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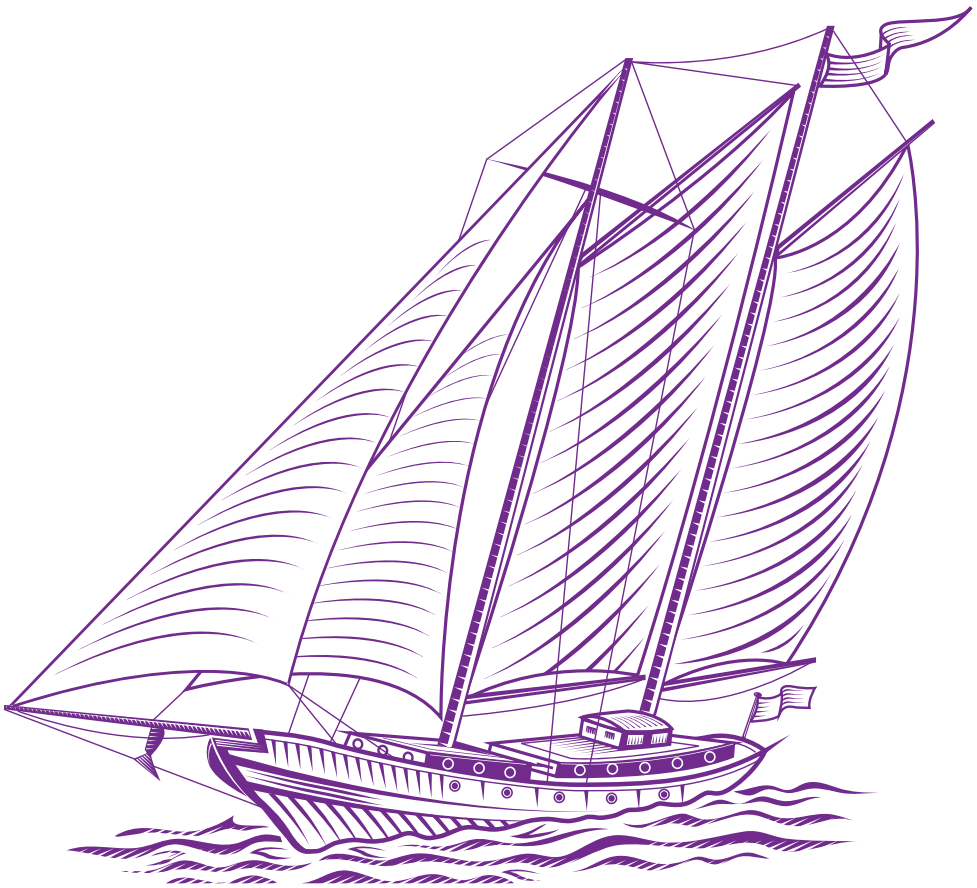

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THE INFLUENCE OF HOTEL ATTRIBUTES ON ROOM RATES. THE CASE OF BUCHAREST

FERNANDA A. FERREIRA[1], OANA RUXANDRA BODE[2], ROZALIA VERONICA RUS[3], VALENTIN TOADER[4]

ABSTRACT. Located in the southeast of Romania, Bucharest is the capital and the largest city in the country. Economically, Bucharest is the most prosperous city in Romania. During the last years, this city faced one of the highest growths in the number of hotels. Nowadays, due to the development of Internet-based technologies, the reservation process has changed; travelers can easily get information about the experience of other guests and also compare prices. The aim of the present paper is to analyze how prices for a hotel stay, in the city of Bucharest, can be influenced by some quality signaling factors, as star rating, online consumer's ratings and the number of consumer's comments. By using a multiple regression model for 3 to 5-star hotels in Bucharest, we identify, on one hand, the factors that have a positive influence on hotel room rates and, on the other hand, the factors that have a negative impact on the consumer's willingness to pay. Our main results supply signals to hoteliers concerning the attributes most valuable for consumers which can lead to a higher room rate premium.

Keywords: Bucharest hotels, online hotel ratings, consumers reviews

JEL Classification: M15, M10, L83, L86.

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1. Introduction and Literature Review

Bucharest, the capital and the largest city of Romania, is one of the European cities that faced, in the last years, the global extension of the hotel industry and an increased mobility of international travelers. We can say for sure that Bucharest (which in the 1900s earned its nickname of "Little Paris"), is an excellent place for tourism, due to the fact that is a city that combines the old with the new: tourists might come across a communist-style, a centuries-old building and a modern high rise building, all in the same block. Not to be missed in Bucharest is the largest Parliament building in the world with 3,100 rooms and 12 floors high. Another important touristic attraction in Bucharest is the old city center with its narrow cobblestone streets and old buildings, including medieval churches. From ancestry monuments, natural parks, cafes, terraces, traditional gastronomy, luxury hotels, important business points, the city has raised the attention of more investors as well as tourists.

In Bucharest, for the next few years, several hotels to be affiliated with international chains are scheduled to open, recalling here the Courtyard by Marriott, Ibis Styles, Hotel Indigo, Corinthia (Grand Hotel du Boulevard), Moxy by Marriott or Autograph Collection. This is a result of the fact that the positive results recorded by hotels in Bucharest have attracted both developers' and investors attention who were looking for higher performances over the past few years compared to Western markets. While in cities such as Prague, Budapest or Vienna, it is now more difficult to find land or buildings that can be converted into hotels, in Bucharest the accommodation capacity will continue to increase in the coming years, with an average annual rate of 3.9% (Central and Eastern Europe Hospitality Snapshot 2018 report published by the Cushman & Wakefield real estate consultancy).

The Central and Eastern Europe hotel industry market is showing a positive evolution, with all performance indicators higher than in the previous year. Bucharest is noticed by an average increase in the number of overnight stays of 10.1% per year between 2013 and 2017, the highest in the region. The average hotel rates in Bucharest were 78.1 euro/night during the year 2017, higher than in Sofia (76.1 euro/night), Warsaw (75.4 euro/night) and Bratislava (63.6 euro/night), but below Vienna (96.9 euros/night), Prague (87.5 euros/night) and Budapest (84.3 euros/night). Thus, as a dynamic, Bucharest overcomes the main Central and Eastern Europe capitals, namely Vienna, Prague, Budapest, Warsaw, Bratislava, and Sofia, creating the basis for a sustainable development of accommodation capacity. However, with 3.2 million overnight stays in 2017, Bucharest is still a considerable distance from Prague (18 million overnights), Vienna (15 million), Budapest (10 million) and Warsaw (6 million) surpassing only Bratislava (2.7 million) and Sofia (2 million) (Central and Eastern Europe Hospitality Snapshot 2018 report published by the Cushman & Wakefield real estate consultancy).

By adjusting the average rate with the occupancy rate (quoted by the Cushman & Wakefield at 73.6% for Bucharest in 2017), it is obvious that Bucharest hotels booked an average of 57.5 euro/night for each room available, rising by 6.4% compared to 2016, and continued to grow in the first half of this year, by 4.7%, to 60.2 euro/night.

According to the data released by the National Institute of Statistics in the first semester of 2018, arrivals in tourist accommodation facilities reached to 3.51 million (+ 5.1 % compared to the first semester of 2017), most of them (76.1 %) belonging to Romanian tourists. Also, the share of foreign tourists was of 23.9%, close to data recorded in the first semester of 2016.

By considering the tourists, we know that nowadays accommodation is a vital component in the tourism industry. Most hoteliers claim that highly satisfied guests are much more likely to return to the property and spend more time during future stays than guests who are indifferent or displeased. Hotels have the difficult assignment to provide quality for clients that are more quality conscious but also practice reasonable prices at a time when travelers have greater price-sensibility (Smith & Spencer, 2011).

In the hospitality industry, there are several hotel attributes identified in literature that may affect hotel room rates namely location, star rating, online reviews, services offered, room and service quality (Abrate, Capriello & Fraquelli, 2011; Andersson, 2010; Espinet et al., 2003; Chen & Rothschild, 2010; Castro & Ferreira, 2015; Castro, Ferreira & Vasconcelos, 2016).

There are many studies conducted on pricing in the hospitality literature, but only a few of them focused on the relationship between hotel attributes and hotel room pricing from a customer's perspective. These studies tried to explain the key hotel attributes in the pricing process. For example, Collins and Parsa (2006) emphasized many factors affecting pricing decisions, such as star rating, management type, location, size, and amenities.

One of the most widely applied models for hotel room pricing studies is the hedonic pricing model. Developed by Rosen (1974), the hedonic price model attempts to analyze the relationship between the attributes of a product/service and its price. Therefore, this model is useful to understand the relationship between the hotel attributes and hotel room rates.

Many studies have applied a hedonic pricing model in order to examine the relationship between hotel attribute and price. For example, Chen and Rothschild (2010) examined the impact of a variety of attributes on hotel room rates in Taipei. Their study revealed that hotel location, the availability of LED TV and the presence of conference facilities have significant effects on both weekday and weekend room rates. Monty and Skidmore (2003), using data on price and amenities collected from bed and breakfast accommodations in Southeast Wisconsin, found that location, the day of week and time of year are important determinants of hotel price, but room service is not a significant determinant.

The aim of the present paper is to investigate how the quality of a variety of hotel attributes, measured by several consumer online ratings, star rating, and the availability of rooms, influence the room rates of hotels in Bucharest, as a whole and for different hotel categories (3, 4 and 5 stars).

The results of this study may help hoteliers to improve their strategy on prices based on guest satisfaction of a variety of attributes.

2. Material and methods

In order to attain our research objective, we selected one of the most important online hotels booking platforms with global reach: Booking.com. The data used in this study covers 96 hotels in Bucharest city, from 3 to 5 stars, gathered from Booking.com. We collected the room rate for a one-night stay in a standard double room with breakfast included and free cancellation (the booking was made four months in advance), the customers reviews scores about Cleanliness, Location, Staff, Comfort, Facilities and Value for money, the Number of comments from each hotel and the number of available rooms in the moment of booking.

The collected data were processed further using two statistical software – SPSS and SmartPLS. We used a log-linear (or "semi-log") model for the pricing function instead of the linear specification. The log-linear specification gives "more nearly linear and higher sample correlations" (Court, 1939: 110 in Goodman, 1998).
The hedonic price model is the following:

$$\mathrm{Ln}(Room\ rate) = \beta_0 + \beta_{1i} \sum_{i=1}^{n} X_i + \beta_{2j} \sum_{j=1}^{p} Y_j + \varepsilon, \qquad [1]$$

where:

X_i is the vector of quality signals and includes:

- guest ratings - the hotel online guest ratings, which captures the electronic word of mouth gathered from the travel review website, Booking.com (on a scale from 1.0 to 10.0) which are disaggregated in the following scores: Staff, Location, Facilities, Comfort, Cleanliness and Value for money;
- and star rating - an official indicator of the hotel quality, which ranges from one to five. Since we only selected three different hotel's categories (three, four and five star hotels), two dummy variables were created (5_Star and 4_Star) defined as 5_Star= "1" if the hotel has a five star rating, "0" otherwise; 4_Star= "1" if the hotel has a four star rating, "0" otherwise.

Y_j is a vector of other variables, from the literature review:

- room availability – the selected number of rooms available at the moment of booking;
- and number of comments – the number of online reviews posted by guest on the Booking.com website for the chosen date;
- β_0, β_{1i} and β_{2j} are the regression parameters and ε is a random error.

Starting from the literature, the purpose of the previous model will be to validate the following research hypothesis:

H1. A better evaluation of the establishment's characteristics (hotel) will determine a higher the room rate.

Some of the accommodation's characteristics grant to the units a market power, allowing them to charge higher prices. Usually, a better category (higher the number of stars), a better location, a bigger hotel (number of rooms) and the membership to a hotel chain (brand awareness), will determine a higher room price.

In this paper, the customers' rating regarding location were used for evaluation. The purpose of the visit and the location of the activities that will be performed in the destination will influence the choice of the hotel. If a customer evaluates the location with a higher score, it means that the access from the hotel and the surroundings of the location were appropriate for its interests.

H2. The quantity of the tourism services provided to customers will determine a higher room rate.

"More is better" may describe this hypothesis. If a hotel will provide to its customers more free /included services, the price of accommodation will be higher. To evaluate this assumption, it was studied the impact of different services available and included free of charge: sauna, spa, indoor pool, outdoor pool, fitness, free Wi-Fi, free parking and terrace.

H3. Good reviews of tourism services will allow hotels to charge higher room rates.

The better the reviews, the higher the perceived quality of the services. In this case, the hotels may have the opportunity to capitalize on the good perceptions of its customers into slightly higher prices than their competitors.

H4. Better room characteristics will determine higher room rates.

The size of the room represents one of the first aspects which influences the customers' perception about the services provided and may determine the customers' willingness to pay, allowing hotels to charge higher prices for bigger rooms. Also, better reviews regarding the room's cleanliness and comfort, create opportunities for charging slightly higher room rates.

H5. The higher the customer value perceived by customers, the higher will be the room rates.

The values the customers perceive was evaluated using the number of reviews, the general score of the reviews and value for money item. Good value for money and good reviews determine in general a higher willingness to pay, an opportunity the hotels may capitalize through higher room rates.

3. Results and discussions

Table 1 reports the descriptive statistics of the variables used in the empirical analysis. We analyzed 98 hotels, 10.2% of which had 5 stars, 51.0% had 4 stars and 38.8% had 3 stars. We did not consider two hotels, a 3 stars hotel and another hotel of 4 stars, because they did not have available rooms for the selected period of time and the value of the room (room rate) was not available on booking.com.

For the total sample, the average price was 74.89€ with a standard deviation of 25.56€. The minimum price was 34.00€ and the maximum 162.00€. It can be noticed also, a lag between the minimum (16) and the maximum (2,535) in the number of reviews from clients. The ratings for the indexes of satisfaction are all higher than 6.4 (in a scale of 1 to 10) and the coefficients of variation for the mean are low. The lowest coefficient of variation on the consumer's ratings is 0.063 and concerns the variable *Value for Money*. Among all the variables, the highest coefficient of variation is 0.97 and concerns the variable *Number of reviews*.

According to the results of the bivariate *Pearson* correlation coefficients among the various Booking.com ratings of hotels (the *Room*

availability, *Number of reviews*, and *Room rates*), we can conclude that the variable *Cleanliness* is strongly and positively correlated with *Value for money*, *Staff*, *Facilities, and Comfort*; the variable *Comfort* is strongly and positively correlated with *Staff*, *Facilities* and *Value for money*; the variable *Facilities* is strongly and positively correlated with *Staff* and *Value for money*; and also the variable *Staff* is strongly and positively correlated with *Value for money*. We also observed the correlation between hotel room rates and all the other variables. With the exception of the variable *Availability*, all the others are statistically significant at 2%.

Table 1. The variables used in the empirical analysis

Variable	Minimum	Maximum	Mean	Median	Std. Deviation	Coefficient of variation
Cleanliness	6.5	9.6	8.498	8.600	0.6420	0.0755
Comfort	6.5	9.5	8.205	8.300	0.6719	0.0819
Location	6.7	9.7	8.346	8.300	0.6876	0.0824
Facilities	6.4	9.3	7.955	8.000	0.6162	0.0775
Staff	7.1	9.6	8.448	8.500	0.5574	0.0660
Value for Money	6.9	9.1	8.077	8.100	0.5088	0.0630
Free Wi-Fi	5.6	10.0	8.334	8.400	0.6425	0.0771
No. of reviews	16	2,535	569.19	461.00	552.661	0.9710
Room rate	34	162	74.89	69.00	25.556	0.3412
Availability	1	10	5.34	5.00	3.012	0.5640

Source: authors'calculation using SPSS

In the next step, we run OLS regression on the data collected. The hedonic price model equation [1] can be expressed as follows:

$$Ln(Roomrate) = \beta_0 + \beta_1 Cleanliness + \beta_2 Comfort + \beta_3 Location + \beta_4 Facilities + \beta_5 Staff + \beta_6 Value\,for\,money \quad [2]$$
$$+ \beta_7 5\_Stars + \beta_8 4\_Stars + \beta_9 Roomavailability + \beta_{10} Ln(No\,of\,reviews) + \varepsilon$$

The results based on the regression are reported in Table 2. The first model (Model 1) includes all tested variables. On this model, some of the variables of quality signals – *Facilities*, *Staff*, *Cleanliness,* and

Comfort are not statistically significant. Also, the *ln_reviews* is not statistically significant. So, the second model is the result of the use of the Backward method, where all the variables are significant at or better than 0.10 confidence level.

Table 2. Measuring the impact of travels satisfaction on hotel room rates
Dependent variable: Logarithm of hotel room rates

	Model 1		Model 2	
Variables	Coefficient	VIF	Coefficient	VIF
Constant	2.586****		2.530****	
	(8.915)		(9.261)	
Ln_No reviews	-0.019	1.947	-0.032*	1.641
	(-0.922)		(-1.671)	
Location	0.168****	1.876	0.183****	1.686
	(5.432)		(6.163)	
Facilities	0.149	17.038	0.306****	6.118
	(1.431)		(4.844)	
Value for money	-0.258***	9.201	-0.170**	5.951
	(-2.789)		(-2.252)	
Staff	-0.092	4.912	-0.101*	4.034
	(-1.492)		(-1.785)	
Cleanliness	0.101	11.709		
	(1.224)			
Comfort	0.124	24.856		
	(1.077)			
Room availability	0.005	1.135		
	(0.936)			
5_*stars*	0.499****	2.343	0.573****	1.812
	(6.458)		(8.317)	
4_*Stars*	0.217****	1.942	0.254****	1.501
	(5.051)		(6.635)	
Adjusted R-square	0.780		0.774	
F test	34.761****		47.568****	
DW	2.197		2.133	
Number of observations	96		96	

Notes: *Student t*-values in parentheses; **** Statistically significant at 0.1%; *** Statistically significant at 1%; ** statistically significant at 5%; * statistically significant at 10%
Source: authors' calculation using SPSS

Log-linear regression coefficients can be transformed in order to be interpreted as the percentage change in the dependent variable for every unit increase in the independent variable. This means that for every unit the independent variable increases with, *Room_rate* will change $\left(\exp(\beta_i)-1\right)\times 100$, in percentage, holding constant the other variables.

In other words, it represents the marginal or implicit value of the k^{th} characteristic and indicates the variation that occurs in the hotel room price when there is a change in the k characteristic or attribute, ceteris paribus.

Based on the regression results (*Table 2*), the estimated equation for *Model 2*, after transforming the estimated coefficients, can be presented as follows:

$$\begin{aligned} Ln(Room\ rate) \;=\; & 2.53 + 0.201\,Location + 0.358\,Facilities - 1.486\,Value\ for\ money - 0.096\,Staff + \\ & + 0.774\;5\_Stars + 0.289\;4\_Stars - 0.031\,Ln(No\ of\ reviews) \end{aligned}$$

Model 2, as measured by the adjusted R-squared, shows that 77.4% of the variance in *Ln Room rates* are explained by the variables included in the analysis. The F-ratio is significant at the 0.00 level. This provides evidence of the existence of a linear relationship between the Ln Room rates and the explanatory variables. All VIF values are below the cut-off point of 5, so multicollinearity does not seem to be a problem in our model. The t-statistic test was used for testing whether the independent variables contribute to the predictor of the dependent variable.

A second approach using structural equations modeling was conducted to emphasize the relationships between the room rate and the factors mentioned in the research hypothesis. The initial model included all five categories of factors discussed in the literature (the establishment, the quality of services, the number of services, the room characteristics and the customer value), but like in the case of the regression model, the factors which were not relevant from the statistical point of view were removed.

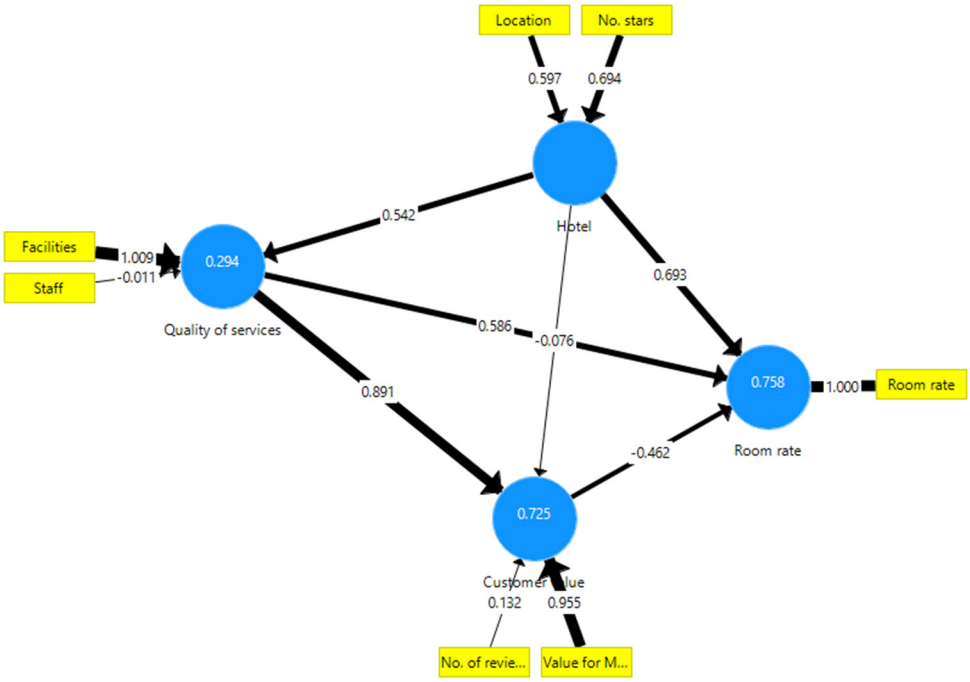

Figure 1. Proposed research model and the hypothesis
Source: authors' construction using SmartPLS 3
Note: inner model values represent path coefficients, outer model values represent outer weights and the values from the constructs are R squared values

Both methods implemented lead to the same results. First of all, the research hypothesis H1 was validated: the hotels establish the level of prices in accordance with the establishments' characteristics. More precisely, the higher the hotel category (the number of stars), the higher will be the room rates. The star rating dummies are significant, and the transformed estimated coefficients evaluate the average price premium that consumers are willing to pay with respect to a three-star hotel. Accordingly, predicted room rates for hotels with four stars are 28.9% higher than those with three stars, and, similarly, five-star hotels charge

77.4% higher room rates than those with three stars, ceteris paribus. We can see the increase in predict room rates as the number of stars increase, mainly in hotels of five stars.

Also, a better perception of the customers regarding the location (one additional point in the evaluation scale), will lead to a 20.1% increase in the room rate. This proves the fact that hotel' managers are aware of the location's importance in the choice of their customers and about their willingness to pay more for being accommodated in a better location.

The effects of the hotel's size and of the membership to an international hotel chain are not representative from a statistical point of view. One explanation could be the fact that customers are price sensitive and the size of the hotel and the awareness of a brand do not represent significant incentives for customers to be willing to pay more for these aspects.

The relationship between hotels' characteristics and the room price was analyzed through the perspective of general customer ratings using a multi-group analysis. Starting from the mean of the overall customer ratings (8.26), the hotels were divided into two groups: low customer ratings (maximum ratings of 8.2) and high customer ratings (8.3 or higher ratings). Even if the difference between the impact of hotel characteristics on establishing the room rate is not statistically significant (p values is 0.924, lower than 0.95 – the threshold which allows to consider it as being statistically representative), this relationship is worth to be discussed and to be studied deeply in further researches. The assumption is: the managers of the low customer rating hotels rely more on the hotel characteristics when they establish the room rate (the path coefficient in the case of low rating hotels is higher with 0.184 on average). One reason could be the fact that they try to use location criteria to compensate the lack of other aspects that may have an impact on the room rate, as the quality of services, for example (the impact of quality of services on room rate is lower in the case of low rating hotels).

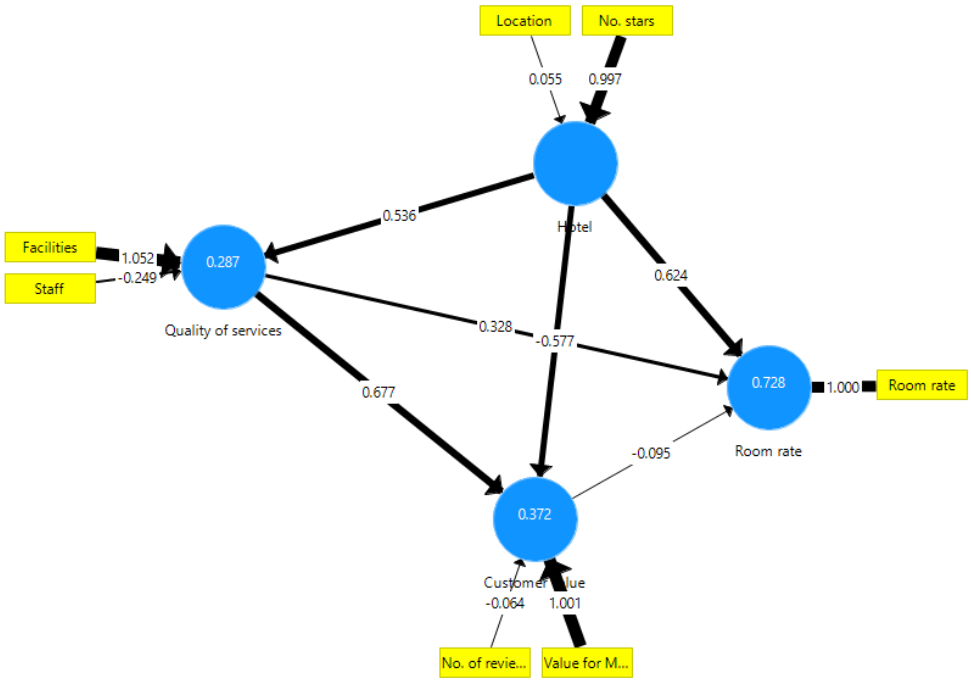

Figure 2. Proposed model in the case of high overall customer ratings
Source: authors' construction using SmartPLS 3

The second hypothesis, regarding the impact of the number of services on the room rate, was not validated. The effects of this category of factors were not relevant from the statistical point of view, the reason why it was removed from the model. One possible explanation for this aspect is that some of the complementary services considered in this analysis represent mandatory requirements to certificate the accommodation unit at a specific category. As a result, the hotel managers don't see the availability of these services as a strength of their units, so they are not using them as a diversification criterion in establishing the room rate.

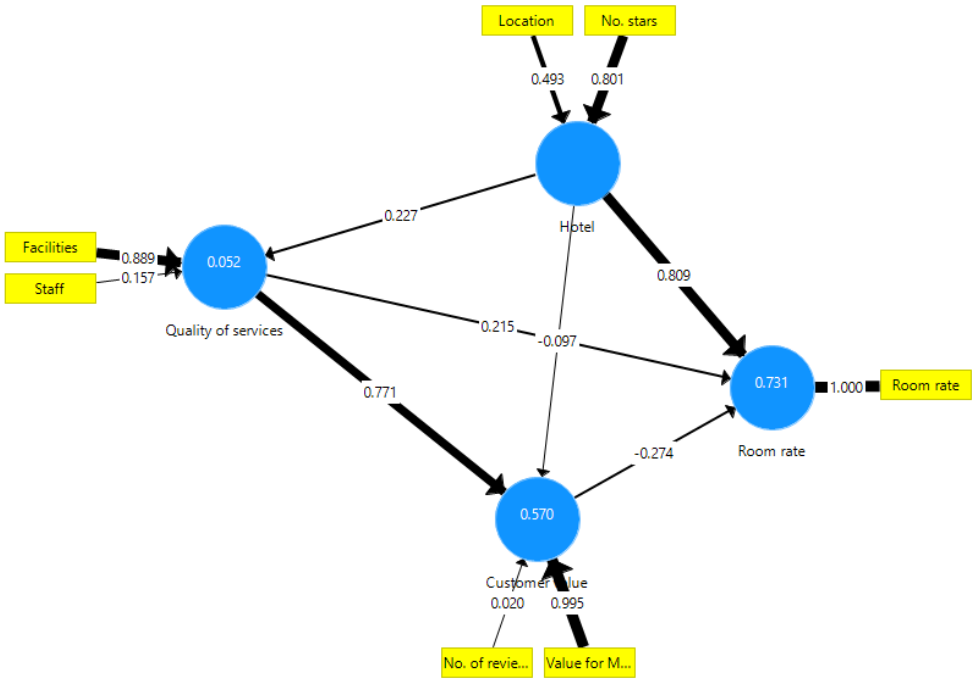

Figure 3. Proposed model in the case of low overall customer ratings
Source: authors' construction using SmartPLS 3

Another criterion used in establishing the room rates is the perception of customers regarding the quality of services - the H3 hypothesis being validated. The online quality signaling factor – *Facilities* – is significant and positive. An incremental point in the *Facilities* score is associated with the hotel's price premium of 35.8%. Usually, when the customers perceive a good quality of the services provided, they are willing to pay more. This aspect is capitalized by hotel managers into higher room rates. A special attention they should give to Staff evaluation because the impact of this item on the quality of services is negative. The negative relationship between these two items may be the result of the fact that customers tend to evaluate the front desk employees through the perspective of the room rate: the review may be lower if the customers perceive the room rate high and the activity of employees only satisfactory.

The fourth hypothesis could not be validated. As in the case of the second hypothesis, since the minimum size of the room is established through the certification criteria, hotel managers do not consider appropriate to take it into consideration when they establish the room rates. Regarding the customers' perceptions on the cleanliness and comfort, we noticed these two aspects were highly correlated with the value for money item, resulting in high VIF coefficients when we included this variable into the model. Since the customers "include" these two aspects into their evaluation regarding the perceived value, it was decided to remove the items from the analysis. Further analysis may be developed in order to study the relationship between these items.

As opposite to our expectations, *Value for money* ratings have a negative and significant impact on room rates – the H5 hypothesis was not validated. Value for money, in tourism, is a concept that "captures both price and quality in one construct" (Smith & Spencer, 2011, p. 96) and measures the trade-off between the price paid and the hotel stay experience. Also, it is the result of the interaction between the customers' expectations (determined by the hotel characteristics, for example) and the satisfaction experienced when they consume the services. Since the hotels are charging higher room rates due to location and number of starts (H1 was validated) and the staff item has a negative impact on the quality of services, an increase in the room rates may have a negative impact on the customers' value.

The results also suggest that the number of online customer reviews per hotel room has a direct but negative impact on room rates.

4. Conclusions

This study investigated which attributes of satisfaction (expressed online) are more associated with room rates of the hotels in the city of Bucharest. We analyzed the influence of different quality attributes found on booking.com website on the room rates charged by hotels. Based on these results it was found that the satisfaction with the online quality signaling factors – *Facilities* and *Location* – were able to influence the hotels' room rates on booking.com website. *Value for money* and *Staff*

ratings has a negative and significant impact on room rates. These main results supply signals to hoteliers to take corrective actions towards the attributes most valuable for consumers which provide a higher room rate premium.

The establishment's characteristics represent the main aspects used in establishing room rates. But, most of these aspects are established during the construction phase, the reason why it is important for the future investors in the hotel industry to be aware of these aspects and decide in advance what will be the category of hotel and which location will be the most appropriate for its customers. Unfortunately, location is not always a controllable factor, the reason why, when the investor has not the possibility to choose the location, it will be good to identify and target the market segment which will consider the hotel location as being the most appropriate for their needs.

The time span for which the data were collected may represent a limit of this study. It is well-known that accommodation units have different price strategies for different seasons, a reason why the current study may be developed taking into consideration the evaluation of factors affecting room rates during the peak season and offseason. Also, due to different types of tourists visiting the destination during the weekdays and weekends, a possible development of the study would be to evaluate the room rates along the entire week.

Further topics of research emerged as a result of this study. The relevance of hotel characteristics in establishing the room rates can be influenced by other factors, the overall evaluation of customers may represent one of these factors. Also, the factors influencing the value for money customers' evaluation, since they influence the customers' willingness to pay may play a significant role in the strategies used to establish the room rates.

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UPSCALE AND LUXURY HOTELS IN ROMANIA FACING DIGITAL ADVOCACY: SUCCESS OR FAILURE?

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ABSTRACT. Digital marketing is rapidly changing the current state of the hospitality industry, starting from how services and information are provided, communication and interaction with the customer is done, to the incentives that persuade customers to purchase. These challenges could not have been foreseen at the beginning of the Millennium. Not only the concept 'digital marketing' became commonplace but businesses that implemented digital strategies have become highly sought after by customers and praised by the media. This paper aims at analyzing the digital means and information tools used by 4 and 5-star hotels in Romania to promote themselves online, as they are supposed to have the financial funds to be early adopters of technology, how the customers actually see these hospitality businesses and the hotels' online presence and activity impact on their prevailed rates.

Keywords: Millennials, Hospitality, Technology, Communication, Social Media, Digital Marketing, Online Presence, Demand Management Strategy, IT&C Readiness, Tourism Competitiveness, International Affiliation, International Hotel Chains/Groups, Independent Hotels.

JEL Classification: L83, Q01, Z32.

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1. Introduction and Literature Review

Many studies cover the Romanian tourism and hospitality industry. Still, insignificantly few academic and/or professional researches targeted demand management strategies with impact upon the hotels' online performance. Therefore, this paper aims at presenting the big picture of Romania's tourism attractiveness and competitiveness in the online environment, by analyzing the online performance of 4 and 5-star hotels, their Social Media presence (SM), correlated with their prevailed rates and their alignment with the Millennials' trends and preferences.

As of 1990 hotels accounted for 60.63% of Romania's accommodation capacity, reaching by 2000 25.99% in terms of establishments and 66.88% in functioning capacity, of which, 4* and 5* hotels represented together 2.1% in terms of lodgings and below 5% of the available functioning beds, reaching 29.97% in 2014 and 33.04% in 2016. Over the past seven years, 5* hotels have stayed constant, reaching nearly 5.5% in 2016, whereas 4* hotels have increased significantly. Currently, hotels ranking 3* are the most numerous and provide most beds (National Institute of Statistics, 2017).

The overall quota of international tourist arrivals in Romania is still very low, having risen from 11.6% in 1990 to 22.5 in 2016. The percentages are somewhat higher for hotels, increasing from around 15% in the mid-1990s to 27.2% in 2016. Hotels continue to concentrate most of Romania's tourist arrivals (80.4% in 1990 and 72.1% in 2016), attracting most of the international arrivals (93.1% in 1990 and 87.2% in 2016). Foreign tourists seem to have been the dominant segment of the Romanian 4 and 5-star hotels, accounting together for 78.6% of all arrivals in 1997, nowadays being a significant segment, with 43.5% in 2016. Foreigners represented the vast majority of upscale and luxury hotel clients in the mid-1990s (95.5% for 5* and 78.3% in 4* hotels); quotas remain very high for 5* hotels (68% in 2016), respectively high for 4* hotels (38.1% in 2016); at the same time, Romanian tourists seem to prefer mid-scale hotels, having shifted from 1* and 2* (67,4% in 1994 and 20.1% in 2016) to 3* (13.2% in 1994 and 45% in 2016). (National Institute of Statistics, 2017).

Starting with 2010, the Romanian economy has had the largest nominal average annual GDP growth rate at European level (12.5%) but

the percentage has slowed-down due to high inflation rates; moreover hotels are the second largest sub-sector as turnover, accounting for 31% in the 2010 total (Ernst & Young, 2013).

In Romania, 46% of interviewed companies say their marketing team has a strategy for social networks, 19% have integrated this strategy into all the company's departments and 7% have it implemented only by the commercial team but 27% admit their company does not yet have a strategy on social networks. The same survey reveals that: 40% of the customers are already digital consumers, compared to 60% at global level; furthermore, 87% of the respondents possess smartphones and 58% tablets; consumers take purchase decisions only after verifying the information in multiple sources, furthermore, the price has the biggest influence on the online purchase decision (Badea, 2016).

Romania performs poorly regarding IT&C Readiness, ranking 59th of 141 countries in 2015 and 60th of 136 states in 2017 (World Economic Forum, 2015; 2017); in fact, current technologies are used at a low level, international tourism revenues are also low, Romania facing numerous challenges, thus it needs to invest and develop the IT&C sector in order to attract more foreign tourists from other areas, besides those from neighboring countries.

According to the European Travel Commission, Romania and the Czech Republic both rank 5th in top-five destinations investing in their tourism potential; Romania also ranks 3rd for US visitor-volume growth (Skift, 2015a). Moreover, Romania ranks 1st globally for the percentage of hotels offering customers free Wi-Fi, while only two other European countries, Poland and Slovakia, are also present in top ten (Deloitte, 2015c). Further, Romania ranks 5th worldwide for Wi-Fi quality; only three other European countries Sweden, Norway and Hungary appear in top 10 (Minardi, 2015). Consequently, if hospitality businesses continue or begin to capitalize on the digital marketing opportunities provided by today's technological infrastructure, there are signs that improvements can be expected on the long-run for both businesses and customers.

The purpose of this paper is to reveal the current tools and channels used by 4 and 5-star Romanian hotels in the online environment, regarding how they connect with their users and the challenging path they must follow to improve their online presence and to strengthen their capabilities for long-term competitiveness.

Numerous hotels have developed websites, using them as the main tool in promoting their products and services, aiming at attracting customers and also at providing them the opportunity to book rooms directly, via the website, without needing to contact intermediaries, like travel agents or specialized tourism platforms. Thus, hotels avoid paying fees to third-parties, selling, instead, directly to customers (Rus & Negruşa, 2014).

The continuous fast-track development of digital technologies and their natural adoption by users disrupts the linear paths and purchasing reasons exploited by hospitality businesses until now, as "nine in ten holidaymakers carried out online research before booking their last holiday" (Deloitte, 2015a). Hospitality businesses have been quite slow in adopting technology and adapting to the constantly changing consumer habits, while consumers seem to have gained more power related to tourist destination choice given the availability of information online. Consequently, "travel has evolved from a seller's to a buyer's market" (Deloitte, 2015a). Moreover, the purchase is strongly influenced by their constant search for the best deals, thus, the travel businesses' self-praise, assuming that they are the perfect option or that their prices are fair, is worthless and damaging for them, as information and the very many options to choose from are easily available online.

Further, after the completion of purchase and the experiencing of services, "consumers move from just using content to actually creating it by writing reviews" (Deloitte, 2015a), consequently their power and influence continue to increase, consumers becoming more influential than ever, while travel businesses face the risk of losing control of their reputation (Deloitte, 2015a). Building on the same idea, the (Skift-Boxever, 2015) report reveals the existence of "an aspect of authenticity in social proof that a direct-from-brand message just can't accomplish", proving that people are more likely to book a certain destination knowing that their friends/relatives or a significant number of people have recommended or liked it. Notorious travel brands have understood this from an early stage: *TripAdvisor* shows first the reviews of friends or of the *Facebook* friends' friends, and only afterwards it shows other reviews, too. *Booking.com*, on the other hand, with its friendly language and in-depth analyzed psychological methods, pushes the potential customer to book urgently by highlighting the number of people

simultaneously looking at the same property, the number of recent bookings, and the fragile scarcity of the still available rooms.

Discussing about the implications of the latest technology only makes sense if Millennials are brought into attention. Euromonitor International (2015) specialists define Millennials as the consumers ageing 25-34 years, who "represent a sizable demographic, ranging from 11% of the population in ageing Japan, to 18% in more youthful markets, such as Vietnam and South Africa, to 31% in extreme cases such as the UAE, where there is a large group of workforce age expats present". Travelling is very important for Millennials, who are estimated to account for approximately 20% of all international travelers and are expected to increase their number of trips by almost 50% between 2015 and 2020. They are strong users of technology and social media and seek to make real connections, authentic experience, and value for money (Euromonitor International, 2015). Nowadays hoteliers face a serious challenge, that of understanding how their clients relate to technological innovations and to which extent, respectively during which stages of their hotel experience, they are still eager to interact directly with the personnel. Only after they envision the customer experience they want to provide, can travel companies explore the technological options that best support the achievement of their goals (Deloitte, 2017).

2. Research Methodology and Sample

The current paper is designed as a case study, which aims at discussing the online presence of Romania's upscale and luxury hotels. A sample of 353 hotels (317 hotels ranking 4-stars and 36 units of 5-stars) officially active on Romania's market, in 109 localities throughout various tourist destinations, in 2015 (Autoritatea Națională pentru Turism/Ministerul Turismului, 2015) were analyzed from the perspective of their online presence. The analyses focused on the online performance of the hotels' websites relying on *Quality Criteria for Website Excellence* factors (World Best Enterprises, n.a.), completed with contemporary key-elements (mobile-friendliness, location, loyalty programs, reviews, awards, booking accessibility, and Social Media (SM) connections). A scoring system of 20 elements was developed (10

covering website-based advertising and 10 dedicated to advertising through other means). Each met criterion was granted 1 point. This scoring system enabled the results' analyses: by tourist destinations, the online performance and a correlation between the scorecards, average rates, review scores with the local and international awards received by the hotels. Several aspects were considered for each hotel: independent or nationally/internationally affiliated; overall website aspect (multi-lingual, features such as: website responsiveness, location services/map/*Google Maps* widget implementation, contact form, loyalty programs, customer testimonials, reviews/scores from *TripAdvisor*/*Booking*, and local/international awards). Special attention was granted to establishing whether the booking option is easily accessible and its connection with the websites' external online environment. Analyses of the external environment elements of the websites and their presence on SM, the existence/absence of apps and the possibility to check-in online, *Facebook* promotion and reservations/sale, the presence on *Booking.com*, *TripAdvisor*, and on Romanian tourism platforms (*Infoturism.ro*, *Travelro.ro*, *Plaja.ro*, *Viaromania.eu*, etc.). The ranking in Google results was also considered. The use of *Google AdWords* for the hotels' promotion was studied. *Booking.com* scores were also considered. Furthermore the results of the analyses (scorecards) and the *Booking.com* scores were correlated with the hotels' online performance and the prevailed rates in order to highlight the impact of meeting more criteria.

3. Results & Discussions: Issues, Controversies, and Problems

Surprisingly, as Figure 1 reveals, the websites of 11% of the 5* hotels and of 6% of the 4* hotels are available only in Romanian, whereas only less than a half of the 4* hotel websites are available in both Romanian and English. More than a quarter of the 4 and 5* hotel websites are translated into more than two languages. A number of 27 websites belonging to internationally affiliated hotels, operated under brands such as *DoubleTree by Hilton*, *Radisson Blu*, *Best Western*, and *InterContinental*, are available only in English.

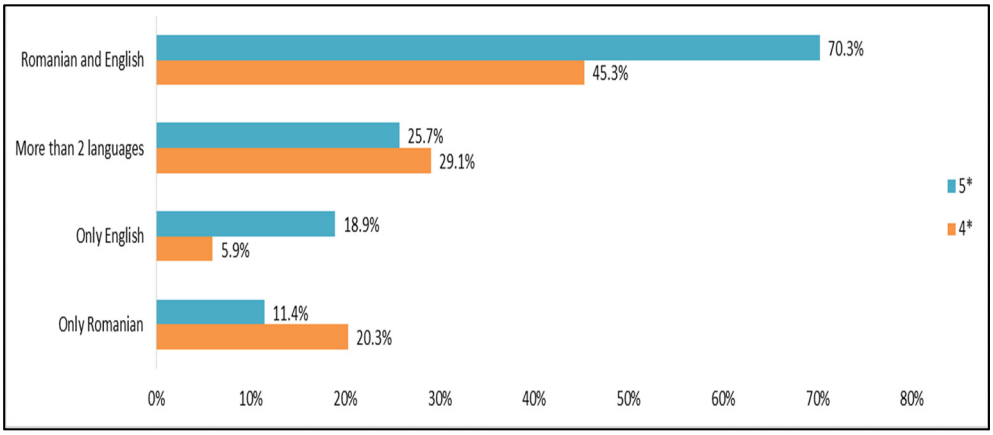

Figure 1. Foreign language usage on the websites of 4 and 5* hotels (general view)
Source: Authors' processing

Figure 2 presents the languages used most frequently by hotel websites, namely Romanian and English, followed by German, Italian, French, and Spanish; all other identified languages appear under the "other languages" category. *Google Translate* (present on some websites) was not considered an acceptable option for multilingual communication, as automated translation cannot ensure an accurate quality.

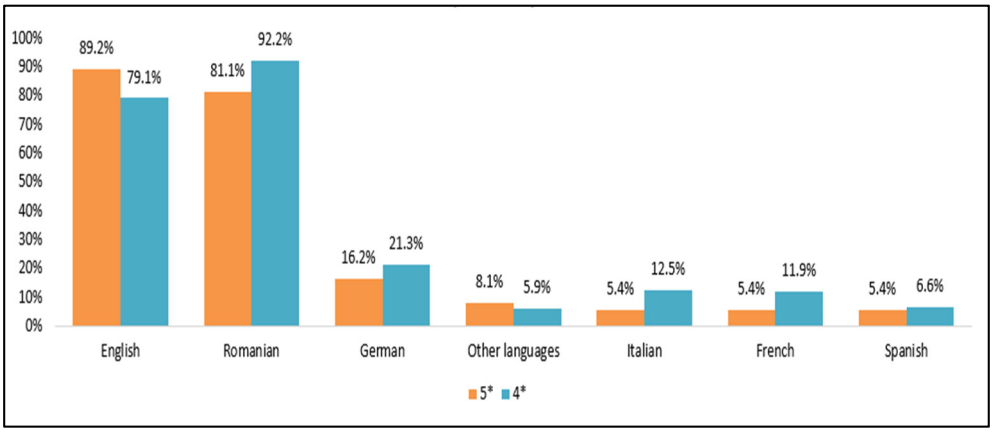

Figure 2. The presence of foreign languages on the websites of 4 and 5* hotels (detailed)
Source: Authors' processing

Another investigated aspect is related to how a website design is perceived, in fact, a really subjective matter. Only 70% of the hotel websites provide a pleasant experience. The analyses concerning the websites' aspect led to the identification of websites with designs that should not be used by 4 or 5* hotels and, in some cases, not even by any hotel, regardless of its classification. Examples include:

- errors and visible lines of programming codes that permanently appear on pages;
- repulsive or obsolete design, which could easily be mistaken as websites of lower hotel categories;
- websites that use high amounts of descriptive text.

Besides the sometimes-disappointing design, a factor that could be an advantage but often results in a disadvantage is the use of templates. A poor experience of a potential customer visiting a hotel website can often generate a negative impact on the decision-making process; thus, the traveler may: book on the website of a competitor that offered a better experience; write a negative SM review; share a story about an incident with family/friends; or even stop using a certain brand.

Frits van Paasschen, President and CEO of *Starwood Hotels and Resorts* points out the importance of mobile booking: "Mobile booking is becoming a fundamental part of how people travel. Mobile is growing multiples faster than the web did for us a decade ago…" (PrivewaterhouseCoopers, 2013).

Hilton Worldwide proves that investing in digital marketing significantly increases returns on investments, as: "Today's travelers have more research and booking options than ever. To search for a hotel, they will typically visit a variety of sites to compare rates, photos, reviews, availability, and other variables. They expect this information at their fingertips to help guide decision making and let them immediately book the hotel once their mind is made up, no matter which device they are using." (Google, 2015). Therefore, hospitality businesses need to constantly connect with customers through various mobile devices. In Romania, this represents a limitation, as less than half of the upscale and luxury hotels meet this demand.

Nowadays customers expect to have the possibility to use their mobile devices in hotels, thus, free Wi-Fi is actually one of the most sought features when researching hotels to book; in fact, 86% of the travelers expect Wi-Fi to be free of charge (Freeman, 2015). Romanian hotels fail to capitalize on such opportunities, with only 40% of them having mobile-friendly websites and only 8% having implemented mobile apps. A global survey of *TripAdvisor* revealed in 2013 that 87% of the tourists use a smartphone and 44% of them use a tablet while travelling, therefore, hotels reconsider all aspects of the guests' experience from booking to check-out, focusing on facilitating the use of such devices in rooms, meeting spaces, lobbies and front desk areas (Ernst & Young, 2015), and, furthermore, they generate push notifications for mobile devices (smartphones, tablets, smart watches, *Google* glasses) during the customers' stay, to increase reservations of additional services.

Recent and ongoing technological advances have facilitated guests' direct involvement in several hospitality processes, reducing human capital costs on the long run and leaving more time for the employees to develop in other aspects of the business. Thus, "self-service is now doing for the service sector what mass production once did for manufacturing, automating processes and significantly reducing costs. With self-service kiosks in hotels, restaurants, and airports, self-service options are becoming a part of everyday life." (Lema, 2009). Another research (Rafat, 2015b) reveals that 40% of the tourists use two devices and 58% of their budget spending occurs while travelling. Furthermore, almost 60% of the respondents consider the interaction with screens, in addition to but also instead of human interaction, to be increasingly acceptable if justified by clear benefits.

Easily locating a hotel through mobile devices is essential. About 80% of the websites have implemented the *Google Maps* widget, whereas the remaining fifth simply present an image showing the location of the hotel. Moreover, while smartphones/tables can be easily, and free-of-charge connected to GPS, only half of the websites are mobile-friendly, as Figure 3 reveals.

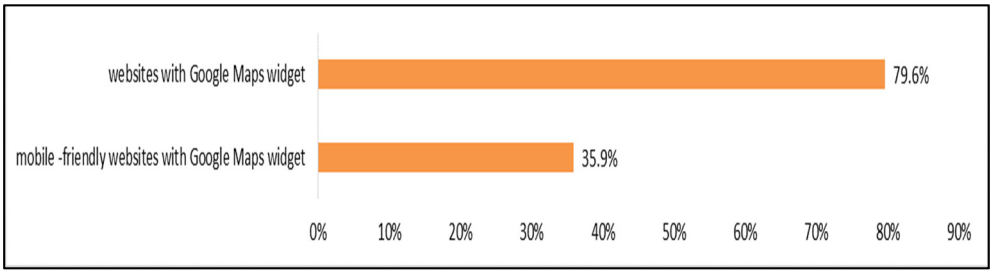

Figure 3. Information regarding hotel location on various mobile devices
Source: Authors' processing

Figure 4 shows that less than half of the hotels in each type of tourist destination have a mobile-friendly website with the *Google Maps* widget implemented.

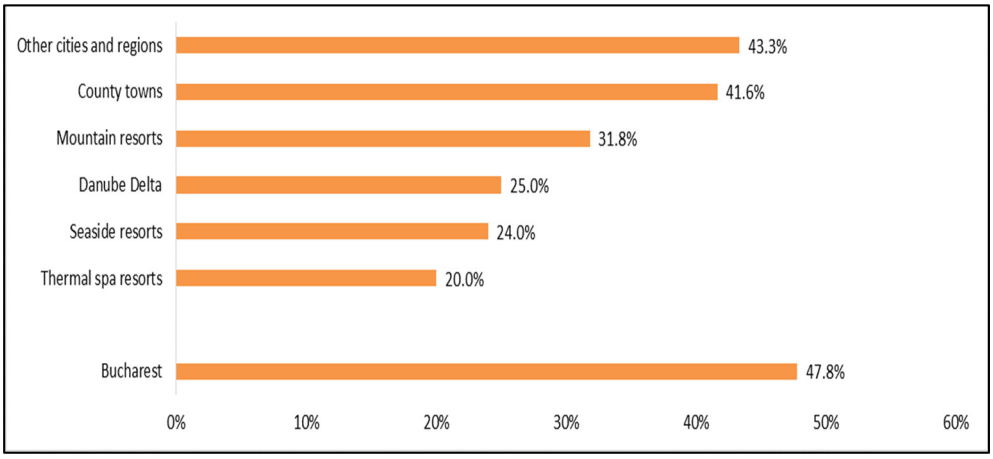

Figure 4. Mobile-friendly websites with Google Maps widget,
on tourist destinations
Source: Authors' processing

Direct communication is encouraged by only 55% of the websites, which have an online contact form, while the rest provide only an e-mail address.

Loyalty programs are essential tools enabling hotels to engage customers and to create a better, more personalized experience. Some

hotel loyalty programs are moving away from simple points-based programs to offering specific experiences, unique products and personalized services to members. Comprehending the customer's goal and how this can be achieved is an important next step. This is where big data steps in, the key being data delivered by digital tools and how information can be used to create genuine personalization at customer level (PrivewaterhouseCoopers, 2013). Only 13% of the Romanian hotels provide loyalty programs, with 77% of these programs belonging, in fact, to renowned international hotel chains. Thus, as data in Figure 5 show, it becomes obvious that Romanian managers do not fully acknowledge or understand the competitive advantage of loyalty programs or do not value their customer(s) enough.

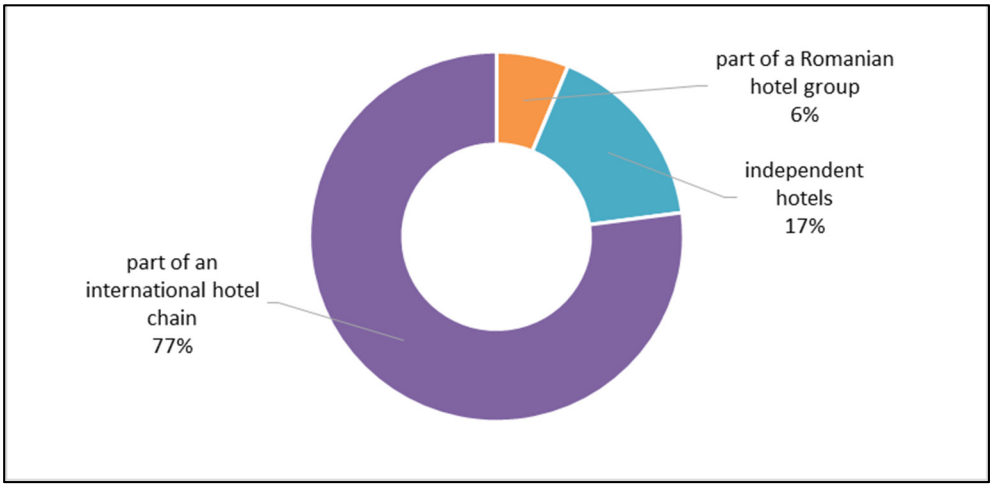

Figure 5. Loyalty programs of 4 and 5* hotels
Source: Authors' processing

Only one Romanian hotel group (namely, Ana Hotels, with 5 properties in its portfolio) provides a loyalty program. Furthermore, only 8 independent hotels (3 of 5*) implement such programs. *Wyndham Reward Points* is the most popular loyalty program, followed by *Best Western Rewards Points and Guest Loyalty Program* from *Group de Louvre*, as Figure 6 reveals.

Most hotels implementing a loyalty program are located in Bucharest and county residences (81%), the remaining 19% functioning in other types of destinations, except for the Danube Delta and the spa resorts where no hotel implements a loyalty program. Bucharest hosts 48% of the hotels that offer loyalty programs to their guests.

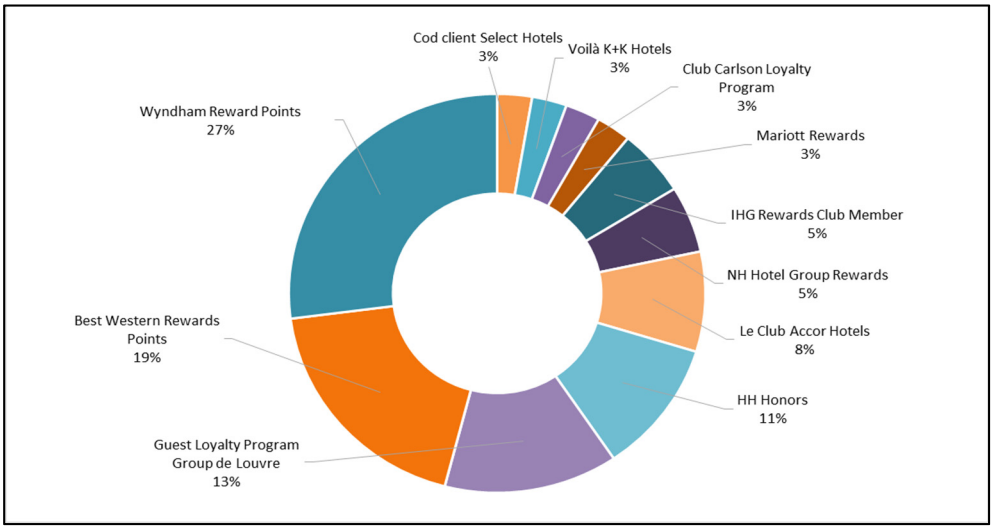

Figure 6. International hotel chain loyalty programs
Source: Authors' processing

A recent survey of UK respondents, a country with a high technology score (World Economic Forum, 2017), shows that 59% of the British holidaymakers compare prices online and consider that review websites have the most influence on their booking decisions. Moreover, their popularity is expected to increase significantly (Deloitte, 2015a).

Hotels ranking 4 and 5* feature superior amenities, facilities and services compared to lower category hotels. Therefore, they enjoy the possibility to set higher rates for both basic and additional services. Consequently, potential customers desire to get more information prior their booking decision concerning expected benefits at the destination and concerning the higher expenses compared to picking a lodging ranked lower.

Customer persuasion means that can be controlled by hotel owners are the look of the website, the pictures and keywords used, the interaction with the customer before arrival, etc. In addition, most tourists, particularly Millennials, are constantly connected with technology, using SM and platforms such as *TripAdvisor* and *Booking.com* before, during, and after the travel. Moreover, online reviews provide a reliable source of information for the consumers and, therefore, they become potentially valuable means of selling. Customers only get involved and are willing to contribute at their maximum potential if their virtual experience is gratifying, enjoyable and engaging; thus, according to Sigala, Christou & Gretzel (2012, pp. 33, 208), 88% of the leisure travelers reported being influenced by online travel reviews and looking up information on virtual travel communities, travel guidebook sites, and travel distribution sites. Hotels can be proactive and encourage clients to contribute with reviews by providing incentives (competitive prices, coupons, rewards for recurring customers, gifts, etc.). In Romania hoteliers could meet tourists' demands on their hotel websites by implementing free widgets linked to social networking sites (*TripAdvisor*, *Booking.com*). This is a preferred solution, as the use of testimonial-sections seems depreciated today, when specialized third-parties (*TripAdvisor*, *Booking.com*) are more trustworthy, increasing transparency and consequently boosting customers' confidence when seeking the best decision. Of the 353 hotels having their own website, only 11% have a testimonial-page and only 4% promote *TripAdvisor* reviews. Furthermore, only 13% of the hotels promote *TripAdvisor* or *Booking.com* scores through a widget on their own website, and only 4% display testimonials or reviews from *TripAdvisor* and the scores obtained on *TripAdvisor* or *Booking.com*.

Better reviews generate higher results for hospitality businesses, terms of booking volumes and also in revenues, having the ability to positively impact prices. Online guest satisfaction (expressed as review score) has a direct impact upon the financial performance of hotels (Anderson, 2012). Together with hotel classification systems, well-designed online guest reviews and user-generated content are essential topics of the hospitality and tourism sectors, providing independent and trustworthy information sources regarding the hotel's standard and services' and facilities' quality, enabling consumer decision-making

processes and the choice of a lodging facility (UNWTO, 2014). Norway and Abu Dhabi have already implemented customer reviews as a criterion in their own classification systems (UNWTO, 2015). Thus, customer expectations (the basis of classification systems) and various perspectives and changes in expectations (reviews) can simultaneously be formally monitored. Moreover, travelers are not expected to make more hotel reservations but rather to be willing to pay more for the hotels with the best reviews. In fact, 72% of a study's respondents picked hotels with higher average review scores, of which 60% chose the hotel with the highest average scores. Thus, hoteliers focusing on online reviews may benefit from increasing revenues and conversion rates, as well as optimizing pricing (Ady & Quadri-Felitti, 2015).

Millennials have already started to contribute to this in many emerging economies, where they are an unusually wealthy generation, who gain more than their parents and grandparents, and who are keen to demonstrate this. Millennials are optimistic concerning their financial future and are very willing to spend on certain areas: gadgets, clothes, health and fitness and life experiences (such as travelling) (Euromonitor International, 2015).

Again, only few hotels (15%) promote their local and international awards. Among them, 12 hotels are of 5* and 13 are internationally affiliated. Also, a small percentage of the hotels having received an award/prize promote at least one key element on their websites: testimonials, *TripAdvisor* or *Booking.com* reviews and/or scores. None of the hotels in Romania seem proud to be included in an official classification provided by *The Leading Hotels of the World*, *Travel+Leisure* or *World Best Hotels*, however more and more hotels are granted for the first time or some of them recurrent annual international awards like: *TripAdvisor Traveler's Choice*, *World Travel Awards*, *Five Star Alliance*, and *Condé Nast Traveler*.

Online reputation clearly affects hotel performance, with reviews being trusted information sources that provide travelers the chance to get a better picture of the property than by simply browsing through the official marketing communication or by asking peers (Horwath, 2016). From the hotel's perspective, reviews can improve hotels' service quality and online review data can be used to track improvements and to set measurable goals to achieve (PricewaterhouseCoopers, 2015).

The posting of false reviews can be easily overcome by using only qualified reviews and by only inviting tourists who have been accommodated; most Online Travel Agents limit the right to post reviews to those customers who have purchased a room on their site (UNWTO, 2014).

The focus on the transaction has always been a successful travel company's concern; today such enterprises go further improving booking possibilities by making them mobile and more flexible (Rafat, 2015a). Still, the ease of making a reservation on the hotel website involves much more than the mere existence of a booking form; important factors such as booking simplicity, requesting only essential information, providing clear information regarding room rates, etc. contribute to customer experience. Complex facilities, like storing purchase card details or customer information for future bookings, require secured and often costly applications.

A percentage of 15% of hotels do not have a reservation form on their website and 6% neither have a reservation form, nor a contact form. Therefore, customers who wish to close the deal on the spot have to contact the hotel and interact with the staff, while a survey revealed that more than 60% of the US consumers prefer to book online than to interact with the hotel staff (Ernst & Young, 2015).

In the light of Scott Cook's quote: "A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is", the importance of the online advertising quality increases.

Today, mobile applications seem to control hotel services. *Virgin Hotels* and *Marriott*, early innovators, have extended the implementation of apps from ordering room-service, to controlling thermostats, in-room music and television, thus, connecting the client to the room (Grant, 2015). None of the investigated Romanian hotels implement dedicated apps for use within the hotel. Only 8% of the hotels (22% of the 5* and 6% of the 4*) provide information about their services and facilitate online check-in on their mobile apps; in fact, these are internationally branded hotels. There also are hotels under *Mercure* or *Best Western* brands that do not feature mobile apps in Romania, although the brands provide apps; perhaps, this requires additional fees or such facilities are not stipulated in franchise or management contracts.

Most hotels (80%) have a *Facebook* account but 4% of them have a personal profile, instead of a business one. Only 48% of the hotels provide the 'Book Now' button on their profile. Furthermore, 68% of the hotels having a *Facebook* account promote it on their own website, the other third failing to take advantage of this channel. Using mobile and Internet-based technologies, hotels that implement SM aim at enhancing and transforming communication into an interactive dialogue between the hotel, its existing and potential clients, and third parties. By doing so, hotels aim at increasing their market visibility, at strengthening their competitiveness and at enhancing consumer confidence (Negruşa, Rus, & Sofică, 2014). At the same time, Millennials, linked together by their powerful connection to the Internet, are intensive SM users and are permanently in contact (Euromonitor International, 2015). Moreover, Deloitte (2015b) emphasizes that SM has become truly integrated in the travel and hospitality decision-making process, generating both opportunities and threats for the hospitality industry, even highlighting any inconsistencies between brand pledges and their implementation. At global level, SM platforms are the second source of inspiration for holiday planning, after recommendations from family and friends, being followed by television programs, presentation brochures and search engines (Deloitte, 2015c). The power of SM results from the fact that people, especially "Digital Natives" love to share everything, from simple updates, to desires and achievements, thus, "if a hotel can use social media to associate – in the mind and heart of the consumer – the consumer's wished-for or actual achievements to the brand of the hotel, then loyalty will be generated" (PrivewaterhouseCoopers, 2013). Furthermore, Millennials' relation with brands and the use of smartphones is complex; although they are commonly willing to "like" or "follow" brands, this behavior is not necessarily translated into brand loyalty, rarely meaning that they would promote the brand, as they follow brands on SM only for getting access to deals, coupons and specialized information (Euromonitor International, 2015).

In Romania, 61% of the analyzed websites have links leading to the hotel's SM accounts: *Facebook*, *Twitter*, *Google+*, *Instagram*, *Stumble Upon*, *Pinterest* or *YouTube*. Broken links or links leading to a deleted page or websites that only feature *Facebook* or *Google+* logos, without actually linking to these accounts were also identified.

With adequate investment and interest, hotel websites can become a great tool for promoting services, offers and for direct sales. Unfortunately, most of the Romanian 4 and 5* hotels do not invest enough in their websites, several keeping websites static, neglecting improvements or updates on the long run. To avoid losing competitiveness, companies need to adapt their strategies to attract and retain constantly connected and informed consumers. The challenge is to be present and easily accessible to consumers throughout their entire travel experience, from sending notifications, providing continuous assistance at the destination, and making additional bookings during the travel, to motivating customers to contribute with online reviews.

While hoteliers develop and expect their websites to be effective marketing tools, travelers tend to trust more contents created by peers, who do not seek to hide negative aspects (Ady & Quadri-Felitti, 2015). Furthermore, one fifth of the leisure travelers downloaded a travel-related app because the hotel's website provided a negative experience (Google, 2014). Still, a *TripAdvisor* research revealed in 2013 that 74% of the travelers reviewed a hospitality facility (lodging, food- or leisure-service) to share a positive experience with their network and not because something went wrong or they wanted to share frustrations, as many businesses assumed (Gonzalo, 2015).

In Romania, 96.5% of the upscale and luxury hotels are present on *TripAdvisor*, 90% on *Booking.com*, and each one is also present on at least one specialized local platform but only 59% advertise these booking channels on their website.

Although false reviews are inevitable, a *PhoCusWright* study found that 98% of the respondents had found *TripAdvisor* hotel reviews to accurately reflect experiences, and that 95% would recommend *TripAdvisor* reviews to others. Furthermore, 53% of the respondents reject booking a hotel that does not have any guest reviews on the site (UNWTO, 2015).

The new generation of specialized tourism platforms encourages and facilitates a higher level of social interaction among tourists. It provides an appropriate environment to exchange information, share experiences and stick with people who trust this information in planning future trips. It also provides unprecedented opportunities for hoteliers to understand market reactions to what they offer and to achieve desired

results. For example, *TripAdvisor* reviews and scores help hotels gain better understanding concerning customers' likes or dislikes about their business, respectively of their competition.

A percentage of 51% of the Romanian hotels (58% of 5* and 51% of 4* hotels) appear on the first *Google* results page, when searching after their locality. Also, 36% occur in the first 5 results and 15% appear only after the first 5 results on the first page. Still, there is a small group of hotels (4%) that are the only ones of their classification in their locality but which do not appear on the first results' page. *Google Ads* is used by 81% of hotels, however only 51% of them appear on the first results' page. This situation highlights the reluctance of local managers to advertise hotel ratings, although this information can be easily found online by potential customers.

The correlation of the online performance with *Booking.com* scores and the prevailing average rates, led to the results illustrated in Figure 7.

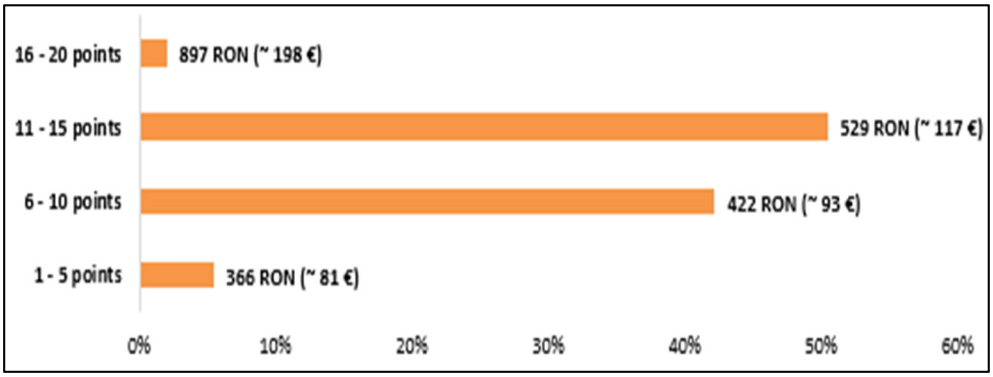

Figure 7. The 4 and 5* hotels' online performance correlated with the average prevailed rates
Source: Authors' processing

Most hotels have obtained a minimum of 6 and a maximum of 15 points, with an average of 10 points; on average, 5* hotels met 13 criteria and 4*, only 10. Combined with the hotels' rates, these figures highlight the impact of online promotion efforts, both through their websites and on other online means.

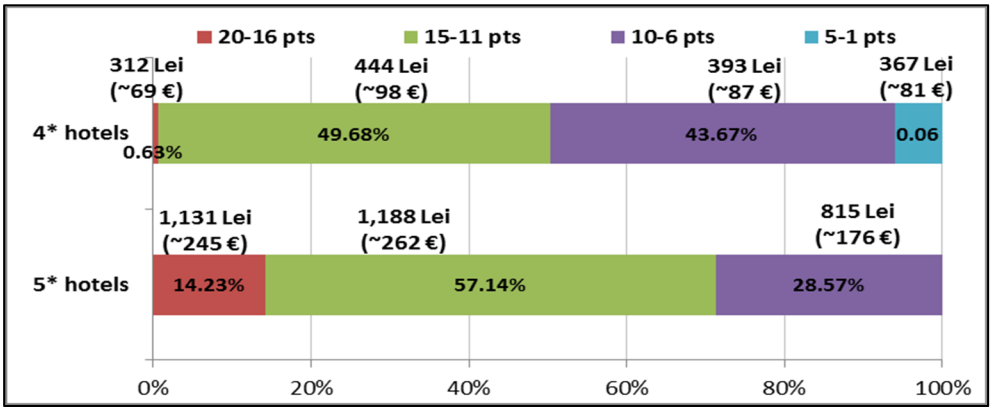

Figure 8. Ratings obtained by 4 and 5* hotels correlated with their average rates
Source: Authors' processing

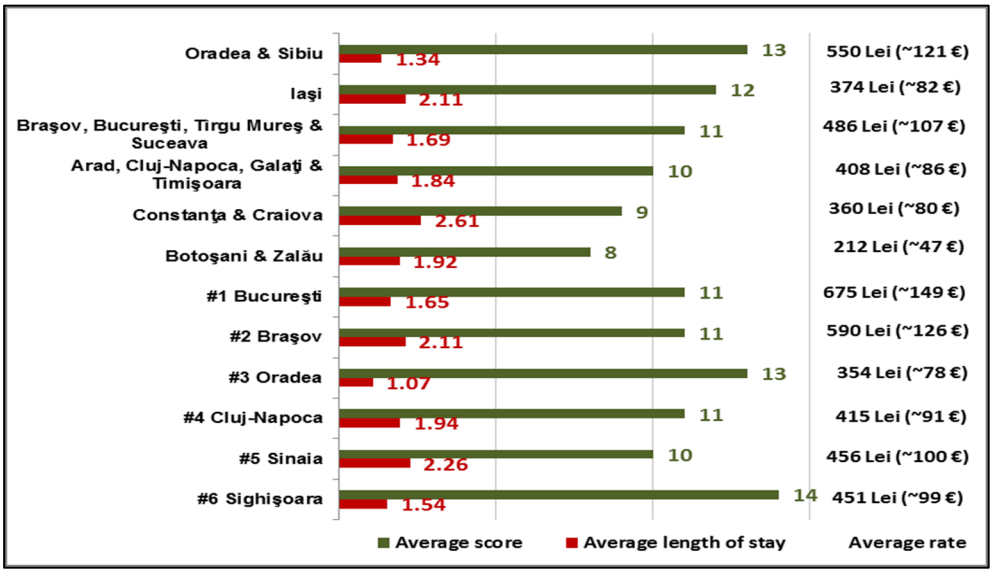

Figure 9. Hotel online performance in county residences and in the most popular Romanian destinations, correlated with Booking.com scores and prevailed average rates
Source: Authors' processing based on: NAT, 2015, NIS, 2015, hotel websites, Booking.com and TripAdvisor

Obviously, the number of criteria met has a high impact on average rates (as observed in Figure 8); thus, a low number of criteria met leads to

a significant drop in average rates, especially beginning with the range 15-11 points, which actually includes most of the hotels. As Figure 9 reveals, visible differences stand out when county residencies are analyzed.

County residencies that have a minimum of three hotels of 4 and 5*, which meet most criteria are Oradea and Sibiu (13 points each), Iași (12 points), and Brașov, Bucharest, Tîrgu Mureș and Suceava (11 points each). The impact upon the average rates charged is high, accounting for nearly 100 Lei (~22 €) for each criterion met.

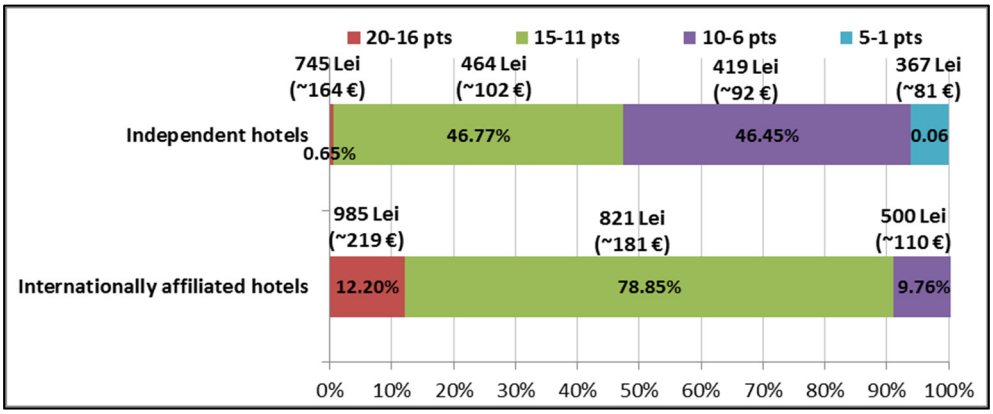

Figure 10. Scores of internationally affiliated hotels compared to independent hotels
Source, Authors' processing

By analyzing only the hotels affiliated to an international chain, one can observe that they obtained much higher scores, 12% having between 16 and 20 points, 78% between 11 and 15 points (compared to 47% for independent hotels) and the remaining 10% met a minimum of 8 points. As observed in Figure 10, internationally affiliated hotels meet on average 3 criteria more (13 points in total) than independent hotels or hotels belonging to a Romanian group. Consequently, "while information technology undoubtedly projects opportunities and benefits for hotel companies, its success largely depends on how hotels adopt and implement new technology. Of all the influential factors, hotel brand affiliation (i.e. chain or independent) plays a tremendous role in a hotel's inclination towards IT adoption." (Sigala, Christou, & Gretzel, 2012, p. 53).

Thus, for each of the four intervals there are significant differences between the average prevailed rates of internationally branded hotels compared to the independent ones.

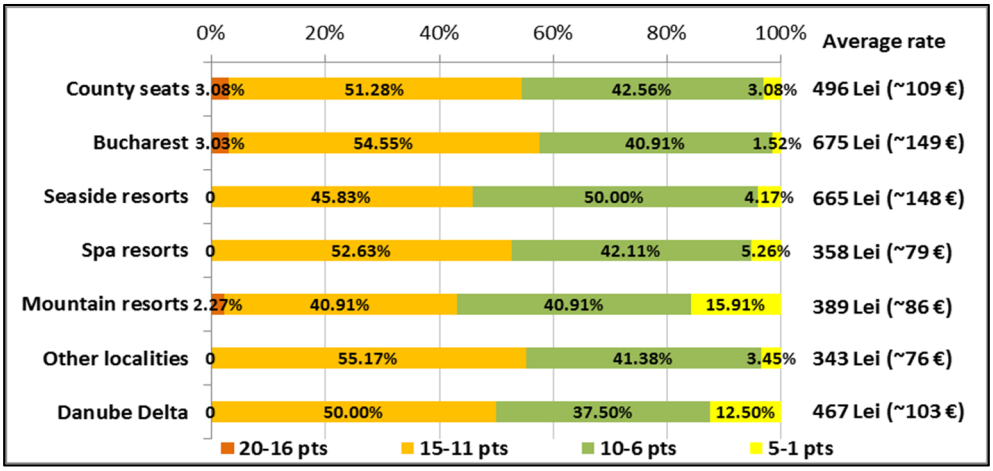

Figure 11. Hotel scores per tourist destination
Source: Authors' processing

Regarding hotel scores obtained per tourist destinations, as calculated in Figure 11, a number of 5 destinations had over 50% of the hotels scoring at least a minimum of 11 points (county Bucharest, residencies/seats, spas, other localities, and Danube Delta). Only three destinations host hotels which have met over 16 criteria (Bucharest, county residencies and mountain resorts).

According to *TripAdvisor*, in January 2015 (TripAdvisor), the most popular destinations in Romania were Bucharest and Braşov (11 points and an average rate of 560 Lei (~123 €), each), followed by Oradea (13 points and an average rate of 354 Lei (~78 €)), Cluj-Napoca (11 points), Sinaia (10 points) and an average rate of 456 Lei (~100 €) and Sighişoara (ranking 6th, with 14 points and an average rate of 451 Lei (~99 €)). In each of these cases, presented in Figure 9, there is a direct link between the scores obtained by each of these cities and the average prevailed rates by the hotels in these destinations.

The analyses show that Romanian hotels know how to advertise themselves better through other online means and SM than via their

websites. Only 15% of the hotels are distinguished with a national or international award, given the numerous weaknesses, together with the lack of mobility in increasing visibility and revenues, without loyalty programs that help promote hotels and with the lack of incentives for customers to contribute with reviews. Thus, the hotels that have received an international award have achieved an average of 14 criteria, have a minimum *Booking.com* score of 8.5 and their average rate is as high as 1,670 Lei (~367 €).

Booking.com, the world's largest OTA, has over 30 million qualified reviews (UNWTO, 2015). Of the 353 hotels, 86% of them are actively present on *Booking.com* (10.5% of 5* and the remainder of 4*). All of these hotels are also present on *TripAdvisor*. As it can be seen in Figure 12, the average review score was 8.3 for the total number of hotels of 4 and 5*, namely 8.3 for the 4* hotels and 8.6 for the 5* hotels. In 10 out of the 11 cases, when higher the review score on Booking.com, higher the number of criteria met.

Type	Score (points)	5* hotels			4* hotels		
		(%)	Average rate	B.	(%)	Average rate	B.
Total	20-16 pts	1.63%	1131 Lei (~245 €)	8.7	N/A	N/A	N/A
Affiliated		0.98%	1388 Lei (~306 €)	8.7	0.65%	313 Lei (~69 €)	8.8
Independent		0.65%	745 Lei (~164 €)	8.7	N/A	N/A	N/A
Total	15-11 pts	6.55%	1188 Lei (~262 €)	8.6	48.50%	445 Lei (~98 €)	8.4
Affiliated		2.25%	1924 Lei (~424 €)	8.6	8.15%	512 Lei (~113 €)	8.3
Independent		4.26%	793 Lei (~175 €)	8.6	40.30%	432 Lei (~95 €)	8.4
Total	10-6 pts	2.25%	794 Lei (~175 €)	8.3	37.30%	396 Lei (~87 €)	8.1
Affiliated		N/A	N/A	N/A	1.31%	500 Lei (~110 €)	8.5
Independent		2.25%	794 Lei (~175 €)	8.3	35.70%	393 Lei (~87 €)	8.1
Total	5-1 pts	N/A	N/A	N/A	3.27%	339 Lei (~75 €)	7.8
Affiliated		N/A	N/A	N/A	N/A	N/A	N/A
Independent		N/A	N/A	N/A	3.27%	339 Lei (~75 €)	7.8

Figure 12. Ratings of 4 and 5* hotels correlated with review scores and their average rates
Source: Authors' processing

Nowadays it is no longer sufficient to only reach targeted customers; businesses must know them in detail in order to be able to

provide personalized services and experiences. *Big Data* processing means using the best practices for integrating and analyzing large data sets, training and employing experts to manage them and then maintaining those efforts over time in order to reach their full potential. This often involves implementing specialized software and experts say that the ROI exceeds the initial high expenditure.

Hotels which use archaic systems face difficulties when gathering and processing information to share, compare, analyze, and visualize big data. Hotels need to update their decades-old customer-relations management systems, retrofitting their databases and user interfaces (Cendyn/ONE-Skift, 2015); in this context, employing data scientists becomes crucial (Gershkoff, 2015).

Today hotel service consumers interact with dozens of websites, digital channels and SM while planning and taking travel decisions; bookings are done on different mobile devices: laptop, smartphone, tablet, etc. Moreover, during their clients' stay, hotels can take full advantage of their mobile devices and increase interaction by advertising services (e.g. spa, restaurant, bar, room-service, etc.). Finally, after check-out, hotels can capitalize on their customers' experience by encouraging them to share it on the same digital means used for prior departure research; thus, the cycle is continued in the future by the same or by another potential client, as Deloitte (2015a) points out: "the consumer journey has changed from a linear path to a cycle, where each consumer's experience feeds into another consumer's decision process." Furthermore, as people use their mobile devices increasingly when booking flights and hotels or for other travel-related purchasing (all amounting $96 billion and accounting for 12.5% of global online sales in 2014), hospitality enterprises will soon be able to use collected data for personalizing their offers (Young, 2015).

Many of the analyzed hotels use obsolete or inappropriate software, such as *HostWare*, *Freya Hotel* or *Saphir Hotel by Ram-Tech*, each focusing on single and unique transactions, and on the customer's blacklist history. Other software, like *SoftBrands Medallion*, *Imperial Rooms* or even *MS Office Excel*, in some cases (without understanding pivots or complex formulas) make it difficult if not impossible to gather, process and analyze big data. Most software solutions resume to

providing only simple reports (accommodation, check-out, night-audit, revenue reports), without any specific or recurrent customer insights; furthermore, very often it is impossible to choose factors for generating a personalized report. Still, although affordable software, such as *Vilicotel*, *HoteloPro*, *Micros Opera* and *Micros Fidelio* are available; these store a history of services per each individual customer, these features are rarely used. Overall, hotels lag behind when it comes to technology implementation and to capitalizing on the benefits of big data processing that enables businesses to correlate SM profiles with customer preferences, to gain their loyalty (Cendyn/ONE-Skift, 2015). Four steps can, and should, be undertaken in this respect: to connect all data from disparate brand systems into a single repository, to generate previously unidentified guest-behavior patterns; to use software to organize, analyze, and extract the details from the gathered data; to employ data scientists, trained and capable of visualizing, processing and interpreting data; to implement IT&C solutions that track and measure the impact of big data usage (Cendyn/ONE-Skift, 2015). Eventually, the results obtained from big data analyses lead to identifying relations, patterns and trends otherwise not visible, further used in segmenting and targeting desired customers.

While mature digital businesses focus on integrating digital technologies (SM, mobile, analytics, and cloud) in their service, less-mature digital businesses (e.g. the hospitality industry in Romania) focus on solving discrete business problems with individual digital technologies (Deloitte, 2015d). Today, when customers are highly unpredictable and digital channels seduce marketers who feel anyone can be reached, segmenting and targeting become essential. SM and digital channels are social for customers but businesses must treat them as highly valuable sources of information and tools for loyalty building. As opposed to traditional marketing, digitalization provides access to identities, mindsets and behaviors, essential competitive advantages and complex marketing toolboxes for any business. Interaction with customers becomes truly in-depth, thus "the people tasked with using the digital media should be champions of the company's business goals and whatever will achieve them, not champions of Twitter or Facebook or LinkedIn" (Deloitte, 2015c).

Top-managers play a key role in allotting resources and adopting new technologies, as they must be able to comprehend and estimate their future positive impact (Deloitte, 2015d). While independent hotels' managers see digitalization as a defense mechanism against the fear of lagging behind the competition, top managers of chain hotels perceive technology adoption as a strategic marketing decision, providing customer understanding and retention (Sigala, Christou, & Gretzel, 2012, p. 61).

Romanian upscale and luxury hoteliers should consider the following recommendations:

- to stay updated with the essential current technologies to better promote properties online;
- to improve the properties' facilities, to constantly train employees and increase awareness that they are the ones providing added value to the business;
- use online reviews as insights into customers' minds and as a resource to improve the properties' facilities and provided services;
- to motivate guests with incentives (coupons, discounts, etc.) to share their experience online;
- to parse and analyze guest-related information and to use data to provide a personalized guest-experience.

4. Conclusion

The current state of digital technologies in Romanian hospitality businesses is not surprising, given the rapid development of digital marketing in general. However, companies should not underestimate the challenge, if companies still want to exist in the future and not to be stuck with poor revenues, they cannot continue using yesterday's technology. Some future research directions can further discuss the development of upscale and luxury hotels and can also cover 3-star hotels, respectively other hospitality businesses, too (e.g. upscale and luxury restaurants – internationally branded or independent, travel agencies, and destinations and DMOs).

The main findings of the paper focus on the criteria met by 4 and 5* hotels on their websites and in the online environment:

- most hotels (97%) have a website but only 70% of them provide a positive experience;
- 11% of the 5* hotels and 20% of the 4* hotels have websites available only in Romanian, while foreign tourist arrivals have reached 68% in 5* hotels and 38.1% in 4* hotels in 2016;
- only 40% of the websites are responsive/mobile-friendly;
- many websites (80%) feature the *Google Maps* widget but only 36% are also responsive/mobile-friendly;
- 15% of the websites do not have a reservation form and 17% display incomplete information about rates or none at all;
- only 23% of the independent hotels or affiliated to Romanian groups promote loyalty programs on their websites;
- although 90% of the hotels are present on *Booking.com* and 97% on *TripAdvisor*, only 4% advertise scores on their websites and only 11% have a special testimonial-section;
- less than 10% of the hotels received international awards;
- although 80% of the hotels have a *Facebook* account, only 48% of them provide booking facilities, and 32% do not advertise profiles on their websites;
- only 8% of the hotels (all internationally branded) offer mobile apps for online check-in;
- 81% of the hotels use *Google AdWords*, however only 51% appear on the first *Google* results page by their locality.

These results highlight the importance of hoteliers to embrace useful advice and guidelines on capitalize on digitalization and to better present their properties online, respectively how to maximize the interaction with their customers and potential guests.

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ROMANIAN URBAN TOURISM: A SURVEY OF ACCOMMODATION FACILITIES

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ABSTRACT. Urban areas have been long since considered important tourism destinations. By offering a broad and heterogeneous range of attractions, urban tourism provide various choices for different types of tourists and segments of tourism market. Despite being considered an important form of tourism world-wide (Ashworth & Page, 2011), the aggregate volume and value of urban tourism remain unknown at global level (Heeley, 2015). In Romania also, urban tourism is also dominant from tourist arrivals viewpoint. Though, the official documents concerning tourism development in Romania do not include an integrated vision on urban tourism.

The present paper discusses the evolution of urban tourism accommodation facilities in Romania's urban areas between 2005 and 2016 at national and regional level and offers a complete picture of urban tourism evolution over a decade. The study includes all the officially registered lodgings, as they appear in the official database offered by the central authority for tourism, including 40 counties and 7 development regions. Furthermore, the survey includes all the types of accommodation facilities registered in urban areas and the whole range of lodging capacities, including the category of 1 to 4 rooms not taken into consideration by the National Institute of Statistics (NIS). The study also provides a profile of the lodging facilities for the Romanian urban localities.

The present study complements the previous study of Pop et al. (2017) and use the same structure for presenting the data in order to allow the comparison between urban and rural tourist accommodation facilities development between urban and rural areas in 2005 and 2016.

Keywords: urban tourism, lodging, growth, Romania

JEL Classification: L83

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Introduction and literature review

Urban areas have been long since considered important tourism destinations (Postma et al., 2017; Moradi et al., 2017). The (main) characteristics that recommend cities for tourism are: a) an important concentration of historical and cultural attractions, including festivals and art (Moradi et al., 2017; Dumbroska & Fialova, 2014; Bock, 2015); b) a wide range of other leisure facilities (shopping centres, amusement and zoo parks, congresses and conferences, night-life), as mentioned by Moradi et al. (2017) and Ashworth (2012); c) sport and health facilities (Ashworth, 2012); d) a well-developed infrastructure of a wide range of services, from transportation and communications to food and accommodation (Dumbroska & Fialova, 2014; Scott & Cooper, 2010; Edwards et al., 2008); e) hosting important economic and administrative entities; f) an increased level of accessibility through airports, railway stations and other scheduled services (Edwards et al., 2008).

Hence, by offering a broad and heterogeneous range of attractions, urban tourism provide various choices for different types of tourists and segments of tourism market (Romao et al., 2018; Ashworth, 2012; UNWTO, 2018).

Urban tourism continues to be a growing phenomenon world-wide (Ashworth & Page, 2011; Fernandez & Escampa, 2017) and its popularity grew due to changes in the way of travelling and in the decreasing length of holidays (Fernandez & Escampa, 2017). During the last decades the trend of replacing a long annual holiday with several shorter holidays (Bock, 2015) made cities more attractive for tourists due to the variety of services, products and experiences on offer (Jesus & Franco, 2016). Moreover, the cities (mainly the large ones) accommodate and absorb almost effortlessly a wide range of tourist preferences, motivations and cultural perspectives (Ashworth & Page, 2011; Jesus & Franco, 2016). Therefore, urban tourism tends to be less seasonal, though in some cases it presents important differences between the working days, weekends and/or bank holidays (Fernandez & Escampa, 2017).

Due to its adaptability, urban tourism can represent a solution to problems like deindustrialization (Fernandez & Escampa, 2017) or the revitalization and development of historic town centers (Jesus & Franco, 2016). Nonetheless, it cannot be seen as a panacea, since the cities that are most economic dependent upon tourism are likely to benefit the least from it, while the cities with a large and varied economic base are in a better position to capture tourism's benefits, as highlighted by Ashworth & Page (2011).

Despite being considered an important form of tourism world-wide (Ashworth & Page, 2011), the aggregate volume and value of urban tourism remain unknown at global level (Heeley, 2015). Furthermore, although a growing phenomenon at international level (Fernandez & Escampa, 2017), urban tourism received a relative modest amount of attention from scholars (Ashworth & Page, 2011). The urban tourism field of study remains fragmented and, in some areas, incipient (Postma et al. 2017). The scarcity of studies concerning urban tourism, mainly regarding Central Europe, is further revealed by Dumbroska & Fialova (2014).

For Romania, based on the average figures for 2001-2017 (2018 National Institute of Statistics/NIS data via Tempo Online), urban tourist arrivals represented 86.49% of total tourist arrivals at national level. Of the total urban tourist arrivals, Bucharest concentrated 17.44%, while the other 40 county residences had a share of 30.12%. Nonetheless, the 2007-2026 Master Plan for National Tourism Development does not include an integrated vision for urban tourism development, though scattered mentions exists under the sections dedicated to business tourism and Bucharest city breaks.

Furthermore, despite the important position of urban tourism, to the best of our knowledge, no comparative longitudinal studies regarding urban tourism, including the accommodation facilities, are available for Romania, following the scarcity pattern already mentioned in the international academic studies. Though, various aspects of urban tourism were investigated for several Romanian cities in a series of academic studies, like the topic of cultural tourism in historic towns by Bucurescu (2015) and the role of urban festivals for several Romanian cities by Popescu & Corbos (2012). Among the most frequent studied cities are Bucharest (Iovitu et al., 2013; Zamfir & Corbos, 2015; Tigu et al., 2018), Brasov (Popescu & Corbos, 2010; Candrea et al., 2012; Candrea et al., 2017), Craiova (Badita, 2012; Badita, 2013; Cianga & Popescu, 2013), Cluj-Napoca, also studied as European Youth Capital in 2015 (Cosma, 2006; Cosma &

Negrusa, 2008; Yolal et al., 2014, Fleseriu et al.2018), and Sibiu, mainly studied as European Capital of Culture in 2007 (Cosma et al., 2009; Draghici et al., 2015; Richards & Rotariu, 2015).

The present paper discusses the evolution of urban tourism accommodation facilities in Romania's urban areas between 2005 and 2016 at national and regional level and offers a complete picture of urban tourism evolution over a decade. The study includes all the officially registered lodgings, as they appear in the official database offered by the central authority for tourism, including 40 counties and 7 development regions[3]. Furthermore, the survey includes all the types of accommodation facilities registered in urban areas and the whole range of lodging capacities, including the category of 1 to 4 rooms not taken into consideration by the National Institute of Statistics (NIS). The study also provides a profile of the lodging facilities for the Romanian urban localities.

The present study complements the previous study of Pop et al. (2017) and use the same structure for presenting the data in order to allow the comparison between urban and rural tourist accommodation facilities development between urban and rural areas in 2005 and 2016.

Data and methodology

Similar with Pop et al. (2017), this study is based on the data provided by the official database offered by the central authority for tourism at the end of 2005 and respectively 2016[4]. The observations made by Pop et al. (2017) regarding this database remain valid for the present study.

The study includes all the accommodation types located in urban areas and the component localities[5]. Romanian urban localities are of two categories: municipalities, usually larger and with better urban facilities, and towns, smaller and with a lower number of urban facilities.

Since the study complements the previous study of Pop et al. (2017) regarding the rural lodgings, for comparative reasons, Ilfov county and Bucharest were excluded. Ilfov county's urban localities were considered to be under the influence of Bucharest due to its proximity. Bucharest was excluded due to its special position as Romania's capital.

[3] See Annex 8 for detail on the counties and development regions.
[4] http://tourism.gov.ro/web/autorizare-turism/
[5] Usually the localities surrounding the urban localities (located at 200 m or less from the urban locality limit, measured on the access roads) are under the respective municipality or town administration (http://sgg.gov.ro/legislativ/docs/2016/08/kj08r7nvyfgph2szw_x3.pdf.)

The study also uses the number of lodgings and the number of rooms to express the lodging capacity for the same reasons mentioned by Pop et al. (2017) in Data and methodology section.

The present paper uses mainly descriptive statistics and critical interpretation of the available data in order to construct the accommodation profile of urban areas in Romania.

Findings and discussions

At the end of 1989, Romania had 55 municipalities and 203 towns. Between 1990 and 2005, a number of 47 towns became municipalities, increasing the number of these urban localities at 102. During the same period, 52 communes became towns. The year with the highest number of transformations was 2004, when 1 town became municipality and 39 communes became towns[6]. The last transformation of a commune in a town took place in 2006. Since 2007 there were no more transformations of rural localities in urban localities. All these numbers do not take into consideration the Ilfov county and Bucharest. The structure by population of Romania's municipalities and towns in 2005 and 2016 is presented in Appendix 7.

The growth of urban lodging facilities

Between 2005 and 2016, the urban accommodation registered an overall growth. The urban lodgings number grew 1.94 times (slightly higher than the 1.85 times for the total lodgings), while the lodging capacity increased 1.40 times (slightly lower than the 1.56 times for total rooms). These data are supported by the descriptive statistics in Table 1 which shows an advance in mean and median for urban lodgings and rooms. This development of urban lodgings is based on the following

[6] Four other years registered a relative high number of such transformations: during 1994, 9 towns became municipalities and 2 communes became towns; during 1995, 13 towns became municipalities; during 2000, 9 towns became municipalities and 1 commune became town; during 2003, 6 towns became municipalities and 7 communes became towns. However, within 6 counties no transformations occurred between 2005 and 2016, these counties continuing to have the same number and structure of urban localities. These counties are: Bistrita-Nasaud and Salaj (North-West region), Braila, Galati and Tulcea (South-East region) and Giurgiu (South Muntenia region).

supporting factors: a) the increased availability of financing resources via bank loans, easier to access in urban areas; b) the increased interest for urban lodgings as an alternative for business diversification and, in some cases, for the ownership of a vanity or trophy property as suggested by Pop & Coros (2011).

Table 1. Descriptive statistics of urban lodgings and rooms based on the 40 counties

Descriptive statistics	Urban lodgings		Urban rooms	
	2005	2016	2005	2016
Mean	77	150	2,236	3,122
Median	37	82	905	1,472
First quartile	16	32	397	737
Third quartile	83	189	1,742	3,048
Minimum	3	15	110	348
Maximum	580	1,048	41,070	44,118
Observations	40	40	40	40

Source: authors' calculations based on the official authority for tourism database

In Appendix 1 a more detailed situation is presented by counties and development regions, including the resorts of national and local interests (see Appendix 7a and 7b of Pop et al., 2017) and the mention of urban localities hosting a WHS (World Heritage Site).

Within all the counties, the urban lodgings registered an increase in number. The only county which registered a decrease in urban rooms is Ialomita. This can be explained by its special situation: Ialomita county includes a spa resort of national interest, the town of Amara, developed mainly during the communist period and where one of the largest hotel in the country was built[7]. The database of 2016 does not include this hotel. Despite the increase in urban lodging number, the new lodgings, of small capacity, could not compensate for the absence of the above mentioned hotel from the database.

Table 2 presents the top 5 and the last 5 counties based on urban lodging and respectively urban room growth rate. In top 5 counties, with the exception of Mures county, the urban lodgings were less than 25 in

[7] Hotel Lebada with 507 rooms, from Amara, was identified by (Pop et al.2007) among the Romanian largest hotels. The hotel is not included in the 2016 database, the reason why being unclear.

2005, while the number of urban rooms was less than 500 at 2005 level for all these counties. With the exception of Mures and Alba counties, which became increasingly popular as urban destinations during the last 5 years, the remaining counties are not well known for their urban tourist destinations.

The last 5 counties, with the exception of Botosani, include well known spa and mountain resorts of national and local interests, with a developed accommodation base dating back to the communist period. Therefore, any new development was reported to an existing important number of lodgings, generating lower growth rates.

Table 2. The top 5 and the last 5 counties based on the growth rate between 2005 and 2016

Top 5			
County	**Urban lodging growth rate (%)**	**County**	**Urban room growth rate (%)**
Teleorman	433.33	**Gorj**	295.82
Salaj	366.67	**Salaj**	288.29
Gorj	316.67	**Alba**	249.53
Mures	278.26	**Teleorman**	216.36
Satu-Mare	266.67	**Satu-Mare**	165.63
Last 5			
County	**Urban lodging growth rate (%)**	**County**	**Urban room growth rate (%)**
Prahova	26.10	**Ialomita**	-26.98
Ialomita	38.89	**Caras-Severin**	6.87
Covasna	46.00	**Constanta**	7.42
Sibiu	54.89	**Bistrita-Nasaud**	10.39
Valcea	56.83	**Botosani**	19.56

Source: authors' calculations based on the official authority for tourism database

The spatial distribution of urban lodgings

Appendix 2 presents the spatial distribution of urban lodgings and rooms, by counties and regions, in relation with the urban resorts of national and local interests and the WHSs located in urban areas.

The level of urban lodging and room concentration diminished between 2005 and 2016, as shown by the decrease in median values

and the maximum values, and also by the increase in minimum values in Table 3. Furthermore, this decrease is confirmed by decline in concentration level for the top 5 (respectively top 20) counties which concentrated in 2005 about 54.84% (90.07%) of urban lodgings and 69.75% (90.91%) of urban rooms versus 46.96% (86.68%) urban lodgings and 56.10% (87.53%) of urban rooms in 2016. This evolution suggests that new urban destinations emerged within various counties, confirmed by the data in Table 2 for the top 5 counties growth rates.

Table 3. Descriptive statistics of urban lodgings and room distribution based on 40 counties

Descriptive statistics	**% of county urban lodgings of total urban lodgings**		**% of county urban rooms of total urban rooms**	
	2005	**2016**	**2005**	**2016**
Mean	2.50	2.50	2.50	2.50
Median	1.18	1.37	1.01	1.18
First quartile	0.53	0.53	0.44	0.59
Third quartile	2.69	3.15	1.95	2.44
Minimum	0.10	0.25	0.12	0.28
Maximum	18.81	17.49	45.91	35.33
Observations	40	40	40	40

Source: authors' calculations based on the official authority for tourism database

Table 4 presents the top 5 and the last 5 counties based on the urban lodgings and rooms spatial distribution. The top 5 counties in 2005 own their positions to the communist period when an important number of hotels were built on the Romanian littoral (Constanta county), within the mountain resorts of Prahova and Brasov counties and the spa resorts of Valcea and Caras-Severin counties. The majority of the littoral, mountain and spa resorts within these counties are resorts of national interest. The only exception is Sibiu county which does not host resorts of national interest. As of 2016 the situation registered a slight change with the entries of Suceava and Mures counties. Suceava county witnessed the upgrade of two towns to the status of resorts of national interests (Vatra Dornei, a known spa resort and Gura Humorului) which seems to trigger an increase in lodging development. Mures county

evolution seems to be influenced by the increase in popularity of Sovata (spa resort of national interest) and of Sighisoara (with its historic city center as WHS).

The dominant position of Constanta County in 2005 and 2016 (despite a decrease in percentages showing the spatial concentration level) reflects the popularity of Romanian littoral as a tourist destination. The gap between Constanta county and the second position of Brasov county in 2016 is important and cannot be easily reduced, even if Brasov county urban lodgings will continue to grow at the same pace over the next decade. It is interesting to mention for Constanta County the decrease in lodging size (number of rooms); Appendix 5 shows a decrease of about 17% for the lodgings with more than 50 rooms, between 2005 and 2016.

Prahova county, which includes Prahova Valley, a popular mountain destination, concentrates the urban accommodation facilities mainly in 6 resorts (4 of national interest and 2 of local interest). The previous lodging developments, partly related to the communist period, caused a slower growth of urban lodging offer, reflected by Prahova's third position in 2016 (Table 4). It is worth mentioning that between 2005 and 2016, the Prahova county urban lodging size grew from the dominant 1-4 rooms in 2005 to 10-49 rooms in 2016.

It is also worth mentioning the position of Brasov county which maintains the second rank also in 2016 from urban room viewpoint, being the only county (apart from Constanta county) with more than 5,000 rooms in 2005 and respectively 10,000 rooms in 2016. This progress was mainly due to the county residence emergence as an attractive and important tourist destination.

The last 5 counties are also the least known for their tourist attractions. Though these counties also registered an increase in lodgings from less than 10 urban lodgings and less than 300 rooms per county in 2005, to more than 15 urban lodgings and more than 350 rooms per county as of 2016. Three of these counties (Calarasi, Giurgiu and Teleorman) are located along the Danube and neither of these counties tried to exploit the potential attraction represented by this important European river.

Table 4. The top 5 and the last 5 counties based on lodging and room distribution

2005 - Top 5					
County	**Urban lodgings**	**% of total urban lodgings**	**County**	**Urban rooms**	**% of total urban rooms**
Constanta	580	18.81	**Constanta**	41,070	45.91
Prahova	433	14.04	**Brasov**	5,530	6.18
Brasov	355	11.51	**Prahova**	1,747	6.87
Sibiu	184	5.97	**Valcea**	1,474	5.80
Valcea	139	4.51	**Caras-Severin**	1,269	4.99
2005 - Last 5					
County	**Urban lodgings**	**% of total urban lodgings**	**County**	**Urban rooms**	**% of total urban rooms**
Calarasi	8	0.26	**Vaslui**	251	0.28
Giurgiu	8	0.26	**Vrancea**	232	0.26
Vaslui	7	0.23	**Giurgiu**	221	0.25
Salaj	6	0.19	**Salaj**	111	0.12
Teleorman	3	0.10	**Teleorman**	110	0.12
2016 - Top 5					
County	**Urban lodgings**	**% of total urban lodgings**	**County**	**Urban rooms**	**% of total urban rooms**
Constanta	1,048	17.49	**Constanta**	44,118	35.33
Brasov	669	11.16	**Brasov**	10,151	8.13
Prahova	546	9.11	**Prahova**	6,444	5.16
Sibiu	285	4.76	**Valcea**	5,106	4.09
Suceava	266	4.44	**Mures**	4,233	3.39
2016 - Last 5					
County	**Urban lodgings**	**% of total urban lodgings**	**County**	**Urban rooms**	**% of total urban rooms**
Botosani	18	0.30	**Vrancea**	401	0.32
Vaslui	18	0.30	**Calarasi**	400	0.32
Giurgiu	16	0.27	**Botosani**	379	0.30
Teleorman	16	0.27	**Vaslui**	358	0.29
Calarasi	15	0.25	**Teleorman**	348	0.28

Source: authors' calculations based on the official authority for tourism database

Considering the concentration of urban lodgings at regional level (Appendix 2), Macro-region 1 (including North-West and Center regions) is leading from number of lodgings viewpoint, followed closely by Macro-region 2 (including North-East and South-East regions). Macro-region 2 has the leading position from urban rooms' perspective and this is due to the top position of Constanta county (included in South-East region) discussed above.

Within both these Macro-regions, the spatial distribution of urban lodgings and rooms is relatively unbalanced. In the case of Macro-region 1, the Center region has the highest concentration of lodgings and rooms, with Brasov county in the leading position followed at an important gap by the other counties in Center and North-West regions. In the case of Macro-region 2, the unbalance distribution is more evident, no county within this region having a comparable position to Constanta county.

Macro-region 3 shows a high level of concentration of urban lodgings and rooms within Prahova county and comparatively negligible positions for the other counties. Macro-region 4 was similar to Macro-region 3 regarding the lodging number in 2005, but there was an important discrepancy from urban rooms' viewpoint. This discrepancy continued to grow in 2016, as the lodging and room concentration of Macro-region 3 diminished under the influence of Prahova county's declining position. Macro-region 4 also show and unbalanced distribution among West and South-West region, with the West region in leading position. While the South-West region is dominated by Valcea county, the West region has a more equilibrate lodging distribution of urban lodgings and rooms.

In all the cases, the urban lodging and room concentration is related to the presence of the urban resorts of national and local interest.

In relation with the distribution of urban lodgings and rooms, Appendix 3 presents the number of urban localities reporting lodgings versus the total number of urban localities. At national level, this number grew from 70.32% in 2005 to 83.60% in 2016. Macro-region 1 is in the leading position with a percentage of reporting urban localities of 83.84% in 2005 and 92.00% in 2016, while Macro-region 2 is on the last position with 61.73% in 2005 and 70.37% in 2016. Within the Macro-regions, the North-West and Center regions both have a percentage of reporting urban localities above 80% in 2005 and over 90% in 2016. Though, these regions were surpassed by the West region with a percentage of 97.62% in 2016. This increase was due growth in the number of urban localities reporting lodgings within 3 of the 4 component counties of the West region by 3 localities per each county.

It is also interesting to mention that as of 2005, only within 5 counties (of which 4 of Macro-region 1) all the urban localities reported lodgings. This number increased to 12 counties (of which 5 of Macro-region 1) as of 2016. Center region concentrates 3 of these counties, similar to West region.

These results support the previous presented findings regarding

the growth in number of new urban localities penetrating the market for accommodation facilities. They also confirm the higher concentration of urban tourist offer mainly within Macro-region 1.

The number of urban localities with 0 lodgings in 2005 and reporting lodgings in 2016 is 49 of which 4 municipalities[8] and 45 towns[9]. Of these 49 localities, 34 (2 municipalities and 32 towns) have the status of urban localities since before 1989, while 15 (2 municipalities and 13 towns) acquired their new urban ranks between 1990 and 2006 (of which 8 in 2004 and 1 in 2006). Macro-region 4 leads, with 17 transformations of urban localities, of which 10 within the West region. The remaining 32 transformations are spread almost equally among the remaining regions: 12 in Macro-region 1, 10 in Macro-region 2 and 10 in Macro-region 3. The majority of these urban localities (40) host a population between 5,000 and 19,999 people, while all 4 municipalities have a population between 20,000 and 49,999 people.

Nevertheless, a number of 7 urban localities (all towns[10]) exit the market of accommodation facilities, between 2005, when lodgings were registered, and 2016, when they registered 0 lodgings. Three of these towns are located in Macro-region 1 (one in the North-West region and the other 2 in Center region), other 3 towns are located in Macro-region 2 (all 3 in South-East region), while the remaining town is located in Macro-region 3. Five of these localities got their urban status since before 1989, while two became towns in 2003 and respectively 2004. Six of these towns host a population between 5,000 and 19,999 people and one town has a population between 1,000 and 4,999 people. The decrease to 0 of lodging facilities in 2016 can be considered, at least, peculiar for Panciu, located in the proximity the Panciu vineyards, but also for Harsova and Isaccea, both locate on Danube and with potential to develop tourist ports. Neither of these new entry localities have the status of nor do they include resorts of national or local interest.

[8] The 4 municipalities are: Turnu Magurele (Teleorman county) and Tecuci (Galati county), both municipalities since before 1989, Adjud (Vrancea county) declared municipality in 2000, Salonta (Bihor county) declared municipality in 2001.

[9] Of these 49 urban localities as of 2016, 1 (Livada, Satu-Mare county) was a commune in 2005 and become a town in 2006.

[10] The seven towns are: Huedin (Cluj county), Miercurea Nirajului (Mures county), Agnita (Sibiu county), Harsova (Constanta county), Isaccea (Tulcea county), Panciu (Vrancea county), and Cazanesti (Ialomita county).

Other 44 urban localities (1 municipality and 43 towns) did not report any accommodation facilities in 2005 and 2016. All these localities are mentioned in Appendix 3. About half of these urban localities (21) are located within Macro-region 2; the North-East region concentrating 14 of these localities (7 of them in Suceava county). Within Macro-region 4, the South-West region concentrates 11 such localities, of which 1 is a municipality. Of these 44 urban localities, 25 had this status since before 1989, 1 became municipality in 1997 and the remaining 18 became towns during 2000s (15 of them in 2004). The majority of these urban localities (38) host a population between 5,000 and 19,000 people. It is difficult to understand such a situation for at least 3 of these urban localities: Dolhasca, which hosts a WHS, Murfatlar and Segarcea both towns situated within vineyards regions. Further investigations will be necessary to understand why at least some of these localities have no accommodation facilities.

It is also interesting to mention that of the 39 communes that became towns in 2004, 15 did not capitalize on their new status and no lodgings were developed between 2005 and 2016, while 1 town (Cazanesti in Ialomita county) lost the existing lodgings. Other 7 new towns capitalize on their new position and developed lodgings between 2005 and 2016. The remaining 16 localities continue to host lodging facilities, of which one had constantly more than 10 lodgings (Saliste in Sibiu county).

Appendix 3 includes information regarding the urban localities with at least 10 lodgings. The information was included to permit a comparison with the situation in rural areas as presented by Pop et al. (2017). One can argue that the minimum limit of 10 lodgings might be irrelevant in the case of urban localities given the size of some urban accommodations, mainly hotels. Nonetheless, given the fact that about two-thirds of Romanian urban localities are towns with less than 20,000 people, some smaller than some rural communes, the threshold of 10 is appropriate. Furthermore, this is confirmed by the data in Appendix 6 that shows the small size of urban lodgings.

As Appendix 3 shows, there is an important gap between the number of urban localities reporting lodgings (70.32% in 2005 increasing to 83.60% in 2016 of the total urban localities) and the localities with at least 10 lodgings (21.94% in 2005 increasing to 33.76% in 2016). Nonetheless, in most cases, the localities with at least 10 lodgings concentrate more that 60% of lodgings and rooms within the respective counties.

Further, the data in Appendix 3 show that, as of 2005, within 12 counties there were no localities with at least 10 lodgings, 14 counties have only one such locality[11], while the remaining 14 counties had at least 2 such localities. Prahova county, covering the popular tourist area of Prahova Valley, was the only county including 6 localities with at least 10 lodgings.

As of 2016, the structure changes and only 3 counties remains in the category with no localities with at least 10 lodgings. These 3 counties are Giurgiu, Ialomita and Teleorman, all located in Macro-region 3. According to the data in Table 2 and Table 3, these counties rank among the least 5 either from growth rate or spatial distribution viewpoint. The number of counties with 1 locality registering at least 10 lodgings remains 14[12], but this group componence changes: 6 counties remained in this group since 2005 (Arad, Bistrita-Nasaud, Braila, Dolj, Galati, and Iasi), while 8 counties come from the former group with no localities with at least 10 lodgings (Botosani, Buzau, Calarasi, Dambovita, Olt, Salaj, Vaslui, and Vrancea). The remaining 23 counties have at least 2 localities with at least 10 lodgings, of which 3 counties having 6 such localities (Hunedoara, Maramures, and Sibiu) and other 3 counties having 7 such localities (Harghita, Prahova, and Valcea). Within the group of 23 counties, 4 counties remained with the same number of localities with at least 10 lodgings in 2005 and 2016 (Brasov, Caras-Severin, Mures, and Tulcea); other 11 counties increased the number of such localities with 1; a number of 7 counties increased the number of such localities with 2 (Gorj from 0 localities – only for me); and one county, Bacau, increased the number of these localities by 4.

As the data Appendix 3 show, the number of urban localities with at least 10 lodgings is of 68 (of which 37 municipalities and 31 towns) in 2005 and of 105 (64 municipalities and 41 towns) in 2016. As of 2005, the 37 municipalities included 27 county residences and 10 other municipalities. While the majority of the county residences (26 out of 27[13]) are localities with more than 50,000 people, the other 10 municipalities have a population between 10,000 and 49,000 people and 60% of them have an enhanced tourist attraction by being or including resorts of

[11] It is interesting to mention that in 13 cases this locality was, as expected, the respective county residence. In one case (Bacau county), this locality was a town with the status of resort of national interest, Slanic Moldova.

[12] Within all these 14 counties, the only locality with at least 10 lodgings is the respective county's residence.

[13] The only county residence with less than 50,000 people is Miercurea Ciuc, Harghita county.

local or national interest or hosting WHSs (Sighisoara). Of these other municipalities, 3 had the status since before 1989, 3 became municipalities during 1990s, while 4 gained their status between 2000 and 2004. Of the 31 towns, 29 have a population between 1,000 and 19,000 people[14] and 79.31% of them, similar to the other 10 municipalities, are or include local or national resorts or host WHSs. It is also interesting to mention that 29 of these 31 towns had their urban status since before 1989, while the remaining 2 became towns between 2000 and 2004.

Until 2016, the following changes occurred for the urban localities with at least 10 lodgings: a) two towns[15] (of which one hosts a WHS) exit this group of localities; b) 10 more county residences entered the group, of which 60% have between 50,000 and 99,000 people; c) 17 more of other municipalities also became part of this group of localities, of which only 3 are or include resorts of local or national interest; 11 of these municipalities have between 20,000 and 49,000 people; these municipalities received their status as follow: 6 since before 1989, 6 during the 1990s and 5 between 2000 and 2004; d) 12 more towns move into this group, of which 7 are or include resorts of local or national interest; 83.33% of these towns have a population between 1,000 and 19,000 people; it is interesting to mention that all these 12 towns have their urban status since before 1989.

The above findings suggest:

a) that the status of county residence, concentrating the local government institutions and, most of the time, the main economic entities of the respective county, support the development of lodging facilities;

b) the status of municipality for the other (than county residences) urban localities seems to act as an enhancing factor for the development of lodgings; the size of the respective municipality (population), the period when the status was acquired, and the existence of a local or national resort seems to be have a marginal influence; further investigations are necessary to understand the development of accommodation facilities within these other municipalities;

c) for the towns, the presence of a local or national resort or of a

[14] The only two towns with more than 20,000 people were Borsa, also resort of local interest, (Maramures county) and Zarnesti (Brasov county)

[15] These two towns are Talmaciu (Sibiu county) and Targu Lapus (Maramures county), which also hosts a WHS. They continue to register accommodation facilities, though less than 10 lodgings.

WHSs seems to stimulate the development of lodgings; the towns with urban status since before 1989 appear in a better position for developing accommodation facilities; nonetheless, exception exists, as the results regarding the 43 towns with 0 lodgings in 2005 and 2016 show.

Further, Table 5 presents the urban localities with more than 1,000 rooms as of 2016. The only exception is Amara, Ialomita county, resort of national interest, which lost an important number of rooms due to the absence of Hotel Lebada from 2016 database (see footnote 2). The rooms concentrated by the localities in Table 5 represent slightly more than 65% of the urban rooms as of 2016. The data in Table 5 confirms the findings presented at points a) and c) above. The majority of the municipalities in Table 5 are county residences, and only one other municipality, while the towns, with one exception, are national resorts. The presence of Navodari town in Table 5 is due to its location, north of Constanta (and the component resort Mamaia) on Romanian littoral.

The majority of the municipalities and towns in Table 5 show an increase in lodgings and rooms, with three exceptions: the cases of Amara, already presented above, Mangalia and Baile Herculane. The last 2 localities registered an increase in lodgings but a decrease in rooms, indicating that lodgings with a smaller capacity entered the market. The situation might be also due to the absence from the 2016 database of some hotels of larger capacity[16].

Table 5. Municipalities & towns with more than 1,000 rooms

Municipalities and their component resorts	2005		2016	
	Lodgings	Rooms	Lodgings	Rooms
Brasov - county residence (includes Poiana Brasov, resort of national interest)	105	2,968	283	5,165
Cluj-Napoca - county residence	61	1,579	199	3,296
Constanta - county residence (includes Mamaia, resort of national interest)	134	11,153	241	13,380
Mangalia (resorts of national interest; includes Cap Aurorar, Jupiter, Neptun, Olimp, Venus, Saturn also resorts of national interest)	214	19,918	243	15,499

[16] The reasons for these absences is not clear. Either the respective lodgings were permanently closed, or their authorization needs renewal, or simply omission due to human error. In any case, there is only this one official and public available database and its data content cannot be ignored.

Municipalities and their component resorts	2005		2016	
	Lodgings	Rooms	Lodgings	Rooms
Sibiu - county residence (includes Paltinis, resort of local interest)	65	1,225	160	2,598
Timisoara - county residence	75	1,831	130	2,814
% of urban accommodation (national level)	*21.21%*	*43.23%*	*20.96%*	*34.23%*
Arad - county residence	43	967	81	1,533
Pitesti - county residence	23	722	42	1,083
Oradea - county residence	17	434	54	1,290
Craiova - county residence	18	602	55	1,296
Targu Mures - county residence	24	641	52	1,169
Vatra Dornei (resort of national interest)	54	950	95	1,375
% of urban accommodation (national level)	*5.81%*	*4.82%*	*6.33%*	*6.20%*
Towns and their component localities	**2005**		**2016**	
	Lodgings	**Rooms**	**Lodgings**	**Rooms**
Predeal (resort of national interest)	148	2,052	185	2,793
Baile Herculane (resort of national interest)	31	2,467	77	2,303
Eforie (resort of national interest)	183	8,876	379	10,778
Covasna (resort of national interest)	17	1,106	25	1,284
Busteni (resort of national interest)	176	1,146	241	1,843
Sinaia (resort of national interest)	154	2,433	168	2,684
Baile Olanesti (resort of national interest)	33	1,168	49	1,426
Calimanesti (resort of national interest; includes Caciulata)	34	1,409	52	1,816
% of urban accommodation (national level)	*25.17%*	*23.09%*	*19.63%*	*19.96%*
Amara (resort of national interest)	8	1,031	7	546
Sovata (resort of national interest)	21	944	116	1,803
Navodari	8	233	149	3,646
% of urban accommodation (national level)	*1.20%*	*2.47%*	*4.54%*	*4.80%*
Total % of urban accommodation (national level)	***53.39%***	***73.62%***	***51.45%***	***65.20%***

Source: authors' calculations based on the official authority for tourism database

The classification of urban lodgings

The current Romanian classification system from 1 star to 5 stars for accommodation facilities was introduced in 1993 (see Pop et al.2007 for more details). One of the current system drawbacks is the absence of a consistent set of requirements for the accommodation facilities developed within historic buildings, hence there is not real support for

preserving these buildings as accommodation facilities. This might become a problem in the decades to come since Romanian urban localities host such buildings within the respective old city centers.

Appendix 4 shows a shift from a dominant 2 star classification to a dominant 3 star classification between 2005 and 2016. This trend is similar with the trend identified by Pop (2014) for all Romanian accommodation facilities. The motives for this shift are already discussed by Pop & Coros (2011) and Pop et al. (2017), highlighting that the change might not always be concordant with the tourism demand and/or related to the quality of offered services.

The shift is consistent at national and regional level. However, at county level the situation presents some nuances: for 19 counties registered the shift from 2 stars to 3 stars for both the lodgings and rooms, for 9 counties the shift from 2 to 3 stars took place only for lodgings, while for other 5 counties the shift was registered only for rooms. The remaining counties registered various other situations, for which no clear pattern could be identified.

The portfolio of lodgings also diversified from classification viewpoint. As of 2005, 8 counties offered the entire range of lodgings, from 1 to 5 stars, and one county (Olt) offered the range from 2 to 5 stars. As of 2016, the number of counties offering 1 to 5 star lodgings grew to 17. Of these 9 new counties offer 1 to 5 star lodgings, 2 (Bistrita-Nasaud and Alba) diversified their portfolio from 1 to 3 stars, while one county (Galati) diversified the portfolio from 2 to 4 stars. The same evolution was recorded for the 1 to 4 stars portfolio, from 8 counties in 2005 to 19 counties in 2016. Of the newly added 11 counties, Gorj diversified its portfolio from 2 to 3 stars, while Olt, added 1 star lodgings and lost 5 star lodgings. The counties with the least diversified portfolios of lodgings from classification viewpoint are: Vaslui, Giurgiu, Salaj, and Teleorman, counties also associated with a low number of lodgings and lodging capacity.

The urban accommodation lodging capacity

In Appendix 5 is presented the structure of urban accommodation facilities by lodging capacity (number of rooms). The data confirm the general trend of decreasing lodging capacity mentioned by Pop (2014). At

national level the dominant lodging capacity in 2005 as well as in 2016 is 10-49 rooms. However, a closer look shows a decrease of lodgings larger than 50 rooms and an increase of lodgings with a capacity between 5 and 9 rooms. Macro-region 2 (with the component regions North-East and South-East), Macro-region 4 (with the component regions West and South-West), and North-West region (from Macro-region 1) follow the same trend as the one identified at national level. For Macro-region 1 (and the component Center region) and Macro-region 3 (which is composed only of South-Muntenia region) the situation is slightly different. In all these cases, in 2005, the dominant lodging capacity was 1-4 rooms, while in 2016 the dominant capacity became 10-49 rooms. Similar to the national level and other regions, in the cases of Macro-region 1 and Macro-region 3, the lodgings larger than 50 rooms registered a decrease, while the lodgings with 5 to 9 rooms increased in importance.

At county level, for 28 counties, the dominant lodging capacity of 10-49 rooms remains unchanged between 2005 and 2016. In the majority of these cases, these lodging capacity is followed on the second position by 5-9 rooms as of 2016. There is only one county with and unchanged and smaller dominant capacity: Covasna, where the lodgings between 5 and 9 rooms are the most numerous, followed, in 2016, by the 10-49 room lodgings.

Considering the portfolio of lodgings from capacity viewpoints, it is interesting to mention that as of 2005, only Caras-Severin county offered the entire range, from 1-4 rooms to more than 500 rooms; another county, Ialomita, offered the range from 5-9 rooms to more than 500 rooms. Both counties hosted, each one, a hotel with more than 500 rooms located in well-known spa resorts of national interest, Baile Herculane (Caras-Severin) and Amara (Ialomita)[17]. As of 2016, only Valcea county offered the complete portfolio of lodging capacities, the largest hotel reported by the official database being Compex Cozia (in fact a facility composed from 3 hotels) with more than 600 rooms. However, in 2016 all Valcea lodgings having between 50 and 499 rooms decreased in number. For 23 counties the lodging portfolio offer from capacity viewpoint registered changes only in structure, while 14 counties registered changes in their portfolio (8 counties diversified their portfolio, 6 county reduced their portfolio). The counties

[17] For more details regarding these hotels see Pop et al. (2007).

with the least diversified portfolio of lodgings are Salaj (offering 1-4 rooms to 10-49 rooms) and Olt (5-9 rooms to 50-99 rooms), both counties with unchanged portfolios in 2005 and 2016.

A brief profile of counties and regions based on urban accommodation facilities

In Appendix 6 the profile of each county and region is presented. The data include how many types of urban accommodation facilities are hosted within each county/region, the dominant lodging and dominant rooms, the most widespread classification rank and the most frequent lodging capacity. Appendix 6 also includes the growth rate of urban lodgings and rooms and the importance of urban lodgings within the respective counties/regions.

The lodging and room growth rates, the dominant classification and the most frequent lodging capacity were discussed in the previous paragraphs. However, the topics of dominant type of accommodation facilities and the weight of urban accommodation at county/region level are yet to be considered.

Between 2005 and 2016, the type of accommodation facilities registered by the official database grew from 16 to 17, as explained by Pop et al. (2017) in footnote 20. Appendix 6 shows that neither county hosted the entire range of accommodation types, though the majority of them registered a diversification of the accommodation type portfolio. As of 2005, 11 counties had between 2 and 4 accommodation types, while only 5 counties registered at least 10 accommodation types. As of 2016, all counties had at least 5 accommodation types, while the number of counties with at least 10 accommodation types increased to 16. Most of the counties (24) added to their urban accommodation portfolio between 1 and 3 facilities types, while 11 added between 4 and 5 facilities types. However, in 2 cases, the portfolio was reduced, the accommodation types decreasing from 9 to 7 for Iasi county, and from 11 to 10 for Prahova county. For other 3 counties (Arad, Constanta, and Mehedinti) no diversification occurred.

As of 2005, the most diversified accommodation portfolio was in Constanta county (13 accommodation types), followed by Brasov county with 12, while the least diversified portfolio, with only 2 accommodation types, was registered in the counties of Botosani and Teleorman. As of 2016, the most diversified accommodation portfolio can be found in the

counties of Brasov and Neamt (14 accommodation types), followed by the counties of Constanta, Hunedoara and Valcea with 13, while the least diversified portfolio, of only 5 accommodation types, was registered in the counties of Botosani and Buzau.

The diversified accommodation type portfolio of Constanta county and Brasov county is expected since they are popular tourist destination, the first county covering the Romanian littoral, while the second concentrate several popular mountain resorts. In the cases of Hunedoara county and Neamt county, further investigations are necessary in order to understand better their development, both counties adding 5 new accommodation types to the existing portfolio. However, in both cases, new resorts of national interest were declared in 2002: one included in the municipality of Petrosani (Hunedoara county); two (Piatra Neamt and Targu Neamt) within Neamt county. This situation might have a contribution to the accommodation type's diversification.

The dominant type of lodging, from number viewpoint, is represented by urban pensions. This dominance is present at national level and regional level. The only exception is represented by Macro-region 2 under the influence of South-East region within which Constanta county has an important position, since is covering the littoral and the county with the highest lodging concentration (see Appendix 2). Also Constanta county is still under the heavy influence of hotel development during the communist period. Therefore this explains the dominance of hotels, from number viewpoint, within the South-East region and respective Macro-region 2.

When the counties are considered, the situation changed between 2005 and 2016. As of 2005, the situation was rather balanced, with urban pensions as dominant type for 21 counties, and the hotels as dominant type for 18 counties. There was only one exception, of Giurgiu county, where the motels dominante from number viewpoint. Though, as of 2016, urban pensions become the dominant accommodation type for 31 counties, while hotels remained dominant only within 8 counties. There is also an exception: Satu-Mare county which has as dominant lodging type the rooms for rent. This situation can be explained by the fact that urban pensions have a more relaxed regulation for classification and for being operated as accommodation facilities, therefore more appropriated for small (family) businesses. The influence of pre- and post-accession

funds for developing such accommodation facilities, mainly within small towns, is not clear and is difficult to investigate.

From lodging capacity viewpoint, the dominance of hotels is clear in 2005 (in all 40 counties) and in 2016 (in 37 counties)[18]. These findings enhance the results reported by Pop (2014) regarding the importance of hotels' lodging capacity. The situation can be easily explained by the development of hotels in almost all municipalities that existed before 1989 and within the spa resorts like Sangeorz Bai, Sovata, Slanic Moldova, Vatra Dornei, Pucioasa, Amara, Slanic, Baile Herculane, Baile Olanesti, and Calimanesti, to which the above mentioned developments on Romanian littoral must be added. This dominance of hotels is expected to continue for the next period.

Nonetheless, the dominance of pensions as number and of hotels from lodging capacity viewpoint is slightly decreasing, confirming the previous findings regarding the diversification of accommodation facilities portfolio and the decreasing size of urban lodgings.

Appendix 6 also shows the concentration of urban lodgings and rooms within each county and region. Table 6 presents the descriptive statistics for the respective percentages and indicates that slightly more than half of accommodation facilities are located in urban areas. However, the decrease in mean and media is consistent with the findings of Pop et al. (2017), the decline in importance of urban accommodation being compensate by an increase of rural accommodation from number point of view. Nonetheless, the urban accommodations concentrate about two thirds of total rooms due to a slightly higher lodging size, confirmed by the first and third quartile for urban rooms.

Table 6 data confirm at least the following previous findings: a) the growth of urban accommodation, confirmed by the increase of minimum and maximum values; b) the decrease of urban lodging capacity, confirmed by the first and third quartile for urban rooms.

[18] As of 2016 within only 2 counties, Covasna and Harghita, urban pensions represent the dominant type also from lodging size viewpoint. However, further investigations are needed to understand this particular situation. Also, 2016 has one other exception, Giurgiu county, where the rooms on fluvial ships are dominant, a rather normal situation since this county residence is located near the Danube.

Table 6. Descriptive statistics for the urban lodging and room concentration within a county

Descriptive statistics	% of urban lodgings of county lodgings		% of urban rooms of county rooms	
	2005	2016	2005	2016
Mean	54.47	52.96	71.77	66.07
Median	57.94	52.60	78.53	66.86
First quartile	37.23	39.46	59.88	55.13
Third quartile	69.29	68.46	86.25	80.75
Minimum	14.29	22.34	14.70	26.07
Maximum	100.00	89.29	100.00	97.96
Observations	40	40	40	40

Source: authors' calculations based on the official authority for tourism database

Table 7 presents the top 5 and last 5 counties in 2005 and 2016 taking into consideration the lodging and room concentration. Table 7 is complementary to Table 7 of Pop et al. (2017). The presence in top 5 of Olt and Teleorman county in 2005 is due to the absence of rural accommodation facilities. While the counties of Prahova and Constanta host well known tourist destination (Prahova Valley and respective the Romanian littoral) and most of these destinations are either municipalities or towns. For the remaining counties the situation is explained by the modest development of accommodation facilities in rural areas. An alternative explanation comes from the fact that within these remaining top 5 counties, the urban localities, in most cases the county residences, concentrate the main economic and administrative activities. This situation is combined with a low tourist attractiveness of these counties either due to a low number of tourist attractions and/or to the lack of local initiatives.

Table 7. The top 5 and the last 5 counties based on lodging and room concentration within a county

2005 - Top 5			
County	**% of urban lodgings of county lodgings**	**County**	**% of urban rooms of county rooms**
Olt	100.00	**Olt**	100.00
Teleorman	100.00	**Teleorman**	100.00
Ialomita	94.74	**Ialomita**	99.60
Prahova	84.24	**Constanta**	92.75
Galati	78.57	**Vaslui**	91.94

2005 - Last 5			
County	**% of urban lodgings of county lodgings**	**County**	**% of urban rooms of county rooms**
Bihor	23.60	**Alba**	42.22
Buzau	23.53	**Tulcea**	36.10
Harghita	16.34	**Buzau**	32.90
Alba	14.84	**Vrancea**	32.45
Vrancea	14.29	**Bihor**	14.70
2016 - Top 5			
County	**% of urban lodgings of county lodgings**	**County**	**% of urban rooms of county rooms**
Ialomita	89.29	**Ialomita**	97.96
Prahova	84.39	**Olt**	92.33
Galati	83.02	**Galati**	90.71
Olt	82.05	**Teleorman**	86.14
Satu-Mare	74.76	**Prahova**	85.36
2016 - Last 5			
County	**% of urban lodgings of county lodgings**	**County**	**% of urban rooms of county rooms**
Neamt	24.85	**Arges**	40.40
Bihor	24.23	**Neamt**	35.06
Arges	23.62	**Tulcea**	31.44
Buzau	22.56	**Buzau**	31.20
Tulcea	22.34	**Bihor**	26.07

Source: authors' calculations based on the official authority for tourism database

The counties in the last 5 group, own their positions either to the presence of important resorts in rural areas (the case of Bihor and Buzau) or to the important development of accommodation facilities in rural areas, as highlighted by Pop et al. (2017).

Pop et al. (2017) documented the increase of rural accommodation facility concentration at county and regional level, therefore the urban accommodation facility concentration complement this development. Consequently, within the majority of counties (26 of 40 counties) the concentration of urban lodgings decreased in favor of rural counterparts, while within other 5 counties only the urban room concentration decreased, while the number of urban lodgings slightly increased. Two counties registered some exceptions: Arad county where the percentage of urban lodgings and rooms remained almost unchanged, and Valcea county where the concentration of urban lodgings decreased, while the concentration of urban rooms increased due to the re-inclusion

in the official database of Complex Cozia, as mentioned above. Only within 7 counties (Bihor, Cluj, Maramures, Alba, Harghita, Galati, and Vrancea) the concentration of urban lodgings and rooms increased. These are also the counties[19] mentioned by Pop et al. (2017) registering a decreased in rural lodging and rural room concentration. Further investigations are needed to explain this evolutions.

Hence, at regional level, 5 regions (3 Macro-regions) register a decreased in the concentration of urban lodgings and urban rooms, consistent with the same phenomenon at component counties' level. North-West region is the only one with an increase in the concentration of urban lodgings and urban rooms, under the influence of the component counties of Bihor, Cluj, and Maramures, while the Center region records only an increased concentration of urban lodgings. At national level, under the influence of Macro-region 1 (including the North-West and Center regions) developments, the concentration of urban lodgings increased slightly (with 2%), while the concentration of urban rooms decreased. This finding support the results presented above: while urban lodgings continue to grow, the new entities entering the market have a small to medium lodging capacity.

Conclusions

The present paper reveals the growth of urban accommodation facilities between 2005 and 2016. However, in order to establish how much of this growth can be credited to the central and regional initiatives (2007-2026 Master Plan for National Tourism Development) and/or to the county and local measures more investigations are needed.

While new urban destinations (49 localities, of which 4 municipalities and 45 towns) made their entry on the accommodation market, therefore decreasing the urban lodging and room concentration, the spatial distribution of urban accommodation facilities remains uneven. Constanta county continues in a leading position (Table 4), followed at an important gap by the other counties. Covering the Romanian littoral, Constanta county benefited from the developments

[19] By a slight error, within this group of counties, Pop et al. (2017) included also Mures county. However, Mures county registered only an increase in the concentration of rural rooms.

of the communist period. Remaining a popular tourist destination, mainly among domestic tourists, the littoral continued to witness further growth mainly in the number of lodgings. The impressive growth of accommodation facilities registered by the town of Navodari (Table 5) confirms these evolutions. The developments within the other top 5 counties of Table 4 deserve closer investigations for a better understanding of their evolutions.

The portfolio of accommodation facilities (by types) recorded, between 2005 and 2016, a diversification for the majority of the counties, though neither county offers the entire range of accommodation types in 2016. Two counties (Iasi and Prahova) registered a decrease in accommodation types, while three other counties (Arad, Constanta, and Mehedinti) show no diversification from this point of view.

The classification of urban lodgings shifted from a dominant 2 star classification in 2005 to a dominant 3 star classification in 2016. As of 2016, 19 counties offered a portfolio of urban lodgings classified between 1star and 4 stars, while other 17 counties offered the entire range of classification from 1 star to 5 stars for their respective urban lodgings.

While the dominant lodging capacity (10 to 49 rooms) remained unchanged between 2005 and 2016, Appendix 5 shows, for the majority of counties, a decrease in importance of the lodgings with capacities of 50 rooms or more and an increase for the small lodgings of 5 to 9 rooms and 10 to 49 rooms. This situation supports the idea that between 2005 and 2016, the newly developed accommodation facilities have a smaller lodging capacity.

The profile of an urban accommodation facility is that of an urban pension, usually classified at 3 stars and with a lodging capacity between 10 to 49 rooms. Nonetheless, while urban pensions became dominant as number, their lodging capacity cannot compete with that of hotels (mainly those developed before 1989), therefore the hotels continue to dominate from lodging capacity viewpoint the urban accommodation offer.

The development of rural accommodation facilities influenced the importance of urban accommodations within each county. In the majority of the cases, the concentration of urban lodgings and rooms decreased in favor of rural lodgings and rooms. However, exceptions exists, mainly for the 7 counties (Bihor, Cluj, Maramures, Alba, Harghita, Galati, and Vrancea), where the urban lodging and room concentration continued to grow. Further in-depth research is needed to understand these evolutions.

When the attention is focused of the urban localities, it is clear that the status of county residence has an important influence on the accommodation facilities' development, a fact supported by the data in Appendix 2a which shows that for more than half of the counties, the urban lodgings and urban rooms are concentrated mainly within the respective county residences. Nonetheless, only 10 of the 40 county residences offer more than 1,000 rooms in 2016. Of the remaining 62 municipalities, only 2, both resorts of national interest, concentrate more than 1,000 rooms in 2016 (Table 5). In the case of towns, the status of resort (of local or national interest), usually well known as tourist destination since before the communist period, seems to be the main factor in developing accommodation facilities. Only 11 towns, of 209 towns, offer more than 1,000 rooms as of 2016.

Interesting and open for further research is also the case of the 44 urban localities (1 municipality and 43 towns) with no lodgings in 2005 and 2016, of which at least five can exploit various tourist attractions.

While being the dominant type of tourism in Romania, urban tourism has still room for further development. For the already established urban destinations, mainly those mentioned in Table 5, the quality and the diversification of entertainment facilities might play an important role. For the smaller urban localities, the identification and adequate presentation of their tourist attractions, combined with and adequate level of services' quality, might generate the desired increase in tourist arrivals. Nonetheless, most of the urban destinations need in-depth investigations in order to understand in which of the five stages of a tourist area life cycle they find themselves and which are the necessary steps for the future development and/or rejuvenation of the respective destinations. Romanian urban localities can learn a lot from other European urban destinations, mainly how to avoid and/or to deal with tourist overcrowding, while remaining attractive and interesting for their potential visitors.

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Appendix 1: Comparative evolution of lodgings by counties and regions

County	Urban lodgings		Urban rooms		No. of urban localities	No. of urban localities with more than 20,000 inhabitants including county residences	No of urban resorts and WHS (others than the localities with more than 20,000 inhabitants)	The name of county residence and other information
	2005	**2016**	**2005**	**2016**				
Bihor	38	95	728	1,837	10 4 municipalities; 6 towns	2 2 municipalities	0	Oradea
Bistrita-Nasaud	19	43	1,068	1,179	4 1 municipalities; 3 towns	1 1 municipality	1 Sangeorz Bai*	Bistrita
Cluj	81	239	1,862	3,847	6 5 municipalities; 1 town	5 5 municipalities (Turda includes Baile Turda** Gherla includes Baile Baita**)	0	Cluj-Napoca

County	Urban lodgings		Urban rooms		No. of urban localities	No. of urban localities with more than 20,000 inhabitants including county residences	No of urban resorts and WHS (others than the localities with more than 20,000 inhabitants)	The name of county residence and other information
	2005	**2016**	**2005**	**2016**				
Maramures	89	179	1,157	2,106	13 2 municipalities; 11 towns	3 2 municipalities; 1 town (Borsa includes Baile Borsa**)	3 Baia Sprie**; Viseu de Sus** Targu Lapus[1]	Baia-Mare
Salaj	6	28	111	431	4 1 municipality; 3 towns	1 1 municipalitiy	0	Zalau
Satu-Mare	21	77	448	1,190	6 2 municipalities; 4 towns	2 2 municipalities	1 Tasnad**	Satu-Mare
North-West	**254**	**661**	**5,374**	**10,590**	**43** **15 municipalities; 28 towns**	**14** **13 municipalities; 1 town**	**5** **1 national resort** **3 local resorts** **1 WHS host**	
Alba	23	81	426	1,489	11 4 municipalities; 7 towns	5 4 municipalities; 1 town	0	Alba-Iulia
Brasov	355	669	5,530	10,151	10 4 municipalities; 6 towns	5 4 municipalities; 1 town	2 Predeal*; Rasnov*	Brasov (includes Poiana Brasov*)
Covasna	50	73	1,443	1,734	5 2 municipalities; 3 towns	2 2 municipalities	1 Covasna*	Sfantu Gheorghe
Harghita	126	219	1,627	2,909	9 4 municipalities; 5 towns	2 2 municipalities	4 Baile Tusnad* Gheorgheni (includes Lacu Rosu)** Borsec**; Vlahita (Baile Homorod)**	Miercurea Ciuc (includes Baile Harghita**)
Mures	69	261	1,914	4,233	11 4 municipalities; 7 towns	4 4 municipalities (Sighisora[2])	1 Sovata*	Targu Mures
Sibiu	184	285	1,829	3,905	11 2 municipalities; 9 towns	3 2 municipalities; 1 town	1 Ocna Sibiului**	Sibiu (includes Paltinis**)
Center	**807**	**1,588**	**12,769**	**24,421**	**57** **20 municipalities; 37 towns**	**21** **18 municipalities; 3 towns**	**9** **5 national resorts** **4 local resorts**	**2 county residences include national resorts** **1 county residence includes a local resort**

County	Urban lodgings		Urban rooms		No. of urban localities	No. of urban localities with more than 20,000 inhabitants including county residences	No of urban resorts and WHS (others than the localities with more than 20,000 inhabitants)	The name of county residence and other information
	2005	**2016**	**2005**	**2016**				
Macro-region 1	*1,061*	*2,249*	*18,143*	*35,011*	*100* *35 municipalities;* *65 towns*	*35* *31 municipalities;* *4 towns*	*14* *6 national resorts* *7 local resorts* *1 WHS host*	***2 county residences include national resorts*** ***1 county residence includes a local resort***
Bacau	50	138	1,379	2,125	8 3 municipalities; 5 towns	5 3 municipalities; 3 towns	2 Slanic Moldova* Tg.Ocna*	Bacau
Botosani	11	18	317	379	7 2 municipalities; 5 towns	2 2 municipalities	0	Botosani
Iasi	38	95	1,066	2,114	5 2 municipalities; 3 towns	2 2 municipalities	0	Iasi
Neamt	36	83	792	1,240	5 2 municipalities; 3 towns	3 2 municipalities; 1 town (Targu Neamt*)	0	Piatra Neamt*
Suceava	133	266	2,282	3,858	16 5 municipalities; 11 towns	4 4 municipalities (Campulung Moldovenesc*)	2 Vatra Dornei* Gura Humorului*[3]	Suceava (hosts a church included in WH List of churches of Moldavia)
Vaslui	7	18	251	358	5 3 municipalities; 2 towns	3 3 municipalities	0	Vaslui
North-East	**275**	**618**	**6,087**	**10,074**	**46** **17 municipalities;** **29 towns**	**19** **16 municipalities;** **3 towns**	**4** **4 national resorts**	**1 county residence is a national resort**
Braila	14	27	418	524	4 1 municipality; 3 towns	1 1 municipality	0	Braila
Buzau	12	30	307	526	5 2 municipalities; 3 towns	2 2 municipalities	0	Buzau
Constanta	580	1,048	41,070	44,118	12 3 municipalities; 9 towns	4 3 municipalities; 1 town (Mangalia includes resorts of national interest***)	2 Eforie* Techirghiol*	Constanta (includes Mamaia*)

County	Urban lodgings		Urban rooms		No. of urban localities	No. of urban localities with more than 20,000 inhabitants including county residences	No of urban resorts and WHS (others than the localities with more than 20,000 inhabitants)	The name of county residence and other information
	2005	**2016**	**2005**	**2016**				
Galati	22	44	532	928	4 2 municipalities; 2 towns	2 2 municipalities	0	Galati
Tulcea	46	88	717	1,325	5 1 municipality; 4 towns	1 1 municipality	1 Sulina[4]	Tulcea
Vrancea	9	30	232	401	5 2 municipalities; 3 towns	2 2 municipalities	0	Focsani
South-East	**683**	**1,267**	**43,276**	**47,822**	**35 11 municipalities; 24 towns**	**12 11 municipalities; 1 town**	**3 2 national resorts 1 part of WHS**	**1 county residence includes a national resort**
Macro-region 2	***958***	***1,885***	***49,363***	***57,896***	***81 28 municipalities; 53 towns***	***31 27 municipalities; 4 towns***	***7 6 national resorts 1 town part of WHS***	***1 county residence is a national resort 1 county residence includes a national resort***
Arges	37	81	1,017	1,648	7 3 municipalities; 4 towns	4 3 municipalities; 1 town	0	Pitesti
Calarasi	8	15	261	400	5 2 municipalities; 3 towns	2 2 municipalities	0	Calarasi
Dambovita	19	36	559	811	7 2 municipalities; 5 towns	2 2 municipalities	1 Pucioasa*	Targoviste
Giurgiu	8	16	221	479	3 1 municipality; 2 towns	1 1 municipality	0	Giurgiu
Ialomita	18	25	1,249	912	7 3 municipalities; 4 towns	2 2 municipalities	1 Amara*	Slobozia
Prahova	433	546	4,877	6,444	14 2 municipalities; 12 towns	2 2 municipalities	6 Azuga*; Busteni*; Sinaia*; Slanic*; Breaza**; Valenii de Munte**	Ploiesti
Teleorman	3	16	110	348	5 3 municipalities; 2 towns	3 3 municipalities	0	Alexandria

County	Urban lodgings		Urban rooms		No. of urban localities	No. of urban localities with more than 20,000 inhabitants including county residences	No of urban resorts and WHS (others than the localities with more than 20,000 inhabitants)	The name of county residence and other information
	2005	**2016**	**2005**	**2016**				
South-Muntenia	**526**	**735**	**8,294**	**11,042**	**48 16 municipalities; 32 towns**	**16 15 municipalities; 1 town**	**8 6 national resorts 2 local resorts**	
Macro-region 3	***526***	***735***	***8,294***	***11,042***	***48 16 municipalities; 32 towns***	***16 15 municipalities; 1 town***	***8 6 national resorts 2 local resorts***	
Arad	56	105	1,124	1,845	10 1 municipality; 9 towns	1 1 municipality	1 Lipova**	Arad
Caras-Severin	58	139	2,882	3,080	8 2 municipalities; 6 towns	2 2 municipalities	1 Baile Herculane*	Resita (includes Secu**)
Hunedoara	119	248	1,713	3,037	14 7 municipalities; 7 towns	7 6 municipalities; 1 town Lupeni includes Straja** Petrosani includes Parang*	1 Geoagiu (includes Geoagiu Bai*)	Deva
Timis	96	173	2,572	3,721	10 2 municipalities; 8 towns	2 2 municipalities	1 Buzias*	Timisoara
West	**329**	**665**	**8,291**	**11,683**	**42 12 municipalities; 30 towns**	**12 11 municipalities; 1 town**	**4 3 national resorts 1 local resort**	**1 county residence includes a local resort**
Dolj	20	65	655	1,455	7 3 municipalities; 4 towns	1 1 municipality	0	Craiova
Gorj	24	100	335	1,326	9 2 municipalities; 7 towns	2 2 municipalities	0	Targu Jiu
Mehedinti	17	43	458	794	5 2 municipalities; 3 towns	1 1 municipality	0	Drobeta-Turnu Severin
Olt	9	32	253	566	8 2 municipalities; 6 towns	3 2 municipalities; 1 town	0	Slatina
Valcea	139	218	3,661	5,106	11 2 municipalities; 9 towns	2 2 municipalities	Baile Govora*; Baile Olanesti* Calimanesti*; Horezu**[5]	Ramnicu Valcea
South-West	**209**	**458**	**5,362**	**9,247**	**40 11 municipalities;**	**9 8 municipalities;**	**4 3 national**	

County	Urban lodgings		Urban rooms		No. of urban localities	No. of urban localities with more than 20,000 inhabitants including county residences	No of urban resorts and WHS (others than the localities with more than 20,000 inhabitants)	The name of county residence and other information
	2005	**2016**	**2005**	**2016**				
					29 towns	**1 town**	**resorts 1 local resort and WHS host**	
Macro-region 4	***538***	***1,123***	***13,653***	***20,930***	***82 23 municipalities; 59 towns***	***21 19 municipalities; 2 towns***	***8 6 national resorts 2 local resorts of which one hosts a WHS***	***1 county residence includes a local resort***
Total urban at national level	**3,083**	**5,992**	**89,453**	**124879**	**311 102 municipalities; 209 towns**	**103 92 municipalities; 11 towns**	**37 24 national resorts 11 local resorts of which two host a respective WHS 1 town hosts a WHS 1 town part of WHS Danube Delta**	**3 county residences include national resorts 2 county residences include local resorts 1 county residence is a national resort**

Note *: resorts of national interest
Note**: resorts of local interest
Note***: Mangalia includes the following resorts of national interest: Cap Aurora; Jupiter; Neptun-Olimp; Saturn; Venus
Note 1: hosts a wooden church (Rogoz) part of WHL (World Heritage List)
Note 2: the center of Sighisoara is declared WHS
Note 3: hosts a painted church (Voronet) part of WHL
Note 4: Sulina is part of Danube Delta, natural WHS
Note 5: Horezu also hosts Horezu Monastery listed as WHS

Appendix 2: Lodgings and rooms distribution by counties and regions

County/ Region	% of total urban lodgings		% of total urban rooms		Urban resorts of national interest		Urban resorts of local interest		World (UNESCO) heritage sites in urban areas
	2005	**2016**	**2005**	**2016**	**2005**	**2016**	**2005**	**2016**	
Bihor	1.23	1.59	0.82	1.47	0	0	0	0	
Bistrita-Nasaud	0.62	0.72	1.19	0.94	1	1	0	0	
Cluj	2.63	3.99	2.08	3.08	0	0	2	2	
Maramures	2.89	2.99	1.29	1.69	0	0	1	1	Tg.Lapus hosts a WHS (church)

County/ Region	% of total urban lodgings		% of total urban rooms		Urban resorts of national interest		Urban resorts of local interest		World (UNESCO) heritage sites in urban areas
	2005	**2016**	**2005**	**2016**	**2005**	**2016**	**2005**	**2016**	
Salaj	0.19	0.47	0.13	0.35	0	0	0	0	
Satu-Mare	0.68	1.28	0.50	0.95	0	0	0	1	
North-West	**8.24**	**11.04**	**6.01**	**8.48**	**1**	**1**	**3**	**4**	
Alba	0.75	1.35	0.48	1.19	0	0	0	0	
Brasov	11.51	11.16	6.18	8.13	1	3	0	0	
Covasna	1.62	1.22	1.61	1.39	1	1	0	0	
Harghita	4.09	3.65	1.82	2.33	1	1	4	4	
Mures	2.24	4.36	2.14	3.39	1	1	0	0	Sighisoara historic center is listed as WHS
Sibiu	5.97	4.76	2.04	3.13	0	0	1	2	
Center	**26.18**	**26.50**	**14.27**	**19.56**	**4**	**6**	**5**	**6**	
Macro-region 1	***34.42***	***37.54***	***20.28***	***28.04***	***5***	***7***	***8***	***10***	
Bacau	1.62	2.30	1.54	1.71	2	2	0	0	
Botosani	0.36	0.30	0.35	0.30	0	0	0	0	
Iasi	1.23	1.56	1.19	1.69	0	0	0	0	
Neamt	1.17	1.38	0.89	0.99	0	1	0	0	
Suceava	4.31	4.44	2.55	3.09	0	2	0	0	Suceava hosts a WHS (church)
Vaslui	0.23	0.30	0.28	0.29	0	0	0	0	
North-East	**8.92**	**10.31**	**6.80**	**8.07**	**0**	**3**	**0**	**0**	
Braila	0.45	0.45	0.47	0.42	0	0	0	0	
Buzau	0.39	0.50	0.34	0.42	0	0	0	0	
Constanta	18.81	17.49	45.91	35.33	9	9	0	0	
Galati	0.72	0.73	0.59	0.71	0	0	0	0	
Tulcea	1.49	1.47	0.80	1.06	0	0	0	0	Sulina is located within WHS Danube Delta
Vrancea	0.29	0.50	0.27	0.32	0	0	0	0	
South-East	**22.15**	**21.14**	**48.38**	**38.29**	**9**	**9**	**0**	**0**	
Macro-region 2	***31.07***	***31.45***	***55.18***	***46.36***	***9***	***12***	***0***	***0***	
Arges	1.20	1.35	1.14	1.32	0	0	0	0	
Calarasi	0.26	0.25	0.29	0.32	0	0	0	0	
Dambovita	0.62	0.60	0.62	0.65	0	1	0	0	
Giurgiu	0.26	0.27	0.25	0.38	0	0	0	0	
Ialomita	0.58	0.42	1.40	0.73	1	1	0	0	
Prahova	14.04	9.11	5.45	5.16	2	4	1	2	
Teleorman	0.10	0.27	0.12	0.28	0	0	0	0	
South-Muntenia	**17.06**	**12.27**	**9.27**	**8.84**	**3**	**6**	**1**	**2**	
Macro-region 3	***17.06***	***12.27***	***9.27***	***8.84***	***3***	***6***	***1***	***2***	
Arad	1.82	1.75	1.26	1.48	0	0	1	1	
Caras-Severin	1.88	2.32	3.23	2.47	1	1	1	1	
Hunedoara	3.86	4.14	1.91	2.43	1	1	0	0	
Timis	3.11	2.89	2.88	2.98	1	1	0	0	
West	**10.67**	**11.10**	**9.28**	**9.36**	**3**	**3**	**2**	**2**	
Dolj	0.65	1.08	0.73	1.17	0	0	0	0	
Gorj	0.78	1.67	0.37	1.06	0	0	0	0	
Mehedinti	0.55	0.72	0.52	0.63	0	0	0	0	
Olt	0.29	0.53	0.28	0.45	0	0	0	0	

County/ Region	% of total urban lodgings		% of total urban rooms		Urban resorts of national interest		Urban resorts of local interest		World (UNESCO) heritage sites in urban areas
	2005	**2016**	**2005**	**2016**	**2005**	**2016**	**2005**	**2016**	
Valcea	4.51	3.64	4.09	4.09	2	3	0	1	Horezu hosts a WHS (monastery)
South-West	**6.78**	**7.64**	**5.99**	**7.40**	**2**	**3**	**0**	**1**	
Macro-region 4	***17.45***	***18.74***	***15.27***	***16.76***	***5***	***6***	***2***	***3***	
National level (urban)	**100.00**	**100.00**	**100.00**	**100.00**	**22**	**31**	**11**	**15**	

Source: authors' calculations based on the official authority for tourism database

Appendix 3: Number of towns and municipalities reporting lodgings, number of towns and municipalities concentrating 10 lodgings or more

County/ Region	Urban localities (INSSE)		Urban localities reporting lodgings		Concentration 2005 (10 or more lodgings)			Concentration 2016 (10 or more lodgings)			Urban localities with 0 lodgings in 2005 and 2016
	2005	2016	2005	2016	Towns and muni	% of lodgings	% of rooms	Towns and muni	% of lodgings	% of rooms	
Bihor	10	10	8	9	1	44.74	59.62	2	77.89	82.09	Vascau
Bistrita-Nasaud	4	4	4	4	1	63.16	33.33	1	60.47	59.37	-
Cluj	6	6	6	5	1	75.31	84.80	3	94.98	95.35	-
Maramures	13	13	10	12	5	88.76	91.62	6	88.83	92.69	Dragomiresti
Salaj	4	4	2	4	0	0	0	1	57.14	71.93	-
Satu-Mare	5	6	4	5	1	71.43	73.21	2	87.01	88.82	Ardud
North-West	**42**	**43**	**34**	**39**	**9**	**72.44**	**69.91**	**15**	**86.08**	**88.28**	**3 urban localities (towns) with 0 lodgings**
Alba	11	11	9	11	1	47.82	69.25	2	58.02	75.96	-
Brasov	10	10	10	10	5	96.34	97.58	5	97.16	97.72	-
Covasna	5	5	5	5	2	70.00	94.25	3	84.93	95.27	-
Harghita	9	9	7	8	5	90.48	95.33	7	98.63	99.35	Balan
Mures	11	11	9	10	3	88.41	96.24	3	90.42	89.18	-
Sibiu	11	11	9	9	4	88.04	82.23	6	95.79	95.03	Copsa Mica
Center	**57**	**57**	**49**	**53**	**20**	**89.84**	**93.57**	**26**	**93.45**	**94.50**	**2 urban localities (towns) with 0 lodgings**
Macro-region 1	***99***	***100***	***83***	***92***	***29***	***85.67***	***86.56***	***41***	***91.29***	***92.62***	***5 urban localities (towns) with 0 lodgings***
Bacau	8	8	7	8	1	48.00	45.32	5	92.03	95.48	-
Botosani	7	7	2	2	0	0	0	1	72.22	86.81	Bucecea, Darabani, Flamanzi, Saveni, Stefanesti
Iasi	5	5	4	4	1	84.21	88.93	1	93.68	97.40	Harlau
Neamt	5	5	4	5	2	41.67	76.52	3	93.98	88.15	-

County/ Region	Urban localities (INSSE)		Urban localities reporting lodgings		Concentration 2005 (10 or more lodgings)			Concentration 2016 (10 or more lodgings)			Urban localities with 0 lodgings in 2005 and 2016
	2005	2016	2005	2016	Towns and muni	% of lodgings	% of rooms	Towns and muni	% of lodgings	% of rooms	
Suceava	16	16	10	10	4	87.96	92.81	5	90.23	93.68	Cajvana, Dolhasca – WHS host, Liteni, Milisauti, Salcea, Vicovu de Sus
Vaslui	5	5	3	3	0	0	0	1	55.56	50.00	Murgeni, Negresti
North-East	**46**	**46**	**30**	**32**	**8**	**68.36**	**70.59**	**16**	**90.13**	**92.35**	**14 urban localities (towns) with 0 lodgings**
Braila	4	4	1	2	1	100.00	100.00	1	85.19	93.13	Faurei, Insuratei
Buzau	5	5	4	4	0	0	0	1	56.67	69.39	Pogoanele
Constanta	12	12	8	9	4	97.93	99.32	5	98.76	99.56	Murfatlar, Negru Voda
Galati	4	4	1	2	1	100.00	100.00	1	81.82	89.44	Beresti, Targu Bujor
Tulcea	5	5	4	4	2	93.48	95.26	2	96.59	97.06	-
Vrancea	5	5	2	4	0	0	0	1	70.00	71.32	-
South-East	**35**	**35**	**20**	**25**	**8**	**94.73**	**98.03**	**11**	**96.05**	**98.66**	**7 urban localities (towns) with 0 lodgings**
Macro-region 2	***81***	***81***	***50***	***57***	***16***	***87.16***	***94.64***	***27***	***94.11***	***97.56***	***21 urban localities (towns) with 0 lodgings***
Arges	7	7	5	6	1	62.16	70.99	3	87.65	92.05	Costesti
Calarasi	5	5	2	2	0	0	0	1	86.67	94.75	Budesti, Fundulea, Lehliu-Gara
Dambovita	7	7	4	6	0	0	0	1	50.00	46.73	Racari
Giurgiu	3	3	3	3	0	0	0	0	0	0	-
Ialomita	7	7	6	5	0	0	0	0	0	0	Fierbinti-Targ
Prahova	14	14	10	14	6	95.84	93.99	7	96.52	95.53	-
Teleorman	5	5	2	5	0	0	0	0	0	0	-
South-Muntenia	**48**	**48**	**32**	**41**	**7**	**83.27**	**63.97**	**12**	**85.58**	**76.35**	**6 urban localities (towns) with 0 lodgings**
Macro-region 3	***48***	***48***	***32***	***41***	***7***	***83.27***	***63.97***	***12***	***85.58***	***76.35***	***6 urban localities (towns) with 0 lodgings***
Arad	10	10	7	10	1	76.79	86.03	1	77.14	83.09	-
Caras-Severin	8	8	5	8	3	94.83	99.13	3	86.33	92.76	-
Hunedoara	14	14	13	14	4	71.43	67.37	6	85.89	84.72	-

County/ Region	Urban localities (INSSE)		Urban localities reporting lodgings		Concentration 2005 (10 or more lodgings)			Concentration 2016 (10 or more lodgings)			Urban localities with 0 lodgings in 2005 and 2016
	2005	2016	2005	2016	Towns and muni	% of lodgings	% of rooms	Towns and muni	% of lodgings	% of rooms	
Timis	10	10	6	9	1	78.13	71.19	2	84.97	80.99	Ciacova
West	**42**	**42**	**31**	**41**	**9**	**78.42**	**82.13**	**12**	**84.36**	**85.40**	**1 urban locality (town) with 0 lodgings**
Dolj	7	7	2	4	1	90.00	91.91	1	84.62	89.07	Bailesti (muni), Dabuleni, Segarcea
Gorj	9	9	5	7	0	0	0	2	81.00	80.17	Rovinari, Targu Carbunesti
Mehedinti	5	5	3	3	1	70.59	85.37	2	95.35	97.10	Strehaia, Vanju Mare
Olt	8	8	3	5	0	0	0	1	34.38	53.00	Draganesti-Olt, Piatra-Olt, Potcoava
Valcea	11	11	9	10	5	91.37	96.83	7	95.41	97.94	Balcesti
South-West	**40**	**40**	**22**	**29**	**7**	**75.12**	**84.63**	**13**	**86.46**	**91.18**	**11 urban localities (1 muni and 10 towns) with 0 lodgings**
Macro-region 4	***82***	***82***	***53***	***70***	***16***	***77.14***	***83.11***	***25***	***85.22***	***87.95***	***12 urban localities* (1 muni and 11 towns) *with 0 lodgings***
National level (urban)	**310**	**311**	**218**	**260**	**68**	**84.24**	**88.40**	**105**	**90.34**	**92.69**	**44 urban localities (1 muni and 43 towns) with 0 lodgings**

Source: authors' calculations based on the official authority for tourism database, on NIS data

Appendix 4: Structure of accommodation facilities by classification (%)

County/Region & year		1* No	1* Rooms	2* No	2* Rooms	3* No	3* Rooms	4* No	4* Rooms	5* No	5* Rooms
Bihor	2005	31.58	31.18	34.21	19.78	26.32	21.29	7.89	27.75	0.00	0.00
	2016	5.26	7.35	27.37	14.10	58.95	46.11	8.42	32.44	0.00	0.00
Bistrita-Nasaud	2005	26.32	39.04	31.58	34.83	42.11	26.12	0.00	0.00	0.00	0.00
	2016	2.33	1.61	32.56	42.92	55.81	37.83	6.98	12.81	2.33	4.83
Cluj	2005	7.41	4.78	29.63	38.78	44.44	30.83	17.28	24.87	1.24	0.74
	2016	4.60	4.96	19.25	12.92	59.83	48.40	14.64	29.35	1.68	4.37
Maramures	2005	3.37	12.45	67.42	34.65	22.47	39.33	6.74	13.57	0.00	0.00
	2016	1.68	2.52	39.11	25.93	53.63	61.63	5.58	9.92	0.00	0.00
Salaj	2005	0.00	0.00	33.33	14.41	66.67	85.59	0.00	0.00	0.00	0.00
	2016	0.00	0.00	10.71	7.89	75.00	74.94	14.29	17.17	0.00	0.00
Satu-Mare	2005	23.81	17.86	23.81	21.88	42.86	57.81	9.52	2.45	0.00	0.00
	2016	7.79	6.64	32.47	26.39	54.55	61.43	5.19	5.54	0.00	0.00

County/Region & year		1* No	1* Rooms	2* No	2* Rooms	3* No	3* Rooms	4* No	4* Rooms	5* No	5* Rooms
North-West	**2005**	**12.20**	**17.81**	**43.31**	**32.62**	**34.25**	**33.81**	**9.85**	**15.50**	**0.39**	**0.26**
	2016	**3.93**	**4.50**	**27.84**	**20.36**	**57.79**	**52.00**	**9.68**	**21.01**	**0.76**	**2.13**
Alba	2005	21.74	13.15	60.87	79.10	17.39	7.75	0.00	0.00	0.00	0.00
	2016	6.17	1.07	24.69	22.63	55.56	62.79	11.11	11.48	2.47	2.03
Brasov	2005	26.48	15.30	31.27	29.39	32.95	43.55	8.45	11.27	0.85	0.49
	2016	6.88	4.76	21.23	15.44	55.16	48.16	15.25	28.32	1.48	3.32
Covasna	2005	24.00	10.82	54.00	71.79	22.00	17.39	0.00	0.00	0.00	0.00
	2016	15.07	8.77	38.36	46.83	42.47	35.87	4.10	8.53	0.00	0.00
Harghita	2005	10.32	8.97	73.01	58.45	16.67	32.58	0.00	0.00	0.00	0.00
	2016	8.68	7.32	38.81	33.14	51.14	54.11	1.37	5.43	0.00	0.00
Mures	2005	8.70	11.08	37.67	48.43	43.48	35.89	7.25	3.55	2.90	1.05
	2016	3.07	4.56	31.03	22.47	52.49	46.42	12.26	25.02	1.15	1.53
Sibiu	2005	24.46	16.07	58.15	48.50	15.76	34.23	1.63	1.20	0.00	0.00
	2016	3.86	2.61	31.58	19.80	52.98	55.16	10.88	21.95	0.70	0.48
Center	**2005**	**21.69**	**13.39**	**46.72**	**45.13**	**26.27**	**35.52**	**4.71**	**5.58**	**0.61**	**0.38**
	2016	**6.30**	**4.75**	**28.09**	**22.13**	**53.21**	**49.70**	**11.33**	**21.57**	**1.07**	**1.85**
Macro-region 1	***2005***	***19.42***	***14.70***	***45.90***	***41.43***	***28.18***	***35.02***	***5.93***	***8.52***	***0.57***	***0.33***
	2016	***5.60***	***4.67***	***28.01***	***21.59***	***54.56***	***50.41***	***10.85***	***21.40***	***0.98***	***1.93***
Bacau	2005	16.00	3.84	54.00	62.22	26.00	32.56	4.00	1.38	0.00	0.00
	2016	7.25	3.95	26.81	30.64	57.25	52.75	7.97	12.24	0.72	0.42
Botosani	2005	18.18	11.99	45.45	68.14	18.19	9.46	18.18	10.41	0.00	0.00
	2016	11.11	5.54	22.22	17.15	44.45	41.43	22.22	35.88	0.00	0.00
Iasi	2005	21.05	13.51	36.84	28.99	28.95	41.18	10.53	15.95	2.63	0.37
	2016	5.27	2.22	21.05	16.93	56.84	45.88	15.79	31.93	1.05	3.04
Neamt	2005	11.11	13.64	63.89	28.78	25.00	57.58	0.00	0.00	0.00	0.00
	2016	8.43	10.97	30.12	21.29	59.04	54.92	2.41	12.82	0.00	0.00
Suceava	2005	10.53	9.82	52.63	44.35	29.32	36.81	7.52	9.02	0.00	0.00
	2016	3.76	3.27	25.19	22.60	50.00	47.15	20.30	26.31	0.75	0.67
Vaslui	2005	14.29	9.56	57.14	54.58	28.57	35.86	0.00	0.00	0.00	0.00
	2016	11.11	6.70	38.89	27.93	50.00	65.37	0.00	0.00	0.00	0.00
North-East	**2005**	**13.45**	**9.71**	**52.00**	**45.34**	**27.64**	**37.85**	**6.55**	**7.03**	**0.36**	**0.07**
	2016	**5.83**	**4.35**	**25.89**	**22.93**	**53.72**	**49.45**	**13.92**	**22.29**	**0.64**	**0.98**
Braila	2005	14.29	3.35	35.71	55.02	42.86	40.43	7.14	1.20	0.00	0.00
	2016	14.81	6.30	14.81	17.37	51.85	67.18	18.53	9.15	0.00	0.00
Buzau	2005	50.00	33.88	41.67	62.87	8.33	3.25	0.00	0.00	0.00	0.00
	2016	6.67	3.42	33.33	36.50	56.67	55.33	3.33	4.75	0.00	0.00
Constanta	2005	23.97	18.94	42.07	54.25	25.17	21.11	7.76	5.19	1.03	0.51
	2016	8.58	5.73	29.29	32.15	50.29	47.51	8.02	13.19	3.82	1.42
Galati	2005	0.00	0.00	50.00	46.99	36.36	41.17	13.64	11.84	0.00	0.00
	2016	6.82	7.87	20.45	13.04	61.37	63.58	9.09	12.28	2.27	3.23
Tulcea	2005	6.52	7.81	28.26	23.99	36.96	48.68	26.09	18.40	2.17	1.12
	2016	1.14	0.45	18.18	10.57	52.27	64.68	27.27	23.17	1.14	1.13
Vrancea	2005	11.11	46.55	44.45	40.95	44.44	12.50	0.00	0.00	0.00	0.00
	2016	0.00	0.00	23.33	34.16	53.34	45.39	23.33	20.45	0.00	0.00
South-East	**2005**	**22.11**	**18.62**	**41.29**	**53.66**	**26.65**	**21.83**	**8.93**	**5.38**	**1.02**	**0.51**
	2016	**7.89**	**5.56**	**27.86**	**31.09**	**51.07**	**48.58**	**9.87**	**13.37**	**3.31**	**1.40**
Macro-region 2	***2005***	***19.62***	***17.52***	***44.36***	***52.63***	***26.93***	***23.80***	***8.25***	***5.59***	***0.84***	***0.46***
	2016	***7.21***	***5.35***	***27.21***	***29.67***	***51.95***	***48.73***	***11.19***	***14.93***	***2.44***	***1.32***
Arges	2005	13.51	20.06	35.14	26.25	45.95	52.61	2.70	0.49	2.70	0.59
	2016	2.47	1.88	23.46	17.05	64.20	63.23	8.64	17.48	1.23	0.36
Calarasi	2005	12.50	10.34	37.50	50.58	50.00	39.08	0.00	0.00	0.00	0.00
	2016	0.00	0.00	13.33	3.75	60.00	48.00	26.67	48.25	0.00	0.00

County/Region & year		1* No	1* Rooms	2* No	2* Rooms	3* No	3* Rooms	4* No	4* Rooms	5* No	5* Rooms
Dambovita	2005	10.53	3.22	68.42	75.85	21.05	20.93	0.00	0.00	0.00	0.00
	2016	5.56	4.93	38.89	50.93	50.00	41.92	5.55	2.22	0.00	0.00
Giurgiu	2005	37.50	15.84	62.50	84.16	0.00	0.00	0.00	0.00	0.00	0.00
	2016	25.00	12.73	31.25	15.87	43.75	71.40	0.00	0.00	0.00	0.00
Ialomita	2005	33.33	14.81	50.00	81.27	16.67	3.92	0.00	0.00	0.00	0.00
	2016	0.00	0.00	32.00	17.21	64.00	78.51	4.00	4.28	0.00	0.00
Prahova	2005	27.94	15.67	45.50	40.43	22.63	27.11	3.70	16.61	0.23	0.18
	2016	3.85	2.79	31.87	22.92	52.38	52.22	9.34	19.52	2.56	2.55
Teleorman	2005	33.33	9.09	66.67	90.91	0.00	0.00	0.00	0.00	0.00	0.00
	2016	0.00	0.00	31.25	47.13	56.25	44.54	12.50	8.33	0.00	0.00
South-Muntenia	**2005**	**26.43**	**14.99**	**46.01**	**49.39**	**23.95**	**25.62**	**3.23**	**9.83**	**0.38**	**0.17**
	2016	**3.95**	**2.83**	**30.88**	**23.39**	**54.01**	**55.71**	**9.12**	**16.53**	**2.04**	**1.54**
Macro-region 3	***2005***	***26.43***	***14.99***	***46.01***	***49.39***	***23.95***	***25.62***	***3.23***	***9.83***	***0.38***	***0.17***
	2016	***3.95***	***2.83***	***30.88***	***23.39***	***54.01***	***55.71***	***9.12***	***16.53***	***2.04***	***1.54***
Arad	2005	19.64	11.03	53.57	39.59	25.00	35.15	1.79	14.23	0.00	0.00
	2016	8.57	7.59	38.10	30.24	48.57	48.13	4.76	14.04	0.00	0.00
Caras-Severin	2005	13.79	8.12	60.35	84.42	24.14	5.59	1.72	1.87	0.00	0.00
	2016	5.75	2.44	26.62	31.78	63.31	57.47	4.32	8.31	0.00	0.00
Hunedoara	2005	22.69	22.24	60.50	65.56	13.45	11.33	3.36	0.87	0.00	0.00
	2016	9.68	5.66	38.71	34.67	43.95	48.83	6.45	9.91	1.21	0.92
Timis	2005	7.29	7.70	32.29	38.88	45.84	36.31	14.58	17.11	0.00	0.00
	2016	5.20	6.50	17.34	18.30	61.85	48.57	15.03	26.50	0.58	0.13
West	**2005**	**16.11**	**11.30**	**51.06**	**60.32**	**26.75**	**20.31**	**6.08**	**8.07**	**0.00**	**0.00**
	2016	**7.52**	**5.38**	**30.53**	**28.00**	**53.38**	**50.92**	**7.97**	**15.42**	**0.60**	**0.28**
Dolj	2005	5.00	0.92	45.00	43.51	40.00	48.55	10.00	7.02	0.00	0.00
	2016	1.54	0.34	20.00	11.48	56.92	49.35	21.54	38.83	0.00	0.00
Gorj	2005	0.00	0.00	66.67	58.21	33.33	41.79	0.00	0.00	0.00	0.00
	2016	2.00	0.45	31.00	27.15	61.00	66.44	6.00	5.96	0.00	0.00
Mehedinti	2005	11.76	10.48	47.06	45.63	41.18	43.89	0.00	0.00	0.00	0.00
	2016	6.98	2.14	18.60	19.40	69.77	72.67	4.65	5.79	0.00	0.00
Olt	2005	0.00	0.00	66.67	88.14	11.11	6.32	11.11	2.77	11.11	2.77
	2016	3.13	4.24	31.24	28.09	53.13	53.18	12.50	14.49	0.00	0.00
Valcea	2005	17.99	14.59	56.83	68.18	23.02	16.61	2.16	0.62	0.00	0.00
	2016	5.96	5.76	33.49	25.83	52.29	61.05	7.34	6.87	0.92	0.49
South-West	2005	**13.40**	**10.97**	**56.46**	**63.56**	**26.79**	**23.93**	**2.87**	**1.42**	**0.48**	**0.12**
	2016	**4.37**	**3.74**	**29.48**	**23.35**	**56.55**	**60.50**	**9.17**	**12.14**	**0.43**	**0.27**
Macro-region 4	***2005***	***15.06***	***11.17***	***53.16***	***61.59***	***26.77***	***21.73***	***4.83***	***5.46***	***0.18***	***0.05***
	2016	***6.23***	***4.66***	***30.10***	***25.94***	***54.67***	***55.15***	***8.47***	***13.98***	***0.53***	***0.27***
National level (urban)	**2005**	**19.92**	**15.75**	**46.71**	**51.42**	**26.82**	**25.93**	**6.00**	**6.56**	**0.55**	**0.34**
	2016	**6.02**	**4.82**	**28.50**	**26.22**	**53.69**	**50.89**	**10.30**	**16.72**	**1.49**	**1.35**

Source: authors' calculations based on the official authority for tourism database

Appendix 5: Structure of accommodation facilities by lodging capacity – number of rooms (%)

County/Region & year		1-4 rooms	5-9 rooms	10-49 rooms	50-99 rooms	100-199 rooms	200-499 rooms	≥500 rooms
Bihor	2005	26.32	23.68	42.11	2.63	5.26	0.00	0.00
	2016	13.68	29.47	50.53	2.11	4.21	0.00	0.00
Bistrita-Nasaud	2005	15.79	21.05	42.11	5.26	5.26	10.53	0.00
	2016	13.95	23.26	51.16	6.97	2.33	2.33	0.00
Cluj	2005	14.81	17.29	61.73	2.47	3.70	0.00	0.00
	2016	29.71	19.67	44.35	4.60	1.67	0.00	0.00

County/Region & year		1-4 rooms	5-9 rooms	10-49 rooms	50-99 rooms	100-199 rooms	200-499 rooms	≥500 rooms
Maramures	2005	57.30	12.36	23.60	4.49	2.25	0.00	0.00
	2016	27.37	34.64	34.64	2.79	0.56	0.00	0.00
Salaj	2005	0.00	16.67	83.33	0.00	0.00	0.00	0.00
	2016	3.57	28.57	67.86	0.00	0.00	0.00	0.00
Satu-Mare	2005	14.29	23.81	52.38	4.76	4.76	0.00	0.00
	2016	10.39	32.47	55.84	0.00	1.30	0.00	0.00
North-West	**2005**	**31.10**	**17.32**	**43.70**	**3.54**	**3.54**	**0.80**	**0.00**
	2016	**22.39**	**27.23**	**45.39**	**3.18**	**1.66**	**0.15**	**0.00**
Alba	2005	17.39	21.74	52.17	4.35	4.35	0.00	0.00
	2016	13.58	32.10	49.38	2.47	1.23	1.24	0.00
Brasov	2005	34.65	27.61	30.99	3.66	2.54	0.55	0.00
	2016	17.94	31.84	45.74	2.84	1.49	0.15	0.00
Covasna	2005	30.00	32.00	22.00	4.00	10.00	2.00	0.00
	2016	19.18	34.25	32.88	6.85	5.47	1.37	0.00
Harghita	2005	48.41	22.22	23.81	2.38	3.18	0.00	0.00
	2016	16.44	39.73	39.73	2.73	1.37	0.00	0.00
Mures	2005	2.90	30.43	47.83	10.14	8.70	0.00	0.00
	2016	18.38	34.10	41.00	4.60	1.92	0.00	0.00
Sibiu	2005	55.98	19.57	20.11	3.25	1.09	0.00	0.00
	2016	26.32	32.28	36.49	3.51	1.40	0.00	0.00
Center	**2005**	**38.17**	**25.28**	**28.87**	**3.97**	**3.34**	**0.37**	**0.00**
	2016	**19.14**	**33.50**	**42.07**	**3.40**	**1.70**	**0.19**	**0.00**
Macro-region 1	***2005***	***36.48***	***23.37***	***32.42***	***3.86***	***3.39***	***0.48***	***0.00***
	2016	***20.10***	***31.66***	***43.04***	***3.33***	***1.69***	***0.18***	***0.00***
Bacau	2005	16.00	26.00	44.00	8.00	4.00	2.00	0.00
	2016	24.64	30.43	38.41	4.35	2.17	0.00	0.00
Botosani	2005	0.00	9.09	81.82	0.00	9.09	0.00	0.00
	2016	5.56	16.67	66.67	11.10	0.00	0.00	0.00
Iasi	2005	15.79	28.95	34.21	15.79	5.26	0.00	0.00
	2016	16.84	31.58	38.95	9.47	3.16	0.00	0.00
Neamt	2005	22.22	27.78	41.67	2.78	5.55	0.00	0.00
	2016	30.12	26.51	38.55	2.41	2.41	0.00	0.00
Suceava	2005	22.56	36.09	33.83	3.76	3.76	0.00	0.00
	2016	16.17	36.09	42.86	3.38	1.50	0.00	0.00
Vaslui	2005	0.00	14.29	57.14	28.57	0.00	0.00	0.00
	2016	16.67	27.78	44.44	11.11	0.00	0.00	0.00
North-East	**2005**	**18.91**	**30.55**	**39.27**	**6.55**	**4.36**	**0.36**	**0.00**
	2016	**19.74**	**32.04**	**41.42**	**4.85**	**1.95**	**0.00**	**0.00**
Braila	2005	7.14	28.57	42.86	14.29	7.14	0.00	0.00
	2016	3.70	40.74	48.15	7.41	0.00	0.00	0.00
Buzau	2005	8.33	16.67	66.67	8.33	0.00	0.00	0.00
	2016	10.00	26.67	60.00	0.00	3.33	0.00	0.00
Constanta	2005	12.24	14.14	35.34	10.17	16.21	11.90	0.00
	2016	13.55	17.18	47.81	7.73	8.78	4.95	0.00
Galati	2005	18.18	18.18	40.91	20.73	0.00	0.00	0.00
	2016	2.27	25.00	63.64	9.09	0.00	0.00	0.00
Tulcea	2005	19.57	41.30	32.61	4.35	2.17	0.00	0.00
	2016	10.23	34.09	50.00	3.41	2.27	0.00	0.00
Vrancea	2005	22.22	33.33	22.23	11.11	11.11	0.00	0.00
	2016	10.00	33.33	56.67	0.00	0.00	0.00	0.00
South-East	**2005**	**12.88**	**16.69**	**35.87**	**10.25**	**14.20**	**10.11**	**0.00**
	2016	**12.55**	**19.73**	**49.01**	**7.10**	**7.50**	**4.11**	**0.00**

County/Region & year		1-4 rooms	5-9 rooms	10-49 rooms	50-99 rooms	100-199 rooms	200-499 rooms	≥500 rooms
Macro-region 2	***2005***	***14.61***	***20.67***	***36.85***	***9.19***	***11.38***	***7.30***	***0.00***
	2016	***14.91***	***23.77***	***46.53***	***6.37***	***5.67***	***2.75***	***0.00***
Arges	2005	5.41	24.32	59.46	8.11	0.00	2.70	0.00
	2016	4.94	22.22	66.67	3.70	2.47	0.00	0.00
Calarasi	2005	12.50	25.00	37.50	12.50	12.50	0.00	0.00
	2016	13.33	20.00	40.00	20.00	6.67	0.00	0.00
Dambovita	2005	15.79	36.84	21.05	15.79	10.53	0.00	0.00
	2016	5.56	36.11	44.44	8.33	5.56	0.00	0.00
Giurgiu	2005	0.00	25.00	62.50	0.00	12.50	0.00	0.00
	2016	0.00	18.75	62.50	18.75	0.00	0.00	0.00
Ialomita	2005	0.00	22.22	55.56	5.56	5.56	5.55	5.55
	2016	0.00	0.00	84.00	8.00	4.00	4.00	0.00
Prahova	2005	48.50	23.79	24.02	1.62	1.85	0.22	0.00
	2016	30.77	32.42	34.62	0.92	1.10	0.17	0.00
Teleorman	2005	0.00	33.33	33.34	33.33	0.00	0.00	0.00
	2016	6.25	31.25	50.00	12.50	0.00	0.00	0.00
South-Muntenia	**2005**	**41.06**	**24.33**	**28.33**	**3.04**	**2.47**	**0.58**	**0.19**
	2016	**24.08**	**29.80**	**41.36**	**2.86**	**1.63**	**0.27**	**0.00**
Macro-region 3	***2005***	***41.06***	***24.33***	***28.33***	***3.04***	***2.47***	***0.58***	***0.19***
	2016	***24.08***	***29.80***	***41.36***	***2.86***	***1.63***	***0.27***	***0.00***
Arad	2005	7.14	30.36	57.14	1.79	3.57	0.00	0.00
	2016	3.81	30.48	63.81	0.95	0.95	0.00	0.00
Caras-Severin	2005	8.62	25.86	44.83	3.45	8.62	6.90	1.72
	2016	10.07	35.97	46.76	2.16	2.88	2.16	0.00
Hunedoara	2005	37.82	29.41	26.05	3.36	3.36	0.00	0.00
	2016	25.40	33.87	37.91	1.61	1.21	0.00	0.00
Timis	2005	2.08	20.83	66.67	5.21	5.21	0.00	0.00
	2016	8.67	21.97	61.85	4.62	2.31	0.58	0.00
West	**2005**	**17.02**	**26.44**	**46.51**	**3.65**	**4.86**	**1.22**	**0.30**
	2016	**14.44**	**30.68**	**50.08**	**2.40**	**1.80**	**0.60**	**0.00**
Dolj	2005	0.00	15.00	80.00	0.00	5.00	0.00	0.00
	2016	10.77	21.54	60.00	6.15	1.54	0.00	0.00
Gorj	2005	37.50	8.33	54.17	0.00	0.00	0.00	0.00
	2016	11.00	37.00	50.00	2.00	0.00	0.00	0.00
Mehedinti	2005	5.88	35.29	47.07	0.00	11.76	0.00	0.00
	2016	11.63	27.91	53.49	4.65	2.32	0.00	0.00
Olt	2005	0.00	22.22	66.67	11.11	0.00	0.00	0.00
	2016	0.00	31.25	62.50	6.25	0.00	0.00	0.00
Valcea	2005	33.81	22.30	33.09	4.32	2.16	4.32	0.00
	2016	12.39	31.65	49.54	2.75	1.83	1.38	0.46
South-West	**2005**	**27.27**	**21.05**	**42.59**	**3.35**	**2.87**	**2.87**	**0.00**
	2016	**10.92**	**31.00**	**52.40**	**3.49**	**1.31**	**0.66**	**0.22**
Macro-region 4	***2005***	***21.00***	***24.35***	***44.98***	***3.53***	***4.09***	***1.86***	***0.19***
	2016	***13.00***	***30.81***	***51.02***	***2.85***	***1.60***	***0.62***	***0.09***
National level (urban)	**2005**	**27.77**	**22.87**	**35.29**	**5.32**	**5.84**	**2.85**	**0.06**
	2016	**17.62**	**28.79**	**45.43**	**4.14**	**2.92**	**1.08**	**0.02**

Source: authors' calculations based on the official authority for tourism database

Appendix 6: The profile of counties and regions based on available lodgings and rooms

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
Bihor *1) 2.50 (no.) / 2.52 (rooms)* *2a) 23.60 % / 14.70% (2005)* *2b) 24.23% / 26.07% (2016)*	5	9	Pensions (no.) 55.26% Hotels (rooms) 60.99%	Pensions (no.) 37.89% Hotels (rooms) 58.14%	2 stars (no.) 34.21% 1 star (rooms) 31.18%	3 stars (no.) 58.95% 3 stars (rooms) 46.11%	10-49 rooms (no.) 42.11%	10-49 rooms (no.) 50.53%
Bistrita-Nasaud *1) 2.26 (no.) / 1.10 (rooms)* *2a) 37.25 % / 82.85% (2005)* *2b) 35.83% / 63.39% (2016)*	4	9	Hotels (no.) 52.63% Hotels (rooms) 92.32%	Pensions (no.) 34.89% Hotels (rooms) 71.76%	3 stars (no.) 42.11% 1 star (rooms) 39.04%	3 stars (no.) 55.81% 2 stars (rooms) 42.92%	10-49 rooms (no.) 42.11%	10-49 rooms (no.) 51.16%
Cluj *1) 2.95 (no.) / 2.07 (rooms)* *2a) 37.16 % / 64.50% (2005)* *2b) 51.40% / 67.06% (2016)*	7	10	Hotels (no.) 44.44% Hotels (rooms) 77.34%	Pensions (no.) 29.71% Hotels (rooms) 62.28%	3 stars (no.) 44.44% 2 stars (rooms) 38.78%	3 stars (no.) 59.83% 3 stars (rooms) 48.40%	10-49 rooms (no.) 61.73%	10-49 rooms (no.) 44.35%
Maramures *1) 2.01 (no.) / 1.82 (rooms)* *2a) 26.18 % / 56.80% (2005)* *2b) 42.22% / 57.03% (2016)*	7	10	Pensions (no.) 69.66% Hotels (rooms) 67.42%	Pensions (no.) 55.87% Hotels (rooms) 42.50%	2 stars (no.) 67.42% 3 stars (rooms) 39.33%	3 stars (no.) 53.63% 3 stars (rooms) 61.63%	1-4 rooms (no.) 57.30%	5-9 rooms & 10-49 rooms (no.) 34.64%
Salaj *1) 4.67 (no.) / 3.88 (rooms)* *2a) 50.00 % / 56.06% (2005)* *2b) 36.36% / 49.43% (2016)*	3	6	Hotels (no.) 50.00% Hotels (rooms) 76.58%	Pensions (no.) 53.57% Hotels (rooms) 44.55%	3 stars (no.) 66.67% 3 stars (rooms) 85.59%	3 stars (no.) 75.00% 3 stars (rooms) 74.94%	10-49 rooms (no.) 83.33%	10-49 rooms (no.) 67.86%
Satu-Mare *1) 3.67 (no.) / 2.66 (rooms)* *2a) 75.00 % / 85.17% (2005)* *2b) 74.76% / 78.65% (2016)*	7	9	Hotels (no.) 38.10% Hotels (rooms) 66.52%	Rented rooms (no.) 27.27% Hotels (rooms) 41.01%	3 stars (no.) 42.86% 3 stars (rooms) 57.81%	3 stars (no.) 54.55% 3 stars (rooms) 61.43%	10-49 rooms (no.) 52.38%	10-49 rooms (no.) 55.84%
North-West ***1) 2.60 (no.) / 1.97 (rooms)*** ***2a) 31.36 % / 45.21% (2005)*** ***2b) 41.81% / 51.11% (2016)***	**11**	**12**	**Pensions (no.) 42.13%** **Hotels (rooms) 75.05%**	**Pensions (no.) 33.89%** **Hotels (rooms) 55.57%**	**2 stars (no.) 43.31%** **3 stars (rooms) 33.81%**	**3 stars (no.) 57.79%** **3 stars (rooms) 52.00%**	**10-49 rooms (no.) 43.70%**	**10-49 rooms (no.) 45.39%**

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
Alba *1) 3.52 (no.) / 3.50 (rooms)* *2a) 14.84 % / 42.22% (2005)* *2b) 28.03% / 47.77% (2016)*	6	9	Pensions (no.) 52.17% Hotels (rooms) 61.97%	Pensions (no.) 48.15% Hotels (rooms) 39.76%	2 stars (no.) 60.87% 2 stars (rooms) 79.11%	3 stars (no.) 55.56% 3 stars (rooms) 62.79%	10-49 rooms (no.) 52.17%	10-49 rooms (no.) 49.38%
Brasov *1) 1.88 (no.) / 1.84 (rooms)* *2a) 54.70 % / 78.95% (2005)* *2b) 53.26% / 66.32% (2016)*	12	14	Pensions (no.) 53.52% Hotels (rooms) 56.26%	Pensions (no.) 45.89% Hotels (rooms) 48.53%	3 stars (no.) 32.96% 3 stars (rooms) 43.56%	3 stars (no.) 55.16% 3 stars (rooms) 48.16%	1-4 rooms (no.) 34.65%	10-49 rooms (no.) 45.74%
Covasna *1) 1.46 (no.) / 1.20 (rooms)* *2a) 43.86 % / 81.66% (2005)* *2b) 43.45% / 64.46% (2016)*	7	10	Pensions (no.) 46.00% Hotels (rooms) 87.53%	Pensions (no.) 46.58% Hotels (rooms) 73.01%	2 stars (no.) 54.00% 2 stars (rooms) 71.79%	3 stars (no.) 42.47% 2 stars (rooms) 46.83%	5-9 rooms (no.) 32.00%	5-9 rooms (no.) 34.25%
Harghita *1) 1.74 (no.) / 1.79 (rooms)* *2a) 16.34 % / 48.22% (2005)* *2b) 41.95% / 59.28% (2016)*	7	12	Pensions (no.) 72.22% Hotels (rooms) 55.50%	Pensions (no.) 57.99% Pensions &hotels (rooms) 36.92%	2 stars (no.) 73.02% 2 stars (rooms) 58.45%	3 stars (no.) 51.14% 3 stars (rooms) 54.11%	1-4 rooms (no.) 48.41%	5-9 rooms & 10-49 rooms (no.) 39.73%
Mures *1) 3.78 (no.) / 2.21 (rooms)* *2a) 57.98 % / 85.71% (2005)* *2b) 72.10% / 80.60% (2016)*	8	11	Pensions (no.) 42.03% Hotels (rooms) 66.20%	Pensions (no.) 46.36% Hotels (rooms) 53.86%	3 stars (no.) 43.48% 2 stars (rooms) 48.43%	3 stars (no.) 52.49% 3 stars (rooms) 46.42%	10-49 rooms (no.) 47.83%	10-49 rooms (no.) 41.00%
Sibiu *1) 1.55 (no.) / 2.14 (rooms)* *2a) 68.91 % / 77.37% (2005)* *2b) 57.81% / 66.66% (2016)*	11	12	Pensions (no.) 74.46% Hotels (rooms) 54.29%	Pensions (no.) 54.38% Hotels (rooms) 50.19%	2 stars (no.) 58.15% 2 stars (rooms) 48.50%	3 stars (no.) 52.98% 3 stars (rooms) 55.16%	1-4 rooms (no.) 55.98%	10-49 rooms (no.) 36.49%
Center ***1) 1.97 (no.) / 1.91 (rooms)*** ***2a) 38.89 % / 71.93% (2005)*** ***2b) 51.39% / 65.77% (2016)***	**13**	**15**	**Pensions (no.) 59.73%** **Hotels (rooms) 61.09%**	**Pensions (no.) 49.31%** **Hotels (rooms) 49.54%**	**2 stars (no.) 46.72%** **2 stars (rooms) 45.13%**	**3 stars (no.) 53.21%** **3 stars (rooms) 49.71%**	**1-4 rooms (no.) 38.17%**	**10-49 rooms (no.) 42.07%**

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
Macro-region 1 ***1) 2.12 (no.) / 1.93 (rooms)*** ***2a) 36.78 % / 61.21% (2005)*** ***2b) 48.15% / 60.52% (2016)***	***13***	***15***	***Pensions (no.) 55.51%*** ***Hotels (rooms) 65.23%***	***Pensions (no.) 45.66%*** ***Hotels (rooms) 51.36%***	***2 stars (no.) 45.90%*** ***2 stars (rooms) 41.43%***	***3 stars (no.) 54.56%*** ***3 stars (rooms) 50.40%***	***1-4 rooms (no.) 36.48%***	***10-49 rooms (no.) 43.04%***
Bacau *1) 2.76 (no.) / 1.54 (rooms)* *2a) 59.52 % / 81.36% (2005)* *2b) 64.79% / 76.11% (2016)*	6	11	Pensions (no.) 50.00% Hotels (rooms) 71.72%	Pensions (no.) 51.45% Hotels (rooms) 54.40%	2 stars (no.) 54.00% 2 stars (rooms) 62.22%	3 stars (no.) 57.25% 3 stars (rooms) 52.75%	10-49 rooms (no.) 44.00%	10-49 rooms (no.) 38.41%
Botosani *1) 1.64 (no.) / 1.20 (rooms)* *2a) 57.89 % / 84.76% (2005)* *2b) 52.94% / 77.19% (2016)*	2	5	Hotels (no.) 63.64% Hotels (rooms) 86.44%	Hotels (no.) 44.44% Hotels (rooms) 70.45%	2 stars (no.) 45.45% 2 stars (rooms) 68.14%	3 stars (no.) 44.44% 3 stars (rooms) 41.42%	10-49 rooms (no.) 81.82%	10-49 rooms (no.) 66.67%
Iasi *1) 2.50 (no.) / 1.98 (rooms)* *2a) 69.09 % / 90.96% (2005)* *2b) 67.38% / 82.03% (2016)*	9	7	Hotels (no.) 36.84% Hotels (rooms) 81.14%	Pensions (no.) 36.84% Hotels (rooms) 73.70%	2 stars (no.) 36.84% 3 stars (rooms) 41.18%	3 stars (no.) 56.84% 3 stars (rooms) 45.88%	10-49 rooms (no.) 34.21%	10-49 rooms (no.) 38.95%
Neamt *1) 2.31 (no.) / 1.57 (rooms)* *2a) 25.71 % / 42.24% (2005)* *2b) 24.85% / 35.06% (2016)*	9	14	Pensions (no.) 55.56% Hotels (rooms) 45.83%	Pensions (no.) 46.99% Hotels (rooms) 42.98%	2 stars (no.) 63.89% 3 stars (rooms) 57.58%	3 stars (no.) 59.04% 3 stars (rooms) 54.92%	10-49 rooms (no.) 41.67%	10-49 rooms (no.) 38.55%
Suceava *1) 2.00 (no.) / 1.69 (rooms)* *2a) 43.04 % / 67.84% (2005)* *2b) 40.49% / 57.16% (2016)*	7	11	Pensions (no.) 59.40% Hotels (rooms) 62.62%	Pensions (no.) 55.26% Hotels (rooms) 48.11%	2 stars (no.) 52.63% 2 stars (rooms) 44.35%	3 stars (no.) 50.00% 3 stars (rooms) 47.15%	5-9 rooms (no.) 36.09%	10-49 rooms (no.) 42.86%
Vaslui *1) 2.57 (no.) / 1.43 (rooms)* *2a) 63.64 % / 91.94% (2005)* *2b) 51.43% / 70.61% (2016)*	4	6	Hotels (no.) 57.14% Hotels (rooms) 82.07%	Pensions (no.) 33.33% Hotels (rooms) 62.01%	2 stars (no.) 57.14% 2 stars (rooms) 54.58%	3 stars (no.) 50.00% 3 stars (rooms) 65.36%	10-49 rooms (no.) 57.14%	10-49 rooms (no.) 44.44%

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
North-East ***1) 2.25 (no.) / 1.66 (rooms)*** ***2a) 44.50 % / 69.54% (2005)*** ***2b) 43.71% / 60.49% (2016)***	**12**	**14**	**Pensions (no.) 51.27%** **Hotels (rooms) 67.78%**	**Pensions (no.) 49.35%** **Hotels (rooms) 55.51%**	**2 stars (no.) 52.00%** **2 stars (rooms) 45.34%**	**3 stars (no.) 53.72%** **3 stars (rooms) 49.45%**	**10-49 rooms (no.) 39.27%**	**10-49 rooms (no.) 41.42%**
Braila *1) 1.93 (no.) / 1.25 (rooms)* *2a) 63.64 % / 51.29% (2005)* *2b) 57.45% / 47.21% (2016)*	4	8	Hotels (rooms) 50.00% Hotels (rooms) 80.14%	Hotels (rooms) 37.40% Hotels (rooms) 70.23%	3 stars (no.) 42.86% 2 stars (rooms) 55.02%	3 stars (no.) 51.85% 3 stars (rooms) 67.18%	10-49 rooms (no.) 42.86%	10-49 rooms (no.) 48.15%
Buzau *1) 2.50 (no.) / 1.71 (rooms)* *2a) 23.53 % / 32.90% (2005)* *2b) 22.56% / 31.20% (2016)*	3	5	Hotels (no.) 50.00% Hotels (rooms) 75.90%	Pensions (no.) 33.33% Hotels (rooms) 49.05%	1 star (no.) 50.00% 2 stars (rooms) 62.87%	3 stars (no.) 56.67% 3 stars (rooms) 55.32%	10-49 rooms (no.) 66.67%	10-49 rooms (no.) 60.00%
Constanta *1) 1.81 (no.) / 1.07 (rooms)* *2a) 77.85 % / 92.75% (2005)* *2b) 69.77% / 83.90% (2016)*	13	13	Hotels (no.) 47.93% Hotels (rooms) 86.82%	Hotels (no.) 31.49% Hotels (rooms) 74.38%	2 stars (no.) 42.07% 2 stars (rooms) 54.25%	3 stars (no.) 50.29% 3 stars (rooms) 47.50%	10-49 rooms (no.) 35.34%	10-49 rooms (no.) 47.81%
Galati *1) 2.00 (no.) / 1.74 (rooms)* *2a) 78.57 % / 90.17% (2005)* *2b) 83.02% / 90.71% (2016)*	5	7	Hotels (no.) 45.45% Hotels (rooms) 82.52%	Hotels (no.) 40.91% Hotels (rooms) 65.95%	2 stars (no.) 50.00% 2 stars (rooms) 46.99%	3 stars (no.) 61.36% 3 stars (rooms) 63.58%	10-49 rooms (no.) 40.91%	10-49 rooms (no.) 63.64%
Tulcea *1) 1.91 (no.) / 1.85 (rooms)* *2a) 29.87 % / 36.10% (2005)* *2b) 22.34% / 31.44% (2016)*	8	11	Floating pontoons & pensions (no.) 28.26% Hotels (rooms) 57.32%	Pensions (no.) 44.32% Hotels (rooms) 45.06%	3 stars (no.) 36.96% 3 stars (rooms) 48.68%	3 stars (no.) 52.27% 3 stars (rooms) 64.68%	5-9 rooms (no.) 41.30%	10-49 rooms (no.) 50.00%
Vrancea *1) 3.33 (no.) / 1.73 (rooms)* *2a) 14.29 % / 32.45% (2005)* *2b) 33.33% / 45.26% (2016)*	3	6	Hotels & pensions (no.) 44.44% Hotels (rooms) 90.52%	Pensions (no.) 50.00% Hotels (rooms) 47.63%	2 stars & 3 stars (no.) 44.44% 1 star (rooms) 46.55%	3 stars (no.) 53.33% 3 stars (rooms) 45.39%	5-9 rooms (no.) 33.33%	10-49 rooms (no.) 56.67%

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
South-East ***1) 1.86 (no.) / 1.11 (rooms)*** ***2a) 64.25 % / 87.75% (2005)*** ***2b) 57.10% / 77.75% (2016)***	**15**	**15**	**Hotels (no.) 45.68%** **Hotels (rooms) 86.16%**	**Hotels (no.) 30.47%** **Rooms for rent (rooms) 60.18%**	**2 stars (no.) 41.29%** **2 stars (rooms) 53.66%**	**3 stars (no.) 51.07%** **3 stars (rooms) 48.58%**	**10-49 rooms (no.) 35.87%**	**10-49 rooms (no.) 49.01%**
Macro-region 2 ***1) 1.97 (no.) / 1.17 (rooms)*** ***2a) 56.99 % / 85.00% (2005)*** ***2b) 51.89% / 74.07% (2016)***	***16***	***16***	***Hotels (no.) 39.25%*** ***Hotels (rooms) 83.89%***	***Hotels (no.) 26.26%*** ***Hotels (rooms) 69.83%***	***2 stars (no.) 44.36%*** ***2 stars (rooms) 52.63%***	***3 stars (no.) 51.94%*** ***3 stars (rooms) 48.73%***	***10-49 rooms (no.) 36.85%***	***10-49 rooms (no.) 46.53%***
Arges *1) 2.19 (no.) / 1.62 (rooms)* *2a) 28.91 % / 60.90% (2005)* *2b) 23.62% / 40.40% (2016)*	6	8	Hotels (no.) 51.35% Hotels (rooms) 84.46%	Pensions (no.) 43.21% Hotels (rooms) 68.93%	3 stars (no.) 45.95% 3 stars (rooms) 52.61%	3 stars (no.) 64.20% 3 stars (rooms) 63.23%	10-49 rooms (no.) 59.46%	10-49 rooms (no.) 66.67%
Calarasi *1) 1.88 (no.) / 1.53 (rooms)* *2a) 72.73 % / 90.94% (2005)* *2b) 65.22% / 84.21% (2016)*	3	6	Hotels (no.) 50.00% Hotels (rooms) 90.04%	Pensions (no.) 33.34% Hotels (rooms) 54.50%	3 stars (no.) 50.00% 2 stars (rooms) 50.57%	3 stars (no.) 60.00% 4 stars (rooms) 48.25%	10-49 rooms (no.) 37.50%	10-49 rooms (no.) 40.00%
Dambovita *1) 1.89 (no.) / 1.45 (rooms)* *2a) 40.43 % / 67.68% (2005)* *2b) 34.95% / 49.09% (2016)*	5	6	Pensions (no.) 42.11% Hotels (rooms) 80.32%	Pensions (no.) 41.67% Hotels (rooms) 75.96%	2 stars (no.) 68.42% 2 stars (rooms) 75.85%	3 stars (no.) 50.00% 2 stars (rooms) 50.92%	5-9 rooms (no.) 36.84%	10-49 rooms (no.) 44.44%
Giurgiu *1) 2.00 (no.) / 2.17 (rooms)* *2a) 57.14 % / 79.21% (2005)* *2b) 44.44% / 74.61% (2016)*	4	6	Motels (no.) 37.50% Hotels (rooms) 62.90%	Motels & Hotels (no.) 31.25% Ships (rooms) 36.74%	2 stars (no.) 62.50% 2 stars (rooms) 84.11%	3 stars (no.) 43.75% 3 stars (rooms) 71.40%	10-49 rooms (no.) 62.50%	10-49 rooms (no.) 62.50%
Ialomita *1) 1.39 (no.) / 0.73 (rooms)* *2a) 94.74 % / 99.60% (2005)* *2b) 89.29% / 97.96% (2016)*	6	7	Hotels (no.) 38.89% Hotels (rooms) 82.71%	Hotels (no.) 48.00% Hotels (rooms) 75.00%	2 stars (no.) 50.00% 2 stars (rooms) 81.27%	3 stars (no.) 64.00% 3 star (rooms) 78.51%	10-49 rooms (no.) 55.56%	10-49 rooms (no.) 84.00%

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
Prahova *1) 1.26 (no.) / 1.32 (rooms)* *2a) 84.24 % / 89.98% (2005)* *2b) 84.39% / 85.36% (2016)*	11	10	Pensions (no.) 37.41% Hotels (rooms) 53.45%	Pensions (no.) 32.23% Hotels (rooms) 45.42%	2 stars (no.) 45.50% 2 stars (rooms) 40.43%	3 stars (no.) 52.38% 3 stars (rooms) 52.22%	1-4 rooms (no.) 48.50%	10-49 rooms (no.) 34.62%
Teleorman *1) 5.33 (no.) / 3.16 (rooms)* *2a) 100.00 % / 100.00% (2005)* *2b) 69.57% / 86.14% (2016)*	2	6	Hotels (no.) 66.67% Hotels (rooms) 90.91%	Hotels (no.) 37.50% Hotels (rooms) 75.00%	2 stars (no.) 66.67% 2 stars (rooms) 90.91%	3 stars (no.) 56.25% 2 stars (rooms) 47.13%	10-49 rooms (no.) 33.34%	10-49 rooms (no.) 50.00%
South-Muntenia ***1) 1.40 (no.) / 1.33 (rooms)*** ***2a) 71.47 % / 84.24% (2005)*** ***2b) 61.10% / 70.19% (2016)***	**12**	**13**	**Pensions (no.) 35.93%** **Hotels (rooms) 65.37%**	**Pensions (no.) 32.38%** **Hotels (rooms) 54.32%**	**2 stars (no.) 46.01%** **2 stars (rooms) 49.39%**	**3 stars (no.) 54.01%** **3 stars (rooms) 55.71%**	**1-4 rooms (no.) 41.06%**	**10-49 rooms (no.) 41.36%**
Macro-region 3 ***1) 1.40 (no.) / 1.33 (rooms)*** ***2a) 71.47 % / 84.24% (2005)*** ***2b) 61.10% / 70.19% (2016)***	***12***	***13***	***Pensions (no.) 35.93%*** ***Hotels (rooms) 65.37%***	***Pensions (no.) 32.38%*** ***Hotels (rooms) 54.32%***	***2 stars (no.) 46.01%*** ***2 stars (rooms) 49.39%***	***3 stars (no.) 54.01%*** ***3 stars (rooms) 55.71%***	***1-4 rooms (no.) 41.06%***	***10-49 rooms (no.) 41.36%***
Arad *1) 1.88 (no.) / 1.64 (rooms)* *2a) 58.33 % / 64.45% (2005)* *2b) 58.33% / 64.35% (2016)*	8	8	Pensions (no.) 57.14% Hotels (rooms) 59.43%	Pensions (no.) 52.38% Hotels (rooms) 55.61%	2 stars (no.) 53.57% 2 stars (rooms) 39.59%	3 stars (no.) 48.57% 3 stars (rooms) 48.13%	10-49 rooms (no.) 57.14%	10-49 rooms (no.) 63.81%
Caras-Severin *1) 2.40 (no.) / 1.07 (rooms)* *2a) 53.21 % / 85.39% (2005)* *2b) 52.26% / 70.92% (2016)*	8	12	Pensions (no.) 39.66% Hotels (rooms) 83.41%	Pensions (no.) 53.96% Hotels (rooms) 62.60%	2 stars (no.) 60.34% 2 stars (rooms) 84.42%	3 stars (no.) 63.31% 3 stars (rooms) 57.47%	10-49 rooms (no.) 44.83%	10-49 rooms (no.) 46.76%
Hunedoara *1) 2.08 (no.) / 1.77 (rooms)* *2a) 69.19 % / 78.11% (2005)* *2b) 68.70% / 76.33% (2016)*	8	13	Pensions (no.) 47.90% Hotels (rooms) 49.15%	Pensions (no.) 33.87% Hotels (rooms) 32.14%	2 stars (no.) 60.50% 2 stars (rooms) 65.56%	3 stars (no.) 43.95% 3 stars (rooms) 48.83%	1-4 rooms (no.) 37.82%	10-49 rooms (no.) 37.91%

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
Timis *1) 1.80 (no.) / 1.45 (rooms)* *2a) 69.57 % / 85.93% (2005)* *2b) 68.38% / 81.57% (2016)*	7	9	Hotels (no.) 47.92% Hotels (rooms) 74.34%	Pensions (no.) 42.20% Hotels (rooms) 62.48%	3 stars (no.) 45.83% 2 stars (rooms) 38.88%	3 stars (no.) 61.85% 3 stars (rooms) 48.56%	10-49 rooms (no.) 66.67%	10-49 rooms (no.) 61.85%
West ***1) 2.02 (no.) / 1.41 (rooms)*** ***2a) 63.88 % / 80.46% (2005)*** ***2b) 62.74% / 74.17% (2016)***	**10**	**14**	**Pensions (no.) 45.59%** **Hotels (rooms) 70.27%**	**Pensions (no.) 43.16%** **Hotels (rooms) 53.54%**	**2 stars (no.) 51.06%** **2 stars (rooms) 60.32%**	**3 stars (no.) 53.38%** **3 stars (rooms) 50.91%**	**10-49 rooms (no.) 46.51%**	**10-49 rooms (no.) 50.08%**
Dolj *1) 3.25 (no.) / 2.22 (rooms)* *2a) 64.52 % / 87.22% (2005)* *2b) 69.15% / 81.19% (2016)*	5	6	Hotels (no.) 50.00% Hotels (rooms) 73.28%	Hotels (no.) 46.15% Hotels (rooms) 74.64%	2 stars (no.) 45.00% 3 stars (rooms) 48.55%	3 stars (no.) 56.92% 3 stars (rooms) 49.35%	10-49 rooms (no.) 80.00%	10-49 rooms (no.) 60.00%
Gorj *1) 4.17 (no.) / 3.96 (rooms)* *2a) 64.86 % / 63.81% (2005)* *2b) 51.02% / 62.72% (2016)*	5	9	Pensions (no.) 54.17% Hostels (rooms) 38.51%	Pensions (no.) 43.00% Hotels (rooms) 37.78%	2 stars (no.) 66.67% 2 stars (rooms) 58.21%	3 stars (no.) 61.00% 3 stars (rooms) 66.44%	10-49 rooms (no.) 54.17%	10-49 rooms (no.) 50.00%
Mehedinti *1) 2.53 (no.) / 1.73 (rooms)* *2a) 38.64 % / 68.87% (2005)* *2b) 42.57% / 61.17% (2016)*	6	6	Pensions (no.) 41.18% Hotels (rooms) 67.69%	Pensions (no.) 37.21% Hotels (rooms) 52.27%	2 stars (no.) 47.06% 2 stars (rooms) 45.63%	3 stars (no.) 69.77% 3 stars (rooms) 72.67%	10-49 rooms (no.) 47.07%	10-49 rooms (no.) 53.49%
Olt *1) 3.56 (no.) / 2.24 (rooms)* *2a) 100.00 % / 100.00% (2005)* *2b) 82.05% / 92.33% (2016)*	3	6	Hotels (no.) 44.44% Hotels (rooms) 66.01%	Pensions (no.) 37.50% Hotels (rooms) 61.66%	2 stars (no.) 66.67% 2 stars (rooms) 88.14%	3 stars (no.) 53.13% 3 stars (rooms) 53.18%	10-49 rooms (no.) 66.67%	10-49 rooms (no.) 62.50%
Valcea *1) 1.57 (no.) / 1.39 (rooms)* *2a) 69.85 % / 75.88% (2005)* *2b) 62.64% / 79.99% (2016)*	10	13	Pensions (no.) 30.22% Hotels (rooms) 70.61%	Pensions (no.) 39.91% Hotels (rooms) 65.00%	2 stars (no.) 56.83% 2 stars (rooms) 68.18%	3 stars (no.) 52.29% 3 stars (rooms) 61.05%	1-4 rooms (no.) 33.81%	10-49 rooms (no.) 49.54%

County/Region *1) Growth rate of urban lodgings/rooms* *2) Percentage of urban lodgings/rooms at county level 2005 (a), 2016 (b)*	Types of lodgings (no.)		Dominant type of lodging		Dominant classification		Dominant capacity (% of no.)	
	2005	2016	2005	2016	2005	2016	2005	2016
South-West ***1) 2.19 (no.) / 1.72 (rooms)*** ***2a) 65.31 % / 76.39% (2005)*** ***2b) 58.87% / 75.80% (2016)***	**10**	**13**	**Pensions (no.) 33.01%** **Hotels (rooms) 67.87%**	**Pensions (no.) 37.77%** **Hotels (rooms) 61.32%**	**2 stars (no.) 56.46%** **2 stars (rooms) 63.56%**	**3 stars (no.) 56.55%** **3 stars (rooms) 60.50%**	**10-49 rooms (no.) 42.59%**	**10-49 rooms (no.) 52.40**
Macro-region 4 ***1) 2.09 (no.) / 1.53 (rooms)*** ***2a) 64.43 % / 78.81% (2005)*** ***2b) 61.10% / 74.88% (2016)***	***12***	***14***	***Pensions (no.) 40.71%*** ***Hotels (rooms) 69.33%***	***Pensions (no.) 40.96%*** ***Hotels (rooms) 56.98%***	***2 stars (no.) 53.16%*** ***2 stars (rooms) 61.59%***	***3 stars (no.) 54.67%*** ***3 stars (rooms) 55.15%***	***10-49 rooms (no.) 44.98%***	***10-49 rooms (no.) 51.02***
National level (urban) excluding Bucharest & Ilfov ***1) 1.94 (no.) / 1.40 (rooms)*** ***2a) 50.24 % / 77.87% (2005)*** ***2b) 52.24% / 69.49% (2016)***	**16**	**17**	**Pensions (no.) 39.28%** **Hotels (rooms) 76.17%**	**Pensions (no.) 36.25%** **Hotels (rooms) 61.13%**	**2 stars (no.) 46.71%** **2 stars (rooms) 51.42%**	**3 stars (no.) 53.69%** **3 stars (rooms) 50.89%**	**10-49 rooms (no.) 35.29%**	**10-49 rooms (no.) 42.43%**

Source: authors' calculations based on the official authority for tourism database

Appendix 7: The structure by population of Romania's municipalities and towns

Population	2005	2016
> 300,000 people	6 (county residences)	6 (county residences)
Between 200,000 and 299,999 people	4 (county residences)	5 (county residences)
Between 100,000 and 199,999 people	14 (county residences)	12 (county residences)
Between 50,000 and 99,999 people	21 (15 county residences, 6 other municipalities)	22 (16 county residences, 6 other municipalities)
Between 20,000 and 49,999 people	62 (1 county residence, 46 other municipalities, 15 towns)	63 (1 county residence, 59 other municipalities, 13 towns)
Between 10,000 and 19,999 people	94 (10 municipalities, 84 towns)	95 (7 municipalities, 88 towns)
Between 5,000 and 9,999 people	97 (towns)	99 (towns)
Between 1,000 and 4,999 people	21 (towns)	17 (towns)

Note 1: All the county residences have also the status of municipalities.

Note 2: While Law no. 351/2001 established the lower limit for a municipality population to 25,000 people and the lower limit for a town population to 5,000 people, there are still urban

localities which do not reached the respective limits due to various reasons. The same situation was recognized by the Law 351/2001 in 2001. Once the status of municipality or town was granted, there was no demotion.
Source: authors' calculations based on the NIS data via Tempo Online for 2005 and 2016

Appendix 8: The map representing the counties and the regions of Romania

(Source: https://gandeste.org/wp-content/uploads/2013/05/regiuni-de-dezvoltare-si-judete-300x212.jpg)