

**PROMOTING THE BUCOVINA AREA ON CULTURAL AND RELIGIOUS TOURISM****Liliana HÎNCU***Al. I. Cuza University of Iassy, Romania**Liliana\_hincu@yahoo.com***Abstract**

*The Bucovina area is well-known nationally and internationally for the monasteries which are, most of them, included in the UNESCO heritage. It is an area full of history, well-known for local traditions and customs, such as: icons painted on glass, dying Easter eggs, carpet weaving or different braids, which reminds us of old traditions and customs that are still preserved from ancient times. Due to this inherited dowry, the tourist is delighted to visit these wonderful places, therefore the tourism agencies in the country and abroad set up different tourist programs, such as: circuits or pilgrimages, to enchant and attract tourists. The local agencies usually organize pilgrimages to the Monasteries in northern Bucovina, which are a special attraction for tourists. These monasteries are remarkable for their exterior and interior paintings, well preserved over the time and well-known for their vivid colours, such as: the Voronet Monastery is famous for the blue colour, also called the „Sistine Chapel”, and the cultural tourism is supported by knowing the traditions and customs available in the area.*

**Key words:** *Tourism, pilgrimages, tourist area, Bucovina, religious tourism*

**JEL Classification:** *L83,Z32*

**I. INTRODUCTION**

Bucovina, an ancient cradle of Romanian culture and civilization, is a special tourist area, due to the accessible and harmonious forms of relief, combined all over the territory, the favorable climate for practicing tourism throughout the year, the hydrographic, faunistic and varied florapotential, the cultural- historical and architectural heritage appreciated nationally and internationally, as well as the Bucovina hospitality, folk traditions and customs, the specificity of Bucovina cuisine, they all make Bucovina a real tourist destination. This tourist area is also renowned for the impressive number of monasteries, some of which are included in UNESCO heritage. Along with the picturesque region, the well-known hospitality of the area's inhabitants, folk traditions, customs, the specifics of Bucovina cuisine, the holiday traditions and the popular port give tourist importance for attracting tourists.

Bucovina is well-known as an attractive tourist area of Romania, more and more sought after by local and foreign tourists, having a defining element that deffinetly distinguishes it from the other Romanian tourist areas, namely the UNESCO patrimony monasteries (Nedelea Al., Nedelea M.Oana, 2013). Traditionally, the tourist destination is regarded as a well-defined geographical area and viewed from the point of view of a product, the tourist destination is "a set of services and facilities that materialize in the specific ambience of the natural and artificial factors of attraction and Of the created tourist facilities, which are components of the tourist offer and can exert a positive force of attraction for the tourists "(Snak O., 1999).

In the modern sense, the tourist destination is perceived as the experience acquired by the tourist as a result of consumption (Ispas, A., Tourism Marketing, 2011).

The development of a tourist destination must be a process of continuous development, taking into account the dynamics of the tourist market. Any tourist destination must adopt sustainable development strategies. The sustainable development of a tourist destination implies the development of all forms of tourism, tourism management and marketing that respect the natural, social and economic integrity of the environment by ensuring the exploitation of natural and cultural resources for future generations (Ionescu, G., Murariu, A., 2005, Apostu, I., 2016a, Apostu, I., 2016b).

**II. TYPES OF TOURISM PRACTICED IN BUCOVINA**

In the area of Bucovina, you can practice a multitude of forms of tourism: itinerant tourism with cultural valences, spa tourism, rural tourism, ecotourism, transit tourism, hunting and fishing tourism, equestrian tourism, winter sports tourism, tourism for Congresses and meetings, leisure tourism, recreation and leisure, religious tourism.

Cultural tourism presents great attractions for foreign tourists by integrating national cultural heritage values into the European and world heritage (monasteries classified by UNESCO and having international

significance). Due to the cultural potential of the area, the slogan "Bucovina - the country of the 1000 churches" is being circulated in the German press, drawing attention to the special development of ecumenical tourism and pilgrimage. A special attraction of the area is the artisanal activities: painting icons (about 15 artisans plus the monks from the monasteries), the eggs dying (60 handicrafts workshops), wood craftsmanship (10 craftsmen making barrels, 52 sculptors in Wood, a manufacturer of traditional musical instruments), pottery (in particular black clay pottery, known worldwide), stone sculpture, leather and cloth work, fur, popular masks. Rural tourism, a more complex form of tourism, comprising both the actual tourist activity (accommodation, pension, tourist traffic, provision of additional services) and the economic one (usually agricultural), finds favorable developmental conditions in the villages of Bucovina. The rural area has a rich tourist potential that exists both in mountainous and submontane areas. Transit tourism requires multiple improvements related to the modernization and extension of the roads and railways, as well as related services. Tourism for hunting and fishing, as well as for practicing nautical sports needs to be promoted due to the existing potential - hunting, fishing and hydrographic. Equestrian tourism benefits from the existence of a herd in Rădăuți and Lucina. Tourism for winter sports is practiced in the Sucevita and Gura Humorului areas, but it can have a much larger expansion. Extreme tourism can take place in an environment where geographic conditions are favorable (attractive natural landscapes, original natural targets, etc.). As a component part of tourism in general, extreme tourism is synonymous with adventure tourism, including specific activities: mountaineering, paragliding, navigation, motorized trips, extreme snowboarding, caving, etc. The Bucovina Mountains provide excellent conditions for practicing adventure tourism activities.

During the summer, the Rarău Mountains, Obcinile Bucovinei, are in the likeness of those who want to hike or to ride their bicycles on mountain ridge routes, a sport known as mountain biking. Other forms of extreme tourism that can be practiced in the area are: orientation (using maps, compasses, meteorological and astrological phenomena, natural landmarks etc.), paintball (a simulated battle between two teams equipped with special weapons launching balls with paint in Frătăuți, caving (guided incursion into the cave, orientation and overcoming of various obstacles). Congress and meeting tourism can be intensified using the improved tourist infrastructure of cities such as Suceava, Gura Humorului, Câmpulung Moldovenesc, Vatra Dornei, the area presenting great assets to be included in the national and international tourist offer for this new form of tourism. Recreation, rest and amusement tourism should be expanded especially through the peri-urban area. Declaring the Câmpulung Moldovenesc county and the Gura Humorului city tourist destination, has opened the possibility of reorienting the financing towards the development of recreation and leisure areas. Hunting tourism is practiced in the area due to particularly favorable conditions.

The cultural tourism presents great attractions for foreign tourists through the integration of cultural values. One of the special attractions of the area is represented by numerous artisanal activities such as:

- Painting icons
- Dying eggs
- Woodcraft
- Pottery.

### **III. PROMOTING TOURISM IN BUCOVINA**

Promoting in the field of tourism is an important component of communications. In the tourism industry, the promotion tasks are increased because the decision to buy tourism products involves a large amount of information. Sending messages to inform customers through various ways of communication, with the intention of developing a positive attitude towards the product and firm, is tourism promotion.

As O. Snak mentions, "the activity of promoting the tourist product is a specific form of communication, which consists in transmitting, in different ways, messages and information meant to inform tour operators and potential tourists about the characteristics of the tourist product and on the elements of the tourist services offered, ..., in order to develop a positive attitude towards the companies providing tourist services."(Snak O.-2001).

If up until recently, we have seen the traditional ways of promoting tourism in Bucovina, it is important to make clear that new media technologies provide us with the tools to do so. So, through social networks, promoting tourism can gain a different dimension. Tourists can post comments on hostels, monasteries, places they visited, taking into account their own experience and their close ones'. Is more than known that one of the most common ways to promote is through word of mouth. Tourists who want to visit new places first of all get informed. They use the internet to do so and exchange opinions with other tourists visiting certain areas, such as Bukovina (Gavra (Juravle), A. I., Sasu, C., Terec-Vlad, L., 2016). For this reason, we consider it appropriate to raise some questions about the use of new technologies to promote or not promote certain products or brands.

#### **IV. THE ROLE OF THE NEW TECHNOLOGIES IN MARKETING**

The new technologies (Terec-Vlad, L., 2015) have gained another dimension with the advent of the Internet. People who want to find information about a person, product or service, use the Internet to search for: other people's opinions, discontents, etc. As well as using new technologies in areas such as medicine, biology or communication (Terec-Vlad, L., Terec-Vlad, D., 2014), the same can be used for marketing activities. Ethics (Terec-Vlad, L., Trifu, A., Terec-Vlad, D., 2015, Trifu, A., Terec-Vlad, L., 2013) and implicitly responsibility in marketing activities, (Trifu, A., Juravle (Gavra), AI, Terec-Vlad, L., 2017), are also key elements. If marketing communication often focuses on different techniques to attract the tourist, ethics and morality are connected even in Romania with two important issues that are taken into account (Trifu, A., Terec-Vlad, 2015). The European mentality has made tourists in our country have ever higher expectations regarding the services offered in the tourism field. Learning a culture of organizations is important, given that within the organizational culture the owner of hotels and hosteles begins to impose their values to their employees and thus have a good relationship in terms of costs and benefits in relation to the client (Terec-Vlad, Cucu, M., 2016; Terec-Vlad, Trifu, A., 2014).

The new technologies also offer plenty of advantages to the owners of the hostels. Families engaged in such businesses have the opportunity to associate with cooperatives and to promote their product through their intermediary. Besides the location, the families that own hostels promote the bio-food, the Romanian food, but also the products specific to the Bucovina area. Owners of hostels go to fairs organized for this purpose. We consider that, besides sharing the experience they gain by participating in such fairs, the ideas they put into practice are important: for example, a bed-and-breakfast can offer not only the possibility of doing tourism, but also organizing an important event, such as weddings or baptisms, offering discounts on accommodation for the people who participated in that event. Also, events can be published on the pension's page, but let's not forget that the participants in the event share their location, which is also beneficial for business.

As we could see, new technologies play a particularly important role in promoting, and this is obvious especially in social networks. In this paper we want to bring to the foreground a series of tourist promotion features that we will analyze in this article.

Characteristics of tourism promotion:

- is a permanent activity according to the objectives set, the stage of the life cycle of the promoted tourist product, the allocated promotional budget;
- it is addresses to the economic agents who are potential clients;
- targets global goals such as informing and attracting target customers, improving the company's image;
- Implies messages emitted and transmitted by various means to the relevant market agents.

As part of the development strategy of a tourism company, market strategy and therefore promotion are needed. Thus, the relationship between the tourism service provider and the environment is established, the position that it wants to choose for achieving the mission in terms of efficiency. The elaboration of the promotional strategies and their integration into the overall strategy of the company (the tourist bed-and-breakfast, agrotourism) are prerequisites for the concrete actions necessary for it.

#### **V. ADVERTISING IN PROMOTING TOURISM SERVICES**

Advertising is a very important technique in the promotional mix, through which it aims to achieve several goals, namely:

- Promotion of both products, tourism services and organizations;
- Stimulation of primary and selective applications;
- Increasing the efficiency of tourism companies.

The means or media for sending the message in tourism are:

- written media: daily newspapers, weekly journals, magazines;
- printed materials: flyers, leaflets, brochures, guides, catalogs;
- outdoor media: posters, banners, luminous (static and dynamic) panels, interactive information and promotion panels;
- door display (indoor media); Audio / video means: films, CDs / DVDs, slides;
- TV and mobile phone;
- other objects: napkins, calendars, clothing, office supplies (mouse, pens, glasses, etc.);
- internet: web pages, tourism information and promotion portals, electronic maps (Sasu, 2005)

Modern information technologies create new opportunities to promote national tourism, to promote on-line the tourist attractions and the overall image of our country to foreign visitors. The Internet is one of the means of disseminating messages that has become more important in the preferences and choices of the current tourists.

The Internet is an opportunity for tourism because it offers:

- the possibility of launching new services,
- expanding on new markets,
- constant customer interaction,
- the attraction of new categories of clientele.

For each travel agency, bed-and-breakfast or agropension, both the creation and development of the site, as well as its completion with various information, such as:

- tourist attractions in the area,
- leisure opportunities,
- cultural and artistic events, traditional celebrations.

One of the priorities of the sites is the possibility of on-line reservations, which benefits both tourists and their beneficiaries.

## **VI. STRATEGIES TO PROMOTE TOURISM IN THE BUCOVINA AREA**

Success in promoting tourist offers involves knowing the psychological elements that act on the receiver (the consumer of tourist services). In this respect, the promoter must establish his / her tourist objectives and the activities or projects that can be carried out in order to meet the needs of the tourism consumers. The scope of promoting tourism resources in the Rădăuți area is very extensive and includes numerous tools, including: advertising through the media, direct advertising, catalogs, promotions, direct sales, public relations, tourist maps, publications, albums and travel guides, participation in fairs, international exhibitions, both in the national fairs, as well as in the salons and exhibitions dedicated to tourism, business cards, announcements, billboards and posters, etc. (Stăncioiu I., 2000).

Another form of advertising is the presentation of public accommodation and food establishments by advertising video broadcast on the local TV channels (Arbore, Suceava, Sucevita, Radauti) and regional TVR (TVR Iasi, TVR 2). Advertising on private sites and tourist sites has the advantage of quick access to information and offers the possibility of online reservations. Field observations and survey results also highlighted the negative aspects that highlight the poor involvement of local authorities in promoting their own tourism resources.

These are often visible through the lack of posters, signposts to some tourist attraction points, lack of markings or inadequate status (Sasu C., 2005)

Promoting types of sustainable tourism such as hiking, cycling, horseback riding, paragliding, observing various bird and wildlife species, forestry demonstrations, and practicing organized tourism are other alternatives for making sustainable use of tourist resources. To promote these types of tourism, some local communities have started investment plans by upgrading access routes, introducing water and sanitation networks, and private investors have built camps and bed-and-breakfast hostels. We mention here the actions of Putna, Sucevita, Cacică and the newly declared towns: Cajvana, Milișăuți and Vicovu de Sus.

The strategy for sustainable tourism development in Romania in general, and in Bucovina in particular, aims at providing an adequate basis for increasing domestic and international tourism activity in an integrated, balanced and sustainable way, bringing cultural and social benefits - economics of Suceava County, but also to the inhabitants of this area (Bouaru C., art. 2, journal of tourism, 2013).

In developing a strategy for the development and promotion of tourism in the Rădăuți area, it was started from the concept of sustainable development, a principle underlying the entire economic and social growth foreseen in the Governance Program for the period between 2005-2008. This concept involves ensuring the optimal balance between economic growth and the preservation of the natural environment, which must ensure an uniform development capable of meeting both current, and prospective requirements, with the ultimate goal of harmonizing the short-term benefits of the business environment with the long-term benefit of the whole society. It started from the creation of the tourist brand Bucovina, to be promoted through a National Marketing and Promotion Program of Bucovina (Bouaru C., 2013).

## **VII. CONCLUSIONS**

In Bucovina, a variety of forms of tourism can be practiced, among which pilgrimages and cultural tourism are very popular with the tourists. These forms of tourism make tourists spend at least two days in the localities. More and more Christians prefer pilgrims because they want to spend some moments of revelation towards God, to visit the places of worship in order to worship and praise to the Lord. This tourist area requires adequate promotion, such as the implementation of marketing strategies that contribute to the development of tourism in the Bucovina area. This has already resulted in a strategy that has well-defined goals and the overall objective is the development of tourism

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