

IMPLICATIONS OF THE COVID-19 PANDEMIC ON ROMANIAN TOURISM

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Tourism is among the sectors severely affected by the COVID-19 pandemic. A major player in the European economy, the restrictions imposed on travel restrictions have led to the decimation of the tourism sector, with significant losses both in terms of accommodation units and operators of travel agencies. The European tourism market accounts for almost half of the global tourism market, and the difficult situation generated by this pandemic is very visible in the economies of European countries such as Spain, Italy, France and Greece.

At the level of each state, attempts are being made to identify solutions that will revitalize the tourism sector, trying to save millions of jobs and ensure safe conditions for those who want to practice a tourism activity.

Romania, a country with a high tourist potential, started on this road, being elaborated a series of strategies for relaunching the Romanian tourism. In this regard, the main actions will target the not very crowded tourist destinations, the green, sustainable destinations, thus developing a lot of forms of rural tourism (agritourism, ecotourism, green tourism).

In choosing a holiday destination, priority will be given, first of all, to the following aspects: health safety, non-crowded areas, quality, sustainability, ecotourism, being preferred the holiday houses and apartments, pensions and smaller hotels. In this context are the Romanian rural areas, with a high agritourism and ecotourism potential such as the Danube Delta, Transylvania, Bucovina and Maramures etc.