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EVOLUTIONARY ASPECTS REGARDING TOURISM DEVELOPMENT IN THE MUNICIPALITY OF ORADEA

Abstract. The evolution of tourism in Oradea reflects strategies aimed at infrastructure modernization, cultural heritage preservation, and service diversification. The rehabilitation of the historic center, highlighting Art Nouveau architecture, has enhanced the city's attractiveness and identity. Simultaneously, the growth of the hotel industry and the promotion of Băile Felix resort, renowned for its therapeutic resources, have stimulated health tourism. Cultural events and festivals increased visitor flows, consolidating Oradea as a regional hub. Accessibility improvements, through integration into national and international transport networks, further supported development. Research underlines the positive impact of infrastructure investments on tourist demand. The COVID-19 pandemic caused a temporary decline in arrivals and overnight stays, but recovery followed due to adaptation and revitalization measures. Overall, tourism in Oradea illustrates a coherent process of modernization and promotion, contributing to local economic growth and enhancing the city's visibility nationally and internationally.

Keywords: *tourism demand, tourism infrastructure, Oradea municipality, local development*

1. Introduction

Urban tourism plays an essential role for the economic and social development of cities, having a significant impact on infrastructure, the business environment, and cultural heritage. The city of Oradea, located in northwestern Romania,

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is a successful example of integrating tourism into urban development strategies, benefiting from a well-defined strategic framework and constant investments in the modernization of tourism infrastructure.

The city of Oradea is an important urban center located in northwestern Romania, near the border with Hungary. Oradea is the capital of Bihor County and stands out for its sustained economic and tourist development, due both to its strategic geographical position and to constant investments in infrastructure and heritage. The city is at the crossroads of Western cultural influences and those specific to Romania, benefiting from a rich architectural heritage in the Secession style, numerous tourist attractions, and a constantly expanding network of tourist services. The development of tourism in Oradea is closely linked to the modernization of infrastructure, the promotion of the city as an attractive destination, and the exploitation of local resources, including thermal waters, which have contributed to the consolidation of spa tourism in the area. The analysis of the evolution of tourism in Oradea takes into account both the economic and urban transformations of the city and their impact on tourist flows, investments in the hospitality sector, and the city's positioning on the map of tourist destinations in Romania.

In recent years, tourism in Oradea has undergone a considerable transformation, determined by the implementation of coherent development policies. The 2017-2023 Integrated Urban Development Strategy aimed to increase the city's attractiveness by revitalizing the historic center, promoting Art Nouveau heritage, and modernizing tourism infrastructure, measures designed to strengthen the city's position on the national and international tourism map. With the new 2021-2027 strategy, the focus has shifted to strengthening thematic tourism by diversifying tourist types and creating integrated packages that encourage visitors to stay longer.

Oradea has distinguished itself through a series of initiatives aimed at capitalizing on local tourism resources. These include the development of spa tourism, by integrating the Băile Felix and Băile 1 Mai resorts into national and European tourist circuits, expanding cultural infrastructure, and promoting themed events such as the Short Theater Festival and the Days of the Fortress. In addition, investments in transport and connectivity, including the modernization of Oradea International Airport and improved road accessibility, have contributed to an increase in tourist flows.

In this context, this study analyses the evolution of tourism in the municipality of Oradea from the perspective of economic, urban and cultural transformations, highlighting the impact of development strategies on this sector. More specifically, the study aims to answer the following research questions:

- 1: To what extent has the development of accommodation infrastructure led to increased tourist demand and the development of tourism in the municipality of Oradea?
- 2: How is tourism development in Oradea reflected in terms of infrastructure development and tourism attractiveness in the regional context?

Using an integrated approach, the research aims to highlight recent trends and provide insight into the future directions of tourism development in Oradea.

2. Study background and scientific literature

2.1. Oradea municipality

Urban tourism is an essential element of sustainable urban development, contributing to economic regeneration and strengthening local identity (Boca, 2018). The municipality of Oradea has undergone an extensive process of urban regeneration, influenced by post-industrial economic transformations. During the communist period, Oradea experienced forced industrial development, followed by a significant decline after 1990, which led to the abandonment of large industrial spaces (Boca, 2018). These spaces are now the subject of reconversion strategies, with the potential to become relevant tourist centers by integrating them into sustainable urban development plans.

At the same time, the Băile Felix – Băile 1 Mai tourist system, located near Oradea, played an important role in the tourist dynamics of the area. This spa resort has undergone continuous development and is renowned for its natural resources, such as thermal waters, which have

generated a consolidated curative tourism industry (Herman & Tătar, 2015). Over the years, the expansion of the tourism infrastructure and the increase in the number of accommodation units have contributed to attracting a constant flow of tourists, thus consolidating Oradea's position as a regional tourism hub.

Another key aspect in the development of tourism in Oradea is the relationship between tourism and local development. Recent studies have shown that tourism has had a significant impact on the local economy, reflected in the increase in the number of companies in the tourism sector, jobs, and tax revenue generated by this sector (Herman *et al.*, 2018). Between 2000 and 2014, the number of companies in the tourism sector in the Oradea – Băile Felix – Băile 1 Mai area increased considerably, demonstrating the essential role of tourism in the socio-economic development of the region.

A key element in the development of tourism in Oradea is also a sustainable approach to cultural tourism resources, especially in the metropolitan area of Oradea. Studies have shown that the cultural resources of this area are underutilized, although they have a high potential to attract tourists (Tătar *et al.*, 2021). Integrating these resources into the tourist circuit through digitization and promotion can contribute to a more balanced distribution of tourist flows, reducing pressure on already highly frequented areas such as Băile Felix and Băile 1 Mai.

Furthermore, the development of tourism in Oradea is also influenced by sustainability strategies implemented at the local level. The Local Agenda 21 of the municipality of Oradea has played a significant role in promoting the principles of sustainable development, emphasizing environmental protection, efficient use of resources, and the integration of tourism into local economic strategies (Henț, 2013). This approach is essential for maintaining a balance between economic development and the conservation of natural and cultural heritage.

Thus, the analysis of evolutionary aspects regarding tourism development in Oradea must be carried out in correlation with urban regeneration processes, the expansion of tourism infrastructure, and the economic impact of this sector. In this context, a sustainable approach is needed, allowing the integration of the city's natural and cultural

resources into long-term development strategies, taking into account current trends in European tourism.

In relation to the research questions stated above, the purpose of this paper was to highlight, from a quantitative statistical point of view, based on data provided by the National Institute of Statistics, the evolution of the most important tourism indicators regarding accommodation infrastructure and tourism demand on the one hand, and to show the importance of tourism development projects included in the economic development strategies at the level of the municipality of Oradea. At the same time, we conducted an analysis in a broader administrative context, highlighting the important role played by the municipality within Bihor County and the North-West Development Region.

The usefulness of this work is manifold. Despite its simple scientific approach, the data analysis proves to be suggestive and effective in highlighting the evolution of accommodation infrastructure and tourist demand at the municipal level, serving as a model of analysis that can be replicated by scholars and stakeholders interested in this field. At the same time, the evolutionary results, balanced with quantitative and qualitative assessments of policies and strategies, highlight the importance of governance and financing (investments) for this field. The results may therefore also be of interest to other actors interested in evaluating this field (within the tourism industry, administrative authorities, etc.), who can use them to scientifically justify the results of the practical measures intensified in recent years for the socio-economic development of the municipality of Oradea.

2.2. Studies on infrastructure dynamics and tourism development in Romania

Infrastructure is the foundation of any tourism activity, providing both the material support and the organizational framework through which natural and cultural resources are exploited. The evolution of tourism infrastructure in Romania after 1990 reflects the profound changes brought about by the transition to a market economy, as well as by the processes of European integration and adaptation to global trends. Specialised studies emphasise that adequate infrastructure – transport,

accommodation, leisure, cultural or digital – is an essential condition for the attractiveness and competitiveness of destinations (Glăvan, 2003).

In the first post-communist decades, Romania's tourism infrastructure experienced a sharp decline, caused by a lack of investment and the deterioration of existing facilities. Light and Dumbrăveanu (1999) show that, during that period, tourism policies faced major difficulties in terms of privatization, the lack of coherent strategies, and the absence of standards aligned with international requirements. However, after joining the European Union, non-reimbursable funding programs enabled the regeneration of key infrastructure, particularly in spa resorts and large cities (Erdeli *et al.*, 2011).

A relevant example is the modernization and rebranding of spa resorts – Băile Felix, Sovata, Covasna – which have redesigned their offerings to meet the demands of wellness and health tourism. Erdeli *et al.* (2011) point out that these destinations have become increasingly competitive through investments in modern treatment centers and accommodation infrastructure, coupled with road and airport accessibility. Thus, the link between medical, tourism, and transport infrastructure has become a prerequisite for regional attractiveness.

From a transport infrastructure perspective, the development of motorways and the modernization of regional airports (Cluj-Napoca, Iași, Oradea, Sibiu) have strengthened domestic and international connections, stimulating tourist flows. Pirvu *et al.* (2024) demonstrate that there are significant correlations between infrastructure quality and economic, social, and environmental indicators, confirming the strategic role of investments in transport and mobility. At the same time, the OECD (2022) points out that Romania still has some catching up to do compared to other European countries, especially in terms of digital infrastructure and adapting destinations to post-pandemic requirements.

The geographical distribution of tourism infrastructure remains uneven, concentrated in urban centers and a few established destinations. Cehan *et al.* (2019) show, through GIS analyses, that disparities between tourist regions accentuate polarization and reduce territorial cohesion. However, the experience of cities such as Oradea shows that an integrated strategy based on investments in urban, cultural, and digital infrastructure can transform a destination into a regional hub of attractiveness (Bogan, 2019).

A special case is the Oradea Metropolitan Area, where the tourism infrastructure is designed with a view to cooperation between urban and rural areas. The study conducted by Tătar *et al.* (2023) highlights the fact that metropolitan tourism integrates diverse resources – cultural heritage, rural leisure, wellness – into a coherent network, supported by transport and digital infrastructure. This approach reflects the European trend of polycentric planning, in which urban centers function as hubs for the surrounding areas.

Scientific literature also draws attention to the sustainable dimension of tourism infrastructure. Dumbrăveanu (2010) emphasizes that tourism planning must combine economic, social, and ecological principles to ensure the responsible use of resources and environmental protection. In this regard, investments in green energy, sustainable urban mobility, and environmentally friendly infrastructure are becoming priorities for long-term competitiveness.

In addition to physical infrastructure, the digital dimension is playing a central role in the evolution of tourism. The implementation of online platforms for promotion, booking, and management of tourist flows is a defining element in the modernization of the hospitality industry's soft infrastructure (Lequeux-Dincă *et al.*, 2024). The COVID-19 pandemic has accelerated this transition, forcing destinations to adopt digital tools to maintain visibility and attract visitors (OECD, 2022).

A key aspect of tourism infrastructure dynamics is the role of public policies and the institutional framework. Cercleux *et al.* (2012) points out that urban regeneration in Romanian cities, including Oradea, was made possible by linking local strategies with European programs, which allowed for the financing of major heritage restoration and public space modernization projects. The OECD (2022) also points out that Romania must continue to invest in high value-added infrastructure – such as conference centers, business tourism facilities, and cultural infrastructure – in order to strengthen its position in the regional tourism market. This perspective shows that infrastructure is not only a technical support, but also a strategic tool for repositioning destinations.

Cultural and event tourism is another pillar of infrastructure development. Bogan (2020) shows that the success of urban destinations such as Oradea, Cluj-Napoca, and Braşov was due to investments in

festival venues, multipurpose halls, and museum infrastructure, which diversified the tourist offer and attracted segments of visitors with high levels of education and income. Lequeux-Dincă *et al.* (2025) emphasizes, in this context, the importance of digital and communication infrastructure for the international promotion of events, showing that the global visibility of destinations is directly proportional to the quality of online platforms and digital marketing tools. Therefore, cultural and digital infrastructure complement each other, becoming a major resource for the development of urban tourism.

With regard to future prospects, the literature emphasizes the need to adapt tourism infrastructure to the principles of sustainability. Dumbrăveanu (2010) shows that responsible tourism planning involves integrating the ecological dimension into all stages of development, from the design of green transport and energy-efficient accommodation to the creation of environmentally friendly public spaces. Pirvu *et al.* (2024) confirm this direction, demonstrating that investments in sustainable infrastructure generate positive effects not only in economic terms, but also in terms of social cohesion and quality of life. At the same time, Cehan *et al.* (2019) point out that reducing territorial disparities remains a major challenge, requiring integrated policies that support both urban centers and peripheral or rural areas. This orientation indicates that the dynamics of tourism infrastructure in Romania are in a process of maturation, in which the economic, social, and ecological dimensions must be coherently correlated.

The dynamics of Romania's tourism infrastructure show a shift from decline and stagnation in the 1990s to modernization and diversification in the last two decades. Transport, spa, cultural, and digital infrastructure have gradually become interconnected, reflecting both the influence of European policies and local initiatives. At the same time, the literature shows that the success of destinations depends not only on material investments, but also on the integration of social and environmental dimensions, confirming the transition to a sustainable and competitive tourism model. Romania is still in a process of catching up with other European countries, but successful experiences in certain regions indicate clear directions for the long-term development and consolidation of tourism infrastructure.

3. Methodology

The methodology of this study was mainly based on descriptive quantitative statistical methods (for the analysis of data obtained from official sources, in particular from the Tempo Online platform, managed by the National Institute of Statistics - INS). Methods were suitable for identifying and characterizing long-term trends and developments in the field of tourism, as it allows for an objective and systematic approach to the available statistical data. The data collected from Tempo Online refers to relevant indicators such as the number of tourists staying in accommodation units in Oradea, their structure by type of tourism (spa, business, cultural, etc.), the average length of stay, the evolution of the number of accommodation units and their occupancy over several years. This information was extracted from tourism reports and surveys conducted by the National Institute of Statistics (INS), which provide an overview of the dynamics of the tourism sector in the municipality. Using quantitative descriptive methods, we analyzed this data to observe changes in the structure and volume of tourism in Oradea, identifying the main trends and correlations between the evolution of tourism infrastructure and fluctuations in visitor numbers. The results obtained through this method will be interpreted in the context of recent economic and urban developments in the municipality of Oradea, with the aim of highlighting the impact of infrastructure development and diversification of tourism offerings on attracting tourists.

The extracted data was also used to calculate certain tourism demand infrastructure indices, such as:

1. Average length of stay – To calculate this indicator, data representing the number of overnight stays and the number of arrivals in the North-West Development Region, in Bihor County, and in Oradea Municipality were used. The codes of employed INS indicators are TUR104B, TUR104E, TUR105D, and TUR105E.
2. Accommodation capacity utilization index – To calculate this indicator, data collected and processed represented the number of overnight stays and the existing tourist accommodation capacity in the North-West Development Region, Bihor County, and Oradea

Municipality – INS indicators TUR105D, TUR105E, TUR103B, and TUR103D.

The data was analyzed quantitatively for the period 1990-2023, showing the evolution of this field in the post-communist period, while for qualitative data planning strategic documents covering continuous but different time horizons were considered. The analysis of the strategy documents was carried out by highlighting the chapter dedicated to tourism both as text (chapter break - strategic directions pursued for this area) and as a share of direct and indirect investments made in the two-time horizons (2017-2023, 2021-2027) for the tourism sector.

4. Results and discussion

4.1. Evolving trends of main tourism indicators for tourism infrastructure in Oradea Municipality

Comparing evolving trends of main tourism indicators for Oradea Municipality they mainly show steady continuous growth for this city compared to regional sudden high increase at regional level (for the North-West Region) and with stabilisation and/or lower increase at NUTS 3 level for Bihor county.

For the accommodation capacity Oradea registered a significant decrease in the number of accommodation places, from 912 in 1990 to 763 in 2000. This reduction may indicate a decrease in investment in tourism infrastructure generating a decline in tourist demand and a general decrease of tourism stays of tourist arrivals for urban tourism in the early post-communist Romania. Between 2000 and 2010, the situation remained relatively stable, but growth became evident from 2010 onwards, when capacity reached 1,254 places (Figure 1). The year 2015 marks a significant increase, with the number of places rising to 2,514, suggesting a period of accelerated development of the tourist infrastructure in Oradea. After this point, between 2015 and 2023, there is a moderate but steady increase. In 2019, capacity reached 2,733 places, followed by

minor fluctuations, and in 2023, the number of accommodation places peaked at 3,076.

This evolution reflects a general trend of development and consolidation of the tourism sector in Oradea, with increased attention paid to creating a tourism infrastructure capable of supporting growing demand. The results in 2023 highlight the success of local initiatives and the growing interest in tourism in this area.

In the North-West Region, there has been a significant increase in accommodation capacity during the analyzed period, suggesting increased attention to regional tourism infrastructure, along with growing interest in tourism. In the case of Bihor County, accommodation capacity has seen a more modest but steady increase (Figure 2). The North-West Region has experienced extensive tourism development, benefiting from its diversity and size.

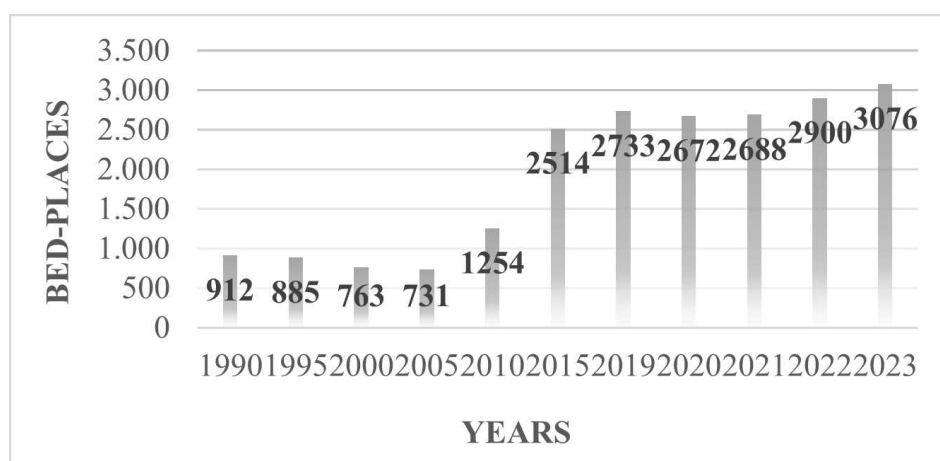


Figure 1. The evolution of accommodation capacity (number of structures) between 1990 and 2023 in Oradea
(Data source: INS)

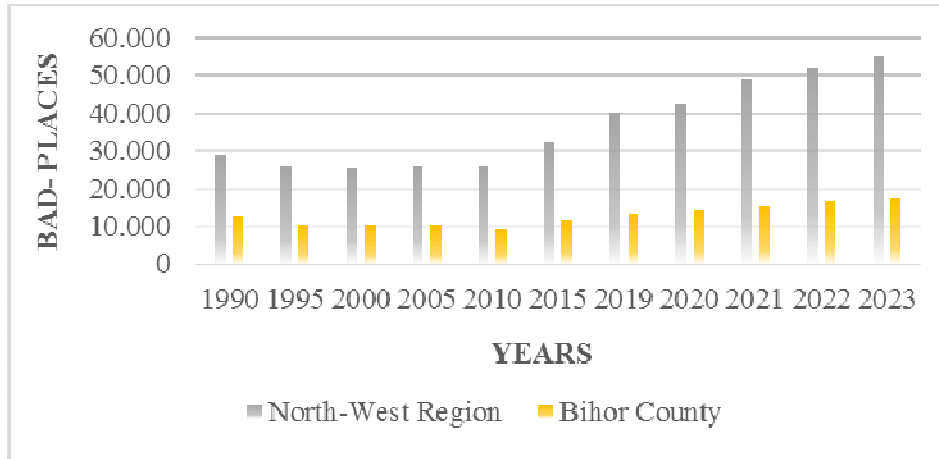


Figure 2. Existing accommodation capacity in Bihor County and North-West Region
(Data source: INS)

With regard to the evolution of accommodation capacity on types of accommodation units, in the municipality of Oradea hotels stand out, with the number of available places following a downward trend between 1990 and 2005, from 912 to 683 places, followed by a significant increase, reaching 2,112 places in 2023. This dynamic highlights the impact of investments made in tourism infrastructure, especially after 2010, when values almost doubled compared to the beginning of the analyzed period. More typical and adapted for rural areas, tourist guesthouses only appeared as a type of structure after 2005, experiencing however a gradual expansion from 8 places in 2005 to 259 in 2022, followed by a slight stabilization. Their development reflects the diversification of tourist demand and consumers' orientation towards personalized services and urban-rural experiences.

4.2. Evolving trends of main tourism indicators for tourism demand in Oradea Municipality

For the evolution of tourism arrivals in North-West Regions and Bihor County between 1990 and 2023, figure 3 exemplifies the number of tourist arrivals in tourist accommodation structures in the North-West Region and Bihor County between 1990 and 2023. One could remark that there is

a general upward trend in the number of tourists at regional level with a significant peak in 2019 when the number of tourists exceeded 2 million. After a sharp decline in 2020, caused by the COVID-19 pandemic, the number of tourists is rising again in 2021 and remains high until 2023. In Bihor County (yellow bars), although the number of tourists is much lower than the regional average, it follows a similar trend. The increase is visible in the years leading up to the pandemic, and the post-pandemic recovery is moderate, reaching approximately 400,000 arrivals in 2023.

For Oradea, the growth is even more evident. Between 2005 and 2019, the number of tourists increased almost four times, reaching a maximum of 236,793 arrivals in 2019. The COVID-19 pandemic had a significant negative impact, reducing to 113,122 the number of tourists in 2020, almost half of the 2019 figure. Since 2021, there has been a gradual recovery, with steady growth until 2023, when arrivals reach 232,783, almost the maximum level recorded before the pandemic (Figure 4).

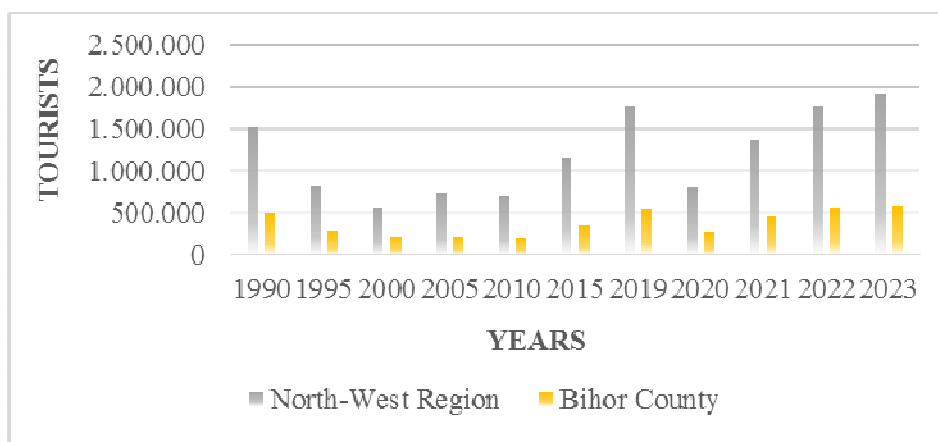


Figure 3. Tourist arrivals in Bihor County and North-West Region between 1990 and 2023
(Data source: INS)

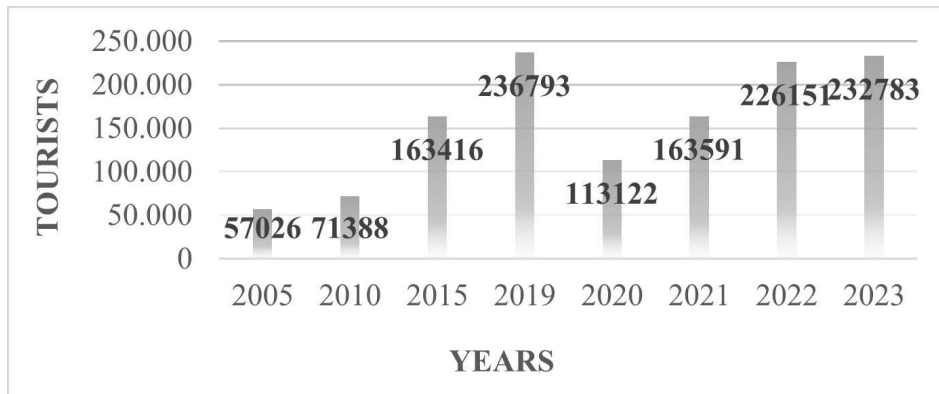


Figure 4. Tourist arrivals in Oradea between 2005 and 2023
(Data source: INS)

In terms of overnight stays in 1990, the North-West region recorded over 5,000,000 overnight stays, but this indicator fell significantly by 2000, stabilizing at values below 3,000,000. Since 2015, there has been a steady upward trend, with a decline caused by the COVID-19 pandemic followed by a return of this indicator to pre-pandemic levels. Bihor County followed a similar pattern, but with less pronounced fluctuations. Data from 2023 show a trend of consolidation at both regional and county levels, confirming the importance of tourism in this area (Figure 5).

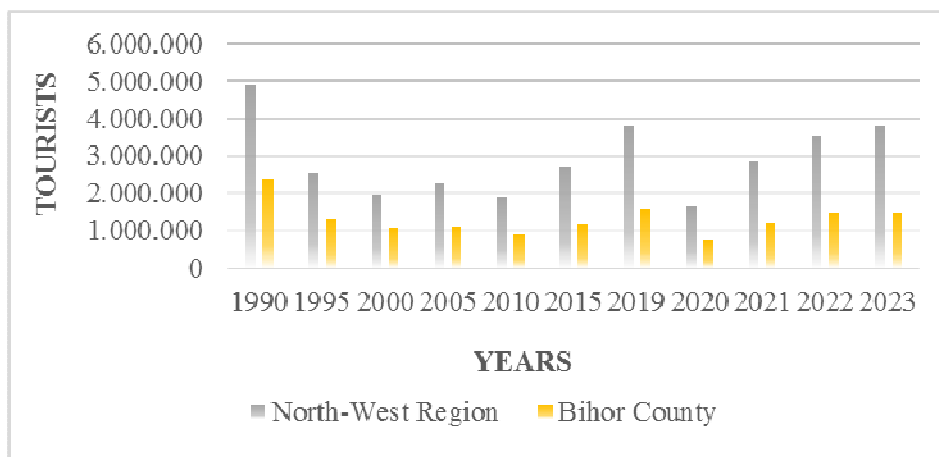


Figure 5. Overnight stays between 1990 and 2023 in North-West Region and Bihor County
(Data source: INS)

The evolution of the same indicator for Oradea between 2005 and 2023, shows a long-term upward trend, with significant fluctuations in certain periods (Figure 6).

In 2005, the number of overnight stays was 93,712, and by 2010 it had increased to 119,362, indicating a slight increase in tourist interests in Oradea. In the following years, local tourism experienced rapid growth, reaching 360,432 overnight stays in 2015 and continuing to grow to a peak of 394,784 in 2019. This evolution reflects improvements in tourism infrastructure and services, as well as more intensive promotion of the city as a tourist destination.

However, 2020 saw a significant decline, with the number of overnight stays falling to 199,998 amid the COVID-19 pandemic and global travel restrictions. This sharp decline highlights the major impact that the pandemic has had on the tourism sector., a shock wave that globally hit hospitality industries (Gössling et al., 2020).

The evolution of the average length of stay for the three studied territorial levels for the North-West Region, Bihor County, and Oradea Municipality during the period 1990-2023 highlights significant differences between these categories, both in terms of levels and observed trends.

In the case of the North-West Region and the municipality of Oradea, the average length of stay was relatively constant throughout the period analysed, with moderate values. These are lower than those recorded in Bihor County, where the values are influenced by the impact of spa resorts, for which tourism with a minimum stay of 7 days and even longer stays specific to spa treatments (14 days) is dominant (Figure 7).

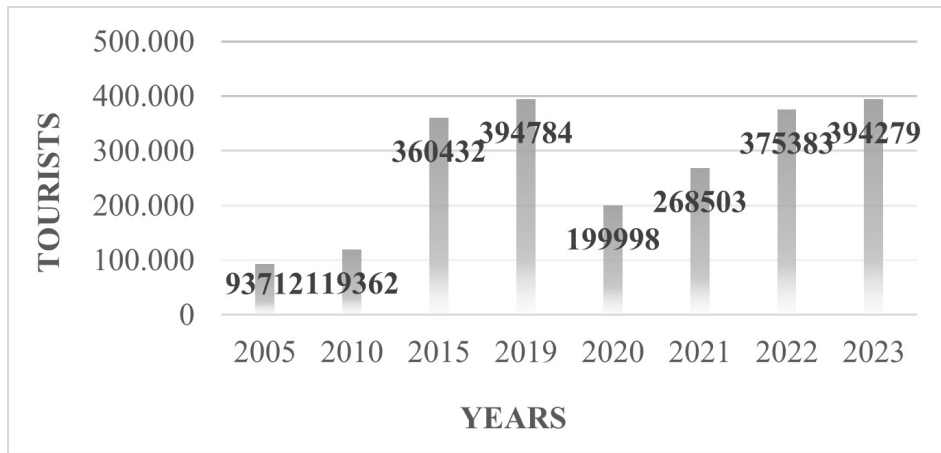


Figure 6. Overnight stays between 2005 and 2023 in Oradea (Data source: INS)

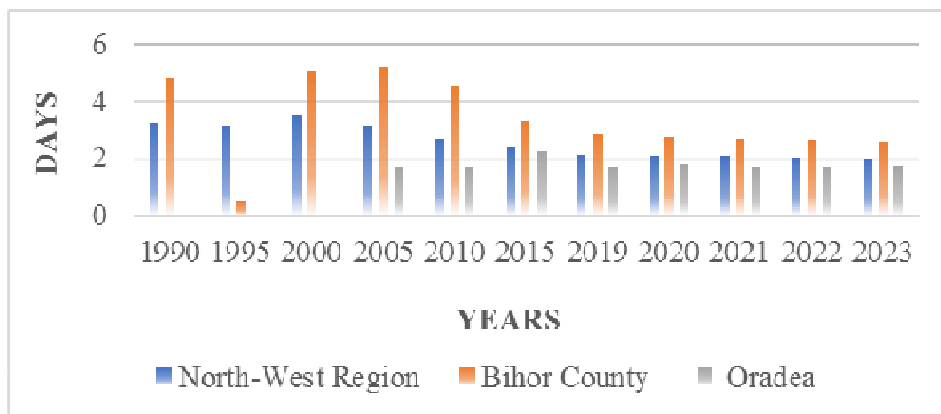


Figure 7. Average length of stay between 1990 and 2023, in Oradea, Bihor County and North-West Region (Data source: INS)

The values of net use indices of the tourist accommodation capacity in function between 1995-2023 show mainly the same evolutionary trends for the three studied territorial levels (Figure 8). Mainly evolutive statistics for this index show the fact that in the 1995s, Bihor County and the North-West Region had high and relatively similar levels of accommodation capacity usage, indicating a balanced distribution of tourist flows. However, since the 2000s, the municipality of Oradea has gradually taken the lead,

becoming the main tourist centre in the area. This change can be explained by the attraction of a larger number of tourists due to infrastructure modernization and effective promotion. In addition, the high utilization index values in Oradea in recent years suggest that this destination has managed to maximize its tourism potential, surpassing the county to which it belongs and as well the wider region.

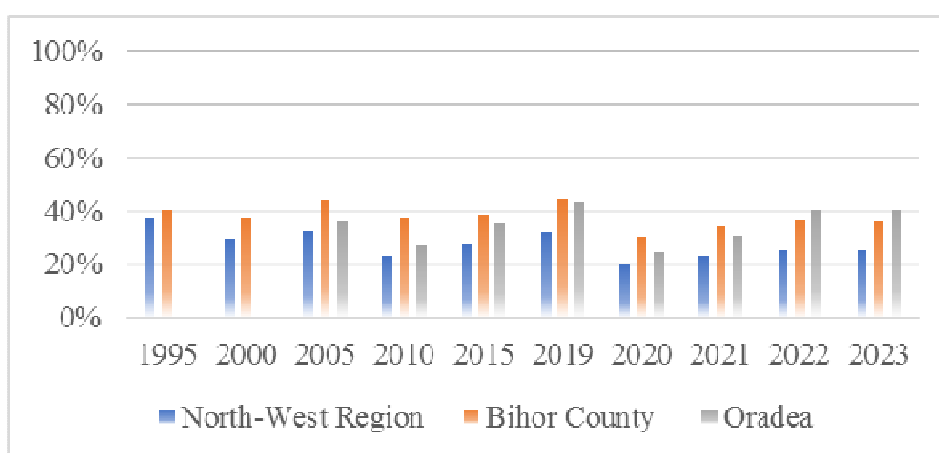


Figure 8. Net use indices of the tourist accommodation capacity in function between 1995-2023, in Oradea, Bihor County and North-West Region (Data source: INS)

Overall, the analysis of the accommodation capacity utilization index highlights a significant transformation in the tourism dynamics of the area. Although Bihor County and the North-West Region initially had an advantage, the municipality of Oradea has become the undisputed leader in accommodation capacity utilization, especially after 2015. This success can be attributed to a well-designed urban development and tourism promotion strategy, which has transformed Oradea into a favorite destination for visitors. Correlating this data with that on the average length of stay, it is clear that the city's attractiveness has increased significantly, and the accommodation capacity utilization index reflects this positive trend.

5. Conclusions

The evolution of tourism in Oradea reflects a complex development process, influenced by strategic investments in infrastructure, cultural heritage conservation, and diversification of tourist services. The analyzed data indicates a significant increase in accommodation capacity and its utilization rate, which highlights the city's increased attractiveness to tourists. At the same time, the modernization of transport infrastructure and the integration of the city into national and international tourism networks have contributed to strengthening Oradea's position as a regional tourist destination.

A key factor in this development was the promotion of the city as a tourist destination, both through the organization of cultural events and festivals and through the development of spa tourism, supported by the proximity of the Băile Felix resort. These initiatives have stimulated not only an increase in the number of visitors, but also an extension of their average length of stay.

The impact of the COVID-19 pandemic on the tourism sector has been significant, causing a sharp decline in the number of arrivals and overnight stays. However, recent data suggest a rapid recovery, supported by economic revitalization measures and adaptation to new tourism trends.

Overall, the analysis of tourism development in Oradea shows an upward trend, supported by coherent development policies and increased adaptability to economic and social changes. Consolidating this trend will depend on continued investment in infrastructure, innovation in tourism services, and maintaining an effective strategy for promoting the city on the national and international tourism market.

The results confirm that the development of accommodation infrastructure has had a direct impact on the evolution of tourist demand in the municipality of Oradea. The increase in the number of available places, the diversification of accommodation structures, and the modernization of hotel units have contributed to attracting an ever-increasing flow of visitors. This trend is supported by the high values of the accommodation capacity utilisation index, which demonstrates a clear correlation between the expansion of the hospitality infrastructure and the consolidation of the municipality's position in the regional tourism market. In addition,

the dynamics of arrivals and overnight stays confirm that investments in the hotel sector have led not only to an increase in the volume of tourists, but also to an improvement in the average length of stay, which is essential for the sustainable development of local tourism and a sign that the city has managed to become not only a transit destination but also an attraction for extended stays.

The analysis shows that the municipality of Oradea has experienced upward growth, becoming a regional tourist hub. Investments in infrastructure, transportation, and promotion have had a direct impact on the increase in visitor numbers. Overall, analyzed data confirms that tourism in Oradea is on an upward trend, with a positive impact on the local economy, thus highlighting the need to continue modernization and tourism promotion strategies aimed at consolidating the city's position as a destination of long-term interest.

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