

“Clusters and the Enterprise Europe Network-Romania”

Tuesday, 29 June 2021

Transylvania Lands Cluster & European Alliance Against Coronavirus



Transylvania is not Dracula's country !

It is a medieval principality abolished in 1866 and annexed to Austro-Hungary. In 1918 he joined the Kingdom of Romania. Administratively, it consists today of 10 counties, but it does not have a decentralized management as a state, but only at county level. In Transylvania were discovered the Tablets from Tărtăria - the oldest writing in the world (5500 BC), then continued in the art and culture of Petrești (3500 BC).

More about us :

<https://clustercollaboration.eu/cluster-organisations/transylvania-lands-cluster>

The problematic complex for Romanian tourism in the context of Covid-19

The tourism industry is, by definition, one of the most vulnerable when it comes to threats related to an economic, military or medical crisis. Covid-19 produced dramatic effects for the tourism industry, and Romanian business in the field was not bypassed. Romanian travel agencies reported that this year their business decreased by 80-90% compared to previous years (Biz & AE-2020).

A major NGO in the Romanian tourism industry ([Alliance for Tourism](#)) said that although the contribution of tourism to GDP for Romania suffered a severe decline in 2020, with appropriate measures, this shortcoming could be overcome by 2025 (Incoming Romania-2020)



Romania & Pandemic tourism, final dates 2020

The arrivals of tourists in Romania in 2020 were 6.3 million, in decrease by 52.3% compared to 2019, according to the National Institute of Statistics. Almost 93% of tourists were Romanians and only 7% foreigners. Overnight stays in 2020 amounted to 14.4 million, down 51.6% from 2019.

The arrival of a tourist is recorded when a person is registered in the hotel register to be accommodated one or more nights.

➤ The index of net use of accommodation in 2020 was **22.9%** of total tourist accommodation structures, decreasing by 11.3 percentage points compared to 2019.

Index of net use of accommodation in percentage points				
2016	2017	2018	2019	2020
30.8%	31.2%	32.4%	34.8%	22.9%

➤ Higher indices of accommodation use in 2020 were registered for accommodation on ships (29.3 %), bungalows (28.9%), hotels (26.7%), campsites (24.3%), tourist houses (22.1%), tourist villas (21.4%), tourist stops (19, 4%) and agritourism pensions (16.7%).

Qualitative research interview agenda

1. What are the most important effects of the Covid-19 pandemic for tourism in Romania?
2. What changes have the businesses you are connected to in the summer of 2020 (hotels, travel agencies) undergone in terms of indicators, staff, work points / units?
3. How do you estimate that the consumption habits of tourists visiting Romania (foreigners and Romanians) will change in terms of tourist services following the Covid-19 pandemic?
4. What measures do you think could be most effective on the part of the government and state institutions in the field of tourism to help your business and industry as a whole?

Conclusions

All respondents agreed that the Romanian tourism system needs a reset supported by relevant public institutions. In order to rearrange the entire field of tourism, several generic lines of action are needed: increasing administrative efficiency, promoting investment in tourism, increasing the quality of the workforce and education programs in the field, digitalization and innovation, sustainability in tourism, but also special actions aimed at the main sectors of tourism: accommodation structures, restaurants, recreation facilities, tour operators and agencies, tourist guides, related services and tourist transport.

Measures taken by the government

1. State aid granted under the EC Communication - Temporary framework for State aid measures to support the economy in the context of the current COVID-19 epidemic (2020 / C91I / 01), published in the Official Journal of the EU on 20.03.2020.
2. Vaccination campaign in the tourism sector supported and carefully monitored for relaxation measures.
3. The Ministry of Economy, Entrepreneurship and Tourism sent today, June 24, 2021, clarifications in accordance with the legislation guiding the HoReCa scheme - state aid of 20% of the difference between turnover in 2020 and 2019, for eligible activities in tourism.

Romania & Pandemic tourism, april dates 2021

- The arrivals of foreign visitors in Romania, registered at the border points, were in the period 1.01.-30.04.2021 of 1275.4 thousand, decreasing by 39.8% compared to the period 1.01.-30.04.2020. The means of road and air transport were the most used for the arrivals of foreign visitors in Romania, representing 87.8% by road and 8.4% by air, respectively, out of the total number of arrivals.
- The departures of Romanian visitors abroad, registered at the border points, were in the period 1.01.-30.04.2021 of 2466.0 thousand, decreasing by 40.8% compared to the period 1.01.-30.04.2020. The means of road and air transport were the most used for departures abroad, representing 79.3% by road and 20.1% by air, from the number of departures.

Source information: Archive of press releases: <https://insse.ro/cms/ro/comunicate-de-presa-view>

What is happening this year

- Romania is now a green destination thanks to a sustained vaccination campaign;
- Sibiu The European capital of hiking September-October 2021 and continue in 2022 ;
- We capitalize on ecotourism destinations - <https://www.eco-romania.ro/eco-destinatii> ;
- We capitalize EDEN destinations - <http://romaniaeden.travel/?lang=en> ;

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