

ETHICS AND POSTMODERN VALUES WITHIN THE STRATEGIES OF PROMOTING TOURISM IN BUCOVINA

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Abstract

Bucovina is one of the most famous areas considering the natural and antropic tourist potential, the historical monuments and the folkloric art, the therapeutical and curative factors, being the land of hardworking and welcoming people who keep traditions and customs from generation to generation.

Bucovina, as tourist destination, has varied tourist resources, both natural and anthropic, which makes this are be well-know throught the whole country, and abroad. The tourism and travelling industry represents, worldwide, the most sought activity sector, the most important provider of workplaces. From an economical point of view, tourism is also a main resource for recovery of the economy of countries which have important tourism resources and exploit them properly. The sustainable development strategy of tourism in Romania and especially in Bucovina has the main purpose of generating an adequate database for increasing the internal and international tourist activity in a balanced and sustainable way, that would bring cultural and socio-economical advantages to Suceava County and its inhabitants.

Postmodernity (Lipovetsky, 1996) brought over itself a change in values, ethics being imposed as a necessity and a responsibility towards the other. In our paper, we will bring into discussion a series of promoting strategies, emphasizing on the needs of the postmodern individual.

Key words: *advertising, promotion, tourists, tourism programs, postmodernity.*

JEL Classification: *M3*

I. INTRODUCTION

Tourism is a socio-economical phenomenon, specific for the 21st century, having strong roots in the life of the society, while influencing it also (Terec-Vlad, Trifu, Terec-Vlad, 2015). The concept of tourism transformed over time; if 100 years ago, we would only travel with a purpose, currently, the reasons for our trips are more and more diverse. Today's individual pays attention to quality, which is why he seeks for the best services to fit his needs. While a few years ago, people travelled with the purpose of visiting the seaside or the mountains, today the focus is on quality, not quantity. The quality of hotel services must provide the capital of trust, which is why the postmodern individual focuses on the quality of the services provided by inns or hotels when making a choice.

Tourism is addressed to a wider segment of the population and answers to people's needs.

Tourism entails an enormous material and human potential, which implications on the evolution of the entire society.

On a social plan, tourism ensures people's access to "culture and civilization" and facilitates the exchange of opinions, ideas, thoughts, thus equally contributing to the intellectual development of people. Economically, tourism proves to be an important factor in economic progress, with implications on the development of the entire society. Due to the fact that it acts in the direction of introducing the cultural and historic patrimony in the (internal and international) economic circuit of tourist resources, tourism proves to be an important factor of the local economy's structure.

Bucovina's tourist offer is mainly based on cultural tourism programs, most important being the visiting of the painted monasteries (Juravle, Sasu, Spătaru, 2016, Juravle, Sasu, Bubăscu, 2015), for example: Arbore, Humorului Monastery, Moldovita, the "Saint Cross" Patrauti church, Probota, the "Saint Gheorghe" church, Voronet, these being included in the UNESCO world cultural patrimony. The locals kept the cultural values of the area alive, namely:

- the traditional clothing and dances;
- the traditions and customs of winter and whole year holidays;
- the custom of painting Easter eggs, Bucovina being the most appropriate destination for spending holidays.

II. FORMS OF TOURISM IN BUCOVINA AREA

Bucovina is an incredibly beautiful area, with magnificent sights, wonderful people, monasteries and a lot of places to visit. The reasons for which tourists come to this area are extremely diverse, as the Bucovina region, we would say.

In Bucovina, one can practice the following forms of tourism:

1. **cultural and ecumenical tourism**, if we refer to the touristic motivation. We mustn't forget about the beautiful Bucovina monasteries, included in the UNESCO patrimony: Moldovita, Sucevita, Humor, Voronet, Putna, Arbore.

Completing the cultural patrimony, we must mention the Bucovina museums, the "Ion Gramada" ethnographic collection, the black ceramics of Marginea. Also, there are other forms of tourism to be practiced.

2. **hunting tourism** – addressed to the lovers of adventure and fishing, the area providing a great hunting environment: bears, wild boars, deers, rabbits, but also fish: trout, barbell. The main species who is of great interest in the mountain area is the Carpatian stag.

In Putna village, there is a trout reservation belonging to the Pojorata Forest District, which produces trout for consumption and seedings for populating the mountain waters.

3. **mountain hiking** – is favored by the existence of marked routes, among which we mention the old "Road of the Tatars", up until the Carlibaba village, and the other one, towards the Moldovita monastery. These routes can be traveled on foot, or by horse, which any residents makes available for tourists.

4. **the rest and recreation tourism** – provides all the conditions, considering the beneficial effects of the climate and the beauty of the surroundings.

5. **recreational tourism** – tourists can take riding lessons, walks on mountain paths, etc.

Bucovina is, along other tourist areas, one of the regions with the greatest international tourist interest.

In the current global context, we notice continuous and rapid changes from all points of view: economical, social, political, etc. The socio-economical changes have affected and caused greater problems among the active population in this area of the country, due to the diminuation of incomes in the last couple of years, and the orientation towards other countries, especially in the Western Europe. Practicing tourism in the Bucovina area is a way of solving the problems emerged, and re-establishing by finding economical, social, moral and political solutions for exploiting the natural and anthropic tourist potential.

Tourism is a dynamic economic branch, in a continuous process of changing and transforming, which requires constant adapting to the economical, social, political and geographical space where is being practiced. These aspects are discussed and treated starting from the level of small areas, up until the level of the entire planet, but without describing the practical usefulness, which is most often missing. In our country, there are a lot of studies on local tourism, but the number of those that identify and propose solutions for local issues is very low.

Thus, this area of Bucovina faces this economical context, and the emphasis is on finding solutions for problems already emerged, being necessary to study the tourist potential of the area by developing tourism related activities.

Bucovina, ancient swing of Romanian culture and civilization is a special tourist area, thanks to the accessible and harmoniously combined landforms, the climate which is favorable for practicing tourism the whole year long, the hydrographic, faunal and floristic varied potential, the cultural and historical patrimony who is greatly appreciated nationally and internationally, as well as the hospitality of local people, the traditions and customs, the culinary traditions, all these turning Bucovina into a real tourist destination.

Bucovina is known as an attractive tourist area of Romania, increasingly sought by local and foreign tourists, having a defining elements which differentiates it from other Romanian tourist areas, namely the monasteries in the UNESCO patrimony (Nedelea, Nedelea, 2013).

Bucovina, as tourist destination, has numerous tourist resources and is considered a vast open-air museum.

Traditionally, the tourist destination is seen as a well-defined geographical area, and from the point of view of a product, the tourist destination is "and ensemble of services and facilities that translate into the environment specific for natural and artificial factors of attraction and the developed tourist establishments, which represent elements of the tourist offer, and may exert a positive force of attraction for tourists" (Snak 1999).

In the modern sense, the tourist destination is seen as an experience the tourist gets upon consumption (Ispas, A., 2011).

The development of a touristic destination must be a continuous development process, considering the dynamic of the tourist market.

Any tourist destination must adopt sustainable development strategies.

The sustainable development of a tourist destination involved the development of all forms of tourism, management and marketing that would respect the natural, social and economical integrity of the environment

while ensuring that the natural and cultural resources will be available for future generations as well (Ionescu, Murariu, 2005). The Bucovina tourist area could become a well-known tourist brand both locally and abroad, by enhancing the natural and anthropic patrimony of the area, but also through the sustainable development of this well-known tourist destination and applying appropriate strategies. Thus, through an effective promoting campaign, the image on the tourist market will increase and therefore the incomes of those involved in advertising will also increase. A strategy regarding the sustainable development of tourism in Bucovina was therefore conceived, with the purpose of generating a basis for increasing the internal and international tourist activity which would bring advantages to the Suceava county and its inhabitants (The strategy of developing and promoting tourism in Suceava County). In conceiving this strategy, we started from the sustainable development, a principle that underlies the economical development. The following institutions also play an important role in promoting tourism:

- The Center for Information and Tourist Marketing of Bucovina; www.tourismbucovina.ro
- The National Center for Tourism Promoting; www.turism-suceava.ro
- The Bucovina Association for Tourism; www.bucovinaturism.ro

Promoting the Bucovina area has different economical implications, and the increased volume and the diversity of the tourist services generated the development of an entire industry of tourist travelling, which intimates that treating the tourism phenomenon as a distinct branch of the national economy is a part of the tertiary sector. Through its nature, the phenomenon is very complex, with social, political, cultural and economical implications. However, it should be pointed out that, unlike other branches of the economy, the industry of tourist travelling remains a branch, whose development will still be connected to the levels and rates of development of other branches of the national economy.

From the economical point of view, the tourist is a consumer of goods and tourist services; of the expenses, and implicitly the financial means resulting from the activity of the economical units of the tourism industry, part of it lies directly to these units as profit and cash funds for paying salaries to the employees working in those establishments, and another part goes to the local budget, as taxes. Due to the fact that tourism determines the increase in incomes and the revenue for those involved in the activities connected to it, we may state that it is a profitable and beneficial activity.

The persons directly involved in tourist activities, namely the basic services providers, of accommodation, food and transport, are the ones that benefit from the effects of promoting tourism.

Also, the effects of promotion are felt in the budget of the persons involved in activities unrelated to tourism, destined for the local population, but also used by tourists travelling in the area.

These unrelated services are represented by the transporters, the producers of authentic local beverages, people who still practice traditional craftsmanship, pottery, eggs painting, weaving, sculpting, tradesmen, etc. These amounts for investment come from housing and food, and the need for improving the accommodation facilities, necessary and essential for tourists, is continuously growing. The economical effects of tourist consumption must be evaluated also from the perspective of the income earned by the labour force directly or indirectly involved in the tourism industry. The process of serving customers refers to an increasingly numerous workforce, with a varied qualification profile, whose consumption expenses increase daily, as a result of the living conditions, precisely due to the more rational and full use of workforce during the development of tourism.

Their share is different in the developing tourism flows in the area, being determined by the tourist seasoning, the importance of the tourist objectives, the tourists' interest for a certain type of tourism, etc.

III. STRATEGIES OF DEVELOPING AND PROMOTING THE BUCOVINA TOURISM

We believe it is necessary to conceive a custom offer for Bucovina. This should include own tourist programs, which would keep tourists in the area for at least six nights.

Such an offer should include various proposals, a diversity of hunting and fishing programs, hackings, horseback riding, mountain-bike, visits to the sheepfold, climbing, paragliding, etc. In order to develop unitary tourist programs for Bucovina, it is necessary to establish an efficient communication between the representatives of the tourism agencies and the welcoming structures (hotel, villas, inns, etc.).

A series of agencies in Suceava developed programs for adventure tourism, offers that didn't raise tourists' interest so far. The lack of interest for Bucovina area of certain agencies who are present in international tourism fairs, can be explained through the fact that they present programs of incoming, being mostly interested in selling their own products.

Among the tourist activities that should be developed and promoted, we mention:

- thematic programs (hiking), favored by the existence, in the area, of many marked routes, among which we mention the old "Road of the Tatars", which leads to Carlibaba village, and the other one, leading to the Moldovita Monastery. These routes can be traveled on foot, or by horses made available for tourist by local

people. Also, remarkable are the mountain trails towards the Rarau and Giumalau massives. From the Vatra Dornei County, people can go hiking on foot or with terrain vehicles to the Calimani, Ineu, Rodnei or Obcinele Mestecanisului mountains.

The programs of horseriding can be practiced at the studs in Radauti city or Lucina. In the hippodromes around the farm there are organized horse competitions. The programs such “Home to the craftsmen” consist of visits to the shops of certain popular craftsmen (some of which have the possibility of providing accommodation to tourists).

In order to be able to retain tourists in the area for more than 2 days, there should be developed additional attractions, besides the monasteries, such as ski slopes in Gura Humorului (Arinis), Campulung, Vama, Botus; the adventure tourism should be promoted, for example boating on Bistrita river, mountain climbing, paragliding, mountain-biking, equestrian tourism (Lucina, Radauti), circuits with vintage trains (Suceava-Vama-Moldovita), walks with carriages in Suceava and Vatra Dornei.

The objectives and strategies regarding the marketing of tourism in Bucovina would be better to be implemented through a National Marketing and Advertising Program that would include actions referring to the level of professionals in tourism or potential tourists.

The program will be reviewed and adapted periodically (preferably annually), and will include:

- the evaluation of the results of the tourism activity;
- the analysis of the activities of promotion undertaken;
- the analysis of the tendencies of tourist request;
- the analysis of services and products offered;
- identifying new products and services which can successfully be offered to the market;
- establishing necessary expenses for implementing the program;
- establishing the organizing framework for implementation;
- evaluating the impact that the implementation of the program would have on the internal tourist market (number of tourists, incomes from tourism).

The program of promoting tourism in Bucovina should consider two main objectives, namely:

- presenting in a more attractive way the advantages of visiting the area, for tourists
- creating a good reputation for tourist services in the area.

An essential condition for elaborating and implementing the National Program of Marketing and Advertising is creating the adequate organizing framework, of partnership type, between the central administration and local state bodies, the economical agents, associations and professional organizations, with own organizing and functioning status. Therefore, it was proceeded to elaborating a strategy of promoting tourism in Suceava. In elaborating the Strategy of developing and promoting tourism in Suceava County, it was started from the concept of sustainable development, principle which underlies the entire economical and social growth set out in the Program of Governing for the period between 2005-2008 (Strategy for developing and promoting tourism in Suceava County).

IV. THE POSTMODERN INDIVIDUAL AND THE DECISION TO CHOSE

If several decades ago, the individual’s priority was the increasing quantity of historical or religious monuments to see, nowadays the postmodern individual focuses on quality, services, accessibility and comfort. In our paper, we wish to bring into discussion the fact that a good promoting of the area and knowing the tourist’s needs may bring a long-term series of benefits, not only material or financial, but also related to the capital of trust (Trifu, Terec-Vlad, 2013, Juravle, Sasu, Terec-Vlad 2016, Terec-Vlad, Cucu, 2016, Terec-Vlad, Trifu, 2014, Trifu, Juravle, Terec-Vlad, 2017) . The tourists that decide to spend a part of their time in Bucovina area are usually families. The families who wish to spend a holiday in Bucovina usually have kids, and wish to improve their general culture, learning about the history of each historical monument they visit (Apostu, 2013, Apostu, 2016a, Apostu, 2016b, Apostu, 2016c, Apostu, 2016d, Voinea, Apostu, 2008, Apostu, 2017).

Aside these aspects, the welcoming and serving, the hospitality, expenses, etc., are really important aspects the individual focuses on, because the price-quality ratio is really important for the postmodern individual. Given the fact that the values have changed, the nowadays individual has other expectations from the services he pays for. The emphasis is on ethics most of the time – namely the four E, and on the organizational culture of the inn or hotel. Therefore, we consider that the best way to relate with the clients is by offering services that are based on responsibility and care for the other (Spătaru, Sasu, Juravle, 2015, Trifu, Juravle, Terec-Vlad, 2017).

V. CONCLUSION

Bucovina is an interesting area, visited by many tourists in the country and abroad, well-known for the monasteries included in the UNESCO patrimony, for the exterior and interior paintings who were kept over the

years. This is why due to the natural and anthropic patrimony, it is necessary to create strategies adequate for the Bucovina tourist area, so well-known among other tourist areas in the country and abroad.

Thus it was issued a strategy regarding the development and promotion of tourism in that tourist area. In elaborating the strategy it was started from the need for developing a prestigious trademark to be promoted through a national program of promoting and advertising Bucovina.

Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions. Make sure that the whole text of your paper observes the textual arrangement on this page.

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