

BUCOVINA TOURIST DESTINATION

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Abstract

Bucovina - ancient cradle of Romanian culture and civilization is a special tourist area thanks to accessible and harmoniously combined landforms, a favorable climate for tourism throughout the year, which provides a varied fauna and flora and a cultural, historical and architectural heritage appreciated both nationally and internationally. There is also the well-known Bucovina people's hospitality, traditions, folk customs and specific cuisine. All these elements make of Bucovina a real tourist destination. This tourist area is famous for the sheer number of monasteries, some of which are part of the UNESCO world heritage.

Key words: *tourism, tourist destination, Bucovina area, forms of tourism*

JEL Classification: *M05, M31*

I. INTRODUCTION

The tourism or rather its early forms has existed since ancient times, but today we can speak of an entire tourism domain. Whether we are talking about a few days spent in a secluded spot with family and friends, whether it is a business trip, individuals choose different locations according to their needs. The needs of the individual change over time, just as the values have changed over time. Currently, the tourism involves a number of complex issues, covering different fields (Jeder, 2014).

Traditionally, the tourist destination is regarded as a clearly defined geographical space and seen from the point of view of a product, the tourist destination is "a set of services and facilities which translate into specific environment of natural factors and artificial attraction and tourist facilities created, representing elements of the tourism offer and can exert a positive force of attraction on tourists "(Snak, 1999).

In the modern sense, it is perceived as a tourist destination experience that the tourist acquires after consumption (Ispas, 2011)

It is necessary for the practice of tourism activity to be consistent with the environment. The development of a tourist destination must be a process of continuous development, given the dynamics of the tourist market. Any tourist destination should adopt sustainable development strategies. Sustainable development of tourist destinations requires all forms of tourism development, management and marketing of tourism that respects the integrity of natural, social and economic environment to ensure the exploitation of natural and cultural resources for future generations (Ionescu, G. Murariu, A., 2005).

Today, the individual who wants to spend a few days in a given place can utilize search engines on the internet to find guesthouses and hotels that satisfy his needs. On the one hand, the promotion and marketing strategies (Juravle, Sasu, Spataru, 2016 Juravle, Sasu, Bubăscu, 2015), are becoming increasingly complex given that the competition is fierce enough. On the other hand, we must highlight that our society is a knowledge-based society, which is why information is always in view. The trust capital is the capital that currently provides the money capital (Trifu, Terec-Vlad, 2013, Terec-Vlad, Trifu, 2014, Terec-Vlad, Trifu, Terec-Vlad, 2015, Terec-Vlad, Cucu, 2016) given that the individual's needs are becoming more and more complex. This is the reason why we consider appropriate to bring into question the main existing forms of tourism in the Bucovina area.

II. FORMS OF TOURISM

Due to the diversity of landforms in Bucovina the following forms of tourism are practiced:

Mountain tourism

The relief of the Călimani Mountains, the 12 Apostles rocks, the karst topography of the Rarău mountain, the secular forest of the Giumalău mountains, the Bistriței and Suhard Massifs alongside the Obcnile Bucovinei area provide various facilities for trekking, climbing, mountaineering, horseback riding, hunting, fishing, mountain biking, river-rafting, paragliding and winter sports.

Hikes

In Bucovina tourist routes can take a day or more, which can be made in circuit or return to the same starting place. The hikes can be linked to the resorts of Vatra Dornei or Campulung Moldovenesc and are an

opportunity to enjoy the heights of the Călimani, Rarău Giumalău Suhard and Bistrita Mountains. The mountain routes that tourists have at their disposal in the Dorna Basin are about 280 km long.

Climbing and mountaineering are a special attraction for climbers but also for amateur and professional athletes. Climbing begins in May and ends in October.

The ice climbing season starts in December and ends in March. The mountaineering is practiced all year long, especially in the Călimani, Rarău-Giumalău and Suhard massifs.

Skiing

The main ski areas are:

Vatra Dornei, Broșteni, Saru Dornei, Dorna Candrenilor, Ciocănești, Malini, Cărlibaba, Campulung and Pojorâta.

Nowadays, Vatra Dornei is the most popular skiing area after Poiana Brasov. The resort offers to tourists two ski slopes in the length of 800 m and 3000 m, serviced by a chairlift and ski lifts.

Spa tourism

Bucovina has a diversified natural potential for treatment of various diseases through available resources. The mineral waters from the basin of Vatra Dornei and Dorna mofettes, natural peat mud from Tinovul Mare, Poiana Stampa, sulphurous waters of the Iacobeni are the raw material for a wide range of procedures.

Cultural tourism

The historical and ethnographic heritage of Bucovina has great valuable and is highly attractive. We can name a few anthropogenic sights in the Bucovina area such as:

- historical fortresses: the Șcheia Fortress, the Fortress of Suceava, the Zamca Fortress
- museums: the History Museum in Suceava, the Folk Customs Museum in Gura Humorului, the Wood Art Museum in Campulung, the Museum of Natural Sciences Vatra Dornei, the Museum of the Popular Art and Technique of Bucovina-Radauti, the Ion Irimescu Art Museum, the Notable People Museum, the Water and Forests Gallery in Fălticeni. The rural areas preserve traditions and old customs, where the talent and skill materialize into true works of art: ceramics, hand-woven carpets, furrier, fabric, folk instruments, masks (Suceava, Radauti, Gura Humorului, Campulung, Solca, Vatra Dornei, Vama). The traditional folk festivals and artistic events during the year bring the general public from Romania and from abroad to the authentic spirit of Bucovina; costumes, songs and dances, ancient customs, festivals, fine arts, and folklore can be thus admired.

Religious tourism

Is a complex phenomenon, which is in constant transformation and diversification. The large number of churches, the interior and exterior frescoes has been preserved since ancient times. Because of their uniqueness and artistic value, some monasteries in Bucovina were included in the UNESCO World Heritage. However the manifestation of religious tourism occurs in two forms:

- vizits at the holy places
- pilgrimages during the religious holidays.

The practice of such ecotourism-tourism in Bucovina is at its beginnings because the Călimani Mountains area is the least polluted area in Romania. The uniqueness of the Călimani National Park, the Bogdăneasa Park and the arboretum in Radauti are nature reserves that provide a diversified potential for the local ecotourism.

Rural tourism and agrotourism

There are a number of factors that give cause for optimism this tourism development as: the population density in the hilly and mountainous areas, the beauty of these special places, the quality of the air, the existence of rich flora and fauna, the historical monuments of national and international value, the quality of special ecological products, the business tourism, locally, the hotel units are equipped with rooms for conferences, trainings etc., besides the conference events, participants cand enjoy package tours.

III. ANALYSIS OF TOURIST EQUIPMENT

Entertainment services - entertainment:

The leisure equipment is available in the tourist resorts of various kinds and can be classified into four categories, namely: local equipment such as: tennis, horseback riding, nature parks, zoos, museums; sports equipment for: water sports (boats, water skiing, scuba diving, etc.), terrestrial sports and games (gyms, tennis for children, games, tennis courts, volleyball courts, miniature golf, swimming pools and saunas, football stadiums, etc.); winter and mountain sports (various lifting mechanical equipment, cableway cabins, ski slopes, sledding, bobsled, skating, etc.). Sport schools can be also added.

Equipment for entertainment: discos, cabarets, ballrooms, clubs, bars, gaming machines, bowling, billiards, etc.

IV. TOURIST TRAFFIC ANALYSIS

Knowing the causes of the movement of people for tourism purposes, peculiar forms of tourism, as well as methods for sizing tourist traffic have become now a necessity driven mainly by the competition from increasingly high bidders of holidays and the importance of defining a strategy for action within tourism firms boards becomes obvious.

It is difficult to specify the total number of tourists which are visiting or stationed in Bucovina. However, recordings made at the various tourist objectives and especially the monasteries in the area, indicates that the number of tourists is growing steadily, reaching 1997-200 000-300 000 ,90 000 to 80 in 1989. Of these, approximately 15% are foreign tourists, which means an appreciable percentage compared to the past years. The largest number of foreign tourists comes from Western Europe, especially France, Italy, the U.K., Israel, Belgium, the Netherlands, Switzerland, USA, Canada, returning maximum weight of European countries and North America. The main objective of their attention pertains to the outer painting of the monasteries in Moldova. The domestic tourism flow (almost 50%) is followed by the western and southern provinces of the country.

The distribution during the year of the number of tourists is very uneven, more than 90% recorded in the warm season (April to October), where the need for measures to encourage tourism occurred and the winter tourism endowment to profitability. We appreciate that the material supplies and tourist flow from Bucovina registered a growth sentiment lately, but are still in the fund tourism (Eși, M.C., Nedelea, M., 2014, Eși, M.C., 2014). As the tourist flow is potentially closely dependent, and as the fund tourism is undeniably valuable, it follows that only amplifying and modernizing equipment on the areas of tourist interest European tourist flow will approach share potential and Bucovina will greatly contribute at national and international reputation of Romania and especially the tourist area of northern Moldova.

V. TOURIST POTENTIAL

Tourism has experienced a significant development, with emphasis on ecumenical tourism, represented by the monasteries of Bukovina, UNESCO monuments; Spa tourism is a component representative Wah standing out by ultra-modern treatment bases. Add to this the equestrian tourism, taking into account that in Bukovina, there are two of the most important stud farms in Romania, respectively Lucina and Radauti. Beauty tourism, hiking, mountain biking and winter sports supplements range of travel of Bucovina.

VI. BUCOVINA TOURIST POTENTIAL

In Bucovina, there are mountain massifs such as Călimani, Suhard, Giumalău and Rarău. Bucovina, an ancient human habitation hearth owes its reputation for nearly two centuries of the medieval Moldovan capital.

Bucovina is not only history heroic encountered almost every step, customs and traditions of great originality inherited from everlasting monuments and craftsmanship great ingenuity, but also the foundations of voivodates Renaissance attesting for over five centuries, our vocation European beauty householders lands and hospitality.

Due to optimal living conditions, people have inhabited since the Paleolithic era distant, subsequently, present territory of Bukovina to know the development of human society that has created rich archaeological cultures Cucuteni or Santana de Mures. During Roman rule, from north of the Danube, free Dacian tribes lived here.

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The first "tourist" Romanian in these parts of the country was Prince Dimitrie Cantemir at the end of the 18th century, which, in his Descripto Moldavie recounts his trip to the mountain Ceahlău massif where the first tourist cottage was built in 1906. With scenery and exceptional testimonies of a millennium old continuous civilization, Moldova is one of the most representative tourist areas in Romania.

Critical issues affecting the tourism activity:

1. Bucovina East tourism destination included in 80-90% of tourist circuits in Romania, but is generally considered a transit zone because the average length of stay of tourists here is 1-5 nights;
2. Lack of tourism brands "Bucovina"
3. The ratio between the price of tourism products and services quality;

4. Lack of effective policies for Bucovina;
5. Lack of promotion centers and Bucovina;
6. Concerns reduced development of small artisan crafts and artisan products distribution network specific;
7. Statement of road infrastructure and communication.

Proposals for Capitalizing on heritage tourism
Asiguarte tourist services in Bucovina:

- The rich and varied potential of the area and Impose Measures imposed endowment and organization ever wider to the Requirements of modern tourism. One of the elements prevailing in tourist exploitation is the dense network of roads upgraded, linking the different Objectives. This allows the formation of variants of interesting routes. The road network complements rail.

On the Siret River Valley passing a major highway, a major European artery That encoded continue on the E85 coming from Poland to Bucharest and Siret River Valley Bulgaria. Another national road linking the capital with the city of Iasi via Tecuci - Barlad - Vaslui.

- Mountain tourism is facilitated by the existence of many forest roads litters That the kingdom "green gold", as well as a dense network of marked trails.

On the trails of the "North of Moldova" were raised in the most picturesque and most important localities, various facilities, consisting of hotels, motels, campgrounds, inns, restaurants, lodges, shelters and refuges. Of course, depending on the continuous development he knows tourism in the area, is in the process of lifting action of new tourist facilities. Most often tourists coming from other parts of the country decide to rent accommodation because these guesthouses are generally family-run businesses, the owners thereof are more hospitable. It also should be noted that in this type of business, the way in which the tourist is received, served and cared by the family who runs the guesthouse plays an executive role (Apostu, 2012, Apostu, 2013 Apostu, 2013 Apostu, 2016) in the business success.

The technical - material basis of tourism includes all material means which it uses tourism to achieve its economic and social functions. In this context we are considering specific material means both tourism and the common belonging to other branches, but used and tourism (general infrastructure).

Within the technical equipment - tourism includes: accommodation capacities, catering, leisure by the number and structure reflects the most part, the degree of endowment and tourism development.

General development Proposals

- Omologare And Maintaining trails;
- Ensure Proper Conditions on trails in Northern and Rescue Service base materials;
- Implementation of tourism development strategy Dorna;
- Creating Technical documentation, together with the Ministry of European Integration, for the project "Restoration and development of tourism infrastructure in the Vatra Dornei spa park"
- development of tourism. Ski slope in the likes Called "Pojorâta" location ski lift and night lighting realization;
- Achievement of the construction of a building to serve the purpose of the ski slope; Traveler accommodation and storage lockers for sports equipment for winter sports;
- Develop the organization of events to highlight the traditions and customs of the region
- Development of gas supply networks, drinking water and sanitation, especially in rural Areas;
- Proposals for the development of tourism infrastructure;
- The carrying out of the POPAS Project (ski slope, Orientation tourism in Moldova Meadow Park, Recreation, Sport) in Gura Humorului
- The carrying out of the feasibility studies for: road linking Voronet and Slatina; Small tourist "Mocănița" route by train to Poiana.
- Infrastructure-development for health and education;
- Development stores with specialty items for tourists (souvenirs, maps, guides, brochures);
- Development of a signposted hiking infrastructure (forest roads, mountain paths) and maintained (markings);

VII. CONCLUSIONS

Tourism is a dynamic phenomenon, which is in continuous change. The tourism market is perpetually changing due to existing and growing competition. Tourist destinations, the basic pillars of tourism and is facing many challenges in order to enter and remain on the market. Therefore, activity in the marketing of tourist destinations is of utmost importance for them to maintain a level Economic Competitiveness. Marketing approaches in tourist destinations have become important tools for success. In recent years, the tourism market has been strongly affected by major economic changes which led to changes in consumer behavior. In this

context, the orientation of tourists to certain destinations over others stressed the need to address current policies and marketing strategies applicable to tourism destinations at a conceptual level.

This article is a continuation of scientific research on marketing tourism destinations and addresses both theoretical concepts and exemplary in this area. It can be used both as a basic study of conceptual issues and as a tool to develop marketing programs, used by tourism destination management organizations of Bucovina.

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