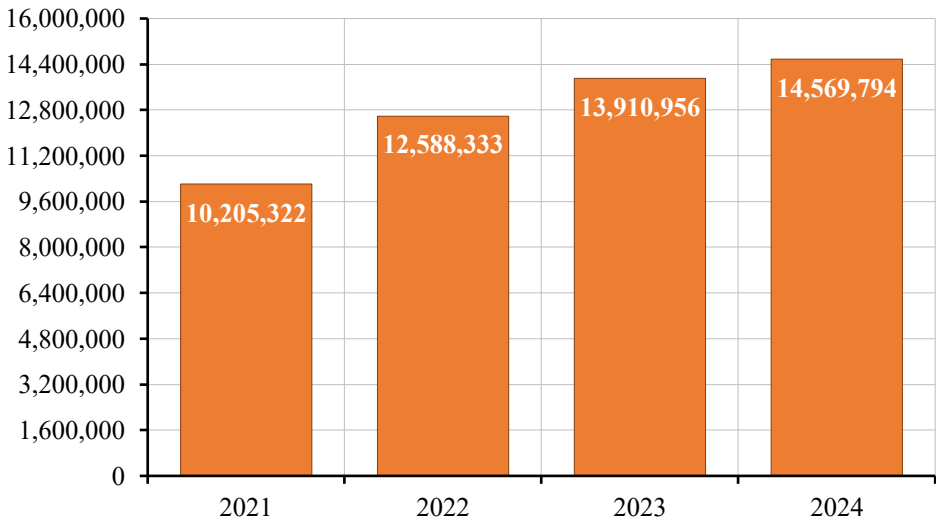
The analysis of reception structures with tourist accommodation functions by tourist destinations shows that in 2021 most units are found in the category of other localities and tourist routes, representing a 32% share in total, followed by mountain resorts with 29%, Bucharest and the county capitals, excluding Tulcea, with 17%, resorts in the coastal area, excluding the city of Constanța with 10%, spa resorts with 7% and the Danube Delta area, including Tulcea by 5%.

For the year 2024, there are no significant changes, we only mention an increase of 1% in the spa resorts and in the category of other localities and tourist routes and a reduction of 1% in Bucharest and the county capitals, excluding Tulcea and in the Danube Delta area, including the city of Tulcea.



**Figure 3.** Share of tourist accommodation establishments by tourist destination in Romania in 2021  
(Data Source: INS, <http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table>)

It is interesting to note that spa resorts only account for 7% in 2024 of the total number of tourist accommodation units, in the context in which Romania has a large area of forests, many mineral springs that allow the treatment of numerous ailments, with a biodiversity rarely found in Europe and the world. At the same time, the Danube Delta Area, a masterpiece of nature, only accounts for 4% in 2024, the Romanian coastline, 11% in 2024, which shows us that there is room for development in this area as well.

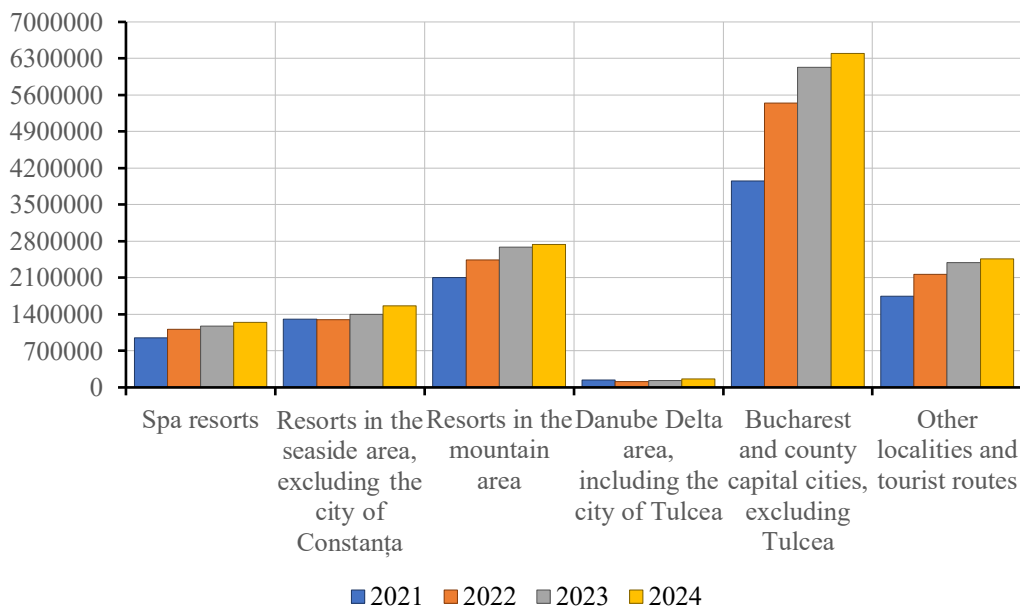


**Figure 4.** Trend in the number of persons accommodated in establishments in Romania  
(Data Source: INS, <http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table>)

### NUMBER OF TOURISTS

In 2024, according to a Ministry of Romania was visited by almost 2.4 million foreign tourists, up 13.5% compared to 2023. The increase is explained by the promotion made by the relevant ministry due to Romania's accession to the Schengen area (<https://economie.gov.ro/in-2024-romania-a-fost-vizitata-de-aproape-24-milioane-de-turisti-straini-in-crestere-cu-135-fata-de-anul-2023>) by improving services, road transport networks etc.

It is also relevant to follow the evolution of the number of tourists coming to the various tourist areas, as the data shows us that there was an increase throughout the analyzed period. Thus, from 10,205,322 people in 2021, it reached 14,569,794 in 2024, representing 42.76% in 2024 compared to 2021.



**Figure 5.** Number of tourists accommodated in tourist accommodation establishments, by destination  
(Data Source: INS, <http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table>)

The analysis by destination shows that most tourists arrived in various reception units in Bucharest and the county capital cities, excluding Tulcea, followed by mountain resorts and those in the category of other localities and tourist routes. If we analyze the share of the number of tourists arriving in different forms of accommodation in 2021, we can see that Bucharest and the county capitals, excluding Tulcea, account for 39% of the total, mountain resorts 21%, other localities and tourist routes 17%, seaside resorts 13%, and spa resorts 9%. The Danube Delta area, including the city of Tulcea, records only 1% in 2021.

In 2024, the situation improved in the number of arrivals in various accommodation structures in Bucharest and the county capital cities, excluding Tulcea, reaching 44%, an increase of 5% compared to 2021. In contrast, decreases were recorded in mountain resorts reaching 19%, with a decrease of 2% compared to 2021, and on the coast also with a decrease of 2% compared to 2021.

### NET UTILIZATION INDICES OF TOURIST ACCOMMODATION CAPACITY

The net utilization index of tourist accommodation capacity by type of structure is relevant to know how used the various reception structures are. This indicator is calculated by reporting the number of overnight stays, to the tourist accommodation capacity in operation, in the respective period. The data analysis highlights that the net occupancy rate of accommodation capacity in terms

of types of tourist reception structures was the highest for rental apartments with 40.2% in 2021, increasing slightly to 41.4% in 2024, followed by hotels with 32% in 2021 and 39.5% in 2024. These recorded an increase in the net occupancy rate of accommodation capacity, reaching from 23.8% in 2021 to 25.1% in 2024. Over 20% throughout the analyzed period were also recorded by tourist villas, bungalows, campsites, accommodation spaces on river and sea ships, and tourist cottages are also approaching these values. The lowest figures for this indicator are recorded by inns with 6.6% in 2021, increasing to 8.4% in 2024.

## CONCLUSIONS

Romania has a wide variety of reception structures with tourist reception functions, units that can cover a wide variety of tourist accommodation needs. These differ not only in location, but also in offers for different market segments. They are in line with the diversified need for accommodation, but also with the financial possibilities of existing and potential clients. They are becoming increasingly demanding, their requests are diversifying, causing tourism companies to constantly adapt to market requirements.

Thus, in addition to hotels, apartments and rooms for rent have also developed, which, as data analysis shows, are in demand and appreciated. They registered an increase of 70.30% in 2024 compared to 2021, recording a share of 32.58% of the total accommodation units in 2024. The analysis of reception and accommodation structures by tourist destinations shows us an agglomeration of forms, especially in localities and in Bucharest, with mountain resorts holding approximately 29% in 2021, while the seaside 10%, spa resorts 7% and the Danube Delta area 5%.

The situation did not change much in 2024 either. Following the destination of tourists through the number of arrivals in different accommodation structures, it is observed that Bucharest and the county capital cities, excluding Tulcea, have the largest number of tourists, followed by mountain resorts of the category and other localities and tourist routes, while the seaside has only 13%, and spa resorts only 9%, in 2021. In 2024, the trend was maintained, Bucharest and the county capital cities recorded increases, while spa resorts and the seaside, a slight decrease.

The net utilization index of tourist accommodation capacity shows us that tourists largely prefer apartment hotels, hotels, apartments and rooms for rent. If we analyze the reasons for these preferences, we will find that these forms of accommodation offer larger spaces, much greater flexibility and freedom during the stay, more affordable prices especially for families, etc. Of course, other forms of accommodation are also used, such as tourist villas, bungalows, campsites, accommodation spaces on river and sea ships, tourist cottages depending on the customers' objectives, preferences and their sensitivity to the price of services.

The increase in the number of tourists is also due to the exit from the isolation period during the pandemic, customers being eager to go to resorts after a long period of prohibition.

## REFERENCES

- Butnaru, D. M. (2012). *Le management des activites turistiques*. Iași: Tehnopress Publishing House.
- Cocșan, P. & Dezsi, Ș. (2009). *Geografia turismului*. Cluj-Napoca: Editura Presa Universitară Clujeană.
- Cocșan, R., Moiescu, O. I. & Toader, V. (2014). *Economie și planificare strategică în turism*. Cluj-Napoca: Editura Risoprint.
- Cozac, E. (2024). Strategies for Tourism Development in Romania. *Annals of the University of Oradea, Fascicle: Ecotoxicology, Animal Science and Food Science and Technology*, XXIII, B, 26-30.
- Cristache, S. E. (2008). *Metode statistice cu aplicații în managementul turistic*. București: Editura ASE.
- Gherasim, T. & Gherasim, D. (1999). *Marketing turistic*. București: Editura Economică.



- Hall, C. M. & Page, S. J. (2006). *The Geography of Tourism and Recreation Environment, Place and Space, Third edition*. London: Routledge, Taylor & Francis Group.
- <https://economie.gov.ro/in-2024-romania-a-fost-vizitata-de-aproape-24-milioane-de-turisti-straini-in-crestere-cu-135-fata-de-anul-2023/>, retrieved March 12, 2024
- <http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table>, retrieved April 22, 2024
- Manole, A., Diaconu, A., Popovici, M., Sfetcu, M. (2016). The evolution of tourism services in Romania. *Romanian Statistical Review Supplement, Romanian Statistical Review*, 64(12), 62-68.
- Minciu, R. (2004). *Economia turismului, ediția a III a revizuită și adăugită*. București: Editura Uranus.
- Zaharia, V. (2016). *Marketing turistic, Note de curs*. București: Editura Universitară.
- Stanciu, P. (2016). *Piața turistică, Relațiile ofertă-cerere și fundamentarea strategiilor de dezvoltare*. București: Editura Economică.
- Herman, V., G., Ilieș, D., C., Dehoorne, O., Ilieș, Al. & Sambou, A. (2020). Emitter and tourist destination in Romania Emitter and tourist destination in Romania. *Baltic Journal of Health and Physical Activity*, 12(5), 120-138. Special issue Ed. Dariusz Jacek Olszewski-Strzyżowski & Buhaș Raluca, *Sport and Tourism. Yesterday - Today – Tomorrow*, vol. 1. doi:<https://doi.org/10.29359/BJHPA.12.Spec.Iss1.14>
- Ministry of Economy, National Authority for Tourism (2013). *Methodological Norms of June 10, 2013 regarding the issuance of classification certificates for tourist reception structures with accommodation and public catering functions, tourism licenses and patents, Chapter II, art. 3, paragraph 2*. Official Gazette of Romania, no. 353 bis of June 14, 2013.
- Romanian Government (1998). *Ordinance no. 58 of 21 August 1998 on the organization and conduct of tourism activities in Romania, Chapter 1, art. 2, paragraph d*. Official Gazette of Romania no. 309 of 26 August 1998.

Submitted:  
14.02.2025

Revised:  
12.12.2025

Accepted and published online:  
15.12.2025