

**TOURISM PROMOTION OF SUCEAVA COUNTY****Costel-Ioan CIOBAN***Stefan cel Mare University of Suceava, 720229, Romania  
costel.cioban@usm.ro***Abstract**

*Promotion has the ability to inform and attract potential buyers to the points of sale of the tourist product, in order to satisfy the needs and desires of customers/tourists and thus increase the economic efficiency of tourism activities. Permanent information is a major requirement, an indispensable factor of any sales process, regardless of the nature of the product offered on the market. This information/promotion is vital in a modern market economy, where it does not matter if the products are of good quality, if potential consumers do not know about them, they risk not being sold. In order to eliminate these risks, it is necessary to provide customers/tourists with permanent information on the advantages of our products compared to those of our competitors. We point out that promotion has the role of attracting new customers, reminding customers of the advantages of our products and encouraging customers to buy our products to satisfy their needs. In this context we observe that, promotion in the modern economy stimulates, develops and orients consumer needs. The variable of promotion is also found in the marketing mix structure (promotion is one of the four variables).*

**Keywords:** *promotion, tourism, tourism, tourism potential, recreational tourism, rural tourism, mountain tourism, spa tourism*

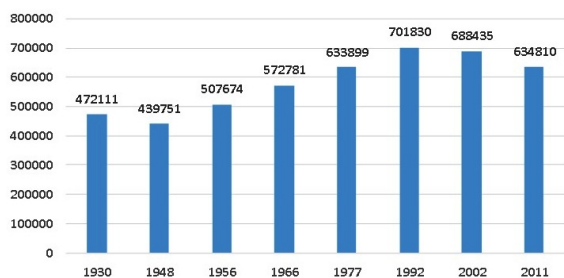
**JEL Classification:** I31, M31, M37, Q26, Z32

**1. MOTIVATION AND IMPORTANCE OF THE RESEARCH**

The motivation for this theme arises from the fact that tourism promotion has a major contribution on economic agents in the field of tourism and services in general. At local, national, international and global level tourism is a very important field with implications in the social, political, cultural and economic environment. The complexity of tourist services on offer has led to a significant contribution of tourism to the economy, also due to the fact that it is closely linked to the levels of development of the other branches of the economy. We note that the importance and economic contribution of tourism today varies from one country to another, tourist preferences are constantly changing and sometimes difficult to satisfy. However, the economic impact is relevant even for countries with less developed tourism activity. This is explained by the fact that tourists are consumers of goods and services - of the expenditure they make, some of it goes directly to economic units in the tourism industry, some goes to local budgets or the state budget in the form of taxes, duties, etc., and some goes to other sectors of the economy (to pay for the products delivered and services provided by these sectors to meet the needs of the tourism industry). In order to carry out this paper I will use a form of empirical research, researching articles, papers and reports produced by authorities in the field. I will choose a qualitative analysis, making through the case study an analysis of the organizations/institutions that contribute to tourism promotion and strategies to improve promotion. Tourism stakeholders need to pay special attention to the quality of products and their promotion in the market. Their aim is business efficiency, but not at the expense of flexibility.

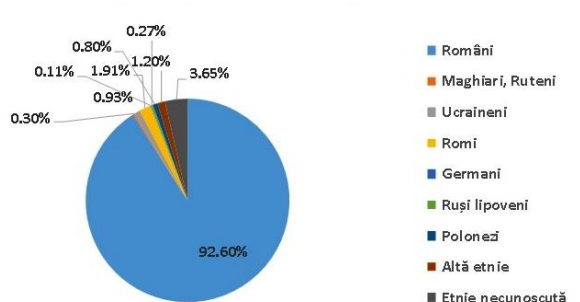
**2. THE TOURIST POTENTIAL OF SUCEAVA COUNTY**

Suceava County is located in the North-East of Romania, covering an area of 8,553 km<sup>2</sup> (an area representing 3.6% of Romania's territory), it is the second largest county in the country. The county of Suceava is characterized by a diversity of landforms: mountains, intramontane depressions, hills, plateaus, terraced valleys and plains. An observation of these landforms shows that the highest percentage is held by mountains (53%), followed by plateaus (30%) and meadows (17%). On the surface of Suceava County there are 5 Municipalities, 11 Cities, 96 Municipalities, the County's residence is Suceava municipality and has a population of 634810 inhabitants - graph nr. 1: Demographic situation of Suceava County; graph nr.2: Ethnic composition of Suceava County in 2011 (graph nr.1 and graph nr.2)



**Graph nr. 1 - Demographic situation of Suceava county**

Source: [en.wikipedia.org/wiki/Jude%C8%9Bul\\_Suceava](http://en.wikipedia.org/wiki/Jude%C8%9Bul_Suceava)



**Graph nr.2 - Ethnic composition of Suceava county in 2011**

Source: [en.wikipedia.org/wiki/Jude%C8%9Bul\\_Suceava](http://en.wikipedia.org/wiki/Jude%C8%9Bul_Suceava)

Suceava County's neighbors are: E = Iași and Botoșani counties, S = Mureș, Harghita and Neamț counties, V = Maramureș and Bistrița -Năsăud counties, N = the Republic of Ukraine.

In 1988 the county coat of arms was adopted. The coat of arms contains elements that evoke the natural setting in which the seat of the Moldavian rulers was founded and testify to the staunchness of the state organization. (Picture no.1 - Coat of arms of Suceava county)

**Stema judetului**



**Image nr. 1 - Coat of arms of Suceava County**

Source: [www.comune.ro/?/judet/ijud36/](http://www.comune.ro/?/judet/ijud36/)

The diversity and richness of the landforms are a year-round attraction for tourists and make a significant contribution to the creation and preservation of historical, cultural and spiritual traditions. Suceava County therefore harmoniously combines the traditional with the modern and the past with the present, and its potential can be used to develop infrastructure, rural areas, tourism and human resources.

Suceava County offers numerous historical, cultural and natural attractions that can be enjoyed by tourists and all those who visit or live in the county's localities. Worth visiting are the monasteries and painted churches in Bucovina and throughout the county. Many of the monasteries and churches are included in the UNESCO World Heritage:

- ✓ Sucevița Monastery, Dragomirna Monastery, Putna Monastery, Voroneț Monastery, Moldovași Monastery, Humorului Monastery, Probota Monastery, Slatina Monastery, Sf. Ioan cel Nou de la Suceava, Sfântul Gheorghe Church, Mirăuți Church, Zamca Monastic Complex, Sfântul Dimitrie Church (Sfântul Dumitru), Pătrăuți Church, Arbore Church, Gah Synagogue (Gmilut Hasadim Synagogue) in Suceava, etc. Curtea Domnească Suceava (Suceava's Castle), Suceava Railway Station (Burdujebni), Suceava's State Inn.

The county of Suceava has various museums considered by those who have visited them as true archaeological and historical gems. In Suceava there is the Bucovina Ethnographic Museum, the Bucovina History Museum, the Bucovina Village Museum, the Folk Art Museum, the Simion Florea Marian Memorial House; in Fălticeni there are the "Ion Irimescu" Art Museum, the Mihail Sadoveanu Memorial House, the "Mihai Băcescu" Water Museum, the "Mihai Băcescu" Water Museum, the "St. Gheorghe" Church of the Buciumeni Monastery, the "St. Gheorghe" Gallery of Famous People; in Câmpulung Moldovenesc there are the "Art of Wood" Museum, the "Professor Țugui's Spoons Collection, two monuments of folk architecture: Houses Grămadă and Prundeanu; the greenhouse and dendrological park of the Dragoș Voda high school, the multi-century-old elm (700 years old); the Museum of Ethnography and Folklore, the Museum of Natural Sciences; in Moldova Sulița - Izvoarele Sucevei there is the Tinovul Lucina - Găina reserve which shelters the dwarf birch and the famous Lucina herd; Salina Cacica, Rădăuți Zoo, etc.

During excursions tourists can visit: museums that hold valuable collections of folk costumes and exhibits of traditional objects; exhibits dedicated to woodcraft, ethnography, history and folk art of the region, exhibitions of coins, weapons, tools and ancient documents; egg-laying (enclosed), traditional cuisine and folk traditions, as

well as Bucovina astronomical ornaments found on Bucovina houses; 80 buildings (in the Bucovinean Village) equipped with furniture and utensils representing the history and rural architecture of Bucovina (the northern part of the Moldavian region) - a 17th century church in Vama and a water mill in Gura Humorului, are treasures of Romanian heritage.

Suceava County benefits from a predominantly mountainous area, characterized by particularly picturesque relief forms, a vast area of forests that shelter a rich game population and numerous areas with valuable spa resources. The tourist resorts of national interest Vatra Dornei, Câmpulung Moldovenesc and Gura Humorului have created the Destination Management Organization together with the Suceava County Council in order to promote themselves as a whole under the Bucovina brand.

Tourists will be pleasantly impressed by everything they will find in Suceava County. They will have the opportunity to discover places that are special from all points of view. Those eager to enjoy exhilarating activities (with a dash of adrenaline) will be able to: ski on the slopes of Gura Humorului (slopes "Falcon 1" and "Falcon 2"), Câmpulung Moldovenesc (Rarău slope), Vatra Dornei: "Dealul Negru" slope, "Veverița" slope, "Parc" slope, "Pojorâta" - Mălini slope, "Măgura" - Cârlibaba slope, "Voievod" - Sucevița slope, "Drumul Tatarilor" - Mestecăniș slope, Șaru Dornei 1 - Șaru Dornei slope; to train at the Lucina and Dragomirna herds. They can also spend special moments in the adventure parks of Gura Humorului - Ariniș, Fălticeni - Adventure Park "Nada Florilor", Adventure Park Câmpulung Moldovenesc - "Casa Poveste", Tiroliana - Câmpulung Moldovenesc etc.

It should be noted that the forest has strongly influenced Bucovina's popular architecture, and agricultural activities, such as land cultivation, animal husbandry, fruit-growing, etc., have long traditions in the mountain area. The same applies to crafts specific to Suceava county: woodworking, pottery, handicrafts and, last but not least, traditional foodstuffs.

Suceava County interweaves elements from the natural environment with those of a man-made nature in order to create various types of tourism. It should be noted that the accessibility of the relief forms, the favorable climate in all four seasons of the year, the existence of a rich hydrographic network and the diversity of vegetation and fauna are the assets of the natural environment.

The characteristics of the natural and man-made environment support the development of specific types of tourism. We mention and analyze some of the forms of tourism in Suceava County:

- ✓ recreational and leisure tourism: the relief forms offer the possibility to practice climbing and mountaineering, favor hiking, horseback riding, equestrian tourism, hunting and fishing, forest tourism, game tourism, mountain biking, paragliding, winter sports and, in some sectors, rafting.
- ✓ mountain tourism: Suceava county offers tourists a wide range of possibilities for this type of tourism. The relief of the mountains in Suceava County offers conditions for mountain hiking, climbing, mountaineering, horseback riding, hunting, fishing, mountain biking, via ferrata, river rafting, paragliding, winter sports, etc.
- ✓ Spa tourism: it is practiced to maintain or improve the health of various tourists; the strong points of spa tourism are: clean, ozonized air, coniferous forests with phytoncide fumes, salty waters; aerosol treatment (on the lower floors of the salt pans) and salt water baths in the surface swimming pools.
- ✓ cultural tourism, which is mostly practiced in urban areas, where there are many cultural sights, but nowadays there is a particular interest in authentic traditional folk culture. We are therefore witnessing a redefinition of this form of tourism: cultural tourism is practiced in both urban and rural areas (rural tourism generates: Religious cultural tourism represented by churches and monasteries and some of them are included in the UNESCO heritage list; activities in the form of pilgrimages and pilgrimages to religious shrines, the possibility of enriching knowledge of the cultural field of the sacred, sacrotherapy; the rural area is also, with predilection, the keeper of traditions and folk costumes); agrotourism - the tourist is almost totally integrated into the world of the village.
- ✓ ecotourism: the tourist observes and contemplates nature without carrying out activities that are harmful to nature. This form of tourism protects nature/conservation of nature and allows it to evolve, such as: the particular beauty of the landscapes, the quality of the air, a rich, varied and interesting flora and fauna, man-made elements of tourist attraction, some of them with international recognition and last but not least the organic products that are produced in the area.
- ✓ rural tourism: the tourist benefits from the tourist activity itself (accommodation, board and lodging, tourist movement, provision of additional services), but also from the economic activity (usually agricultural). Tourists are attracted by the natural, cultural and spiritual environment of the region and are informed about leisure activities and opportunities through certain NGOs: National Agency of Rural, Ecological and Cultural Tourism - ANTREC, Romanian Federation of Mountain and Rural Development - FRDMR, Association "GEC Bucovina" etc.
- ✓ festival tourism: it focuses on artistic celebration events; festivals of fine arts, folklore, traditions and customs are organized in both rural and urban areas. It is defined as follows: " Festival is a unique form of celebration, a public celebration of an artistic genre in a restricted space of time" . Some of these

activities are carried out as part of projects under the aegis of Suceava County Council: Christmas in Bucovina, Easter in Bucovina, Bucovina Hour, Product in Bucovina etc.

- ✓ business tourism: it favors the big cities - the county seat cities, and the other localities also have an important contribution in serving this category of tourism. For this type of tourism, hotels have conference halls and offer services for the organization of various congresses and conferences. The development of this type of tourism has also led to the construction of the "Bucovina Economic and Business Center" located near the Stefan cel Mare International Airport. This center has exhibition spaces, a technology park, a business incubator and conference rooms. At present, a very high percentage of this type of tourism takes place in rural areas because business people believe that rural tourism offers a lot of opportunities for entertainment (outdoor barbecues, traditional meals, sports, excursions, hiking, folklore events, etc.). So the countryside offers a perfect setting for seminars and teambuilding defined by the intimacy that an urban hotel cannot offer. Business tourism offers the possibility of ensuring the smooth flow of tourist activity throughout the year and is considered the main source of revenue for the local hotel industry.
- ✓ Shopping tourism is developed due to the position of Suceava County on the Romanian map. Situated on the border with Ukraine, Suceava has one of the largest bazaars in the country, which attracts shoppers from far away areas, especially at certain times of the year. Suceava is also home to many large commercial establishments: Iulius Mall, Metro, Selgross, Real, Kaufland, Lidl, Profi, Dedeman, etc.
- ✓ Cross-border tourism - over the years, projects for the cross-border development of the "Upper Prutul" region have been carried out. The Joint Operational Program Romania-Ukraine-Republic of Moldova 2007-2013, Priority Axis 1, "Towards a more competitive economy of the border area", which has expanded the information and tourism promotion networks for the counties of Suceava, Botoșani and the region of Chernivtsi, has helped to enhance the wooden architectural heritage of Bucovina through the partnership between the Village Museum of Bucovina and the Village Museum of Chernivtsi. Conditions have been created for the valorization of rural tourism: offer of joint tourist packages between rural agencies and guesthouses.
- ✓ educational tourism - it is practiced throughout the year, all kinds of educational activities are carried out through the program "School Differently", through olympiads held at national and international level, through scientific seminars, workshops and conferences, through school camps and other events that manage to attract pupils and students from all parts of the country and the world.
- ✓ scientific tourism - "Stefan cel Mare" University of Suceava organizes throughout the year various scientific events attended by pupils, students, businessmen, specialists in various fields and scientific researchers. In order to carry out these activities in good conditions, the owners of tourist facilities have built their own spaces for this purpose.

Most forms of tourism are therefore practiced all year round. The exceptions are winter sports tourism (from November to February when weather conditions permit), festival tourism, school tourism and agro-tourism. The summer season is favorable for leisure, recreational, spa and school tourism. Cultural-religious tourism also records important flows during religious holidays (Christmas, New Year and Easter). Thus, various forms and types of tourism are practiced in Suceava County, whether permanent or seasonal.

There are many areas in which Suceava County has good prospects for development, but there are also unfavorable aspects that need to be resolved. We are talking about those unfavorable aspects, which are either internal factors that need to be solved or external threats that need to be studied and avoided.

### **3. INFORMATION, DOCUMENTATION AND TOURISM PROMOTION TOOLS FOR SUCEAVA COUNTY**

The successful implementation of tourism promotion activities requires the involvement of economic agents in the field; the involvement of various multinational organizations; the involvement of the government (through the relevant Ministry - Ministry of Entrepreneurship and Tourism), etc. We also point out that the General Directorate of Tourism is responsible for ensuring compliance with the legal norms and standards, quantitative and qualitative, in the development of activities and services in tourism and leisure industry. This Directorate is structured into the Directorate of Tourism Control ("carries out an independent and objective activity aimed at ensuring compliance with the legal, quantitative and qualitative norms and standards in the performance of activities and provision of services in tourism and the leisure industry") and the Directorate of Tourism Authorization ("carries out an activity of a predominantly technical nature, aimed at ensuring quantitative and qualitative standards in the performance of tourism activities and provision of services in tourism and the leisure industry"). Each of these directorates has tasks related to the control of activities and services in the tourism and leisure industry, in accordance with the law and in compliance with documentary

procedures, etc.; organization, coordination and monitoring of the activity of authorization of economic operators in the field of tourism, in compliance with the procedures provided for by the legislation in force and internal procedures, etc.

I. The National Center for Tourist Information and Promotion Suceava - CNIPT (belonging to the Suceava County Council) promotes the forms of tourism existing in Suceava County. This center was inaugurated in 2012. The CNIPT has three lines of action.

<p>The National Center for Tourist Information and Promotion Suceava:</p>	<ul style="list-style-type: none"> <li>✓ promoting Suceava County as a domestic and international tourist destination in fairs and exhibitions;</li> <li>✓ diversifying the county's tourist offer by organizing events and manifestations with a local specificity, able to contribute to increasing the number of tourists;</li> <li>✓ partnership with economic agents in the field of tourism and/or related activities, with professional associations, central and local public administrations, chambers of commerce and industry, educational structures, consultancy firms, etc., for the implementation of programs of interest in the promotion and development of tourism.</li> </ul>
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**Figure nr.1 - Action directions of the National Center for Tourist Information and Promotion Suceava**

A summary of the actions carried out in the last five years by the National Centre for Tourist Information and Promotion Suceava (CNIPT) highlights the participation with its own stands at various national and international fairs, at tourism exhibitions organized nationally and internationally and promoted tourism and related activities through various means: (Figure no.2)

<p>The National Center for Tourist Information and Promotion Suceava (CNIPT) carried out actions to promote tourism and related activities:</p>	<p>In 2017:</p> <ul style="list-style-type: none"> <li>✓ Participated in 5 national and international tourism fairs and exhibitions, of which 2 tourism fairs organized nationally and 3 tourism fairs and exhibitions organized internationally;</li> <li>✓ organized events, demonstrations and other specific actions, in order to promote and exploit the full tourism potential of Suceava County;</li> <li>✓ participated in working meetings organized in the field of tourism; participated in the competition to win the title of "European Destination of Excellence"; concluded partnerships with actors involved in tourism; concluded a cooperation protocol with the Ministry of Tourism, etc.; ensured the information and tourism promotion materials of the county; provides information and tourism advice at the front office of CNIPT Suceava and through electronic communication.</li> </ul>
	<p>In 2018:</p> <ul style="list-style-type: none"> <li>✓ participated with its own stands/desks in: 11 fairs and exhibitions (2 national and 9 international);</li> <li>✓ organized events, demonstrations and other specific actions, in order to promote and capitalize on the full tourist potential of Suceava County.</li> </ul>
	<p>In 2019:</p> <ul style="list-style-type: none"> <li>✓ participates with its own stands/desk at: 11 fairs and exhibitions (2 national and 9 international);</li> <li>✓ organizes events, demonstrations and other specific actions, in order to promote and exploit the full tourist potential of Suceava County.</li> </ul>
	<p>In 2020:</p> <ul style="list-style-type: none"> <li>✓ Participate with own stands/desk at: 6 trade fairs and exhibitions (3 national and 3 international);</li> <li>✓ Online participation in working meetings, programs and forums aimed at sustainable development and tourism promotion;</li> <li>✓ managing the image of CNIPT on social media (facebook, youtube, twitter); permanent updating of the Tourism Service (CNIPT) website and Facebook page, i.e.: content changes to the webpage - <a href="http://www.visitingbucovina.ro">www.visitingbucovina.ro</a>;</li> <li>✓ 173 posts made on the Facebook page with an impact of 93,801 views;</li> <li>✓ 24 posts on the Instagram profile of CNIPT Suceava.</li> </ul>

**Figure nr.2 - The National Center for Tourist Information and Promotion Suceava has carried out various actions to promote tourism and related activities**

At these fairs and exhibitions visitors benefited from: information and tourist information and promotion materials in German, English, Spanish Italian, Romanian; films and tourist presentations of the county's sights and tourist attractions, performances by a folklore ensemble, demonstrations of egg-laying and wood carving, daily tastings of traditional products; information on cultural tourism, especially on the monasteries and painted churches of Bucovina, but also on active and rural tourism; exhibition and demonstrations of folk mask-making; tourist information and promotion materials offered to the visiting public consisted of: tourist maps, brochures presenting tourist accommodation facilities, churches and monasteries in the county, rural tourism and active tourism, tourist guides of Suceava municipality, leaflets and flyers presenting the accommodation facilities in the

county, flyers presenting the International Airport "Stefan cel Mare" Suceava; tourist movies and presentations, a virtual journey in Suceava municipality through VR (virtual-reality) glasses, etc

Visitors particularly requested information on hiking trails in the county, UNESCO monuments, traditions and customs of the area; 25 meetings were held with representatives of travel agencies, travel consultants, writers, bloggers, media and specialized magazines, professional photographers.

**II.** The Association for Tourism Bucovina - APT Bucovina was founded in 2001 and is "home" for all those who wish to become members of the association and agree with its statutes (figure no.3)

<p>The benefits that the Association for Tourism Bucovina - APT Bucovina offers to its members</p>	<ul style="list-style-type: none"> <li>✓ receive free consultancy on their business, market positioning of tourism products and promotional materials;</li> <li>✓ participation in workshops and seminars organized by the association;</li> <li>✓ are represented and promoted in a unified way at tourism fairs and exhibitions under the "Bucovina" brand;</li> <li>✓ benefit from EU-funded projects run by the association;</li> <li>✓ benefit from free participation in the association's stands at fairs and exhibitions;</li> <li>✓ receive regular information on national and international tourism fairs, tourism events, changes in legislation, etc.</li> </ul>
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**Figure nr.3 - The benefits that the Association for Tourism Bucovina - APT Bucovina offers to its members**

*Bucovina Tourism Association - has implemented various projects over the years:*

1. Project "LEARN-IP - Training on Intellectual Property Rights and Geographical Indication for Cultural Heritage and Cultural Tourism" (2020-1-DE02-KA202-007523)
2. Project Your Local Guide - Digital skills in tourism funded under the Erasmus+ program (project no.: 2018-1-RO01-KA204-049516) - project website: [yourlocalguide.org](http://yourlocalguide.org)
3. Project EUROPETOUR - Promoting Cultural Tourism in the View of European Heritage Preservation - project website: [www.europetour.tips](http://www.europetour.tips)
4. Project APT4SME - Promoting Accessible Tourism in Small and Medium Enterprises
5. ECOTOUR Project - Efficient Energy Management in tourism Industry - project webpage: [www.ecotourplatform.com](http://www.ecotourplatform.com)
6. OPENDOOR Project - Open the door for your future through language learning - project webpage: [www.openthedoor-project.eu](http://www.openthedoor-project.eu)

Association for Tourism Bucovina is an NGO that aims to promote the tourist destination Bucovina and promotes only products and services offered by the member companies of the association.

**III.** Marketing Department of Bucovina Museum Complex - website: [www.tourisminbucovina.ro](http://www.tourisminbucovina.ro)  
Bucovina Museum Complex has a good image in the eyes of the citizens also due to the events organized during the summer tourist season. These events help to develop tourism in the area and local consumption.

To improve tourism promotion, the marketing department of the Bucovina Museum Complex organizes

**Table no.1 - Actions of the Marketing Department of the Bucovina Museum Complex**

The marketing department of the Bucovina Museum Complex organized	
Organizational actions	✓ updating the website, facebook and instagram accounts, partnerships with schools and academic institutions, etc.
Administrative actions	✓ risk identification and assessment, including promotion;
Documentation actions to promote the museum's cultural activities	✓ updating the database, disseminating information through conferences and press releases;
Exhibition openings, inaugurations and book launches, promotion	✓ advertised to travel agencies for the organization of events, monitoring of the museum in the TripAdvisor database, publicity campaigns, press appearances, information campaigns in the tourist network);
The Museum's strategies also aim to enhance the museum heritage through various actions	✓ increasing the number of educational projects and actions, organizing thematic temporary exhibitions in partnership with schools or cultural operators in the municipalities, organizing cultural events, increasing the level of training of staff involved in activities with the public, appropriate signage of tourist attractions, producing publicity materials, etc.

The Museum's strategies are also aimed at enhancing the museum heritage by (increasing the number of educational projects and actions, organizing thematic temporary exhibitions in partnership with schools or cultural operators in the municipalities, organizing cultural events, increasing the level of training of staff involved in activities with the public, appropriate signage of tourist attractions, development of advertising materials, etc.). All strategies used within the Bucovina Museum Complex have the ultimate goal of attracting as many tourists as possible to Suceava County.

IV. The Tourist Information and Promotion Centers (CIPT) make an essential contribution to the promotion of local, regional and national potential, as well as to improving the image of tourist destinations in the region and beyond. These Tourist Information Centers are a tool for promoting the quality of tourism services and are also the most relevant information for tourists. Sustainable tourism development at local and regional level is possible when the objectives set by ICTP are achievable (figure 4).

Tasks of Tourist Information and Promotion Centers	<ul style="list-style-type: none"> <li>✓ general information on local, regional or national tourist offer and attractions;</li> <li>✓ providing tourists with local, regional or national promotional material;</li> <li>✓ information on local accommodation as a free service;</li> <li>✓ information on how to book transport tickets and local, national and specialized tour guides;</li> <li>✓ organization of local and regional tourism exhibitions and general internal and external marketing activities with a role in increasing local and regional tourism circulation;</li> <li>✓ advice on the choice of local, regional and national tourist products as a free service.</li> </ul>
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**Figure no. 4 - Tasks of Tourist Information and Promotion Centers**

Tourist Information Centers should be involved in partnerships for promotion, to improve the quality of services, to encourage investments, cooperation with similar centers in the country, etc.

V. Travel Agencies in Suceava County - The role of travel agencies is to promote quality tourism and to provide services at international standards. At the same time, these agencies offer various services (Figure 5)

The mission of Tourist Agencies is:	<ul style="list-style-type: none"> <li>✓ to design, promote and sell tourism packages adapted to current trends in the tourism market;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ to personalize tourist services and to be permanently oriented towards customer requirements;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ to take the necessary steps to help travel in the best possible conditions;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ to charge competitive market rates.</li> </ul>

**Figure nr.5 - Services offered by Tourist Agencies in Suceava**

Travel Agencies are useful in the development of a country's tourism, stating that they are in a perfect symbiosis. In this regard, the travel agency offers pre-established tourist packages for each price category.

VI. The Public Mountain Rescue Service operates in accordance with the County Council's decisions and is responsible for (Figure 6)

Public Mountain Rescue Service has realized:	<ul style="list-style-type: none"> <li>✓ rehabilitation of mountain tourist trails;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ Attending mountain rescue refresher courses by helicopter when weather conditions permit;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ events organized by various institutions and organizations;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ training exercises, on various workshops, medical first aid exercises;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ evacuating tourists from the ski lift;</li> </ul>
	<ul style="list-style-type: none"> <li>✓ training to use avalanche transceivers, etc.</li> </ul>

**Figure no. 6 - Achievements of the Public Mountain Rescue Service**

At present, the Public Mountain Rescue Service is very well developed and equipped with specialized equipment (flotilla of thermo-vision drones) and even with well-trained avalanche rescue animals.

**4. CONCLUSIONS**

Promotion in Suceava County should be achieved by organizing public awareness campaigns in tourism education, through radio, television, print media, organizing thematic events or events with the aim of awarding the best tourism products, etc. A new image of Suceava County and Romanian tourism should be created through a marketing and promotion program. This should establish the image of Suceava County on the tourist market as a destination offering a wide range of natural and cultural attractions with good quality services to attract the right clientele. There needs to be a better understanding of the needs and interests of the markets and sources of tourists who will be attracted to the tourism products offered by Suceava County. The public must be aware of what Suceava County has to offer and find this attractive. Tourism must be encouraged to respond positively to increased consumer interest in Suceava County by creating and offering tourist and travel programs in the county.

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