Tourism with No Resources?

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Abstract. The main objective of the present study is to examine the changes in national tourism supply and to find out whether these changes are quantifiable or not. Research analysis shows that – contrary to our hypotheses/expectations – tourism is relatively weakly connected to places, to the localization of traditional resources. Results reveal how relationships between tourism factors and resources and tourism supply and demand have changed. While tourism trends become more strongly connected to cultural resources, natural resources tend to lose ground. Post-industrial trends – such as the secondary value of the material environment, the reinterpretation of attractions and authenticity, the appearance of new contents and interpretations, etc. – are barely traceable in the Romanian statistical figures on tourism. At the same time, we have not encountered any studies of such extent on Romanian tourism and its resources or any large statistical analyses involving all settlements (all administrative units) from Romania; therefore, the current research can serve to fill this gap and offer new findings on the topic.

Keywords: tourism, resources, postmodern supply, quantitative analysis
JEL Classification: R11, Z30

Introduction

Tourism growth in Romania can be clearly shown: between 1995 and 2015, capacity grew by nearly 110%, while the number of facilities increased by 233%. Tourist traffic indicators reflecting demand have similarly increased; between 2001 and 2016, the number of visitors grew by 186%, while the number of guest nights increased by 120% in the last 15 years (INS, 2017, own calculations 2017). Within Romania, Transylvania is the most rapidly developing historical region (not only from a tourism perspective) as the above numbers in this region are 40–80% higher than the national average. It would be extremely difficult to summarize and present the qualitative changes in tourism supply on a national level or to examine them on

a regional or county level, wherefore the present study focuses on how changes in tourism (spatial and chronological) are related to resources – namely, the research set out to examine to what extent are tourism supply (number of accommodation establishments and capacity) and tourism demand (number of visitors and guest nights) connected to resource potentials. Tourism resource potentials can be regarded as constant in time but different in space – illustrated by two complex indicators, namely the synthetic indicators of natural and cultural resources.

The first part of the present paper deals with some theoretical issues in two major steps – namely, what we understand under the term "resource" and what it means in the context of postmodern tourism. Based on the reviewed literature, it can be stated that traditional resources are not always important in the case of new, contemporary forms of tourism. The hypothesis links the two main theoretical perspectives on understanding resource. The relativization of resources is a postmodern phenomenon, and this rupture, de-localization, or "resource-free" perspective can be traced in the Romanian tourism as well; and, what is more, it can be expressed in numbers.

The theoretical part of the study is followed by a short qualitative research carried out within the online context of Romanian tourism. Then, the paper presents the methodology and results of the statistical research (correlation and regression analysis). Results showed promises but failed to fully validate the hypothesis as, according to the numbers including all localities, there is a correlation of only 0.2–0.3 between resources and tourism.

Theoretical Framework

The present section of the paper deals with two major theoretical issues: a) resources and b) resource-orientedness of current tourism trends. Firstly, it is necessary to define what we understand under the term resource, to discuss if there is any distinction between tourism resources and touristic attractions and whether there are any differences between resources "designed"/"created" for tourism purposes and resources that are quasi-independent from the tourism industry. There is a vast literature on the concept of resource; however, there is no unified, generally agreed-upon definition of the term. In order to illustrate the above mentioned heterogeneity, some examples are provided in the following. The oldest and most popular illustration in Hungarian scientific literature is that of Márton Lengyel from 1994. In his illustration, Lengyel (1994: 47) presents tourism supply as including the following elements: attractiveness, infrastructure, services, hospitality, organizations, and other elements. The above definition does not provide a clear picture on what is attractiveness, what it includes (possibly resources?), but it is evident that it belongs to tourism supply

and that it is different from both services and infrastructure. Lóránt Dávid (2007: 62) distinguishes between public goods and free goods, factors of production and tourism resources, where the latter includes natural, cultural (institutions, programmes, and cultural heritage), infrastructural, and human factors. He also states that tourism resources can turn into consumable attractions only if they are complemented by appropriate services. Citing several authors, László Puczkó (1999: 21–23) starts out from the physical environment. One of his figures (id., Figure 1.2, p. 23) illustrates an overlap between tourism products and the physical environment, and thus elements of physical environment utilized in tourism products appear at the intersection of the two dimensions.
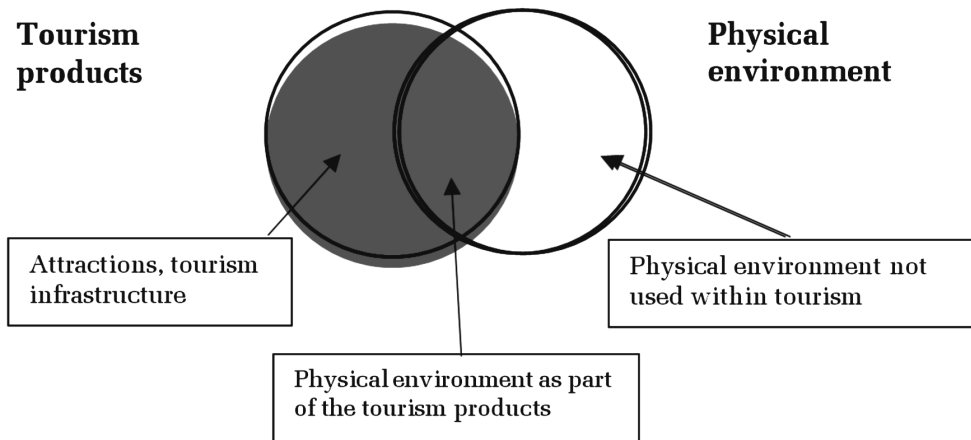
Source: Mieczkowski (1995: 58), qtd in Puczkó L. (1999: 23)

Figure 1. *Relationship between tourism and the environment*

Similarly, Goeldner and Ritchie (2009: 335) present tourism supply as being comprised of natural resources and the environment, constructed environment, operating sectors (organizations, companies), hospitality, and cultural resources.

The above mentioned approaches rather pertain to the mainstream tourism concept that does not explicitly focus on the specific role of resources but rather accepts their a priori and essential role in the development of supply, serving some kind of not strictly defined roles. In a relatively early period, Krippendorf (1980) already distinguished between two types of supplies: a so-called primary supply, which in fact was not created for tourism purposes, and secondary supply, which contains services especially created to satisfy tourists' needs. A rather interesting approach can be found in a doctoral thesis from Hungary, according to which until the last third of the 20th century – the 1980s – tourist attractions were mainly comprised of natural and cultural resources, while nowadays certain elements/components of infrastructure or tourism superstructure can serve as

attractions for today's tourism industry (Jónás–Berki, 2010: 20–21). Therefore, it seems that there is a shift from the traditional understanding of resources towards a new concept of resources that does not necessarily rely on touristic sights or cultural heritage. In the same vein, Benur and Bramwell (2015: 213–214), analysing the concentration and dispersion of primary touristic products (those that rely on traditional resources), argue that tourism industry frequently relies on traditional resources when creating primary touristic products; however, certain tourism destinations might contain other elements and products that do not derive from the traditional resources. It is also necessary to mention here Smith's (1994) model, in which he illustrates touristic products as the interaction of five concentric circles, where the inner circle represents the physical space together with the infrastructure and resources, the next circle represents services, then hospitality, freedom of choice, and the last, outer circle stands for the possibility of involvement. In Smith's model, the core element is the physical setting containing mainly traditional resources such as natural habitats, natural formations, and tourism infrastructure (e.g. holiday resorts). Another important contribution to the understanding of tourism products is McKercher's (2016) taxonomy, in which he selected and classified 330 types of tourism products based on several hundreds of publications. McKercher focuses on classifying tourism products into six levels according to Kotler's product classification; however, some bottom-level products quite obviously refer to certain resources or the lack of such resources. Let us take a look at the categories included into the top two levels named by McKercher as Need Family and Product Family in *Table 1* (subsequent levels are: Product Class, Product Line, Product Type, and Item):

Table 1. *Need Family and Product Family based on McKercher's classification of tourism products*

Need Family	Product Family
Pleasure	Food and drink / Leisure / Indulgent (sex, drug tourism, etc.) / Personal events / Built attractions (Gaming) / Sports / Recreation
Personal quest	Personal history / Religious / Medical / Wellness / Learning
Human endeavour	Industrial / Built heritage / People and intangible heritage / Creative / Dark / Museums and interpretive centres
Nature	Winter participatory / Place-based / Consumptive / Adventure / Natural area and wildlife appreciation and learning
Business	Meetings / Conventions, conferences / Exhibitions

Source: own editing based on McKercher (2016: 202)

Table 1 above illustrates – even without mentioning further product types – that there are several product families which may be devoid of traditional

resources and are likely to require a lot of intuitive and creative elements to create an experience with such a product. Some examples of these are the games and theme parks, personal quests or searching for family history, meeting simple people and experiencing otherness as well as medical treatments or spiritual retreats. These examples of tourism types do not involve extraordinary sights or canonical cultural heritage but explore everyday reality, offer an internal or external quest for tourists (those forms of experiences that are hidden from us by tourism itself in the MacCannellian sense).

Besides trying to define and understand resources in tourism, it is essential to take into account and explore some of the postmodern trends in the tourism industry. We believe that postmodern trends in tourism might neglect traditional resources or substitute them with specially created, invented, or virtual attractions. Therefore, it is important to explore the scientific literature and see what postmodern means in the context of tourism.

Defining "postmodern" is as difficult as in the case of other fields. According to Lyotard (1984) – the most accepted definition by us –, postmodern means distrust, incredulity towards metanarratives, it means a new structure of thought (or post-structure?) which questions everything, passes on the doubts of late modernity, and tests whatever has been proven beforehand.

László Árva (2012) formulates one of the most interesting approaches to postmodernism in tourism. While tourism of the modern period is compared to the strict, rigid, and efficient services offered by McDonald's, postmodern tourism products are rather like Disneyland. Thus, experience-based tourism, its complexity derived from the jumble of phantasy, dreams, and virtual reality is the creation of a new era. In one of his other studies, Árva extends the number of postmodern traits to include the following: in the era of post-industrialism, leisure time and business are interrelated, they overlap, the unique and personalized nature of services become more and more important, guests are looking for unique, authentic experiences, so-called third places appear, etc. (Árva–Sipos, 2011: 34). Wang (2012: 101) states that postmodernism accepts inauthenticity; postmodernism blurs the boundaries between imitations, fakes, and copies because it is simply not interested in authenticity – at least not to the extent of modern tourism. Therefore, it would be necessary to deal with the question of authenticity and authentic experiences; however, the complexity of the topic requires a separate study. Yet, another important question is whether authentic sights and attractions are created by tourism or they exist a-priori as such, and they only "need to be discovered".

According to Cohen (qtd in Puczkó, 2005: 29–32), when they leave their homes, tourists step out of a bubble (to a smaller or greater extent), they step out from the protective shield of civilization in order to experience something new. According to Urry, tourists search for something different from their everyday life, for

something unusual so as to escape from the mundane. MacCannell even speaks about a sacred rebirth through tourism, when certain attractions are canonized according to specific rites, and tourists are desperately looking for these. Similarly, Culler states that there is no authenticity without a signifier; thus, there is a need for clear signs and signifiers so that tourists should know what is authentic, but in the meantime, as they become the symbols of their own selves, the authentic feature of signifiers is lost. Postmodern researchers, on the other hand, do not consider it a problem if tourism becomes inauthentic. What is more, they believe that in many cases tourists are attracted by inauthenticity (see Urry's postmodern tourist who is aware of the inauthentic nature of his/her experiences), says Kiss (2014: 35). According to Boorstin (1975), tourism industry itself "spoils" tourists as they do not look for true, authentic products but favour reproductions generated and created by the tourism industry. Travel might mean a search for existential authenticity (Wang, 2012), an inner quest, gaining, collecting, and interpreting personal, own experiences, which in fact does not even require any movement or travel, using today's technological innovations (such as Google Earth, Virtual Reality, and other IT solutions). Dujmovic and Vitasovic's (2015) comprehensive summary provides a good insight into the literature on postmodern tourism and its relationship with society. The authors highlight the fact that in the 21st century we are tourists in all situations as the boundaries of tourism are blurred – they overlap with work, leisure, culture, learning, and the other areas of life.

The last part of the theoretical overview focuses on another relevant issue, namely, whether tourism resources and the efficiency or competitiveness of these resources are quantifiable and measurable or not. Trying to measure tourism resources is not a new phenomenon as there have been several attempts described within the scientific literature on this topic. Most analyses usually focus on one or a few settlements or micro-regions since it is a challenging task to analyse the attractions and sights of a tourist destination abundant in resources. The method of data collection in most cases involves inquiries, questionnaires – questionnaire surveys involving a large number of tourists usually try to counterbalance the subjectivity that threatens the reliable and accurate estimation of the value of each attraction. An example of such a survey is presented in one of the recent publications of Yan et al. (2017), in which they measure the tourism potential of cultural heritage sites in two cities in China. In their method of analysis, Yan et al. (2017) use two types of indicators: resource value and development state. Tourism potential was then calculated by the weighted combination of the two indicators. Surveys focusing on one tourist destination have almost created a new field of study dealing with the comparison of destinations based on their competitiveness. A core research paper dealing with this issue is the recent study of Mendola and Volo (2017), in which they compare indicators used by 10 different papers published between 2005 and 2014. Studies were chosen based on

15 criteria (explicit, clear nature, theoretical underpinning, statistical reliability, etc.). Indicators analysed within their study mainly focus on the competitiveness of tourism destinations, but they also note that there are so-called comparative indicators and methods which measure the inherited resources of certain destinations as well as competitive indicators and tools that monitor the ability of tourism destinations to "mobilize" their resources. Hungarian studies also focus on the assessment of competitiveness (see Papp Zs., 2012) or general tourism potential (Michalkó G., 2005); however, there are no recent publications regarding the quantitative assessment of resources. Romanian studies have mostly appeared in the field of geography, and here we need to mention the papers of Cianga N. (2002, 2007). In another study, based on a personal (rather subjective) but still a detailed and well-structured scale of assessment, G. Gaman (2015) measures the tourism potential of three Romanian settlements. He evaluates the state of the hydrological, climatic, bio-tourism, morphological, religious, archaeological, architectural resources as well as museums and memorial houses on a scale of 0 to 10 with specified phase criteria. For the visual representation of the scores, he uses a web chart for all the settlements surveyed.

To sum up, it can be said that there is a shift towards a new approach in tourism research, according to which postmodern tourism supply combines traditional, classical and modern, non-traditional tourism resources available in different creative and sometimes (almost) personalized services. Traditional resources are less preferred as in most cases they are overexploited, and there is no physical access to them for a novel approach. Postmodern tourism, however, can be commercial or non-profitable, but which in any case sheds new and original light upon the world already known. It generates such experiences which seek inner authenticity, search for a deeper understanding or reinterpretation of the visible and unseen reality (often without providing a frame for interpretation or background cultural knowledge), or raise participants' awareness of other existential issues not related to the local, external, or formal. At the same time, it is difficult to draw the boundaries between modern and postmodern, to say at what point modern forms become outdated, insufficient, or simply changed. This kind of flexible, informal, yet enjoyable novelty within tourism can be achieved through creativity and innovative approaches. As Rátz and Michalkó state in the introduction to the volume *Kreativitás és innováció a turizmusban* [Creativity and Innovation in Tourism] (2015: 9), *there is no area of tourism where creativity would not be a competitive advantage*. There are a large number of publications on how creativity and innovation influence tourism, creating newer and more modern products and participants in order to generate new experiences. The present study highlights two of these that offer a conceptual framework to the question of creativity in tourism. In one of his pivotal studies, Richards (2011) does not only review and summarize scientific literature on creativity and tourism, but in his conclusions

he states that creative tourism – even though emerged from mass cultural tourism but believed to contribute more effectively to the phenomenon of commodification than its predecessor – seems to shift from the creativity of tangible and physical heritage products towards a more intangible creativity, closer to everyday life. Creative tourism is not limited to a single actor but involves the participative interplay of service providers, consumers, policy makers, and landscapes, where authenticity does not refer to externally defined forms, but it means the internal, skill-based traits of its performers (Richards, 2011: 1245).

Hypothesis

The main aim of the present study is to see the extent to which Romanian tourism has changed in the last decade and whether there are any signs/traces of post-industrial trends in the current tourism industry. More specifically, the paper focuses on one feature of postmodern tourism, namely breaking away from traditional resources and delocalization of space. This postmodern trend might appear in the case of tourist destinations with developed infrastructure or those having a rich cultural heritage or even in the case of tourist destinations offering the latest 20th-century services. According to our hypothesis, this delocalization trend can be demonstrated with the help of large numbers, on the level of exhaustive national figures, as we believe that tourism is also present in places and settlements where there are no significant tourism resources in terms of demand, traffic, and supply data. At the beginning of the new millennium, tourism traffic – based on empirical observations – appeared in places where there was no tourism in the past or where there are no particular tourist attractions or any natural or cultural (anthropogenic) resources in the traditional sense. There is a large number of so-called fake or pseudo-events – in the Boorstinian sense (Boorstin, 1975, see also Régi, 2017: 15 and Kiss, 2014: 11) – such as festivals, sport events, tourism services exploiting "behind the scenes", urban legends, or even very special types of hiking offers that can be found among current tourism offers. Therefore, the objective of the research was to find out whether this new dimension of the tourism phenomenon (not necessarily eco- or alternative tourism) has reached a measurable size. However, this would imply a larger project because a nationwide survey of novel tourism phenomena is not only resource-intensive and demanding but also complicated as the supply changes almost daily. Therefore, the study focuses on the relationship between tourism and traditional resources, the strength of their attachment being based on two factors, the location of given resource types and the tourist traffic of localities and counties as well as their correlation.

Therefore, the hypothesis is that natural and cultural resources contribute to a lesser extent to the intensity of tourism, either on the supply or on the demand

side. It is assumed that the territorial distribution of traditional natural and cultural resources does not necessarily follow the tourism phenomenon. The study aims to provide evidence for the weakening link between the localization of tourism resources and tourism phenomenon, which means that the latter might easily appear in places where there are no such resources. Following the postmodern trends in tourism, the new waves have appeared in Romania as well, and they are quantifiable in such a way that tourist phenomenon has become stronger in settlements where there are no natural or cultural resources that can be sold as tourist attractions.

Research Methodology

The research methodology described below is in line with the methods used by other scholars in Romania, presented within the theoretical section above. One part of the data is based on datasets created by the Romanian Ministry of Regional Development in 2007, adopted by Law No. 190/2009 and published within the *Tourism* chapter of the National Spatial Planning (www.mdrap.ro, 2018). It collected data in Romanian counties and settlements, with focus on two groups of factors within tourism and with the help of appropriate public research institutes and other professional institutions.[1] One group of factors involves natural resources including three main categories and further subcategories as follows:

1. natural and landscape elements: terrain, geomorphology, flora, fauna, hydrography, landscape;

2. natural healing elements: mineral water, lakes with healing properties, mud, gas-bath (mofetta), etc.;

3. natural reservations, national parks.

The other group of factors includes cultural heritage data in five different categories on settlement level:[2]

1. historical monuments: archaeological, architectural, public buildings, memorial sites;

2. museums and art collection;

3. folklore and traditions: events, collections, traditions;

4. cultural institutions;

5. annual events (periodical).

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1   Besides, the authorities evaluated the touristic and general infrastructures too, which are not used in this research because they might change rapidly. Natural and cultural heritages instead are more or less steady – they do not change from one year to another.

2   In the case of both natural elements and cultural factors, data collectors used an efficient method to score the respective factors according to which a settlement could obtain a maximum of 25 points for natural resources and another maximum 25 points for cultural heritage.

Furthermore, the other part of the data is based on current statistics on tourism, accessed through the TEMPO-Online application of the National Institute of Statistics. We downloaded four data types for each county and settlement (INS, TEMPO-Online):

– accommodation establishments (no. of units/year, hereinafter: establishment no.),

– accommodation capacity (bed places/year, hereinafter: bed places),

– nights spent/year (hereinafter: nights spent),

– number of tourists (no. of tourists/year, hereinafter: no. of tourists).

The two types of datasets were analysed using IBM SPSS Statistics 22 software. Correlation (Pearson) and regression analyses were carried out in order to explore the relationship between tourism resources and tourism supply and demand. Research focused on spatial distribution of resources and investigated whether supply or demand is more intensive in localities or counties with more resources. Furthermore, we analysed whether there is a correlation between the availability of resources and tourism intensity. To our knowledge, there is no other survey done on this scale. We examined all settlements and all counties within Romania except the capital as unusually high values would have distorted the results. Thus, the research involved 3,181 settlements in 41 counties, including the majority of tourist destinations within the country.

Results

Looking at the statistics on the volume of tourism, the following results have been found. Tourism in the Transylvanian regions of Romania has been growing at a rate 50–70% higher than in other parts of the country regarding the previously presented four tourism indicators between the years 1995 and 2015 and 2001 and 2015 (demand indicators are only available starting with the year 2001 and supply-related indicators since 1990). Another important finding is that the majority of tourism activities take place in urban environments: approximately 55% of accommodation establishments and 75% of bed places can be found in cities, and more than 80% of tourist arrivals and nights spent took place in cities in the year 2015. At the same time, the ratio of urban population was only 53.8% in that year (INS, 2018, TEMPO-Online application).

The research focused on a more in-depth analysis of the data, which starts with the Pearson correlation on the level of all Romanian settlements. *Table 2* below is very important in this regard as it examines the correlation between human endeavours, natural resources, and the four indicators of tourism development (of course, we believe that resources not only attract tourism on the demand

side but also have an effect on certain elements of the aggregated supply). All correlations are significant with 95% accuracy, so they are acceptable.

Table 2. *Correlations between resources and tourism indicators*

Correlation		Accommodation establishments 2016	Bed places 2016	No. of visitors 2015	Nights spent 2015
Human endeavour	Pearson Correlation	.284**	.191**	.291**	.238**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	3182	3181	3182	3182
Natural resources	Pearson Correlation	.315**	.219**	.202**	.236**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	3,182	3,181	3,182	3,182

Source: own calculations based on INS and NSP data, 2017

On the settlement level, there is a positive and relatively strong to mid-level correlation between resources and tourism indicators. This also means that on the settlement level available resources are not the only factors that shape supply (in this case, supply translates to available accommodation) or the actual number of visitors. Naturally, capacity and the number of tourists are highly correlated. Moreover, there is a +0.370 positive correlation between anthropic resources and settlement size (population) in the case of all examined settlements. (If we look only at the towns of Romania, this correlation is even stronger: 0.550!) In other words, the bigger the settlement, the more cultural heritage it has, which is a logical result, and it was expected similarly to the absence of almost any correlation between natural resources and settlement size (the presence or absence of natural resources does not depend on settlement size). Another relevant result is the strong correlation between anthropic resources and tourism (see *Table 3*).

Table 3. *Correlation of anthropic tourist resources and natural resources in Romania with nights spent, in the last 15 years*

		Anthropic res.	**Natural res.**
Nights spent – 2001	Pearson Correlation	**.157**[**]	.243[**]
	Sig. (2-tailed)	.000	.000
	N	3,181	3,181
Nights spent – 2005	Pearson Correlation	**.180**[**]	.238[**]
	Sig. (2-tailed)	.000	.000
	N	3,181	3,181
Nights spent – 2010	Pearson Correlation	**.211**[**]	.232[**]
	Sig. (2-tailed)	.000	.000
	N	3,181	3,181
Nights spent – 2015	Pearson Correlation	**.238**[**]	.236[**]
	Sig. (2-tailed)	.000	.000
	N	3,181	3,181

Source: own calculations based on INS and NSP data, 2017

Looking at the data presented in *Table 3* above, it can be seen that the correlation between anthropic resources and nights spent was only 0.157 in 2001, but in 15 years' time this connection has become stronger, reaching a level of 0.238 in 2015. However, the correlation between natural resources and nights spent has not changed (it is still at 0.240). The results above might suggest that only now does Romanian tourism start to discover its cultural resources, and tourism traffic starts to concentrate more on settlements with some sort of cultural, anthropic resources. Again, if we look only at the 319 towns of Romania, this correlation is stronger – from a value of 0.075 in 2001, there is a growth to 0.341 in 2015, which is a significant increase within 15 years (however, the correlation with natural resources remains stagnant).

The results are similar on the county level (there are 41 counties in Romania) as well. However, the correlation between the two types of resources and the four tourism indicators is generally higher on county level than on settlement level, but neither of the indictors exceeds the level of 0.500 (because of the small number of counties, significance tests are not always accurate). Significant positive correlation could be found only between anthropic resources and

accommodation establishments (0.491) and between anthropic resources and number of tourists (0.425).

The above presented results and connections were also analysed using linear regression. Natural and anthropic resources were used as independent variables, while nights spent and number of tourists were the dependent variables. The analysis was carried out on the settlement level. The aim was to find out whether resources are determinant factors of major tourism indicators. The value of adjusted residuals was between 0.100 and 0.200, which is acceptable, and the significance level is also acceptable. The standardized beta coefficients were 0.253 for anthropic and 0.120 for natural resources, which suggests a weak but positive correlation between resources and the number of tourists. If we also consider the local population, the value of the beta coefficient increases significantly (0.573). Therefore, it can be stated that settlement size is a stronger predictor than the two resources combined. Regression analyses were performed on towns as well, but only towns and counties with above 0 tourism traffic were taken into account. The value of the standard coefficients regarding resources did not exceed 0.400 in either of the cases, and therefore resources cannot be regarded as strong influencing factors (population size has a far greater impact).

Table 4. *Regression analysis between natural resources, population, and number of visitors in the case of Romanian towns (tourist traffic > 0), N = 246*

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-41169.378	6620.755		-6.218	.000
	Natural resources	4118.205	592.022	.296	6.956	.000
	Population 2016	.750	.045	.703	16.512	.000

a. Dependent Variable: No. of visitors, 2015   *Source: own calculations*

Conclusions

Based on the results presented above, we might wonder why there is no stronger connection between natural, anthropic-cultural resources (which define tourism potential), and tourism indicators. Obviously, in social sciences, a correlation between 0.25 and 0.35 is acceptable when analysis is done on the whole population, but can we really expect a correlation above 0.5? What factors influence demand and supply if not resources? Are these other factors related to the characteristics of the given settlements (size, development), or are they some newly created cultural phenomena not included in any model but which suggest

some novel, immaterial values or cultural products? Are there any mistakes in the analysis? Did we overestimate the relevance of some subcomponent resource indicators in the tourism phenomenon?

Obviously, resources alone do not determine the attractiveness of a place, and they have even less influence on overall tourism traffic and tourism demand. According to the results of a recent publication, there are two major types of factors determining the travel of tourists from Hungary: these are the so-called push and pull factors (Hinek M., 2017). Push factors include mainly intrinsic motivation and psycho-social factors which motivate people to move and travel, while pull factors involve the attractiveness of a destination, including resources, services, affordability, and others. The study also points out that in consumers' minds these two types of factors are not consciously separated when making a decision. Relying on variance analysis, the study claims that pull factors influencing Hungarian tourists can be grouped into 6 categories (Hinek M., 2017: 9). Among these categories we can find touristic attractions though not with the same elements as in our case (they mention friendly local people, which are not present in our study). In Hinek's (2017) study, tourist attractions represent the variable with the highest weight and account for 29% of the total variance (the next category – services – comes in at 9.28%).

In reality, tourism takes place not only in settlements with the most resources (measured in outputs such as the number of nights spent) but also in other towns or resorts nearby. Therefore, further research should consider a regional analysis of the data, on the level of real or assumed tourist destinations. Moreover, postmodern tourism products should also be taken into account and included in tourism output measures, though it would require substantial work. Romanian tourism functions as a black market (see Kiss T. et al., 2013; Horváth A., 2013; Nagy B., 2013), what makes research even more problematic. Therefore, Romanian tourism should be measured not only based on available statistical data but relying on real data concerning tourist traffic.

The question remains as to whether Romanian tourism is becoming more and more detached from its resources. Is there a postmodern trend that can be statistically proven? It would be ideal, and the 0.2–0.3 correlation values might also suggest such a possibility, but the diachronic analysis of the correlation between resources and tourism indicators show the contrary. While the influence of natural resources has not changed over time, cultural resources are more and more appreciated, and even if they do not fully determine tourists' motivations they have more and more influence in defining tourist destinations, probably together with other factors such as image, effective marketing and management, or services and infrastructure. It seems that there is a shift towards an era of tourism when the potentials of natural and, especially, cultural resources are discovered and exploited. Based on the rather weak correlation between resources

and tourism indicators, it can be stated that tourism holds endless possibilities to develop noteworthy supply, which in turn would attract significant tourist traffic without any special set of resources. Exploiting these possibilities demands creativity, professionalism, and understanding tourists' needs rather than having imposing resources.

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