



## **The Impact of Tourism Revenues – A Comparative Study of Romania and Jordan**

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**Abstract:** Tourism represents an economic sector with multiple effects on economic growth, employment, the balance of payments, and regional development. This paper comparatively analyses the impact of tourism revenues in Romania and Jordan, two countries with distinct tourism profiles: Romania, a relatively diversified European economy, and Jordan, an economy more dependent on tourism flows and the export of services.

### • Introduction

In the contemporary economy, tourism is more than a consumption or leisure activity; it is a generator of income, jobs, investments, and spillover effects on other sectors such as transportation, food services, construction, trade, and cultural services. Revenues from international tourism positively influence the current account of the balance of payments and help attract foreign currency into the economy. The relevance of this topic became even more evident after the 2020 pandemic shock, followed by a recovery period and new pressures from geopolitical instability.

The choice of Romania and Jordan for this comparative analysis is justified by the structural differences between the two economies. Romania has diverse tourism potential, based on natural, cultural, and spa resources, but tourism is not one of the main pillars of the national economy. In contrast, tourism in Jordan accounts for a larger share of economic activity, closely linked to historical and religious heritage, cultural tourism, and the country's ability to attract international visitors

### • Material and method

This paper uses a comparative method based on official statistical data and international indicators. For international comparability, World Bank series regarding international tourism receipts and their share in total exports were used, as they are available comparatively for both countries up to 2020. To capture the post-pandemic recovery, recent national data from Romania and Jordan for 2023 and, where relevant, for 2024 were also integrated.

The comparative analysis follows four dimensions: the level of tourism revenues, their role in service exports and GDP, the dynamics of post-pandemic recovery, and sensitivity to external shocks. An important methodological limitation is that not all international series are updated at the same pace, and national data may use different statistical methodologies. Nevertheless, by combining international sources with recent official statistics, a coherent image of the structural differences between the two economies can be obtained.

### • Results and discussions

In Jordan, tourism has a much greater economic importance than in Romania. Comparable World Bank data show that in 2020 international tourism receipts amounted to approximately USD 1.745 billion, while their share in total exports reached 16.7%. Even in a year severely affected by the pandemic, this value indicates Jordan's high dependence on tourism revenues and related services. This dependence was also confirmed during the recovery period. According to officially cited data from 2023, Jordan recorded approximately 5.937 million visitors since the beginning of the year, while tourism revenues reached 4.8941 billion Jordanian dinars; at the same time, the sector contributed approximately 14.6% to GDP. These figures show that tourism is not merely an important service sector but also one of the main drivers of national economic activity. The role of tourism in the Jordanian economy is explained by the specific nature of its tourism offer: its archaeological and historical heritage of global value, religious tourism, adventure tourism, medical tourism, and its strategic position in regional and international markets. Under these conditions, tourism revenues contribute substantially to foreign currency inflows, employment, and support for other services, such as transportation and trade. Therefore, the dynamics of tourism receipts influence Jordan's macroeconomic balances much more directly than in Romania.

### • Conclusions

This paper highlights the fact that tourism revenues have a significant impact on both countries, although their relative importance differs substantially. In Romania, they support the development of certain regions, stimulate the service sector, and contribute to the country's international image, but they are not a major determinant of macroeconomic balance. In Jordan, by contrast, tourism revenues contribute much more strongly to GDP, service exports, and foreign currency inflows, making them a strategic factor for the national economy.