

BUCOVINA TOURIST DESTINATION

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Abstract:

Bucovina is the region with the most localities declared tourist resorts in the country. Suceava County ranks 4th or 5th as a tourist destination, according to official statistics, being one of the first 8 destinations where a regional destination management organization will be realized. There are 2 local destination management organizations: Seat Fortress and The Land of Dornelor. Bucovina has rural and agritourism, active and mountain tourism (mountain biking, hiking, skiing, equestrian tourism), cultural tourism, ecumenical (religious) tourism. There are a number of problems related to: insufficient leisure offer, insufficient tourist information centers, the lack of a unitary system of signaling touristic objectives, the lack of a unified promotion policy at the county level.

Key words: *Bucovina, tourism potential, tourism destination, promotion*

JEL Classification: Z32

Received 5 August 2024; Accepted 15 November 2024

I. INTRODUCTION

Tourism in Bucovina region can be oriented in several directions: historical and religious tourism, sports tourism and leisure tourism. Loaded with a rich and long Romanian tradition, having cultural hearths of international importance, Suceava wants to return to the attention of tourists as a purely ecological tourism area, as cataloged by Mr. Peter Zimmer, an expert of the German company IBD/GTZ (Integrated Service of Consultancy for Economy in Romania - Society for technical cooperation), one of the initiators and promoters of the Bucovina Tourism Association. (Nedelea, 2003)

The value and density of historical monuments - churches (from Volovăț, Solca, Horodnic, Bogdana din Rădăuți) and monasteries (Putna, Voroneț, Sucevița, Arbore, Moldovița, Humor, Slatina, Dragomirna, Sf. Ioan cel Nou, Rîșca, Rărau), some unique in the world, classified and listed in the "Protected Universal Heritage" catalog by UNESCO in 1972, placing the county - as often stated by informed persons - in the first place in the country in terms of cultural-historical resources.

In terms of natural tourist resources, Suceava's potential makes this area rank 10th. As a result, Suceava represents an attractive tourist area of international interest through its cultural-historical, secular and religious heritage, and through its natural conditions of great value landscaping. The exceptional touristic potential of the area offers the possibility of the increased development of tourism, a sector that can be a source of significant economic growth in the coming years.

Suceava, a county located in the north-east of Romania, is famous for the beauty of its landscapes, for the wealth of traditions and, above all, for its painted monasteries. These masterpieces of Byzantine-influenced art are testimonies of the brilliance of Moldovan civilization in the 15th and 16th centuries. The value and beauty of these "pearls" of Suceava county is known and recognized all over the world. The officialization of this reality is represented by the fact that the mentioned monasteries are part of the UNESCO heritage.

These monumental places of worship are the main attraction of Suceava county, thanks to the brightly colored frescoes on the walls of the churches. They illustrate biblical and other religious scenes and are made in a style similar to that of comics, i.e. in segments. They had the role of stimulating the imagination of the locals and educating them in the Orthodox spirit. What others managed to build a few hundred years ago is a special attraction for today's tourists. A monastery can be "sold" a thousand times by travel agencies without it losing its value, on the contrary.

Bucovina is a tourist destination within the Romanian tourism macro-product. Thus, in the case of foreign tourists who make a 10-day trip to our country, 2 days are usually allocated to the Suceava area.

In countries with a tradition in the hospitality industry, there are 12-day tourist programs in which tourists do not have time to get bored. A tourist product that takes place over the course of 10 days in Bucovina would not be possible for the time being, because the foreign tourist is a dynamic amateur of dense programs. He wants to "tick off" as many objectives, attractions and tourist activities as possible in his tourist agenda (tour operators from the USA promote the "Europe in only 5 days" program in their offers).

What is the situation in Suceava county? Here, the visitor usually sees two monasteries, then gets fed up and moves on to other tourist attractions (to admire, for example, a Maramureșian gate). Moreover, here we must mention, as a marketing strategy, the promotion of two or more complementary tourist destinations within the same tourist product (of the circuit type). In our case it is about Bucovina and Maramureș or Neamț.

Today's Bucovina roughly corresponds to Suceava county and includes only the southern part of the historical Bucovina, while the northern part remained part of Ukraine. Suceava County is located in the northeastern part of Romania and occupies an area of 8553.5 km² (representing 3.6% of the country's territory), being the second largest in the country.

Bucovina's tourist offer is mainly focused on cultural tourism programs, the strong point being visiting the well-known painted churches, some of them (Arbore, Mănăstirea Humorului, Moldovița, "Holy Cross" church Pătrăuți, Probota, "Saint Gheorghe" church Suceava, Voroneț) being included in the UNESCO world cultural heritage.

Along with the Danube Delta, Bucovina is a major brand for Romanian tourism. Few other areas benefit from such diverse and spectacular nature, skilled people and a homely spirit. Rural tourism, agritourism, has simply exploded in recent years and areas such as Moldovița or Gura Humorului compete on an equal footing with what can be found, comparably, in Austria or Germany. Hotels with a high level of comfort, with swimming pools and spa centers are more numerous here than in any other area. A serious impetus was also given to the development of recreational areas and winter sports.

Bucovina is the region with the most tourist destinations in the country. 20 tourist resorts are certified here, of which 4 are of national interest: Campulung Moldovenesc, Gura Humorului, Sucevița, Vatra Dornei and 16 of local interest: Cacica, Dorna Arini, Dorna Candrenilor, Frumosu, Fundu Moldovei, Mălini, Poiana Stampei, Pojorâta, Sadova, Solca, Vatra Moldoviței, Moldovița, Panaci, Putna, Șaru Dornei and Vama.

Other outstanding tourist destinations for their potential are:

- Ciocănești – museum town with two extremely well-known and appreciated national festivals;
- Cârlibaba – a picturesque, sprawling commune with interesting facilities, including an approved slope;
- Iacobeni – another picturesque commune on the Bistrița valley that has a lot to offer apart from the mining past (only the area of Mestecăniș could be an excellent landscape argument);
- Frasin – a locality raised to the rank of a city, with a camp under modernization;
- The Humorului Monastery which, from the point of view of the number of accommodation places, can even qualify as a resort of national interest.

An important aspect that we must take into account when analyzing the forms of tourism practiced in Suceava County is their diversity and the tourist potential of the N-E area of the county. (Ielenicz, Comănescu, 2006)

The local people have kept alive the cultural values of the area: the port and the folk dance, the traditions and customs during the winter holidays and throughout the year, the custom of dyeing eggs at Easter. Bucovina is the destination suitable for practicing some **forms of tourism** such as:

1. Cultural and ecumenical tourism, if we are to refer to the tourist motivation. Obviously, here we will mention the wonderful Bukovina monasteries registered in the UNESCO heritage: Moldovița,

Sucevița, Humor, Voroneț, Putna, Arbore. Cultural tourism that is mostly practiced in the urban environment, where there are many cultural objectives, but currently, there is a special interest in authentic traditional popular culture. (Spînu, 2011, pp.165-166) Cultural tourism is practiced both in 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 shrines, the possibility of enriching knowledge in the cultural field of the sacred, sacrotherapy; the rural area is, with predilection, also the keeper of traditions and folk customs).

In addition to the heritage favorable to the practice of cultural tourism, we also mention the Bucovina museums, the "Ion Grămada" Ethnographic Collection, the black pottery from Marginea; can be developed taking into account the fact that the region is located in the land of Bucovina monasteries.

2. Recreational and leisure tourism: landforms offer the possibility of climbing and mountaineering, favor hiking, horse riding, equestrian tourism, hunting and fishing, forest tourism, hunting tourism, mountain biking, paragliding, winter sports and in certain sectors, rafting. Mountain hiking - favored by the existence of several beautiful marked trails in the area, of which we mention the old "Road of the Tatars" to the commune of Cârlibaba and the other to the Moldovița monastery. These routes can be traveled either on foot or with the help of horses that every local can make available to tourists; also of particular charm are the mountain trails to the Rarau and Giumalau massif.

3. Spa tourism is practiced to maintain or improve the health of different tourists; the strong elements of spa tourism are: clean, ozonated air, conifer forests with phytoncide emanations, salty waters; treatment with aerosols (on the lower floors of the salt pan) and salt water baths are practiced in the surface beaches.

4. Festival tourism: focuses on artistic celebration events; festivals of fine art, folklore, traditions and customs are organized both in rural and urban areas. Some of these activities are carried out within projects carried out under the auspices of the Suceava County Council: Christmas in Bucovina, Easter in Bucovina, Hora Bucovina, Probus in Bucovina, etc.

5. Business tourism. The development of this type of tourism also led to the construction of the "Bucovina Economic and Business Center" located near the "Ștefan cel Mare" International Airport. This center has exhibition spaces, a technology park, a business incubator and conference rooms. Currently, this type of tourism is carried out in a very large percentage in the rural area because business people consider that rural tourism offers many possibilities for fun (outdoor barbecue, meals with traditional dishes, practicing sports, excursions, hiking, folklore events, etc.). Therefore, the rural area offers a favorable environment for seminars and teambuilding defined by the intimacy that an urban hotel cannot offer. Business tourism offers the possibility of ensuring the fluency of tourist activity throughout the year and is considered the main source of income for the domestic hotel industry.

6. Scientific tourism - "Ștefan 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 structures have built spaces intended for this purpose.

In conclusion, we can say that most forms of tourism are practiced all year round. The exception is tourism for winter sports (between November and February when the weather conditions allow this), but also festival, school and agro tourism. The summer season is favorable for leisure, recreational, spa and school tourism. Also, cultural-religious tourism registers important flows during religious holidays (Christmas, New Year and Easter). Therefore, in Suceava county, various forms and types of tourism are practiced which are registered through a permanent or seasonal flow regime.

II. BUCOVINA TOURIST DESTINATION

The existence of **over 9,000 accommodation units**, hotels, guesthouses, holiday homes, etc., offers excellent accommodation conditions, at affordable prices for a wide range of tourists,

along with a wide range of tourist services related to the possibility for tourists to practice different forms of sports, relaxation and rest activities and most importantly the possibility of practicing some forms of leisure activities for each category of tourists who choose to spend their vacation in Bucovina.

The accommodation capacity in the Bucovina area amounts to over 20,000 accommodation places. They are classified by the Ministry of Tourism from 1 to 5 stars (carnations) and offer a wide range of services and facilities: accommodation, meals, conference rooms, leisure, visits to tourist attractions, etc.

At the level of Suceava county, 7.5 thousand people are employed in the field of tourism, which represents 3.44% of the total workforce, a totally unsatisfactory percentage considering the demand for qualified personnel existing at the county level.

The Bucovina tourist destination brings together a series of **interesting tourist attractions**, among which we list:

- the UNESCO heritage includes the monasteries, Humor, Moldovița, Probota, Saint John the New in Suceava, Voroneț as well as the Pătrăuți and Arbore churches;
- other attractive monasteries: Sucevița, Râșca, Slatina, Putna, Dragomirna, Slătioara;
- museums: Bucovina Suceava Museum Complex, Fălticeni "Ion Irimescu" Art Museum, Câmpulung Moldovenesc "Wooden Art" Museum, Suceava Ethnographic Museum, Rădăuți Folk Technique Museum, Fălticeni "Apelor" Museum, Suceava Bucovinian Village Museum;
- the architecture of the houses and the specific improvement of the interiors.
- 23 reserves in an area of 4,457.20 ha that delight the eyes and soul of any tourist: 6 botanical reserves, 8 forest reserves, 5 geological reserves, a paleontological reserve, a scientific reserve and 2 mixed reserves.
- The favorable geographical conditions, along with attractive natural landscapes and original natural objectives, lead to the practice of several forms of tourism, including adventure (extreme): mountaineering, paragliding and hang gliding, sailing, caving, river rafting, etc.
- Vatra Dornei – balneo-climatic resort;
- Campulung Moldovenesc and Gura Humorului - tourist resorts of national interest attract tourists throughout the year, thanks to the particularly beautiful natural setting, the ski slopes, the possibilities for hiking and spending leisure time in a pleasant way.
- Horse riding can be practiced thanks to the breeding of thoroughbred horses in two renowned stud farms: Rădăuți and Lucina, as well as a new one recently established at Mitocul Dragomirnei.
- Visiting the Rădăuți Zoo is also an attraction of the area.
- The existence of riches generated by an authentic natural and cultural heritage following a rich history over centuries of history with certain influences from large empires that for short or long periods of time occupied this area and managed to leave its mark on the historical-cultural heritage of Bucovina, and which represents Bucovina's business card:
 - The Lady's Stones from the Rarau Massif;
 - Bistrița Gorge, from Zugreni;
 - Mestecaniș Pass;
 - Salina Cacica;
- Crafts, the art of weaving and sewing, the nobility of popular clothing, the transposition of sensitivity and the love of beauty into real masterpieces made of wood, metal, bone, leather, clay, etc.;
- The special gastronomic offer, from the "Bucovinean" cuisine, of a special nature: pies "poale en brău", "rădăuțean" soup, "eyes in cream", mushrooms (hribs) with cream, trout cobza, balmoș, etc.
- The villages that appeared from ancient times, which have preserved and still preserve traditional aspects and manifestations, ancient data and customs, valuable elements of ethno-folklore, etc., where activities specific to rural tourism and ecological tourism are carried out:
 - Rich calendar of traditional fairs and folklore events throughout the year;

- Preservation of the old elements of rural civilization and their transposition in everyday life.
- The large area of the forests, the rapid mountain rivers make both the hunting and the fishing grounds particularly rich:
 - 27 hunting funds, of particular hunting interest: stag, deer, bear, wild boar, lynx, birch grouse, etc.;
 - 41 fishing grounds: pike, trout, pike, carp, clean, etc.
- Other top destinations that combine the golden crown of Bucovina are:
 - in the municipality of Suceava: the Museum of History, the Museum of Natural Sciences, the Seat Fortress of Suceava, the Zamca Monastery, the Monastery of St. John the New from Suceava, etc.;
 - in the commune of Marginea - the Center of Black Ceramics from Marginea;
 - in Ciprian Porumbescu commune: Ciprian Porumbescu Memorial House;
- Events organized in the county that have tourist potential:
 - The Sânzieni Fair that takes place in the municipality of Suceava between June 22-24, as part of the events of the Suceava Days;
 - National Trout Festival, organized in Ciocănești;
 - Medieval Art Festival, organized in August at the Suceava Seat Citadel;
 - Christmas in Bucovina, organized annually in December;
 - Easter in Bucovina (Fair of Folk Craftsmen, Road of Painted Eggs, National Festival of Painted Eggs, bringing the Holy Light from Jerusalem, etc.);
 - Pilgrim in Bucovina, organized annually on August 15 in Cacica and Putna, where, in addition to Catholic pilgrims from Romania, there are also pilgrims from Poland, Germany, France, Hungary, Austria, Italy;
 - The Snow Festival, organized in February near Pârția Park in Vatra Dornei municipality, annually attract thousands of tourists from the country and abroad, etc.

Accessibility of the Bucovina tourist destination:

- from the south of the country you can reach Suceava by car, on the European road E85 (DN2), by train on the route Bucharest - Suceava, and by plane to Salcea airport;
- from the west of the country you can reach Suceava on the European road E576 (DN17) Cluj-Napoca - Suceava and on the railway Cluj Napoca - Suceava;
- from the north-west of the country, from Maramureș you can reach Suceava through the Prislop pass, on the national road DN18 Baia Mare - Sighetul Marmăției - Iacobeni;
- Suceava county is located at the intersection of two European highways: E85 - Giurgiu - Bucharest - Suceava - Siret and E576 - Suceava - Dej - Cluj Napoca.
- around the monasteries there are five heliports, and at Floreni (Vatra Dornei) there is a small airport for low-capacity aircraft.

In Suceava county, various **events** that have a great tourist potential are regularly held. These include:

-*The Sânzieni Fair* organized by the Bucovina Cultural Center takes place in the municipality of Suceava between June 22-24, as part of the Suceava Days events. The event is carried out with the participation of numerous popular craftsmen from Suceava county and the country. Throughout the fair, visitors witness hands-on demonstrations of craftspeople, pottery, woodcarving, sewing, egg dyeing, leatherwork and other exciting events. The purpose of the event in the center of Suceava is to stimulate folk craftsmen in the production and use of authentic craft objects, specific to the ethnographic areas they come from, as well as to promote folk crafts.

-*The National Trout Festival*, organized in Ciocănești, which has already become a tradition, attracts year after year tourists eager for the authentic. The main activities of the festival are the sport fishing competition, culinary art demonstrations, floating demonstrations on Bistrita Aurie, to

which are added the performances of Christian choirs, the folk harbor parade, folklore and entertainment shows, country meals and traditional dinners.

- *The Festival of Medieval Art*, which takes place in August at the Cetatea de Caun Suceava, is the largest event of its kind in Romania. Tourists take part in jousting tournaments, pyrotechnic and laser shows, medieval dances and songs, battle scenes, theatrical performances for children, archery, horse acrobatics, interactive activities with the public, contests.

- *Christmas in Bucovina*, organized annually in December. Bucovina was and remains the reference area, where the winter holidays, with the whole set of rituals, ceremonies, practices, traditions and customs, are part of the spirituality of the places. One of the most important winter events is organized in the municipality of Suceava, on the third day of Christmas, and consists of a parade of masks and a show of traditions and customs from the municipality of Suceava.

- *Easter in Bucovina*, which includes the Fair of Folk Craftsmen, the Road of Painted Eggs, the National Festival of Painted Eggs and the bringing of the Holy Light from Jerusalem. The event takes place over the course of two weeks, starting with Palm Sunday, continuing with the Passion Week and the Resurrection of the Savior and ending with the Illuminated Week, during which one can discover the beauties of the place, the traditions and customs related to the Holy Easter Holidays and participate in a series of Easter-themed activities, shows, concerts, festivals, painted egg demonstrations, fairs, exhibitions and competitions. Tourists who participate in the "Resurrection from the Deep", at the Greek-Catholic chapel, dug into the salt in the basements of Salina Cacica, have a unique Easter experience.

- *The National Festival of Painted Eggs* is a unique event in the country, which highlights a beautiful tradition of the area - the painting of eggs - and also makes the museum community known to the world - Ciocănești. The program of events includes, in addition to the painted egg contest, folklore shows of Bucovina folk music, joyful moments, brass band music, exhibitions of craft and handicraft products, parades of the folk port.

- *Pilgrim in Bucovina*, organized annually on August 15 on the occasion of the feast of the Assumption of the Virgin in Putna (for Orthodox), Hagigadar (for Armenians) and Cacica (for Catholics), an event attended by pilgrims from Romania and other countries such as Poland, Germany, France, Hungary, Austria and Italy. Thousands of believers gather in the courtyard of the monasteries and the Minor Basilica to listen to the Holy Liturgy and the teaching words of the priests.

- *The Snow Festival*, organized in February near Pârtia Park in the municipality of Vatra Dornei, annually attracting thousands of tourists from the country and abroad.

- *Hora Bucovina* is an event that highlights the traditions and customs of Bucovina, including: folk performances, exhibition of barns from different areas of Bucovina (with demonstrations of the specific work in a barn), culinary exhibitions with various types of cheeses, thematic competitions or shepherd dog shows. The essence of the event, however, is the sheep climbing the mountain, a moment followed by country parties, from which the folk songs and dances, wine and brandy, curds and the ram at the prozap cannot be missing.

- *The "Ciprian Porumbescu" European Arts Festival* is a cultural event dedicated to the great composer, which includes several events, including: "Golden Lyre" International Instrumental Interpretation Competition, "Cânta la Stupca o vioara" Show, "Ciprian" Choral Reunion Porumbescu" and the "Ciprian Porumbescu" Gala Show.

- *The Stefanian Festival* aims to highlight the medieval period of Suceava, through various events that take place at the Seat Citadel. There are film screenings, plays for children, openings with historical or religious themes, etc. Similar events are scheduled in other counties in Romania, as well as in the Republic of Moldova and Ukraine, localities where the Stefanian founders are located.

- *The International Folklore Festival "Bucovina Encounters"* is unique in Europe, with the main aim of presenting the richness of the Bucovina folk culture, in its multicultural aspect. It is the largest European event of its kind, organized annually, from May to October, in five European countries: Poland, Hungary, Ukraine, the Republic of Moldova and Romania.

-*Bucovina Rock Castle* is an event that aims to make Suceava a renowned destination for rock concerts in Romania. The audience of the festival has the opportunity to see their favorite bands live, both from the country and abroad, as well as young local talents.

-*The Autumn Fair "Produce în Bucovina"* is organized on the Esplanada Iulius Mall Suceava, the fair brings to the attention of visitors the traditional products from the Bucovina area, from traditional craft products to traditional meat, milk, bee products, fruits and vegetables. During the fair, barn customs and specific gastronomic products, as well as other products from Bucovina gastronomy, are presented.

These events bring to Suceava county a variety of cultural and traditional events that attract tourists from various places, giving them the opportunity to experience and discover the cultural richness and beauty of the area.

Among the organizations involved in promoting tourism in Bucovina we can mention: Suceava National Tourist Information and Promotion Center (www.visitingbucovina.ro), Bucovina Tourist Information and Marketing Center from Stefan cel Mare University of Suceava (www.tourisminbucovina.ro), National Center for Tourist Information and Promotion Rarăul (www.cnipt-rarau.ro), Arbore Tourist Information Center, Șaru Dornei Tourist Information and Promotion Center (www.romanian-wildlife.ro), Ciocănești Tourist Information Center (www.ciocanesti.com) Vatra Dornei National Center for Tourist Information and Promotion (www.visitvatradornei.ro), Tourist Information Point within the Ariniș Tourist Complex (www.primariagh.ro), Pojorâta Tourist Information Center, Dolhasca National Center for Tourist Information and Promotion (www.cniptdolhasca.ro), Bucovina Tourism Association (www.bucovinaturism.ro).

III. SWOT ANALYSIS

Strengths:

- The existence of cultural centers, monasteries, historical monuments of national and international importance (UNESCO heritage);
- The existence of the European road E85, which crosses the county in the north-south direction and the European road E576, which crosses the county from East to West;
- The existence of the Suceava "Stefan cel Mare" airport;
- The network of county roads and railways is well developed at the level of Suceava county;
- Turnover in the hotel and restaurant sector is 100% ensured only by SMEs and micro-enterprises;
- The county benefits from natural and human resources, easily accessible and harmoniously distributed on the territory of the county, which create the opportunity for the harmonious development of various types of tourism;
- Cultural, active and spa tourism is well developed at the county level;
- Tourist reception structures in terms of number and diversity have developed rapidly in recent years, both through the financial effort of the owners and through access to various financing lines;
- Bucovina as a tourist destination at the national level is ranked in the first 5 places in terms of number of visitors;
- The traditional hospitality of the Bukovinians;
- Traditions and customs well preserved and practiced in everyday life that are found in Bukovina;
- Diversified fauna and flora;
- Drinking water and a wide variety of mineral waters;
- The great diversity of ecological agri-food products at very low prices;
- Rich gastronomy, traditional cuisine.

Weaknesses:

- Poor perception of a sustainable development of tourism and implicitly of the importance of protecting the environment and specific historical and architectural cultural heritage;

- The incipient degradation of the environment and the non-existence of an effective waste collection system in the rural environment; insufficient capacity to treat waste water in treatment plants and waste storage dumps;
- Insufficiently developed tourist information and signage systems and uncorrelated with the current level of tourism development;
- The reduced index of use of the accommodation capacity in operation and the average length of stay in the county in relation to the existing tourist potential;
- The non-existence of a European road corridor in the east-west direction;
- The lack of funds allocated to the promotion of tourism at the local level that are not comprehensive, insufficient and undersized;
- Insufficient promotion of the existing tourism potential at the county level through printed materials and/or on magnetic media;
- Lack of varied tourist programs, which propose to increase the length of stay of tourists in the area; the best-known tourist programs are those intended for cultural tourism through which the main painted monasteries from the UNESCO heritage are visited, their duration varying between 1-3 days;
- The existence of a small number of tourist information centers at the county level;
- Lack of specialized staff (both management and execution) at the level of tourist reception structures;
- The lack of an adequate practical system for quality control of tourist services.

Opportunities:

- The geographical location of the county on the eastern border of the European Union creates favorable premises for the development of tourism;
- The geopolitical context of the last 5 years that made many destinations in the Near East, Asia and Africa decline, considered to be unsafe destinations;
- The existence of structural funds intended for tourism in Romania, funds that, to the extent of accessing them, will implicitly lead to the development of tourism at the level of Suceava county;
- The existence of the exhibition and business center "Bucovina";
- Capitalizing on the tourism potential of Suceava county forestry;
- Lack of big polluting industrial objectives;
- Rich calendar of traditional fairs and folklore events throughout the year;
- The resonance of Bucovina's historical past;
- Partnerships made at the level of local public administrations between localities of the county and localities in the European Union and beyond;
- The existence of the university center "Ștefan cel Mare" Suceava, which has a specialized tourism section;
- The support granted by the Suceava County Council, regarding the effort to promote the Bucovina destination at domestic and international events;
- Development by diversifying the offer of active tourism, which has seen a constant growth in recent years;
- Valuing the ecotourism potential of the parks and nature reserves at the county level
- Supporting projects that enhance the touristic value of cultural-spiritual and traditional objectives and events specific to the area;
- Tourism promotion of Romania through the tourist destinations that make it up; promoting the Bucovina tourist destination at specific domestic and international events;
- Introducing the quality management system in rural tourism as well.

Threats:

- The migration of specialized labor as a result of the mediocre salary level in the tourism industry;
- The existence of similar tourist destinations on the world tourism market that benefit from superior tourist marketing;

- The speed of growth of quality standards regarding the tourist offers of directly competing international tourist destinations;
- Weak collaboration of tariff levels with the quality of services offered within tourist structures at the level of Suceava county;
- Reorientation of part of the domestic tourist demand towards other external destinations;
- The low competitiveness of tourism companies in the county compared to those in the EU;
- The low degree of associativity of companies in the field of tourism at the county level for the purpose of unitary promotion of specific interests;
- Climatic anomalies (floods, snowless winters) that negatively influence tourism at the local level;
- Consolidation of the perception of a cheap offer to the detriment of the quality of the offered tourist products;
- The negative influence of the practice of "black" tourism on the forecasted development in the medium and long term at the level of Suceava county;
- The low degree of implementation of quality management systems at the level of tourist reception structures;
- Failure to respect the principles of sustainable development in the evolution of tourism;
- The lack of a legislative framework that would allow local public authorities to intervene in the implementation and monitoring of specific strategies regarding the development of tourism at the local level;
- Insufficient funds for the promotion of tourism;
- Non-correlation of the education program specific to tourism with the current development of tourism.

IV. CONCLUSIONS

Incoming activity is poorly developed in Suceava county. The vast majority of travel agencies mainly carry out an outgoing activity, currently considered by local operators to be more profitable. Marketing efforts must be oriented towards attracting as many foreign tourists from developed countries to Suceava as possible. However, the data provided by the statistics show us that the number of foreign tourists and overnight stays is small compared to the accommodation possibilities and the tourist potential of the region.

Among the problems of tourism in Suceava county, we mention: the insufficient leisure offer, insufficient tourist information centers, the lack of a unitary system of signaling touristic objectives, the lack of a unitary promotion policy at the county level, etc.

In general, in Suceava county, tourists come in organized groups, within circuits designed, distributed and promoted by tour operators from Bucharest. Unfortunately, Suceava is only a transit area. As a result, it is necessary to design some marketing strategies aimed at retaining tourists for at least one more day in the area. In order to fulfill this desire, it is necessary to develop a coherent marketing strategy at the level of the entire tourist area of Suceava. In this sense, a collaboration of all those involved and interested in the development of the hospitality industry in the region is needed to establish the content of the tourist programs that will be promoted under the Bucovina brand.

In Bucovina, tourists are attracted by the natural environment, traditional gastronomy, monasteries and other tourist attractions.

Bucovina faces a series of constraints that stagnate its development, both from an economic point of view and especially from a tourist point of view:

- the outstanding tourist potential of the area is not exploited at an optimal level in terms of the possibilities of practicing some winter sports (skiing, skating, tubing, sledding);
- the dendrological, natural and recreational parks that the area encompasses require huge investments in redevelopment and modernization;
- deficient access of tourists to information about tourist attractions in the area (lack of information points, interactive sites, consultative platforms);

- the indices "average duration of the number of overnight stays" and "average index of occupancy of tourist reception structures" are at average levels.

Among the proposals aimed at the development of the Bucovina destination we can mention:

- increasing the number of tourist services offered to tourists in Bucovina from 2 (accommodation and meals) to 5 by adding the "sport" service, through ski slopes, tubing, sports grounds, and the "leisure" and "relaxation" service through services various in the parks of the component resorts;
- the net increase in the flow of tourists visiting and staying in Bucovina;
- increasing the average length of stay (number of overnight stays) from 2.1 nights/tourist to a minimum of 4 nights/tourist until 2030;
- increasing the average accommodation index;
- increasing the number of jobs and raising the standard of living for the inhabitants of Bucovina;
- the average increase in tourist expenses by at least 25% for Romanian tourists and by at least 27% for foreign tourists;
- significant increase in the number of new businesses in Suceava county until 2030;
- increasing the competitiveness of the local economy as a result of the development of tourism in Bucovina;
- quick access of tourists visiting the region to information on tourist attractions in the area;
- increasing the degree of satisfaction of tourists regarding the tourist services in the area;
- diversification of the forms of tourism practiced through the emergence of business/leisure tourism, rural tourism/ecotourism, etc.;
- intense tourist promotion of the area both in the country and abroad;
- attracting tourists from neighboring counties (Iași, Botoșani) to Bucovina, all the more so since the rehabilitation of the tourist and leisure sites in the area will be able to successfully compete with similar sites in Maramureș, and the distances covered will be significantly shorter.

The forms of tourism that have prevailed in recent years, namely cultural and religious, although significantly important, due to their dimensions, these forms of tourism present two essential disadvantages:

- does not cover important market segments - for example, sports practitioners;
- it does not effectively cover the cold season – the net utilization index of the accommodation capacity in the cold season was approximately 30%, a level that represents only 45% of the net utilization index of accommodation registered in the warm season.

These two disadvantages generate significant negative effects on the economic environment because:

- in the cold season, the economic agents operating in the tourism sector face big problems due to the non-coverage of costs (a degree of occupancy of accommodation places of only 30%, put in direct relation with the profit margin in the sector, indicates a situation of survival and not one of profitability);
- leave two extremely profitable segments unexploited:
 - sports tourists (who incur various additional expenses with sports equipment rentals, chairlift transportation, food specific to the type of tourism and the cold season, etc.);
 - tourists practicing leisure and recreation tourism - who commit high cumulative expenses, on the basis of the length of stay longer than the duration recorded at the level of cultural-religious tourism practitioners.

Bucovina is recognized as an attractive tourist area of Romania, increasingly sought after by local and foreign tourists, as it has a defining element that categorically differentiates it from other Romanian tourist areas, namely, the UNESCO heritage monasteries. Tourism in Bucovina, however, can be oriented in several directions: historical and religious tourism, sports and leisure tourism, spa tourism and rural tourism. Loaded with a rich and long Romanian tradition, having cultural centers of international importance, Bucovina wants to return to the attention of tourists as a purely ecological tourism area.

Approaching the reality in the field as a whole, we believe that it is necessary to design a personalized unitary offer of Bucovina. This must include its own tourist programs, which allow tourists to stay at least 4 nights in the area. Such an offer should include combined proposals, a diversity of hunting and fishing programs, hiking, horse riding, mountain-biking, visits to the barn, climbing, paragliding, etc. In order to facilitate the design of unified tourist programs for Bucovina, it is necessary to have effective communication between the representatives of the tourism agencies and the reception structures (hotels, villas, guesthouses, etc.);

Bucovina is an important tourist destination in Romania. Thus, in the case of foreign tourists who make a 10-day trip to our country, 2 days are usually allocated to the Bucovina area.

As a rule, tourists come to Bucovina in organized groups, as part of circuits designed, distributed and promoted by tour operators from Bucharest. Unfortunately, Suceava is only a transit area. Consequently, it is necessary to devise marketing strategies that aim to retain tourists for at least one more day in the area, raising the transit and visit period from 2.6 days at the moment to a minimum of 4 days. In order to achieve this objective, it is necessary to develop **a coherent marketing strategy at the level of the entire tourist destination of Bucovina**. In this sense, a collaboration of all those involved and interested in the development of tourism in the region is needed to establish the content of the tourist programs that will be promoted under the “Comein Bucovina” brand.

In order to increase the competitiveness of the Bucovina tourist destination on the Romanian and international tourist market, the following objectives can be considered:

- The qualitative increase of the tourist services offered; reaching a level of the price/quality ratio that allows the Bucovina tourist destination to be internationally competitive with similar destinations as a tourist offer;
- Modernization of the tourist infrastructure in the areas of Suceava county identified as having a high tourist potential;
- Correlation of all initiatives regarding the present and future of tourism at the level of Suceava county through public-private partnerships; the involvement of civil society, of NGOs alongside the public administration and the business environment in the field; coordination of tourism development efforts initiated by numerous tourism developers, public or private investors at all levels;
- Implementation of national tourism strategies at the local level;
- Attracting domestic and foreign, public and private investors for the development of various types of tourism at the level of Suceava county;
- The development of new tourist packages that highlight the tourist potential at the level of Suceava county;
- Promotion of the Bucovina tourist destination on a domestic and international level.

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