

**ANALYSIS OF THE SITUATION OF THE SMEs IN THE TOURISM SECTOR IN
SUCEAVA COUNTY (BUCOVINA REGION)**



Centrul de Inovare și Dezvoltare de Afaceri
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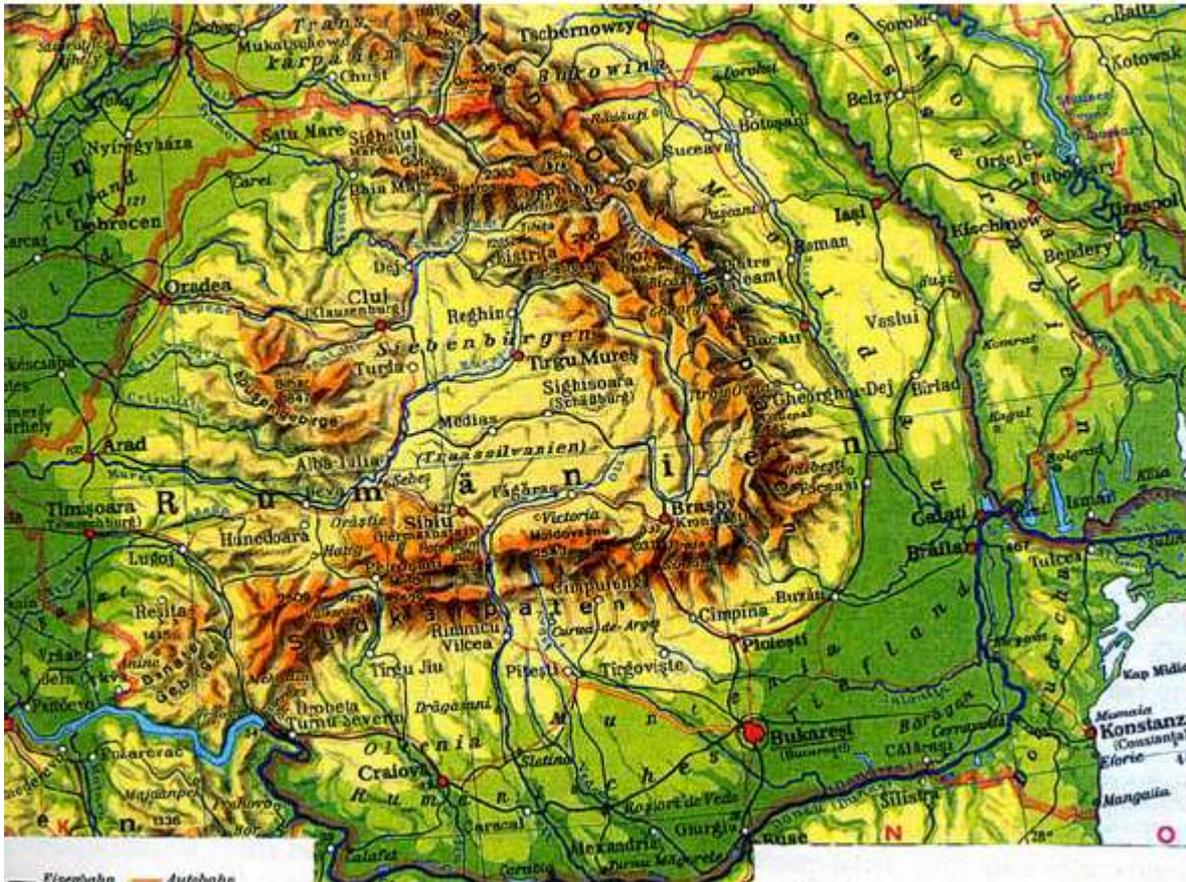
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1. INTRODUCTION

a. TOURISM IN ROMANIA – GENERAL DESCRIPTION



Romania. General Informations

With a surface¹ of 238.391 km² (11 place in Europe and 79 in world), Romania is situated in South East Europe, to the N of Balkans, in the inferior basin of the Danube, with an opening to the Black Sea, being cut by the Carpathian mountains.

The limits are 3.175,1 km from which 1036,7 km are terrestrial and 2.138,4 km are river and maritime. Countries sharing borders with Romania are Hungary, Yugoslavia, Bulgaria and Republic of Moldavia and Ukraine. The population is 21.733.556 habitants (1 July 2003)², 8 place in Europe and 38 in the world. Distribution on the nationalities (2003): 20.408.542 Romanians (89,47%), 1.624.959 Hungarians (7,12%) , 401.087 gipsy (1,75%), 119.462 Germans(0,52%), 65.764 Ukrainians (0,29%).

¹ Web page of National Authority for Tourism, www.mturism.ro

² National Statistic Report – 2003, edited by National Institut for Statistics, chapter II, p.12

Romania is organised in 41 districts and, separately , Bucharest, the capital, who is a distict too, 262 towns , 2685 communes, 13.285 villages. The capital Bucharest has 2.037.278 habitants. Other towns **with more then 100.000 habitans** are Arad (185.475), Bacau (208.565), Baia Mare (149.307), Botosani (129.019), Brasov (319.908), Braila (235.243), Buzau (149.293), Cluj-Napoca (332.297), Constanta (346.830), Craiova (310.838), Drobeta Turnu-Severin (118.114), Focsani (100.314), Galati (327.975), Iasi (346.613), Oradea (223.680), Piatra Neamt (125.803), Pitesti (185.693), Ploiesti (253.623), Ramnicu Valcea (118.539), Satu-Mare (130.271), Sibiu (169.460), Suceava (117.571), Targu-Mures (166.099), Timisoara (332.277).

Official language is romanian, mother-tongue for more than 89 % from the country population. By its origine, structure and vocabulary romanian is the language who continues directly the latine who was spoken in Dacia and Moesia - two regions in the carpatho-danubiano-pontic space.

Additional Informations

National day : 1st December

National flag : three vertical colours : red, yellow and blue

National anthem : "Desteapta-te, romane !"

Official time: East Europe time (GMT + 2 hours)

National currency : 1 leu (lei) = 100 bani (bani)

Religion: Orthodox Christians 87 %, Catholics 5 %, Reformed 3, 5 %, Greek Catholics 1%, Penthycostals 1% and the rest are Moslems, Jewish.

Nature

Romania is a Carpathian and a danubian country with are opening to the Black Sea. It has a variable and harmonious relief: mountains 31 %, hills and plateaus 33 %, feels 36 %.

Nature has been generous with the land of Romania, characterized by variety, proportion and harmony. The Romanian Carpathians belong to the Alpino-Carpathian-Himalayan system of mountains, which covers Eurasia's intercontinental area.

The Carpathian chain begins in the North of Bratislava and reaches the Timok River, in Yugoslavia, continuing the Alps. The Carpathians are divided into three groups: Eastern Carpathians, Southern Carpathians and Western Carpathians. The highest peaks are in the Southern Carpathians - Moldoveanu (2544 m/8,346 feet) and Negoiu (2535 m/8,316 feet) The Carpathians' ensemble is characterized by its varied landscape owing to the different

types of relief particularities (glacial, karstic, riverine, structural-lithological), the alternation of mountainous and depressions units, gorges and valleys and the diversity and configuration of the vegetation. The Romanian Carpathians represent an exceptional tourist potential. Owing to their peculiarities, the Romanian mountains are able to satisfy the tastes and desires of all categories of tourists.

The **climate** is temperate-continental, characteristic to the Central Europe (hot summer, cold winters, very distinct seasons, abundant snowfalls especially in the mountains). Warmest areas are in the south.

The fauna : is reach and varied, intersing for its stags, deers, bears, foxes, wild boars and for its rare bird species like : pelikans, otters(in the Danube Delta , chamois, the grouse who are protected by law.

Tourism Spots in Romania

Romania is the owner of all natural conditions to become one of the most important European tourism destination. The most wanted regions are: the Black Sea Cost , Bucharest, Prahova Valley (Sinaia, Busteni, Azuga, Predeal), Poiana Brasov, Moldavia Monastries from Neamt and Suceava counties, churches in wood - Maramures, Danube Delta, Bran (Dracula Castle), medieval cities (Brasov, Sighisoara, Sibiu, Medias, Deva, Cluj, Alba-Iulia), watering places (Baile Felix, Baile Herculane, Baile Tusnad, Calimanesti-Caciulata, Olanesti, Sovata, Vatra-Dornei, Eforie Nord etc.), a lot of caves.

General tourism offer in Romania. Short presentation

The main destinations for the foreign tourists are the Black Sea Cost, the Carpathian Mountains, the wellness resorts and the destinations for business tourism. Excepting these, Romania is also a transit area for Turkey and for the East Countries³.

Art of tourism	Short presentation
Black Sea Cost	Accommodation structures are representing 40% from entire accommodation offer in Romania, and this type of tourism represent 25% from the total request. The most of the buildings here are build in the early '70s.
Tourism for treatment and wellness	Romania has over 70 balneo-areas, 20 destinated to international tourism. The international request decreased in the last years and the standards are also insufficient for international market (excepting some new spa and wellness centers as Bazna a.o.)

³ The informatios is syntethised after the promotion materials edited by National Authority for Tourism

Winter sports tourism	<p>The most well know tourism areas for the winter sports are Poiana Brasov (Brasov), Sinaia/Platoul Bucegi (Prahova, Dîmbovita), Busteni/Babele (Prahova, Dîmbovita) und Pestera/Padina (Dîmbovita).</p> <p>As second important areas, visited at most by Romanian tourists, we mentione: Sfîna de Vale (Bihor), Borsa (Maramures), Semenic si Muntele Mic (Caras Severin), Păltinis si Bîlea Nord (Sibiu), Predeal (Brasov) si Lacu Rosu (Harghita).</p>
Mass tourism / road trips to main cultural attractions (organized through tour operators from Romania or abroad)	<p>The main teams promoted for the foreign tourists are: cultural tourism, pilgrimage (monateries from Neamt and Suceava counties). These destinations are included in itinerant trips that are starting in Bucharest, at Black Sea Cost or in Transylvania (to the cities and to the fortified churches).</p>
Business tourism	<p>Bucharest has the better infrastructure for this kind of programs that are combining the business activity (events, seminars, conferences) with tourism.</p>
Active tourism (off road, hunting and fishing, trekking, mountain bike etc.)	<p>Most of active tourism programs are organized in the mountains and the Delta of Danube.</p>

b. TOURISM IN BUCOVINA REGION

Tourism is a major branch in Bucovina Area (Suceava County).

Tourism is now one of the world's largest industries and one of its fastest growing economic sectors. In order to analyze the place of tourism in a certain economic area (region, etc.), one has to consider the part played by the services, including that of tourism services within the area's economy, as well as the impact of its development on adjacent branches⁴.

For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production, but it may also have negative effects, particularly on the environment. Unplanned and uncontrolled tourism growth can result in such a deterioration of the environment that tourist growth can be compromised. The environment, being the major source of tourist product, should therefore be protected in order to have further growth of tourism and economic development in the future. This is especially true with regard to tourism based on the natural environment as well as on historical-cultural heritage. Sustainable tourism has three interconnected aspects: environmental, socio-cultural, and economic.

Sustainability implies permanence, so sustainable tourism includes optimum use of resources, including biological diversity; minimization of ecological, cultural and social impacts; and maximization of benefits for conservation and local communities. It also refers to the management structures that are needed to achieve this.

Tourism is a consumer of cultural and natural resources, direct and indirect services, being a source of services in turn. A significant part of the district Suceava abounds in natural and anthropic tourism resources, which makes it possible that an increasing flow of both national and international travelers should be drawn by tourism development, while new towns may appear and flourish as tourism resort.

The contribution of tourism activity to the general economic development in some countries shows that tourism may act as an impetus for the global economic system. This implies the specific demand of technologies, goods, and services produced by various economic branches should be met.

⁴ Valentin Hapenciuc – *Statistical Research in Tourism*, Zoloti Litavry, Chernivtsi, Ukraine 2003, p. 21

Tourism activity capitalizes such natural and by man-made resources both temporally and spatially, as it represents “the raw material” required by the forms and products of tourism.

The quantitative and qualitative dimensions of these resources determine the size, intensity, and diversity of the tourism movement. Fitting up a territory for tourism requires primarily that the variety and the abundance of its resources should be taken into account; in turn, the capitalization of these resources plays a major part in assessing tourism consumption and economic efficiency. The capitalization of the tourist resources of an area requires the technical and public utility endowments that are necessary for tourist activities, favoring the process of urbanization and development of the area.

Bucovina (Suceava County) area has a diversity of natural tourist resources and cultural assets of a great historical, architectural, and artistic value, that distinguish it from other areas. An accurate estimation of tourist potential elements requires a qualitative and quantitative system of criteria. Tourism favors the local utilization of several resources, of the labor market, for instance, contributing to its stabilization by diminishing the migration process towards the urban areas.

The development of tourism in a certain area has positive effects on other economic branches, as well, by increasing the demand of goods and services, by stimulating production and determining its orientation towards the development and modernization of tourist structures and by invigorating the sectors and branches involved. The ultimate result is the one and only, namely the growth of the economic efficiency in all sectors of activity.

At the same time, one should not disregard the impact of the international tourism on a country's (area's, region's) economy, as it is tantamount to the export industry. Tourism generates international exchange in the same manner in which export draws hard currency in a country. Any amount of money a tourist spends abroad is a “new” currency for the economy of the visited country (area, region) and engenders direct effects by being a source of income for the residents and businessmen and also indirect (secondary) effects on the adjacent branches: food processing industry, services, etc. This is the reason why the promotion of the international tourism and the development of new tourism products, as “Place of Spirit” is an objective that needs to be advanced and achieved.

The North-Eastern part of Romania - is renowned for the beautiful monasteries with exterior frescoes on the walls. The beauty of nature and the peace of the places, the kindness of its inhabitants, confer to the tourists reasons to come and to stay here, to enjoy the peaceful atmosphere of the region.



Suceava County

Structure of economy. Importance of different economic fields in Suceava region

The geographical and historical conditions have determined a social and economic gap in the Suceava area (and between the area and other areas from Romania). The economic feature of the '60s was agriculture prevalence, the standard of living being very low.

In the 1965-1985 period the region was subject to compelled industrialization, aimed at restoration of the economic condition by purchasing producing capacities of an up-to-date design, at developed countries standards, which determined the setting up of an industrial culture, labor force qualification and a large number of specialists being trained. Though, the industrial development was not appropriate though (as a concept), because it was planned in a too diversified way and without taking in consideration the natural, energy, environment resources available in the region.

It can be inferred that the period 1998-1999 is marked by recess at both regional and national level, period in which the liberalization effects of the exchange currency and also of losing resulted from the reorganization process started in year 1997 have been noticed.⁵

In 1999, the North-East Region confronts itself with an economical decrease bigger with 50% than the national one. The inappropriate management due to the reticence in implementing the quality standard system for the production and products, the enterprise development strategy, the marketing rules in promoting the products, alongside the loss in sales markets and drop in the level of competitiveness of the products due to the lack of resources for maintaining the investment have caused a sharp decrease in the industry after 1989, with serious implications for the development of the region concerning all the other sectors. The

⁵ After the study realised by ADR Nord Est, Regional Socio-Economic Analysis

economical decrease in the year 2000 (0.6%) was much lower compared with the previous year, but in the same time at the national level has been registered an economical increase of 4.1%.

Agriculture

The percent of population working in agriculture, in 2006, is very high - 40,74% (higher than the national percentage -29,69%). From the total population working in agriculture at national level, 20,19% is from the North-East Region.

In 2005 the contribution of agriculture to the regional GDP is 12,85%, higher than registered at national level (8,43%), fact that reflects a higher dependence on agriculture of the regional economy. The regional contribution to the total national agricultural production is 18.10%. This sector knows a similar evolution with the national one in generally, registering a recess period in 2000 because of climacteric unfavorable conditions during that year.

Concerning this field we can reveal some important spots in the evolution of this sector.

- the varied topography of the region
- the quality of the land, its sharp diversification, the alternation of soil categories, their division
- agricultural land is worked on small plots (1-3 ha), due to the division of the land fund, as a result of privatization of the land under Law No. 18/1991 and the low level of mechanization, considering that a profitable exploitation is achieved on plots of at least 50 ha per tractor
- aged labor force (more than 28% of the rural population is more than 60 years old), while young people migrate towards the urban centers
- high level of poverty of the owners, who face many difficulties in crop production and animal breeding
- lack of capital for agriculture restructuring and updating
- soil instability and erosion, numerous soil sliding

Animal breeding sector

Regarding the evolution of animal breeding sector in the region, from the data analysis results a significant growth of the cattle and also of the numbers of bee's families, but also a reduction of the swine's number. The sheep, horses and poultries contingencies didn't suffer significant variations in the 1998-2005 periods.

More than 90% of the numbers of livestock are under private ownership, while the state sector, which used to have an industrial animal breeding system, is actually destroyed

nowadays, due to the shutting down of most of the poultry breeding sites, fatteners and farms.

Forestry

Forest exploitations have a considerable contribution in Suceava Region, by the high wood volume produced and by the large afforested areas existing (Suceava 456,579 ha). Due to the lack of investment programs and poor re-technology of the wood industry and furniture manufacturing, instead of exporting finished products, that would contribute the productivity and revival of this economic sector, large amounts of raw materials are being exported (timber and cut wood), which will lead, in the near future, to an unreasonable exploitation of the forest fund and a degradation of the environment.

As noticeable, the Suceava County has contributed the highest share of the wood volume circulated in the economy in 2001, respectively 1,433 thousands c.m.

The North-East Region includes more than 1,500 ha of forest reservations for the preservation of fauna and flora, as well as monuments of nature typical to the mountain sector; the most important are:

- Neamt County – Copper Woods (locating 30 km away from Piatra Neamt – a forest reservation with century old common oaks), Silver Forest (a reservation with century old birch trees), Padurea Gosmanu (forest reservation with spruce fir, fir tree and century old beech trees of an impressive size) and the Ceahlau National Park
- Suceava County – Century old woods at Slatioara (includes 300-400 years old specimens of spruce fir, beech and fir tree).

Industry

After the industrial decline in 1999, similar with the national tendency an industry relaunching happened in the year 2000. The industrial output has dropped in the 1990 -1999 period due the following factors:

- the low capacity of adaptation to the modifications occurring in the structure of the home and foreign markets
- strong undercapitalization due to inflation rise, sharp devaluation of the national currency, low investments volume, etc.
- slow rate of privatization and restructuring
- unsteady and incoherent legislative framework, that did not stimulate foreign and home capital investment.

The construction sector is well represented at regional level. The industrial building sites have proven their experience in the framework of broad projects, by building dwellings, commercial centers, hospitals, education institutions, etc. A similar ambitious project was started in Suceava in 2003, called Business Center – Salcea Airport Suceava.

Services

In the field of services we can identify a decrease tendency that can be noticed both at regional and national level in the recent period of time, with the mention that in the region the lowering rate has decreased from year to year. The weight of occupied population in services against region total is 29.60%, value that is extremely low when reported with the weight owned of this sector in UE regions.

This sector is characterized by:

- a strong concentration in the developed centers of the region (Suceava), while in the rest of the territory it has a very low weight
- focusing on commerce and restaurant activities, and the services supplied directly to the population are insufficient and of poor quality
- tourism services that are not capitalized at the level of the existing potential
- the advisory services that are insufficiently promoted
- the health and social assistance services that are under the quality standards
- ❖ The activities concerned to ware and passenger transport have followed two baselines:
 - railway transport is still under state ownership and was subject to restructuring at the level of regional subsidiaries, to update the existing infrastructure
 - road transport has particularly developed in the private sector, as ware and passenger
- ❖ transport companies were established and organized in an up-to-date and efficient manner.

Banking sector in Suceava region

At the regional level the following commercial Banks are active in the majority of the cities, offering banking services to juridical and physical persons:

- Romanian Commercial Bank
- Romanian Development Bank
- Bankpost
- Transylvania Bank
- Unicredit Tiriatic

- Raiffeissen Bank
- CEC.
- ING Bank
- Carpatica Commercial Bank
- Volksbank

Demography (Population in tourism, occupancy, structure)

Romania labor force is well skilled and education has a long and rich tradition in Romania. It is being noted before 1990 that literacy rate was close to 100%.⁶ Nowadays education is undergoing a radical restructuring and adaptation to the new realities.

Civil employment in Suceava by activity of national economy (at the end of the 2007)

Thousand persons

Suceava County	2000	2001	2002	2003	2004	2005	2006	2007
Total, including:	273,4	271,5	254,7	250,9	243,0	243,4	239,2	243,6
Agriculture, hunting and silviculture	157,7	154,1	132,4	126,3	115,8	117,0	109,9	107,9
Fishing and pisciculture	0,1	0,1	0,1	-	-	0,1	0,1	0,1
Industry	42,2	43,0	46,9	46,8	44,6	40,9	40,1	39,3
- Mining and quarrying	3,0	2,8	2,6	2,5	2,3	2,2	1,7	1,7
- Manufacturing	35,4	36,6	41,0	41,4	39,4	35,7	35,2	34,8
- Electric and thermal energy, gas and water	3,8	3,6	3,3	2,9	2,9	3,0	3,2	2,8
Constructions	8,1	6,0	5,9	7,2	7,8	6,4	8,1	11,2
Trade	18,1	21,6	21,8	21,3	22,0	26,2	27,1	28,5
Hotels and restaurants	1,5	1,8	2,0	1,8	3,5	4,5	4,2	4,5
Transport, storage and communications	10,3	9,0	9,3	8,6	9,7	8,5	9,3	10,1
Financial intermediations	1,5	1,5	1,4	1,4	1,4	1,6	1,5	1,7
Real estate and other services	4,7	4,3	5,4	6,7	5,9	5,2	5,9	6,0
Public administration and defense	3,3	3,5	3,6	3,8	4,0	4,4	4,5	5,3
Education	13,0	12,8	12,7	12,8	13,2	13,3	13,0	13,3
Health and social assistance	8,8	8,8	9,1	8,9	8,4	9,4	9,5	9,5
Other activities of the national economy	4,1	5,0	4,1	5,3	6,7	5,9	6,0	6,2

Source: www.suceava.insse.ro

The statistics about civil employment show some main employment fields (industry with 439.300 pers., trade with 28.500 and education with 13.300 persons) with a higher

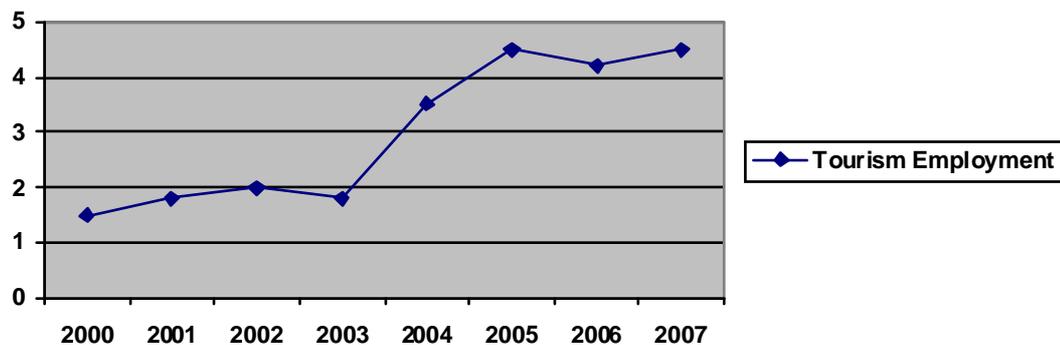
⁶ Ministry of Public Information – Romania, your Business Partner, 2004

occupancy comparing with other economic fields. But the still leading sector is agriculture with a significant number of 107.900 persons). It follows then health and social assistance, transport, storage and communications and real estate and other services.

Occupancy in tourism

Population occupied in tourism and gastronomy in Suceava is totalizing 4500 persons, after the information delivered to us by the Direction of Statistics. The low number has as explanation the fact that a lot of active persons in tourism field are working in small pensions (the majority of tourism accommodation structure in Suceava County). These persons are not count as “tourism workers”, but as managers or administrators of their companies.

Number of civil population employed in hotel industry and in gastronomic field in period 2000 -2007 (in thousand persons)



As we can see, comparing with the year 2000, in 2007 the number of tourism employees has tripled (from 1500 persons to 4500 persons working in hotels and restaurants).

Tourism represents an important economic sector, with an insufficiently developed potential, as compared to its importance and its contribution to the GDP in countries like Spain, Greece, Great Britain, Italy, where, by a suitable and constant strategy for tourism development, focused on exploitation of specific regional assets, this sector of the industrial activity has produced important economic revenues.

The actual vision of Romania Tourism Authority is to have a contribution of 10% to the GDP from tourism alone. That is the reason why the stakeholders in tourism should develop different tourism products in order to increase the incoming tourists flows to Romania and to keep them as long as possible in the region, to create interesting and original programs.

Infrastructure

General infrastructure (water, gas, electricity etc.) in Suceava region

The situation of the physical infrastructure

The infrastructure is the sum of the technical-material base elements, within the components are produced all the exchanges and transfers of the resources: materials, human resources, services and information in the proper time. These elements are described by the following components:

- Roadway and railway transport, as well as other kind of transport (airways, waterways, etc.)
- Telecommunication services, television, radio, etc.
- Dwelling utilities and structure
- Social infrastructure.

Utility infrastructure

The utility infrastructure includes: water supply services, sewerage and waste water, treatment, methane gas distribution network, heating supply system and electric energy supply network.

Water supply services

In Suceava area the coverage of modern water distribution system is under the national average, because of the high percentage of rural areas. The domestic consumption represents (together with other counties in the Nord East Region) 11.19 % from the total value at national level⁷.

The network and the volume of the natural gas distributed in NE Region

It could be observed a small increase of the number of the localities connected to the natural gas network, during the period 2004 –2007 and also an increase of the natural gas network's total length. Many municipalities have planned to finance through SAPARD Projects the modernization of gas distribution system within next 2 years. Regarding the volume of the natural gas distributed, the counties from North-East region have a better position in comparison with other regions, and that also because of the natural resources and sub-areas from Suceava region (Humor, Frasin etc.).

Services of thermal energy (heating) supply

For the things related to the thermal energy supply, it is important to make the assignation that in all country the heating plants have been designed to supply heating for a whole town, no matter if is small or big. Suceava County has centralized thermal energy supply system,

⁷ National Institute of Statistic 2007, www.innsse.ro

and the distribution of thermal agent is directly subordinated to the Local Councils. In the future should be found financial resources for the rehabilitation and the modernization of thermal energy supply system.

Recently, most of the tourism accommodation structures, small or big, as well the private family houses, have their own heating system. On the mountains, up and in villages, the main combustible is the wood.

Health infrastructure

The system of health protection is described by the difficult transition from the centralized system and limited opinions' freedom for the local autonomy, privatization and competition. Therefore in the last years tried to fundamentally change the health system in order to rebuild unitary the legislation and organization, to introduce the Health Social Insurances and to diversify the financial resources mechanism in the same time with the transfer of health services towards mobile assistance.

It was pursued the privatization encouragement in different ways, the introduction of the competition between providers and the decentralization of the health system by the increasing of the local authorities involvement, of the professional associations, of financing institutions, of the communities etc.

Transport infrastructure

Railways infrastructure

The railways network scores a medium level as compared to the national one, in terms of technical endowment and sections length, geographical conditions and location that impose limitations. So, the percentage of the railways regional network in the total length of national railways network is about 15.05% at the end of the year 2006.

The public road network infrastructure

In the period 1998-2000 were no big changes in the roads infrastructure in Suceava County. In the year 2004 Suceava celebrate 500 years "Stefan cel Mare". With this occasion a significant work it was done in rebuilding the roads to the monasteries in Suceava County. In the last 2 years local road infrastructure (at most in villages) had been improved through Sapard Funds.

Public transport in Suceava County

The road network in Bucovina (Suceava County) is extensive and functional. Fuel costs are competitive by European standards. Foreign drivers in Romania must be at least eighteen years old and possess a valid international driver license.

Public transportation is a convenient way of becoming more familiar with the landscape and the local people. Buses follow a tight schedule and are convenient to use. Several bus and trolleybus routes connect Suceava's main areas and tourist attractions. A bus ticket, valid for two trips costs about 0.30 EUR.

International Bus Companies serving Suceava -ATLASSIB - scheduled bus service to Germany, Italy, France, Sweden, Spain

Telephone: +40-230-530.869; 534.734

EUROLINES ROMANIA:

Suceava – 4 Ana Ipatescu str., bl.F, sc.E, ap.1, Tel: +40 (0)230 - 20.63.46, Tel/Fax: +40 (0)230 - 20.63.47, e-mail: suceava@eurolines.ro.

Taxi companies:

Cristaxi telephone: +40 (0) 230 522.222

Eurotaxi telephone: +40 (0) 230 511.111

Taxicab fares are economical by European standards, but visitors should always use a metered taxi and should agree to a rate per kilometer in advance (generally the rate is about 0,4 EUR/km or less).

Maps

Romania - Road <http://www.romaniatourism.com/road_map.html> Map

http://maps.google.com/maps?hl=ro&q=suceava+road+map&um=1&ie=UTF-8&split=0&gl=ro&ei=11wzSrb_Npmk_Qb95N3JDQ&sa=X&oi=geocode_result&ct=image&resnum=1

<http://www.harta-turistica.ro/map.php?ID=38>

Air transport infrastructure

The air transport that the region benefits on is sustained by a specific infrastructure, constituted by one airport that serves internal courses and, occasionally external flights. The Suceava Airport is situated in Salcea, 15 km East from Suceava City and 40 km from Botosani City, the access being assured on the National Road 29.

Frequent flights to Suceava are available from Bucharest. The total flight time is approximately one hour, with a small stop in Bacau. Salcea Airport is 17 kilometers from downtown Suceava.

Domestic flights: daily flights to / from Bucharest. The fly schedule can be found on the official web page www.tarom.ro.

For the moment TAROM and CARPATAIR are the only operators to Suceava. Low cost flights are not available for the moment.

Train Stations:

Suceava Train Station (Gara Suceava)

Gura Humorului Train Station

Vatra Dornei Train Station

Radauti Train Station

The Suceava Town has two train stations (Burdujeni and Itcani). Trains which originate or finish the line in Suceava arrive/depart at Gara Suceava Nord. Trains which transit Suceava arrive /depart from Gara Suceava in the Burdujeni district. Both stations – 2 km apart – are a few kilometres north of Piata 22 Decembrie, the centre of town. The left-luggage office at Gara Suceava is at the information window on the main platform (open 24 hours).

Daily connections are to / from Romania's main cities.

Train ticket reservation office:

Agentia CFR Suceava (Train Travel Agency)

Adress: Nicolae Balcescu Street no.8, Suceava

Telephone: +40-230/214.335

2. TOURISM INITIATIVES, STRATEGIES AND POLICIES IN BUCOVINA REGION

The area has a diversity of natural tourist resources and cultural assets of a great historical, architectural, and artistic value, that distinguish it from other areas.

The coordination of development of tourism within the area is assured by the County Council, where exists a department for tourism. A main role is played by local SMEs and Destination Management Associations, constituted as PPPs: Bucovina Tourism Association, Vama, Sucevita a.o.

In 2009/2010 was formulated the strategic directions for development of Suceava County, Bucovina Area.

The vision of the Bucovina Tourism is: *To be the internationally well known, leading destination for responsible tourism in Romania which keeps economic growth in balance with the need to preserve the natural and cultural heritage of the Bucovina.*

The mission statement: To create by internal marketing activities an informed participation of all relevant stakeholders, an informed society, which is aware of the benefits of tourism and the responsibilities they have to ensure a sustainable tourism development,

Other issues covered by the mission statement are:

- Education and further training of employees
- Services for SMEs, the backbone of the tourism industry
- Marketing strategy to position and promote the unique tourism offer on selected source markets in Romania and abroad in cooperation with NTO
- Interregional cooperation with neighbours counties.

Objectives express in more detail what should be achieved on which field when. We have to differentiate between more general qualitative and quantitative objectives. Following some qualitative objectives as example.

Objective 1: To ensure favorable framework conditions for the tourism business development
Objective 2: To implement private sector and PPP tourism institutions which are able to contribute to effective destination marketing?
Objective 3: To ensure a high quality standard of the tourism offer
Objective 4: To improve quality of human resources in management and on the ground.
Objective 5: To achieve an increase in revenues of the companies of the private sector
Objective 6: Improve business results for companies in the private sector, especially for SMEs

The tourist products within Bucovina are developed for the following types of tourism:

1. Cultural Tourism.
2. Rural Tourism
3. Balneary and Health Tourism
4. Business tourism
5. Active, mountain and nature tourism.

The tourist products are combining the main assets of Bucovina: nature and culture: round trips to monasteries, life in rural area, active tourism in nature resorts.

The tourists are either transiting Bucovina for 1-2 days, for visiting the painted monasteries, or are staying longer for relaxation in the nature, for active activities in rural area.

The cultural tourism dynamic

The traditional approaches to cultural tourism have looked at the issues of supply and demand, largely from the demand side⁸. This has led to constructions of cultural tourism based upon the regimes of cultures consumed by the tourists and packaged by the industry. This however is far too simplistic as there is a dynamic involved in the promotion and consumption of the offer, which has to be addressed. The argument here is that it is important to recognise the cultural contributions of three sectors within the development of the cultural tourism relationship - the tourists, the resident cultures and the cultural entrepreneurs involved in the promotion.

The World Tourism Organisation's definition of *cultural tourism* is defining cultural tourism as the movements of persons for essentially cultural motivations, which they suggest includes study tours, performing arts, cultural tours, travel to festivals, visits to historic sites and monuments, folklore and pilgrimages (WTO, 1985).

A more open and challenging definition of culture and therefore of the opportunities for cultural tourism comes from the tradition of Raymond Williams and Stuart Hall. Williams argued that if we look for our own cultural identity "we find here a particular sense of life, a particular community of experience hardly needing expression, through which the characteristics of our way of life that an external analyst would describe are in some way passed, giving them a particular and characteristic colour."⁹

The cultural offers cannot be defined in a tourism vacuum. They are drawn from and imposed upon the local lived cultures of the societies that host the tourist experience. These lived realities of the everyday lives of the everyday folk are often ignored in favor of historic cultures that are revitalized for the tourist experience.

Cultural tourism is an important way to celebrate, preserve and promote a state's unique heritage, increase opportunities for artists, promote public arts participation and boost economic development.

⁸ Prof. Alan Clarke, Clarke, A. (2000) 'The power to define: meanings and values in cultural tourism' in Robinson, M. et al (eds.) (2000) *Reflections on International Tourism: Expressions of Culture, Identity and Meaning in Tourism* (Business Education Publishing)

⁹ Williams, 1965: 57 Williams, R. (1965) *Culture and Society* (Penguin)

For cultural tourism folklore is often seen to be more important than the folk in the destination. The tourists themselves bring with them their own cultures and their own expectations of the cultures they will be able to consume. The cultural tourism offer also exploits and explores these pre-constructed notions of what the cultural tourism experience 'should' be. The third element in this dynamic relationship comes from the entrepreneurs who put together elements of the available cultures for the immediate consumption of the tourists. This group has their own cultural values, some drawing from strong links to cultural groups others owing more to a business culture. These influences do affect the offer made to the tourists and constitute the basis of the dynamic.

Offer and Demand in Cultural Tourism

Resident cultures are dynamic and developing. They contain some points of fixity and some of historical memory, but they will also come to contain new elements as they continue to develop. This places the cultural dynamic at the forefront of concerns with culture as lived reality and also underpins the need to reconsider carefully historical interpretations as the connotations of those moments will be challenged by the changes within the resident culture.

Tourists bring with them a set of cultural baggage, sometimes as well matched as their hand luggage but often unconfirmed and managing to contain several different cultural elements which if explicated would prove to be contradictory.

The cultural understandings and cultural expectations vary across time, geography and experience. It is therefore difficult to know where to pitch the levels of interpretation of cultures to make them meaningful to the visitors. What are seen as recognizable patterns are themselves culturally specific and formulations of these have to be understood in welcoming tourists from different cultural backgrounds.

It is important to recognize these elements in the formation of the cultural experience as the tourists contribute to the development as much as the producers of the event. This contribution may not be fed back directly to the 'performers' but it will be apparent in the audience reactions and in their retelling of the experience back in the comfort zone of their own domestic cultural settings.

The cultural tourist cannot be limited to those who seek to explore the visited culture on an approved educational pilgrimage. There has to be a less elitist notion of participation and involvement with the local cultures. Some specialists have described the process as soaking

up the atmosphere of the destination, by sampling local food, visiting local neighborhoods and citizens' homes.

SWOT ANALYSIS ON ROMANIAN TOURISM– approach after the study realized among
Tour Operators from abroad

STRONG POINTS	WEAK POINTS
<p>Generals:</p> <ul style="list-style-type: none"> - the Romanian image have been improved during the time; some efforts should be made in order to sustain this image. - the number of the foreign tourists follow a positive trend <p>The natural potential:</p> <ul style="list-style-type: none"> - Unspoiled nature – proper for development of ecological tourism and natural tourism - great, dreamful nature - strong cultural potential <p>Accommodation:</p> <ul style="list-style-type: none"> - acceptable accommodation services - nice and friendly service, very hospitable people <p>Beach, Bathing, Swimming:</p> <ul style="list-style-type: none"> - Black Sea beach is good - good tourism (3 points from a scale from 1 to 5) <p>Cultural tourism:</p> <ul style="list-style-type: none"> - very large tourism offer - culture as well is a great touristic potential, but should be known much more - absolutely great in Bucovina and Transilvania - very diverse offer, but for individual holiday makers not always easily to reach 	<p>Generals:</p> <ul style="list-style-type: none"> - infrastructure - the season is to short - the foreign tourists consider that some components of the tourism offer may not always be fulfilled at the - price-quality-ratio not always in balance <p>The natural potential:</p> <ul style="list-style-type: none"> - should be improve about the cleaning of the green spaces – garbage problem - some areas are not very clean - the pollution of the water from some tourism areas should be controlled <p>Accommodation:</p> <ul style="list-style-type: none"> - accommodation not always tidy, bad service, breakfast not always good - rather simple standard, often with “east-charm” - partly without proper care, although simple standard is no problem - partly rather expensive, sometimes bad service, everything takes very long time, music too loud, food too cold - staff not always friendly, helpful - varying hotel standard during round trips - not sufficient Three Star hotels <p>Beach, Bathing, Swimming:</p> <ul style="list-style-type: none"> - Black Sea beach good, but dirty not cared, too expensive (NN1) - lack of sun-loungers and sunshades - the water is not so clean at the - littoral is loud, noisy and bad service (92) - lack of swimming pools in the country <p>Cultural tourism:</p> <ul style="list-style-type: none"> - better protection of historic monuments (fortified churches and deserted villages) - the cultural monuments sometimes are not proper indicated or illuminated - better promotion of the monuments

STRONG POINTS	WEAK POINTS
<p>Tourism personnel:</p> <ul style="list-style-type: none"> - most of the time they are very friendly and polite <p>Gastronomy:</p> <ul style="list-style-type: none"> - very good, mostly far better than expected - well tasting and typical for the country - good original cuisine - regarded as opulent and good - meals in restaurants by far better than in hotels <p>Tours operators activity:</p> <ul style="list-style-type: none"> - have been appreciated as good and very good - tours operators are actively involved in relation with external partners - clients are mostly satisfied with organization (34). - their activity becomes better and better <p>Public Service, Frontier:</p> <ul style="list-style-type: none"> - considered to be good - fast, quick procedure at the border - much better than before, no comparison with the Nineties (in a positive way) <p>Low Cost Airlines:</p> <ul style="list-style-type: none"> - have been founded 2 new companies: Blue Air and Blue Line 	<p>Tourism personnel:</p> <ul style="list-style-type: none"> - the quality of the services is not always at high standard - the personnel is not good qualified - the Four Star Hotels do not always have best qualified personnel - the quality of the environment where the services are offered is not so good <p>Gastronomy:</p> <ul style="list-style-type: none"> - rather too much meat and lack of fresh products - beware of fast food, convenience food, international food - more local products juice, beer, wine instead of Fanta, Cola, etc - not enough choice typical Romanian dishes - varying food standard during round trips - partly rather expensive, sometimes bad service, everything takes very long time, music too loud, food too cold - food in hotels could be better - service is not yet used with handling groups: problems when taking the orders and non-transparent accounting <p>Tours operators activity:</p> <ul style="list-style-type: none"> - method of working are not very dynamic and creative - communications could be improved <p>Public Service, Frontier:</p> <ul style="list-style-type: none"> - very slow and bureaucratic Should be more easy going, not so bureaucratic - problems when passing with identity card only - sometimes rather "harassing" - rather bad, except local service partners - bike transport should be improved considerably sometimes not transparent situations in the activity of the workers from the frontier <p>Low Cost Airlines:</p> <ul style="list-style-type: none"> - compared with international level flight prices to Romania are by far too high, low cost carriers are important - very important because air fares of scheduled airlines are very expensive

STRONG POINTS	WEAK POINTS
	<ul style="list-style-type: none"> - unfortunately there is no real alternative on the market – compared with other destinations - of utmost importance, because long and expensive journey to get there is one of the greatest obstacles
OPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Romania is considered to be a safe destination - there is a minimal legislation - there are specific organizations and funds for protected areas, biodiversity - the govern begun to pay attention to the protected areas - tour operators plan some new theme for Romania: cultural programs, trips, active tourism, mountain bike - most of the tour-operated are interested in info-tours especially in Bucovina, Maramures, Portile de Fier and Banat, Delta Dunarii, cultural tourism and active tourism - the tourists opinion about Romania is much better then the image that Romanian has created along time. Most appreciated things are: hospitality, nature, landscape, mountain routes - credible tourism stakeholders - create a network with pensions for the bike tourism - better promotion of Romania outside the borders - better information activities 	<ul style="list-style-type: none"> - threats from other touristic destination which offer similar products (Bulgaria) - an intensive and extensive development of the tourism in Delta Dunarii – that may be destructive for the beauty of the area - the Romanian people should not necessary copy the west standards, but should keep the authenticity and the specific of the area - tourists skepticism about Romania

3. SITUATION OF THE TOURISM SECTOR IN THE REGION

The tourists that are coming to these areas have an enduring demand for holidays; consume a wide variety of tourism product, do more, stay longer and seek exploration on holiday. They are found in varying proportions in all countries; use a variety of accommodation and transport on holiday; pre-plan their holidays; travel independently or use packages; and are more satisfied than other visitors. Some of them can be exigent concerning the guidance, because of the expectation within the area and because the high level of knowledge that they had in cultural field.

The both international and domestic visitors are most interested in the activities in with Suceava area are best known, for namely:

- monasteries
- natural wonders
- physical outdoor activities
- traditional folk art and customs
- wildlife activities
- the cultural products that generate the most interest are learning about the way of life of people from a different culture
- country's local cuisine
- sites that are important to a country's history and
- historic buildings.

The travelers which are coming, are significantly more likely than other travelers to be interested in the points mentioned above. Unfortunately the travel agencies develop only few tourism programs, and the main item is the visit of the monasteries.

It is a need for diversify the programs of pilgrimage with cultural objectives, with programs in the nature etc. We present hereby some activities that can be combined in "cultural programs" in Suceava area:

- Learning about people from a different culture
- Indigenous cultural performance (Easter and Christmas Holidays)
- Folklore performance
- Music concert
- Indigenous music concert
- Art gallery exhibition
- Indigenous artists expositions

- Art exhibition Indigenous art (for ex. Painted eggs or iconography, black pottery)
- Arts and craft market visits
- Arts and craft trail
- Museum
- Historic buildings
- Sites important to country 's history
- Sites important to country 's indigenous people
- Public gardens
- Experience country 's local cuisine
- Shopping for souvenirs
- Wine tasting/vineyard
- Food and wine trail
- Food and wine festival
- Farm visit
- Farm show
- High adventure activities
- Physical outdoor activities
- Wildlife activities
- Natural wonders
- Exhibitions of national history
- Exhibition of indigenous history.

A first analyze¹⁰ of the arrivals in 2006 in Suceava area shows that the total number of tourists arriving in Suceava is about 211.000.

In the table forementioned is presented the number of total arrivals in all counties of Romania for the year 2006. Comparing the number of arrivals for Suceava County and the others, we can stress out that only few areas from Romania are exceeding our target counties.

On the first place is Bucharest Municipality, followed by Constanța, Brașov, Prahova, Cluj, Sibiu, Timiș, Mureș and Bihor. Some of these are significant tourism destinations. Another reason for these results is that the number of total arrivals includes not only the classic tourism, but also transit and business tourism, significant also for the areas mentioned above.

¹⁰ National Authority for Tourism, Department for Development and Strategy

Total arrivals in the counties of Romania in 2006

County	Number of arrivals (thousands)
1. North-East	678
Bacău	118
Botoşani	26
Iaşi	153
Neamţ	141
Suceava	211
Vaslui	29
2. South-East	1081
Brăila	59
Buzău	62
Constanţa	807
Galaţi	62
Tulcea	55
Vrancea	36
3. South-Muntenia	627
Argeş	105
Călăraşi	14
Dâmboviţa	61
Giurgiu	19
Ialomiţa	42
Prahova	371
Teleorman	15
4. South-West	371
Oltenia	
Dolj	44
Gorj	52
Mehedinţi	46
Olt	20
Vâlcea	209
5. West	614
Arad	172
Caraş-Severin	108
Hunedoara	87
Timiş	247
6. North-West	781
Bihor	212
Bistriţa-Năsăud	71
Cluj	319
Maramureş	97
Satu Mare	63
Sălaj	19
7. Center	1164
Alba	51
Braşov	484
Covasna	51
Harghita	87
Mureş	238

Sibiu	253
8. Bucharest-Ilfov	900
Ilfov	84
Bucharest Municipality	816

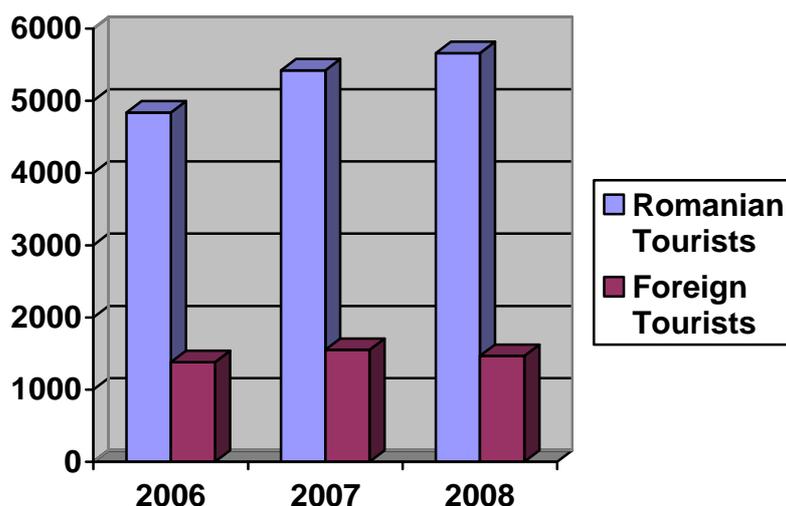
Source: National Institute of Statistics, www.insse.ro

The situation for the period 2006-2008, regarding the arrivals (comparing Romanian tourists and foreign tourists) is presented in the following table:

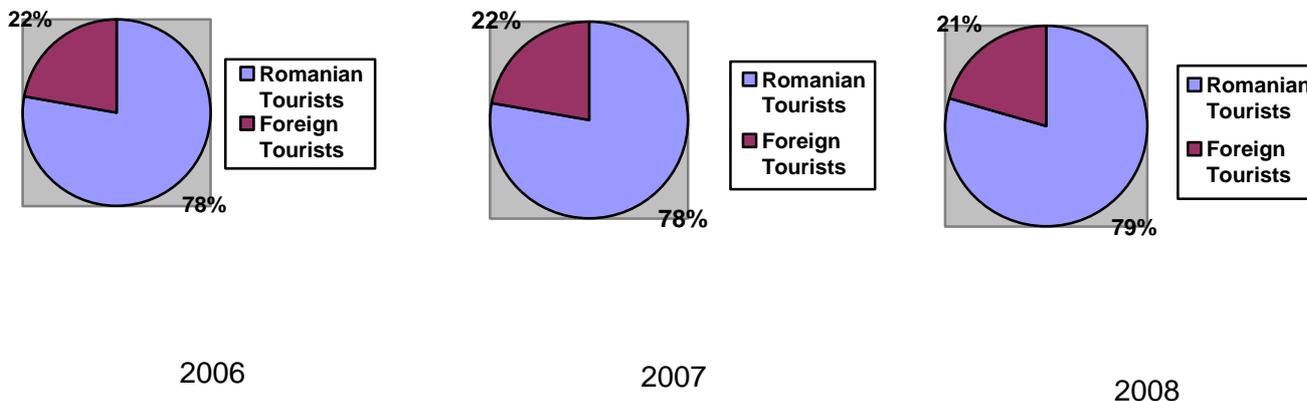
	<i>Arrivals</i> <i>-thousands tourists-</i>			<i>2007/2006</i> <i>%</i>	<i>2008/2007</i> <i>%</i>
	<i>2006</i>	<i>2007</i>	<i>2008</i>		
Total	6216,1	6971,9	7125,3	112,2	102,2
Turiști români	4836,2	5421,0	5659,4	112,1	104,4
Turiști străini	1379,9	1550,9	1465,9	112,4	94,5

Source: National Institute of Statistics, press release

Arrivals in the period 2006-2008, Romanian and foreign tourists



As we can note from the previous chart, the number of tourists is increasing from a year to another, but in 2008 we can observe a little decrease in the number of foreign tourists.



For the years 2006 and 2007 the report Romanian tourists and foreign tourists is constat (22% foreign tourists and 78% Romanian tourists) and in 2008 there is a small decrease of the number of foreign tourists, so the report is 21% foreign tourists and 79% Romanians.

For a better understanding of the tourists that are coming to the North East area, we synthesized some information concerning their origin, profile, preference, aspiration and interests.

Analyse of tourists that are visiting Suceava area

	Wellness Treatment	Green tourism	Active tourism offroad	Cultural Tourism	Event Tourism	Sea-side Tourism
Origin	Israel Rusia Germany	Germany England Swiss Austria	Italy France Germany	France Germany Japan	England Germany Italy Benelux	Republic of Moldau Romania Germany
Profile	- Long stayers - Willing to spend money	-looking to see more and more - individual	- seeking new experiences - individual tourism	- group tourism - exigents - quality oriented	- short time visit in the area - interested in entertainment	- group tourism - individuals - spending money
Preference	- to see other attractions in the area	-living traditions -arhaic way of living is preferable -organic food -wishing to find out more about the history of the area	- adventure - willing to pay much to see a lot	- willing to pay much - packages	- culture - active tourism - entertainment	-taking short trips to Suceava area -2 or 3 days in the area -combined programs
Aspirations	- Refresh - Tranquility	-discover the nature -discover new places -originality is searched	- to overpass their own limits - to discover new places	- to find out more about traditions - national heritage		
Interests	- Entertainment -Tranquility -Easy activit. -Culture	-Oriented to green values - Originality			- Culture of the places - Active programs -Recreation	

NATURAL FACTORS OF THE OFFER

Suceava County has beautiful landscapes, and, thanks to its cultural, historical and religious objectives is one of the most precious places of Romania, high estimated by the local people, but also by foreigners. With old monuments reminding the glorious capital of Moldavia province in the Middle Ages, the later named Bucovina has calm and subtle natural beauties. It is a region full of charm and tradition, with well know sub-regions: Dornele Land - having hunt and fishing areas, Putna Valley, Moldavia Valley, Rarau and Giumalau Massifs, and the Heals of Bucovina - a huge history museum. The wonderful monasteries in Bucovina are real jewelry of Moldavian feudal architecture - Voronet, Humor, Moldovita etc.

Place and surface of territory

- **Geographical position** - in the north part of Romania, to the North-West of Moldavia.
- **Neighbors:** to the East – Botosani and Iasi Counties; to the South – Neamt County, Harghita County and Mures County; to the West – Maramures County and Bistrita County. To the North are the boundaries with Ukraine.
- **Surface** – 8.553 square km (respectively 3.6% of the country's territory);
- **Population** – 705.730 inhabitants at 1st of July, 2006¹¹;
- 8 towns, 396 villages. SUCEAVA is the capital of the county (106.508 inhabitants), situated on the right side of valley of the river with the same name, at the crossroads of some important commercial roads which linked Central and Northern Europe with the Black Sea.

Climate

The climate has a continental character with great differences between climatic elements in relation to the relief, irregular rainfalls and winds' direction-mainly west, north-west. The physical and geographical conditions have determined two major climate categories: the mountain and the plateau climate. The annual average temperatures varied between 0 Celsius degree on the highest mountains and 6 Celsius degrees on the Western side of the Obcina Mare peak and between 7-8 Celsius degrees on the plateaus.

Hydrologic information (sea, rivers etc.)

- **Watercourses** - the Siret river, at the boundary with Botosani County, the Suceava, the Moldavia (half of its superior course), the Bistrita (superior course).

¹¹ National Statistic Report, 2007 – edited by National Institute for Statistics

Landscape, Fauna and Flora

Bucovina (Suceava County area) has an unrivalled beauty. The relief descends from West to East slowly and each level is endowed by nature with beauties. The relief has the characteristics of a mountain region (more than half of the county) being covered by the northern group and the central part of the Oriental Carpathians (Bucovina Mountain Range-1.483 m), charming mountains which close between their ridges picturesque depressions - Dornelor Land, with carbon gas waters and mofettes used for treatment, with beautiful villages having valuable ethnographic resources and developed rural tourism. The main massifs are the Rarau, the Giumalau Mountains-1.653 m and 1.887 m, lofty peaks watching the serene landscape, the Stanisoara - northern ridges formed of sedimentary rocks, the Bistritei - formed of crystalline rocks, the Bargaului, the Tibaului, the Caliman - with Pietrosu Peak, 2.100 m, volcanic rocks. To the east Bucovina is covered by hills named Obcinele Bucovinei (Obcina Mare, Obcina Feredeului, Obcina Mestecanisului), renowned by their picturesque landscapes. Between the Bucovina Mountain Range and Moldova Valley and the Siret Valley is the Plateau of Suceava 460 m, having the character of large, structural plateaus with landslides.

The most important massifs in the Suceava Area:

- Rarau and Giumalau Mountains - two massifs close to each other, situated to the North of the Bistrita valley, where the river takes the first big turn passing across the crystalline area of the Eastern Carpathians. The Rarau is a tourism symbol for Bucovina, about which O. Goga wrote: "Other places may have higher mountains or longer rivers, sea or ocean; here the Rarau Mountain represents the world's fundamental dimension, the cosmic elements of life and history".
- Calimani Mountains-they represent the most grandiose volcanic complex of the Romanian Carpathians (Pietrosul Calimanilor Peak-2102 m) and the youngest mountains of our country. There is a complex preserve aiming at protecting alpine landscape, flora and fauna represented by numerous rare species (edelweiss, ure ox, capercaillie, bear, lynx, wolf, Carpathians' stag).

Gorges and valleys:

- The Bistrita Valley and Gorges springs from the Rodnei Mountains and form a very picturesque valley. There can be admired the most impressive area of this mountain region, impressive for the narrowness of the valley (from 150 m to 20 m) as well as for its depth (from 900 m to more than 1,100 m in comparison with the Rarau or Giumalau Mountains). This narrow area, named Zugreni Gorges (or Bistrita Gorges), is at 20 km distance of Vatra Dornei and forms a geological and geomorphologic preserve (160 ha). The spectacle offered

by natures (rocks having strange forms, waters "symphony" fighting against the hard rocks) justifies the legends on the old rafts way;

- Superior Valley of Moldova - it crosses longitudinally the Bucovina Mountain Range; downstream Breaza, the river sometimes seems a gorge;
- Devil's Mill Gorges-geological and morphological preserve in the Rarau Mountains, impressive for the height of the walls;
- Lucava Gorges-in the Calimani Mountains with sulphurous springs and edelweiss.

Vegetation and Fauna

The Carpathians are among the least spoilt mountains in Europe. Beech trees cover the northern foothills of Bucovina and fir and common spruce trees dress the slopes above 1000m. Alpine forests rich in sycamore, maple, poplar and birch can be found between 1200m and 1500m. Juniper tree, little willow and bilberry bush are dominant in the sub-alpine forests above 1700m. Less fertile zones in this region are home to common spruce forests. About 1350 floral species have been recorded in the Carpathians, many common to Europe's Alps too. Alpine species typical to this range include the yellow poppy, Transylvanian columbine, saxifrage and the protected edelweiss – floare de colt (literally "Flower of Stone").

Most of the forests in Suceava County are mixed resinous and deciduous forests. However, the spruce fir cover important areas. Some of the most frequent wood species are: *Picea abies* (spruce fir), *Abies alba* (fir tree), *Fagus silvatica* (beech), *Acer pseudoplatanus* (sycamore maple), *Betula verrucosa* (bitch). There are also: *Pinus silvestris* (pine), *Larix decidua* (larch tree), *Ulmus Montana* (elm), *Salix caprea* (goat willow), *Alnus viridis* (green alder).

Man's interference in the natural landscape of Obcine was quite rational in time and it hasn't totally changed the natural balance. Today, this balance is in danger of being changed because of the improper forest operation. That is why we need severe ecological measures to protect the forests. The existing clearings, hayfields or grazing fields for cattle have a diverse flora with numerous plants that are usually used in alternative medicine such as: *Arnica Montana* (Arnica), *Achillea millefolium* (milfoil), *Origanum vulgare* (common marjoram), *Pulmonaria officinalis* (lungwort), *Veronica officinalis* (speedwell), *Lycopodium clavatum* (wolf's claw), etc.. During the vegetation season, there are numerous species of esculent mushrooms, some of them very popular: edible boletus, yellow agaric orange agaric, honey agaric¹².

¹²Fundatia Baltagul – Moldovita/Bucovina, Travel Guide, Suceava 2004 p. 8-10

Most fauna dwells in the lower mountain forests. Beech forests shield over 100 bird species including the green woodpecker, ring dove, grey owl and jay. The mountain cock, hazel hen, black woodpecker and golden pheasant live in the common spruce forests. Romania's thriving chamois population inhabits the rocky kingdom, bare of vegetation, above the forests. Other animals found throughout the Carpathian forests include the stag, wild boar, badger, deer and fox¹³.

About 35% of Europe's lynx population lives in the Romanian Carpathians – estimated at 1500. Some 2500 wolves roam here (amounting to 40% of Europe's wolf population), along with 5500 brown bears (60% of Europe's bears). They live in the forested areas.

Fauna is rich and it is represented by famous species of large game that are rare in other countries: *Ursus arctos* (bear), *Cervus elaphus* (Carpathian stag), *Sus scrofa* (wild boar), *Lynx lynx* (lynx), *Canis lupus* (wolf), as well as *Canis vulpes* (fox), *Lepus europaeus* (hare), *Sciurus vulgaris* (squirrel), *Martes martes* (marten), etc.

Rare birds such as: *Tetrao urogallus* (mountain cock), *Strix uralensis* (eagle owl), *Tetrastes bonasia* (hazel hen).

As fishes, there are trout (*Salmo trutta fario*), in rivulets, umber and barbell in large rivers (Moldovita) without a strict delimitation between the two of them.

Preserves and monuments of nature

- Lady's Stones (Pietrele Doamnei) situated at 14 km of Campulung Moldovenesc, in the middle of the beautiful landscape of the Rarau, these splendid "Gothic towers" are formed of alpine limestone rise. Because of wild landscape, rocks with strange forms, this region is wrapped in the legend's mister. The Lady's Stones are 70 m high, situated at an altitude of 1,634 m, in the proximity of Rarau Chalet. The Lady's Stones together with the surround area form a complex preserve (890 ha) attracting year after year numerous nature lovers.
- Secular Forest from Slatioara (Codrii Seculari Slatioara), forest preserve on the East side of the Rarau Massif, between 800 m and 1320 m. It is one of the oldest secular forests of Romania and Europe, some trees are 350-400 years old. The main species are: spruce fir, fir, and beech.
- Poiana Stampei-(at 18 km south-west of Vatra Dornei) a floral preserve represented by different floral species growing on the Dorna river meadow. Besides the interesting flora (tourists can find here a carnivorous plant, monument of nature, named "The sky's dew"), the mud is famous for its therapeutic efficiency.

¹³ After the Lonely Plante Guide – Romania and Moldova, From Tarzan's birthplace to Ovid's grave, Paris 2000

- Secular Slits from Bosanci Frumoasa-(at 9 km of Suceava), floral preserve with complex vegetation of dry steppe and wet marsh vegetation. It grows numerous plants original from Asia that cannot be found elsewhere in Europe.
- Putna Valley Forest-(at 26 km of Vatra Dornei), forest preserve under Giumalau Peak, with rich flora and fauna.
- Poiana Tibaului-geological preserve, situated at the confluence of the Tibaul Valley and the Bistrita Aurie Valley, it has impressive abrupt walls of approx. 75 m high lending a special charm to the landscape.
- Todiresu-floral preserve, next to Secular Forest from Slatioara, in summer the bloomed meadows form a splendid natural carpet.
- Twelve Apostles-(at 14 km of Vatra Dornei), geological preserve situated to the north-west of the Calimani Mountains; the "Twelve Apostles" are high rocks of 8-12 m, a real gallery of figures.

Călimani National Park¹⁴

The Călimani Mountains represent a distinctive geological individuality, mainly due to the presence of massive eruptive rocks that create wonderful landscapes, including the craters of the old volcanoes. The existence of large areas of natural ecosystems, the abundance of Swiss stone pine and juniper trees, the presence of the black grouse were the main reasons of the creation of this park.

Location. The park almost completely covers the mountainous Călimani massif which is found in the north western part of the central group of the Eastern Carpathians. Administratively speaking the Calimani massif spreads into the following counties of Suceava, Mureş, Harghita and Bistriţa-Năsăud.

Access. From the South are the localities of Răstoliţa, Lunca Bradului, Ciobotani, Călimănel or Topliţa, situated and reaching along the Mureş. The main departure point, in the north, is the Vatra Dornei resort or one of the neighbouring localities: Negri Meadow, Saru Dornei – Gura Haitii or Stampei – Domnişoara Meadow and through Colibiţa (from the west).

Calimani National Park is unique in Europe and on the Earth, being considered not typical regarding the climate and the relief, the landscapes, flora and fauna. The uniqueness comes from the most big volcanic massive from Romania, and volcanic crater with 10 km in diameter.

Calimani National Park is a protected area because of the numerous species of superior plants and of those 236 invertebrate species that live here. Almost 76% from its surface of

¹⁴ National Parks in Romania, edited by National Authority for Tourism, Bucharest 2004

24.041 ha is covered by woods, represented by an intimate mixture of spruce fir and zambrou, unique in Romania and very rare in Europe. Can be mentioned the fact that here are inviolate and quasi-inviolate rammels.

The area is the less populated mountain region from Romania, being in the same time one of the most threatened by the human intervention, succession of a former sulphur mine. Is necessary the stabilizations and reforestations, the exertion of the incontrollable depasturage, of the unorganized tourism or polluting economic activities.

Geology and Geomorphology

The Călimani Mountains are the highest massifs (Pietrosu Peak standing at 2,102 m) in the Romanian volcanic chain and are made up especially of andesite. The latter have given the massif its fundamental traits: a volcanic plateau dominated by the Călimani caldera, with visible traces of the old craters. Through natural erosion processes very unusual and interesting forms of relief have taken shape: the huge „Red Stone” rocks and the „12 Apostles”, the rocks around Tihu Peak („Nefertiti”) and Ciungetu Peak.

Hydrology. The rivers that have their origins in the Călimani Mountains are tributaries of the Bistrița (Bistricioara, Dorna, Neagra etc.), the Mureș (Toplița, Ilva, Răstolita etc.) and to the Somesu Mare (Bistra, Budacu, Bârgău).

Climate. At altitudes over 1,700 m the average annual temperatures are typically below 0 Celsius degrees. At lower altitudes average annual temperatures climb to 6 Celsius degrees.

Flora and Vegetation. Superior plants are present in 774 species, many being rare: the alpine leek (*Allium victorialis*), narcissus anemone (*Anemone narcissifolia*), *Lycopodium alpinum*, *Woodsia ilvensis*, mountain soldanella (*Soldanella Montana*), least primrose (*Primula minima*). Boundary wooden vegetation is typical, namely the combination of spruce fir, juniper tree and Stone pine (*Pinus cembra*). In juniper tree forests or on soils of a volcanic nature, the rose bay (*Rhododendron myrtifolium*) is frequently encountered.

Fauna. There are 236 species of invertebrates that have been discovered which live especially in the soil, of the coniferous forests. The study of these has led to the discovery of 7 new species for science as well as 3 alpine species that were found, recently, in the Alps. Birds are represented by a very rare species for Romania – the black grouse (*Tetrao tetrix*) – whose habitat is being reduced due to the influences of human activities. Mammals are represented by species such as: the bear (*Ursus arctos*), the elk (*Cervus elaphus*), the wild boar (*Sus scrofa*), the roe deer (*Capreolus capreolus*) and the wolf (*Canis lupus*), the tree marten (*Martes martes*) and the lynx (*Lynx lynx*) all are endangered species.

Habitats and Ecosystems

Aproximately 70 percent of the surface area of the park is covered by forests. This characteristic habitat is represented by a close combination between spruce fir and Stone pine, unique in the country and very rare in Europe. The most sensitive habitat is represented by cedar forests and common juniper trees on the western slope that shelter the black grouse (*Tetrao tetrix*) – monument of nature.

Characteristic landscapes. Two types of landscape are associated with the Călimani Mountains: one that is almost lunar by nature, the sulphur exploitation regions in which there are barely any traces of vegetation and one that is wild and natural, typical of the main summits of the massif.

Activities allowed in the park. In the alpine region there is grazing and small amounts of timber are extracted from the forests. Due to the difficult accessibility and the lack of cabins, tourism is sporadic.

The main tourist attractions in the park. Iezer Lake and the 12 Apostles reserve. Access is gained on the regional Vatra Dornei – Saru Dornei – Gura Haitii road. The trip on foot is approximately 7-8 hours, according to the chosen route.

The main tourist attractions/sites in the vicinity of the park.

- The „Bârgaielor” Country, a wealthy ethnographic area, located between the Călimani and Bârgău Mountains,
- The Eastern area of Bucovina with the villages along the upper flow of the Bistrița Aurie.

Protected areas included in the park. Iezer Lake, cedar forest with *Pinus cembra* (384.2 hectares) and the „12 Apostles” Reserve (200 hectares).

Surface area. 25613 hectares.

Information Centres and Contacts

CALIMANI NATIONAL PARK ADMINISTRATION

Romania, Vatra Dornei, 22 Decembrie Street no.8

Tel/fax: +40 (0)230.374197

E-mail: parc@calimani.ro

Web: www.calimani.ro

Main sub-areas in Suceava Region. General presentation

The main ethnographic sub areas in Bucovina are Suceava-Falticeni, Radauti, Gura Humorului – Campulung and Vatra Dornei. The research in territory was conducted within the following areas:

Suceava area

Suceava was the capital of Moldavia from 1388 until 1566. During the 15th century the town flourished as a commercial centre, due in the main to its great strategic location on the Lviv-Istanbul trading route. By the end of Stefan cel Mare's reign in 1504 Suceava had some 40 churches. In 1675, Suceava fortress, which had never surrender or been conquered, was blown up by the Turks, symbolizing the decline of the town as a commercial and spiritual centre.

The Suceava region lies in the Eastern part of the county that bears the same name and includes the localities spread around the city of Suceava on an area of 15-30 km.

The dominating form of relief is the plateau whose average height reaches 460 meters, and whose hydrological network belongs to the Siret River. Leaf woods represent the forest vegetation. The climate is temperate continental and the annual average temperature is 7.8 Celsius degrees.

The region shelters many natural beauties, such as floral, wood and geological reservations protected by law. The most famous reservations are Ponoare, Frumoasa, Moara, Dragomirna and Salcea.

The traditional occupations in the area are agriculture and animal breeding, then hunting, fishing and bee keeping, which is very old.

The crafts appeared and grew stronger gradually; some of them were very old (hide processing or pottery), others more recent (iron monger). In the peasants' household, weaving and spinning were the basic occupations.

Wood processing made good progress, according to people's needs, and the woods were extended as well, so that joinery, carpentry and cooperage could flourish.

The furrier's trade was the most important and widely spread trade in hide processing and clothing manufacturing. As the cut of the sheepskin coats and the decorative elements show, the characteristic piece of the Suceava region is the fur coat with plenty of decorative items made of beads, spangles and ferret or marten fur ornaments.

The Falticeni Area

It is a region of remarkably rich cultural tradition. The town of Falticeni is located on the right side of the Somuzul Mare River. On the Suceava Plateau, at an altitude of 270 meters in the North-East and 410 meters in the South. Several hills rise above the town: Cornesti (402 meters), Glimei (382 meters), Cetatuii (431 meters), Spataresti (415 meters), Tampesti (451 meters), Somuzului (432 meters), and Holmu (404 meters). Falticeni is 65 km far from Suceava by train and 26 km by car, on the European road E85.

The Falticeni Fair was organized in an area with varied relief. As well as complementary economic problems: the high Somuzurilor Plateau, the hill depression Liteni, Moldova's wide passage and the sub-Carpathian area (the Neamtului Hills). Several commercial roads crossed here; they connected Suceava with Iasi, they came from Baia and Transylvania or had local importance.

Falticeni evolved in a region of old settlements like Soldanesti and Falticeni which it later included, as it did with other villages as well: Stanigeni, Brosteni, Opriseni, Cotesti, Padureni, Buciumeni, etc.

The town was first mentioned officially on August 8th 1870, when Prince Constantin Moruzi issued a document for the founding of the Northern Suceava region. Special historical circumstances favored the birth of the new fair: the Baia fair was declining and the Northern part of Moldavia was under Austrian occupation and thus a series of major towns and commercial centers were lost, such as Cernauti and Campulung Moldovenesc.

For a long time, the greatest event that animated the life of the town was the fair, the largest in the Moldova that started on July 20th and lasted for several weeks. It gathered merchants and goods from all over the country and even from several European states.

The demographic aspect developed in close connection with the fair, in 1803, for example, the town had 400 inhabitants, while in 1859, as a business has been constantly evolving, the population increased to 12,584 inhabitants and had an ethnically heterogeneous structure:

Romanians, Jews, Austrians, Lippovans, Bulgarians, etc. The industry started to make progress only after 1950.

Nowadays, chemistry, wood processing, household glassware, textiles, knitwear and foodstuffs are the most advanced industrial branches in Falticeni. There is also a fruit research and growing station, as the fruit growing region is well known for its apple, pear, cherry and sour cherry production.

A great number of scientific and cultural personalities illustrated the local cultural tradition: the writer Ion Creanga (who was a pupil of the religious school from 1854 to 1855), Nicu Gane, the folklorist Anton Gorovei (who published the magazine called "Sezatoarea" between 1892 and 1899); the writers Mihail Sadoveanu, Eugen Lovinescu, Ion Dragoslav, N. Beldiceanu, Vasile Sdvel, Anton Holban, Mihail Serban, Horia Lovinescu, Nicolae Labis; the folklorists Mihai Lupescu, Alexandru Vasiliu-Tatarus, Gh. Rira, Gh. T. Kirilileanu, Simon Kirileanu; the painters Stefan Soldanescu, Aurel Baiesu, Dimitrie Harlescu; the sculptors Ion Irimescu, Vasile Vasiuliu-Falti, the actors Matei Millo, Grigore Vasiliu-Birlic and Jules Cazaban; the scientists Nicolae Grigoras, Dimitrie Lionida, Petre Jitan and many others.

The first school library was founded as part of the "Alecui Donici" elementary school in 1892, but it was enriched by the time owing to donations and subventions from people of the town and of the surrounding areas. It has thus become an information and documentation centre both for the pupil and the teachers of the school and for citizens concerned with literature and art. In 1941, when the museum was opened, the future town library started to develop as well.

Two houses of the culture, several museums, libraries and a network of schools among which the famous "Nicu Gane" Secondary School favor the already vivid cultural life of Falticeni.

Tourists sights: The Church of Radaseni, the Baia Monastery, the Rasca Monastery, the Probotia Monastery, the Slatina Monastery (see full description at point 4.3.).

Radauti Area

"A land of myths" with mountains, hills and picturesque valleys, Radauti is rich in historical vestiges, monuments of the past in wood or stone, and a living folk art of ancient tradition. The mountains and the plateau are the main forms of relief in the area, as they are in Eastern Carpathians as well. The Obcina Feredeului and Obcina Mare Mountains vary between 1200 meters and 1400 meters in height; they are covered by a rich vegetation of

beech, spruce fir and fir woods. These woods have provided the carvers the raw material for a well developed wood industry.

Written proofs speak about Romanian political structures in Northern Moldova in the 12th and 13th centuries that had to face the Tartar domination and the expansion of the Hungarian kingdom. The folk literature adds its creativity to the historical documents with legends such as the one about Dragos, Moldova's founder. This legend was transmitted from generation to generation and Dimitrie Cantemir mentioned it in his literary work "Descrierea Moldovei"(Moldova's Description). At the end of the 14th century Prince Bogdan founded the Moldavian mediaeval state whose residence was first Baia and later Radauti. Ruled by Stefan cel Mare, the inhabitants of the area fought many battles for Moldova's independence.

Radauti was major place for product exchange and it existed even before the Moldavian mediaeval state had been founded, as the documents mention it starting with 14th century (Prince Alexandru cel Bun mentions it in a document from 1413). Bogdan I (1359-1365) built the main Moldavian church that became the seat of a bishopric.

Situated at the border between the mountain and the plateau regions, Radauti developed as a town owing to the possibility to organize fairs. Starting with the second half of the 18th century, the population increased in number, the trades flourished and several guilds were organized. Radauti also became a center for cattle, vegetable and cereal trades. The town organized its own industry in the 19th century, when several small-sized factories were founded; they produced alcohol, paper and matches, candle and glue and flourished together with the breweries, tanning houses, rope and furniture shops.

Nowadays Radauti has developed other several industrial branches: machine-building, wood processing and food industry. However animal breeding (cattle, sheep and horses) has remained an important occupation even today.

The people in the Radauti area had two main occupations: agriculture and animal breeding. They cultivated the Obcinelor Valleys with oat, barley, rye, wheat, maize, bean, pea, lentil and beet. Potato growing favored pig breeding. The peasants use flax and hemp in their household even today.

Animal breeding characterized the mountain villages, as animals were exported in Austria and Germany. The secondary occupations consisted in bee keeping, fishing and hunting.

A widely spread trade ever since the Middle Ages was hide processing. The traditional folk costume included the sleeveless coat also known as “bundusca” in the Arbore village and as “boanda” in Vicov village, the sleeve fur coat and the vest with a girdle. The richly decorated sheepskin coat is both of practical and of decorative use. Wood processing as an art began in very early times. The ancient motifs borrowed from the cult of the sun (circle, the wheel, the rosette and the whirl) or the snake and wolf fang motifs inherited from the Dacian culture are still used in decorative compositions on various wooden objects.

The clay pots have always been part of the people’s life. At the same time they are priceless proofs for our history, especially for those epochs for which there are no written documents. Marginea village, located at the lap of Obcinelor Mountains, is famous for the black ceramic objects that are made by special burning technique and then polished with a river stone. Putna and Radauti are also well known ceramics centers. Marcel Colibaba, the renowned pottery master descends from the long generation of potters. Born in Radauti on March 9th 1956 he learned his craftsmanship from his grandfather Constantin Colibaba. His art work shown at exhibitions and fairs in the country and in France, Hungary and Austria brought him many prizes and diplomas. The artist uses Kuty ceramics (is a Byzantine ceramics in the graffito technique, in green, yellow and brown on white background) and Radauti ceramics (green, brown and white ornaments).

The egg dyeing tradition has survived until today. It is a craftsmanship of distinguished artistic value owing to its motifs, ornaments and colors. The prevailing ornament is the geometrical one, while the most spread motifs are the oak and fir leaves, the hip rose flower, the aster; of the animal motifs the ram horns, the fish and the stag appear very often. The dominant colors are red, brown, yellow, orange, black, green and blue. The vegetal dyes are no longer used.

Tourist sights in the area: Bogdana Monastery in Radauti, with the Sf. Nicolae Church, the oldest stone monument in Moldova; The Putna Monastery, Daniil the Hermit’s cell (about 1.5 km from the Putna Monastery, The ruins of the Hermitage lie in the Putna Valley 3.5 km North-West from the monastery, Sucevita Monastery, The Arbore Church, The Church of Solca (for full description, please see 4.3.).

Volovat. Five kilometers far from Radauti lies one of the oldest Moldavian localities. When Prince Dragos came from Maramures, he chose this place as a princely court and in 1346 he built a wooden church that later was to be moved by Stefan cel Mare near his foundation at Putna. The latter built an imposing stone church near the little wooden church in 1500-1502.

It has a pronaos, a nave and an altar. The colored facades are made of bricks and enameled disks typical of Stefan cel Mare's epoch.

In Volovat there are vestiges dating from the early Geto-Dacian culture in the shape of an earth fortress and several graves.

Horodnic was first mentioned at the end of the 14th century. The first monastery for nuns in Moldova was built here within the yards belonging to the noble Petru Vrana. Unfortunately the monastery was destroyed at the beginning of the 18th century. However, a wooden monastery was raised 100 meters far from the former one in 1717.

Gura Humorului-Campulung Moldovenesc Area

The town of Gura Humorului lies in the central part of Suceava county, in the depression by the same name, at the confluence of the peaks Piciorul Inalt (798 meters), Cetate (640 meters), Magura (816 meters) and Toaca (834 meters) overlook the region. The altitude varies between 470 meters in the East and 540 meters in the North-East.

Gura Humorului is 47 km far from Suceava and 32 km far from Campulung Moldovenesc by train and 36 km far from both towns, on the National Road DN 17. The historical documents first wrote about Gura Humorului in 1490, during Stefan cel Mare's reign. It was organized as independent village in 1787 and it was declared a town in 1904. The middle climate, the lovely scenery with forest mountains, the mineral waters springs in the Voronet basin make the town a genuine spa.

The town of Campulung Moldovenesc is situated in the depression by the same name, on the Moldovei valley. The depression appears like a long flat plane, of which the town covers 10 km. The town is situated at 610 meters in the East where the Izvorul Malului river meets the Moldova, and at 740 meters on the interfluvies between Seaca and Izvorul Alb; it is crossed by several rivers, all effluents of the Moldova. There are mountain prolongations of the peak Rarau, Giupalau and Obcina Feredeului that command the depression.

The altitude and the hidden position of the town provided by the mountain favor a moderate climate (the average annual temperature is 6.5 Celsius degrees), rich precipitations (700 mm), long but mild winter with much snow, cool and wet summers. The spruce fir and fir tree woods and the hayfields purify the air, ozonize it and perfume it with flower, resin and fir branch fragrance. All this make Campulung Moldovenesc a well known spa. By train, it is 79 km far from Suceava, 37 km from Vatra Dornei and 32 km from Gura Humorului; by car, on the national road DN 17, it is 72 km, 41 km and 36 km from the above-mentioned towns.

The town was first mentioned in documents in 1411, during Alexandru cel Bun's reign, although it is much older. It was, in turn, the centre of a union of rural communities, then of a pre-statal body politic and later a "land" or "district" that lasted all along the medieval age. It was famous as a fair, then as a town in 1806.

The cultural traditions have deep roots in this region: the first school was founded here in 1766, followed by the Art and Trade School in 1895 and the first school for girls in 1907. At present there are four secondary schools, one house of culture, several libraries and museums.

"Arta taraneasca a lemnului" ("The Peasant Art Museum") is a famous artistic establishment that people call "The Wood Museum". Ion Stefureac's folk art collection provided the main part of the future museum that was opened on June 1st 1936 (at the same time with the Village museum in Bucharest). The museum contains over 15,000 art objects, of which only 1,000 are exhibited, such as tools for wood processing, trout fishing, bilberry picking, traps for small animals, objects that are representative for the history of the Rumanian trades, such as the 16th century cart for transporting wine barrels. Most valuable are the musical instruments: the "bucium" (a long conical tube), the violins, the "cobza" (a ten-chorded guitar), the genuine folk music bands in Bucovina.

Tourist sights:

- The dendrologic park "Lunca Moldovei"
- The "Moara Dracului" Quays
- The "Todirescu" Floral Reservation
- The "Pietrele Doamnei" Reservation
- The "Codrul Slatioarei" Forest
- The "Stratele de la Pojorata" Forest Reservation
- The "Codrul secular Giumalau" Forest Reservation
- The Cynegetic Reservation "Giumalau"
- The "Rachitisu Glodu" Floral Reservation
- The "Piatra Tibaului" Geological Reservation
- The national reservation near Frasin village
- The Humorului Monastery
- The Voronet Monastery
- The Moldovita Monastery.

Dornelor Area

The intramontane depression called “Tara Dornelor” (The “Dornelor Land”) from early times stretches in the Northern Carpathians and is surrounded by high mountains: Calimani (The Pietrosu Peak 2.102 meters), Bistritei, Giumalau – Rarau, Suhardului (The Omu Peak – 1931 meters and the Ousoru Peak – 1639 meters) and Rodnei.

The climate is temperate continental of alpine influence, with an average 4,6 Celsius Degrees annual temperature. The rich precipitations and the relief in terraces have favored a wide ground-water layer under the form of mineral water springs.

The settlements in this region are documentary attested since Alexandru cel Bun's reign (1410); however, most of them date back from 1596-1600. New villages were formed in the 17th century when people came here from Bistrita-Nasaud (Transylvania).

The nature in Tara Dornelor is full of various flowers and animals. Some species like the birch tree cock are declared natural monuments.

The region preserves the old trades of wood sculpting and loom weaving, the Christmas and New Year customs, as well as the folk costumes, specific dances and decorative art. Of great ethnologic value are the Christmas, New Year and Epiphany customs: the “Goat Dance”, the “Stag Dance”, the “Bear Dance” etc.

Egg dyeing at Easter time, this ancient traditional custom in several localities like Ciocanesti (where the traditional colors used are black and red) has been learnt from generation to generation.

Animal breeding (cattle, sheep the “Turcana” sheep race, favored by mountain woods and hayfields) as well as poultry breeding are the basic occupations in the Dornelor region.

Placed among the 13 Romanian watering places of international importance, Vatra Dornei is famous for its 39 mineral springs rich in carbonic gas, bicarbonate, iron, magnesium, vitriol, and for its peat mud and its strongly full oxygen air.

The spa-town Vatra Dornei lies in the South Eastern part of Suceava County, in the intramontane Dornelor depression, within the depression passage that starts at Gura Humorului and separates the Northern chain of the Eastern Carpathians from their central chain. The town is at the confluence of two rivers, Dorna and Bistrita Aurie, in exquisite

natural scenery with small mountain peaks and hills Drancani (1231 meters) in the North, Barnarelul (1321 meters) in the North East, Negrestilor Hill (1220 meters) and Diecilor (1301 meters) in the South.

The altitude varies between 800 meters in the East, on the Bistritei Valley, and 860 meters on the Southern side of the Dorna Valley.

By train, on the Transcarpathian railway network, Vatra Dornei is 116 km far from Suceava, 37 km from Campulung Moldovenesc and 69 km from Gura Humorului; by car, on the Transcarpathian road network, the national road DN 17, it is 113 km, 41 km and 77 km far from the above-mentioned towns.

Vatra Dornei has an average 5 Celsius degree. The annual quantity of precipitations is more than 600 mm and the snow falls for more than 120 days, thus favoring winter sports practicing.

The mineral water in the region was first analyzed in 1806, and in 1845 the first balnear establishment was built. The waters are carbonated, bicarbonate, sodic, calcic, ferruginous, magnesian and slightly sulphurated and thermal.

The spa is recommended for cardiovascular, rheumatic, post-traumatic, peripheral and central neurological affections.

The cultural life of the town takes place mainly in the house of culture whose permanent activities are well represented by the folk ensemble "Dorna Dorului", the folk theatre troupe and the folk tradition group.

Tourist Sights

The Town Hall building raised between 1896 and 1897.

The town's Park – 50 hectares – a dendrology reservation on the right side of the Dorna River and stretching up to Dealul Negru. The administrative headquarters, the clubs, the villas, and the springs are all gathered here.

The Ciocanesti Complex (22km) famous for the distinguished facades of the houses, their rich ornaments with geometrical and floral motifs in light brown, black and green colours, and for the handmade carpets as well.

The Zugreni Quays, a geological and floral reservation of 100 hectares (see description at 1.4).

The “Tinovu Saru Dornei” natural reservation in Saru Dornei village on a 35-hectares surface.

The “Tinovu Mare” reservation stretched over 675 hectares, between the Dorna and Dornisoara rivers, at 910 meters altitude.

CULTURAL FACTORS OF THE OFFER

- **History**

To gain a better understanding of Bucovina’s history, the significance of its cities, and the culture of its people, one must understand the: historical sequence that shaped the region.

1342 Hungarian king Ludwig of Anjou (*Louis I of Anjou*) defeated the Tartars, who looted the land East of the Carpathian Mountains, and created his border to Moldavia. Dragoș, a ruler from Maramureș, a vassal and ally of the Hungarian rulers against the Turks, became prince of Moldavia.

1359 Romanian princes fought the Hungarians in Maramureș, and after suffering a defeat, Prince Bogdan was forced to retreat over the mountains in Moldavia. He convinces other Romanian princes to join him in a rebellion and after a time he removed Dragoș’ successor to the throne and proclaimed the independence of the region. Bogdan became a ruling prince, “a founder and lawmaker of the nation”.

Bogdan and his successors, among whom was a Roman, Petru Mușat, known as Alexander the Good, who fought the Tartars and freed all lands to the river Dniestr. Thus Moldavia affirmed itself as a nation in front of its powerful neighbors-Poland, Hungary, Lithuania and the Slav states of Kiev and Moscow.

1457-1504 The long-lasting rule of Prince Stephen the Great brought economic progress and political stability to Moldavia, despite the frequent battles against the Turks, Hungarians and Poles. Suceava became the capital city of the country.

1600 Wallachia’s prince, Michael the Brave, became the first prince to unite the three Romanian principalities into one country. The union only lasted a few months, however, because the prince was murdered.

In the 17th/18th centuries, the Ottoman Empire gained control over Muntenia and Moldavia.

1774 Austria seized Northern Moldavia, *i.e.* Bucovina. Under Austrian rule, the influx of Poles, Russians, Hebrews, Ukrainians, Slovaks and Germans created a cosmopolitan

environment in which culture began to flourish. The ancestors of these early settlers continue to live in Bucovina to this day, enhancing its ethnic and cultural heritage. The architecture of the period survived as well, making Bucovina a unique blend of regional and European structures.

1812 Russia seized Moldavia's southern area, Bassarabia, and other areas between the Prut and Dniestr rivers.

1859 Wallachia and Moldavia united and became part of modern state of Romania.

1865 Prince Karl Hohenzollern-Sigmaringen became ruler of the region. In 1881, he became king of Romania and his heirs ruled the country until 1947.

1877-1878 Romania became independent after winning a war against the Turks.

1918 At the end of WWI, all of the Romanian provinces united into Greater Romania.

1940 Under the Russian-German Convention (Ribbentrop-Molotov Pact), the USSR occupied Moldavia's land between the Prut and Dniestr rivers and northern Bucovina.

After 1945 this land was never returned. The South part of Bucovina region enters in the new created district of Suceava.

- **Traditions / local products / folklore / handicrafts**

There are only a few places in Romania where culture, history and religion are so closely interweaved. Historical culture and traditions, natural beauty, culturally rich communities, and friendly people are all part of Bucovina's mosaic. A cultural treasure for the entire nation, Bucovina possesses some of the most diverse tourism opportunities in the region.

Large and culturally rich villages are to be found everywhere in Bucovina. Local people created their villages according to their own image and artistic style. Even today, artisans create both modern and historically accurate art that transcends conventional mechanisms to create one-of-a-kind keepsakes.

The ethnographical and folkloric fund of Suceava County emphasizes the inclination to talent and sensibility for beautiful things of this region inhabitants. There are numerous ethnographical elements in Dornelor Land (Tara Dornelor), where the inhabitants are still preserving the old occupations and customs, as well as authentic rural clothing which are artistically made; the artistic inclination is obvious in choosing the models and colors to be used. Some of the most famous places from this point of view are: Marginea (at 10 km of Radauti) renowned center for its black ceramic polished with stone, the Gaeto-Dacian technique was transmitted from generation to generation (which proves the continuity of the aboriginal population in this region); Dorna, the architecture specific for Bucovina with

beautiful external decorations with geometric or floral motifs; Ciocanesti (22 km far from Vatra Dornei), renowned for the carpets made here; Marginea, important ceramic center; Vama (famous for the singlet and sleeveless sheepskin coat); Fundu Moldovei (the folkloric musical instruments are made here, also famous for artistic wood exploitation); Carlibaba (folkloric clothing and woven cloth for the interior of the houses); Arbore (house-woven cloth).

Traditional art

Romanians' vivid imagination and intense spirituality have always been expressed through their architecture. Fortunately, they also have strong preservation instincts, resulting in village museums that display bygone ways of life through found and restored peasant houses, elaborately carved gates, barns and other architectural elements. The best and most comprehensive of these is the Village Museum (*Muzeul Satului din Bucovina*) in Suceava. Centuries-old traditions are still alive in the rural areas of Bucovina.

House façades are for the most part frescoed or adorned with wooden or stone-carved ornaments and roofed in colorful tiles. The entrance to most houses contains a large and ornate gateway. The yards are beautifully manicured with fences, fountains, open-air verandas and the roofed stairways bordered by carved handrails that stretch to the roof. The uniqueness of Bucovina villages makes them “open air postcards” and the ultimate experience for tourists.

Bucovina is known for its folk costumes, furniture, pottery, tapestry and carpets. Every detail of these handicrafts reflects the historical and cultural heritage of the region, while providing unique keepsakes that can be handed down from generation to generation. In addition, intricate works of art, such as ornamental Easter eggs, braided bread, folk masks and traditional costumes, are produced in celebration of certain religious events. Examples of this art are exhibited in folk art museums throughout Bucovina. Many artisans in Bucovina still observe age-old customs and techniques. Visitors can still observe potters, wood carvers, needle workers and weavers at work and may buy their products inexpensively.

In late afternoon, old women sit outside their gates coaxing coarse wool onto spindles. Many still favor traditional dress, meaning white fringed blouses, striped woven panels covering full black skirts, headscarves and *opinci*, a sort of leather ballet slipper from which heavy yarn criss-crosses over thick socks. On Sunday, such dress is practically de rigueur, even for little girls.

Customs

The customs became a cultural phenomenon and are considered a major component of the rural civilization. They represent an extremely rich and varied part of the life cycle or they are calendar habits.

Among the life cycle habits are the birth rituals (the counter-charms, the evil spells, the bathing, the taming of the Fatal Sisters etc.) the wedding rituals (the "haggling", the engagement, the "Forgiveness", the bride becoming a woman etc.) and the burial habits.

The calendar habits are spring celebrations (starting of the plough, choosing the sheep, the "smoking") and winter celebrations (the carols, the folk plays such as "The Goat", "The Bear", "The Kings" etc.).

Handicrafts

Wood processing as an art began in very early times. The ancient motifs borrowed from the cult of the sun (the circle, the wheel, the rosette and the whirl) or the snake and wolf fang motifs inherited from the Dacian culture are still used in decorative compositions on various wooden objects.

Pottery

The clay pots have always been part of the people's life. At the same time they are priceless proofs for our history, especially for those epochs for which there are no written documents. Marginea village, located at the lap of Obcinelor Hills, is famous for the black ceramic objects that are made by a special burning technique and then polished with a river stone. Putna and Radauti are also well known ceramics centers.

If Marginea is well renowned for the master Magopat, Radauti is the place of another master, Marcel Colibaba. The artist use Kutu ceramics (a Byzantine ceramics in the graffiti technique, in green, yellow and brown on white background) and Radauti ceramics (green, brown and white ornaments).

Egg Painting

The egg dyeing tradition has survived until today. It is a craftsmanship of distinguished artistic value owing to its motifs, ornaments and colors. The prevailing ornament is the geometrical one, while the most spread motifs are the cross and the star. The most used plant motifs are the oak and fir leaves, the hip rose flower, the aster, of the animal motifs the ram horns, the fish and the stag appear very often. The dominant colors are red, brown,

yellow, orange, black, green and blue. The vegetal dyes are no longer used. The tradition is spread out on a large scale all over in the Bucovina. An interesting Egg Museum is organized by Letitia Orsinschi in Vama. She make demonstration for the tourists, showing the techniques and offering information about the symbols used and about the significance of the colors.

Textile small house industry – developed in all the areas, but at most in Radauti, Marginea, Moldovita respond at the beginning at practical use. The traditional folk costume included the sleeveless coat also known as “bundusca” in the Arbore village and as “boanda” in other villages, the sleeve fur coat and the vest with a girdle. The richly decorated sheepskin coat is both of practical and of decorative use. In Fundu Moldovei (near to Campulung and Pojorata) the local people are recognized as “cojocari” or “bundita” makers.

Folk Costumes

The folk costumes in the area reflect the peculiarities of the Moldavian costumes that preserves the archaic features of the Geto-Dacian clothing: the leated-collar shirts, the typical peasant sandals, the coarse-stuff peasant coats and the sheepskin coats. The pieces that form the women’s clothing are the blouse, the homespun skirt and the short fur coat as basic elements, then the country jacket, the coarse-stuff coat and sometimes the mantle, the towel and the head decorations together with the girdle, the handkerchief and the bag.

The men wore a hat or a fur cap, a shirt long to the knees, drawers and homespun trousers, leather belts, and “opinci”, boots or high boots.

Although there are quite a few superstores and shopping malls in Romania's larger cities, people in the countryside still meet regularly to trade livestock, tools, seeds, grains and other agricultural products, as their ancestors did for hundreds of years. Weekly fairs and produce markets take place in many villages in Bucovina. Cultural Events are organized all over the year (see poit 4.5.).

Monuments and tourism objectives

Religious buildings¹⁵

Monasteries from Bucovina-Voronet, Humor, Moldovita, Sucevita and Arbore-the outdoor walls of these monasteries are painted in intense natural colors, the paintings seem the pages of an open book. The art historians compare their artistic value with the mural paintings of San Marco church of Venice or the church of Orvieto. The visitors admire the human character, the power of expression and the nobility of the represented figures, they are impressed by the original freshness of the colors that have conserved their qualities for almost half a millennium. The secret of the Moldavian painters who prepared the colors and the techniques that made the paintings incredibly resistant are still a mystery. Different kinds of people: tourists, architects, art critics and photographers around the world come in pilgrimage to these masterpieces, whose artistic value is unique in the world.

Historical vestiges

The Royal Fortress Suceava, former capital of the Moldavia province in the Middle Ages, situated in the east part of the town, on a high plateau, having a dominant position. The citadel was constructed in 14th century by Petru Musat, developed and strengthened by Alexandru the Kind and later by Stefan the Great, who transformed it into a bastion against the country's enemies.

At first it had a rectangular shape with a 36 meter long southern side and 40-meter long eastern side and defensive square towers at each end and in the middle of each side as well. At Stefan cel Mare's order, the inside rooms were restored and an insider wall was added to surround the fortress. The wall was built in two stages: before 1476 it was 1,5 meters long and had square towers; later on, a second 2-meter long wall was raised and the towers became circular.

The insider rooms belonged to soldiers, the prince and his family; there was also a chapel and a warehouse for food and ammunition.

The Suceava fortress was subjected to powerful sieges during Stefan cel Mare's reign but it could not be conquered. Under Alexandru Lapusneanu's second reign, the Turks ordered the fortress to be set on fire and the royal residence was moved to Iasi.

¹⁵ After the guide: Monasteries in Bucovina. A living chapel.

The last flourishing period of the fortress took place during Vasile Lupu's reign; the prince restored a good deal of it. In 1657, the Turks ordered Prince Dumitrascu Cantacuzino to destroy it.¹⁶

Today there can be admired only its massive walls, some parts of the towers and interior constructions.

The Scheia Fortress was raised at the end of the 16th century, during Petru Musat's rule. It is situated at about 1,5 km to the North-West from the city of Suceava, on the Zamca peak, at an altitude of 384 mters. The fortress is rhomb shaped, with 36 meters long sides. The wall is 3 meter thick and each corner has a rectangular tower, and three solid abutments protect the Eastern side of the wall.

Royal Inn - Suceava, one of the oldest laical buildings of Moldavia, constructed at the beginnings of 17th century. For a long time, the inn served as a venue for the princes' sons coming back from hunting in the thick forests of Suceava, for this reason its name was "Royal Inn". Today the former inn houses the Bucovina Rural Art Museum. The "Hanul Domnesc" was erected over an older building, within an area for merchant shops, especially pottery shops, during the 15-16th centuries. The ground floor dates from the end of the 16th century and the beginning of the 17th, but the floor is from a more recent period.

The building was a guest house for the nobles, a hunting house for Emperor Franz Josef, a gendarmerie headquarters, a private property until 1962, when it was eventually taken by the state in order to be restored and organized so as to house the ethnography and folk art exhibition (Bucovina's Ethnographic Museum).

The Royal Court lies in Suceava within the perimeter of the old mediaeval town and dates from Petru I Musat's rule. It is a royal house made of wood, 18,50 meters long. In the second half of the 15th century, a fire destroyed the house. In Stefan cel Mare's time, a new building was raised on the ruins of the former wooden one. The cellar that exists even today was raised in brick in Vasile Lupu's time.

In ancient times, princes built their courts in cities, such as Baia, Siret and Suceava, the latter of which is Moldavia's most important city of modern times. Unfortunately, centuries of weather and neglect have taken their toll on the region's rich architectural history. Still, traditions run deep through the forested countryside, and visitors may still witness age-old customs of the region's residents.

¹⁶ Suceava City Guide, ISBN 973-9345-42-5, page7

Because of the ethnic influx of migrants from bordering countries, the architectural style of Bucovinian villages depends on the ethnic makeup of the community. In many communities, large, brightly colored houses are the centrepieces of the cultural experience.

Zamca Monastery-Suceava, the most important building constructed by the Armenians from Suceava in 1660, taking the form of a fortress-monastery;

Mirauti Church-Suceava, the oldest church in town, constructed between 1375-1391, it was the first headquarters of the Moldavian bishop. It was here that Stephan the Great was declared ruler over Moldavia after receiving the bishop blessing. The church was restored between 1898-1901, but the design of the former church was respected;

"Saint George" Church-Suceava, important medieval architectural monument, founded by the voivodes Bogdan the Blind and Stefania (1514-1522). It is an elegant construction with interior frescoes and interesting exterior decorative elements;

Wooden Church-Putna, (at 33 km of Radauti), founded by Dragos Voda in 1346, restored in 1468;

"Saint Dumitru" Church-Suceava, founded by Petru Rares in 1535, near it there is a tower built by Alexandru Lapusneanu in 1561; it is sculptured the Moldavian escutcheon: an aurochs head;

Church from Reuseni-Udresti (at 15 km south-east of Suceava), the construction works began during the reign of Stephan the Great in 1503;

Alba Church-Baia (at 9 km south-west of Falticeni), raised by Stephan the Great following his victory over Matei Corvin in 1467;

Roman Catholic Church-Baia, built in 1410, the founder is the wife of Alexandru cel Bun, Lady Margareta, now it came to ruin;

Hermit Daniil's Cell-(at 1.5 km of Putna), the 15th century, the legend says that Stephan the Great often sought the advice of the hermit Daniil.

Synagogues.

Next to the post office on Str. Firma in Suceava is the Suceava's only surviving synagogue dating from 1870. It still serves the small Jewish community numbering no more than 200 today. Prior to the 2nd some 18 synagogues served the local Jewish community. There is an old Jewish Cemetery with graves dating to the 1700s on the corner of Stefan Tomsa Street and Alexandru cel Bun Street. It is completely overgrown and you can only enter it by the backyard of a private house.

Cultural institutions. Museums and memorial houses

National Museum of Bucovina (archaeology, history, art, ethnography, nature sciences) is situated in Suceava, Street Stefan cel Mare 33. In the well known Lonely Planet tourism guide the museum is characterized as “surprisingly informative”.

Initially it had a small patrimony resulted from archeological works begun in 1985 in the Royal Fortress. Then, the museum diversified and amplified continuously its activity.¹⁷ Nowadays it has valuable archeological and numismatic collections, memorial funds, documentary books, magazines, manuscripts, musical scripts, weapons and uniforms, picture gallery.

The history exhibition from Stephan the Great, reorganized and opened in 1981, presents the history of Bucovina related to the national history. The fundamental idea always presented during the exhibition is underlining the age, the continuity and the unity of the Romanian people despite all the troubles it overcome, succeeding to create a civilization characterized by value, richness and originality.

The Ethnographic Museums of Bucovina. The main exhibition is located in the Royal Inn., in Suceava, on Ciprian Porumbescu Street no. 5, Phone: +40 230 214081.

Those who want to know the people of these legendary places better will find out in the exhibition halls the proof of the perennial materialized in a real authentic and artistically beautiful traditional creations related to the traditional occupations, the customs and traditions, country cloths and country interiors.

Reorganized in 1982, the exhibition presents thematically the six ethnographic areas in the district (Suceava, Falticeni, Humor, Campulung Moldovenesc, Dorna Country and Radauti), the unity and the diversity of the ornamental particularities and chromatic compositions.

The Museum of Bucovina Village, situated in Suceava, Cetatii Street, close to the Suceava Fortress was founded in 1986. The museum is an exposition of typical traditional houses from different sub areas of Suceava County. It contains genuine houses, moved from different areas of the Suceava district and placed in a proper natural environment. The interior of these houses is traditionally decorated and a visit of this museum can be similar with a trip in ancient times. During the summer time in the museum are organized live folk shows and different events (Potery Days, summer traditions schools for children a.o.)

¹⁷ Mihai Iacobescu a.o. - *Bucovina 2000*, edited by Suceava County Council

Suceava Natural Science Museum is located in a building in the Central Park of Suceava. Its main patrimony is represented by samples of mine flowers remarkable for their scientific value, beauty and color and last but not least by the diversity of the crystallization types; a special collection of foliated prints, fragments of petrified trunks from the main geological eras; elements of quaternary fauna; the herbaria "Bucovina Flora"; Bucovina flora is well represented by the Ornithology and Mammals Collections; collections of bark roaches, mallophagus, golden wasps, ceramicides all part of the Entomological Reservation. This exhibition follows two important aspects: the Earth as geological biology and Bucovina's forest - a complex community of life and polifunctional ecosystem. Periodically, temporary exhibitions on different issues are on.

Museum of Traditional Crafts from Bucovina is situated in Radauti Piata Unirii 63. Was founded in 1934 and presents, through valuable ethnographic items, the creative capacity, technical ingenuity, the inventive spirit of the local people. The exhibition is structured on themes, presenting the technologies and handcrafted products (pottery, the processing of the natural fibers like flax and hemp, wool processing, traditional cloths weaving, interior textile weaving, hand sewing, wool and skin coating, traditional technical installations as a component of traditional civilization and art in Bucovina) and emphasizing on the most representative. All these values of the Romanian traditional art prove the unity and the continuity of our people on this ancient land.

The Museum of the Traditional Customs in Bucovina from Gura Humorului was founded in 1958. Situated in Gura Humorului, Bucovina Blvd 21, is the only museum of this kind in Romania. The visitor comes into the special atmosphere of the Bucovina Village celebrating Saint Andrew, Christmas, the new Year and the Epiphany, will begin the agricultural and pastoral year to get Easter, Saint Peter, Saint Elijah and finally reaches the end of the traditional calendar with the good Friday, Saint Paraschiva and Saint Dimitri.

The Woodcraft Museum from Campulung Moldovenesc (founded in 1935), situated in Calea Transilvaniei 10, it is one of the most remarkable achievement in this field. It presents the traditional culture of the wood in the Campulung Moldovenesc area, describes the variety and the ingenuity of working techniques, the richness and the diversity of the manmade tools using wood as raw material, the forests surrounding this area. The technique and the art of woodworking is related to the functionality of the wood objects for different fields of activity of the locals in this area, like shepherding, textile processing, means of transportation, interior country furniture, country architecture, etc. The most representative objects are the tools used in picking the berries, the hunting weapons and tools, shepherd bats, saddles, settles,

pans, wood carriages, house's pillars and doors, endowment chest, domestic objects, etc. The museum has more than 15,000 artistically made wooden exhibits.

Natural Science and Hunting Museum from Vatra Dornei. The natural science department presents systematically the flora and the fauna of Dorna Country. The kinegetic department is actually a museum of Suceava district and describes this problematic on different themes: fauna evolution, history of hunting, the administration, selection and capitalization of Suceava cinegetic found, trophies, displayed in a modern and attractive manner (dioramas and biotopes).

Tradition Art Museum from Vatra Dornei presents in e very modern museographic manner the most valuable ethnographic pieces of Dorna Region.

Solca House-Museum. It is located in a country house from the second half of the 18th century and restores a country interior from Solca area, the objects are naturally displayed, everything being very authentic and real.

“Simeon Florea Marian” Memorial House located in Suceava town, on Simeon Florea Marian 4 Alley, in the house that was once lived by the great folklorist. It restores the place where he lived and created important ethnographic and folkloristic works like the “Romanian wedding”, the “Romanian Burial”, the “Romanian Holidays”, the “Romanian popular ornithology” etc. There is here a large library, specialty publications, Romanian newspapers from Bucovina, manuscripts of Simeon Florea Marian still unpublished: “Romanian popular botanic”, “Romanian people mythology”, personal documents, old photos, letters of great Romanian scientific and artistic life.

“Ciprian Porumbescu” Memorial House of Stupca. It is located in a building from the beginning of the 20th century, in a natural park of a rare beauty; the original artefacts, photos, music scripts and documents present the complex personality of the compose Ciprian Porumbescu as conductor, violinist, poet, piano player, educator, patriot. His personality is fortunately completed by political activity regarding the emancipation of the Romanians from Bucovina, participating in the great national assemble from Putna in 1971, involving himself in the political trial of the student'a association named “Arboroasa” – where he was the member of the board. The objects that belonged to the composer or to his family remake the environment in which he lived and created the operetta “Crai Nou” (New Moon), or the “Ballad”, “The song of the tricolor”, “The March of 1st May”, etc.

“Nicolae Labis” Memorial House from Malini is located in the house where the poet lived for a period of time and created some of his poems. The personal artifacts or family’s objects, the books, the photos, the newspapers, the magazines, the personal correspondence, create the personality of the great poet who was born here, in this area.

“Eusebiu Camilar” Memorial House from Udesti. The memorial house is located in the house where Eusebiu Camilar spent his childhood and sometimes, came to write. Among the objects: books, furniture, newspapers - you can feel the atmosphere in which the writer grew up and created. Each year, here, the National Competition of Poetry and Short Stories “Eusebiu Camilar, Magda Isanos” is organized each year.

“Ion Irimescu” Art Museum from Falticeni. It was founded with the generous donation made by the great sculptor Ion Irimescu, who was born here. The museum contains, in the first part, drawings, studies, sketches of the places met by the artist in his worldly traveling. The sculptures are predominant, highly artistic works, most of them in bronze, with a powerful humanist message, a real spiritual biography.

The Gallery of Outstanding People from Falticeni. It is located in the house where Horia Lovinescu was born and spent his childhood. It is real monograph of Falticeni’s spiritual life. The photos, documents, books, manuscripts, magazines, newspapers, personal artifacts and other testimonies restored the universe of life and creation of Ion Creanga, Mihail Sadoveanu, Nicu Gane, Arthur Gorovei, Anton Holban, Mihail Serban, Nicolae Jianu, Ion Dragoslav, Eugen and Horia Lovinescu, Alexandru Lambrior, Serafim Ionescu, N.N. Beldiceanu, Nicolae Labis, of the painters Aurel Baiesu and Stefan Soldanescu, of the great actors Matei Millo, Grigore Vasiliu-Birlic, Jules Cazaban, and of the scientists like Nicolae Grigoras and Dimitrie Leonida.

The Waters Museum from Falticeni is a novelty, containing a wide oceanographic collection donated by the academician Mihai Bacescu, son of Falticeni.

The History Museum of Siret presents briefly and suggestively the development of the medieval small towns and cities from east of Carpathian mountains.

We consider that significant for Bucovina tourism product is also the collections of the main monasteries from Suceava County. The most important are the following:

- **Museum Collection of the Dragomirna Monastery** at Mitocu Dragomirnei, founded in 1966, situated in Mitocu Dragomirnei 11 km far from Suceava.

- **Museum Collection of the Moldovita Monastery**, founded in 1966, situated in Moldovita Village
- **Museum Collection of the Putna Monastery**, founded in 1904, situated in Putna
- **Museum Collection of the Sucevita Monastery**, founded in 1968, situated in the monastery with the same name.
- **Museum Collection of the Archbishopric of Suceava and Radauti** is situated in Suceava, Street Ioan Voda Viteazul, no. 2, Suceava County

Tours in the area / main tours

In Suceava area there is a diversity of natural tourism resources and cultural assets of a great historical, architectural, and artistic value, that distinguish it from other areas. All the natural and anthropic factors of the tourism offer merge to create interesting programs in the area. An example of a tourist program is the following:

After only two hours flight, you arrive in a country, where people still follow their traditions and customs, which have been respected for centuries. The time seems to stand still, when you see the farmers working with their handmade tools, the carriages and wagons torn by horses, where you can walk for hours alone, not disturbed by our so called “civilization”. Could be organized holidays, like hiking in pure nature, but also active tours like mountain climbing, horseback-or mountainbike-riding, rafting or paragliding.

The main tours in the area are combining trips to the monastery with road trips and active tours, through the most important villages of Bucovina We will exemplify with some tours¹⁸.

Tour no. 1. Excursion in Bukovina with staying 5 days in Vatra – Dornei (Tour offered by courtesy by Instant Travel Agency)

The length: 10 days. **Transportation:** by plane to outdistance Bucharest – Suceava – Bucharest and by modern coach, category ***, with air condition, fridge, audio-video installation, filter coffee, in Bucovina

Itinerary: Bucharest – Suceava – Monasteries from north of Moldavia (Bucovina) – Vatra Dornei – Suceava – Bucharest

Day 1. Arrival on Otopeni airport, a warm welcome from our agency representative (guide). On demand, can to take snake on “Yachting Club” restaurant terrace, lied near by airport.

¹⁸ By courtesy of the travel agencies from Suceava County and Bucovina Tourism Association

Transfer to airport Baneasa for flying to Suceava. Transfer to Hotel in Suceava: "Continental Arcasu" ** superior for accommodation and dinner.

Day 2. Breakfast on the hotel's restaurant. Sightseeing tour on Suceava including following interest points: "County History Museum, Art Gallery, ethnography, archaeology", the statue with bas-reliefs of Stefan the Great, "Citadel Suceava", former capital of the Moldavia province in the Middle Ages, situated in the east part of the town, on a high plateau, having a dominant position. The citadel was constructed in 14th century by Petru Musat, developed and strengthened by Alexandru the Kind and later by Stefan the Great, who transformed it into a bastion against the country's enemies. Today there can be admired only its massive walls, some parts of the towers and interior constructions. Then visit "The church of St. John Monastery" and "Princely Inn", one of the oldest laical buildings of Moldavia, constructed at the beginnings of 17th century. For a long time, the inn served as a venue for the princes' sons coming back from hunting in the thick forests of Suceava, for this reason its name was "Princely Inn". Today the former inn houses the Bucovina Rural Art Museum. Traditional lunch on the "Continental Arcasu"'s restaurant. In the afternoon continue the travel to Dragomirna Monastery. Visit Monastery and there museum. This monastery is unique through architectural and sculptural there style. Back to Suceava. Special dinner with folk program at hotel's restaurant.

Day 3. Breakfast. Departure to painted monasteries from north of Moldavia (Bukovina). The first stop will be at Humor Monastery, following to visit the Voronet Monastery. Often called "The Sixtine Chapel of the East", Voronet's frescoes are painted in a unique shade of blue known to painters throughout the world as Voronet Blue. You will go to monastery Sucevita, on which you are visiting. Sucevita Monastery built between 1582-1584 by the brothers Gheorghe and Ieremia Movila, it closes the series of great outside mural paintings of the 16th century. It is a fortified monastery, surrounded by a high wall with defense towers. It was painting by the Moldavian painters: Ion and Sofronie who proved their unrivalled talent. The predominant color is green with many shades. Every tourist arriving in Bucovina has the feeling of being among the greatest treasures of the Orient, which the painter transposed into art and the art got its one life.

Lunch with special Bucovina's food, preparation from natural ingredients, at "Popas Turistic Bucovina" four stars categories. In the afternoon, your visiting continue with monastery Moldovita. This is building and founded by Petru Rares in 1532, the mural painting was made in 1537. It is the biggest church raised during the Moldavian flourishing style period. Moldovita mural painting together with Voronet one represent the most valuable treasure from Petru Rares reign. The very well preserved fresco presenting "the siege of Constantinople" impresses through its force and dynamism, expressing patriotism and

concern for the country's fate. Inside the monastery there is the "Royal House", where there is a feudal art museum organized by the monastery's nuns. The monastery's museum there is the "Golden Apple", on the under patrimony UNESCO. Departure to Campulung Moldovenesc when you visiting the "Wood Museum". Founding in 1936, there you will be admiring those 15.000 multifarious wooden objects, making in artistic manner witch confer information about the universe of inhabitant's occupation. Dinner and accommodation at "Zimbru" hotel – two stars from Campulung Moldovenesc.

Day 4. Breakfast. The following sightseeing spot visiting is Monastery Putna, foundation by the prince of Moldavia, Stefan the Great, for her and his family used right place endless rest. Putna Monastery-raised between 1466-1469, during a period of glory and peace, it is the first fortified construction of Stephan the Great, was designed to be the necropolis of the ruler's family and his descendents, including Petru Rares. Putna has known earthquakes, fires and invasions for 5 centuries, the only construction from the 15th century still standing is the "Treasure's tower". The monastery is famous for its patrimony of embroidery, woven work, manuscripts, silver objects and cult objects. Then, the road will be continued with visit to "Daniil Sihastrul's Cell". Daniil Sihastrul it was a monk, witch are a secret adviser his Stefan the Great, prince of Moldavia, at heavy formerly for his country. Departure to Marginea black pottery centre point when you have free time for souvenir shop: black pottery pot or objects; folk costumes, cloths and carpets. Lunch at "Popas Turistic Sucevita". In the afternoon, drive to Vatra Dornei, watering and charming place.

The Vatra Dornei spa is situated in north of Romania, in Suceava district. There is at a junction rivers Dorna and Bistrita, in the Dorna Land, the one of those the best depression in Oriental Carpathians, at on altitude 802-808 m and at 110 km south –west on Suceava town. Environment is with so much favorable with how Vatra Dornei is surrounding on wooded mountains: Giumalau, Bistrita, Calimani, Rodna, Suhart, Obcina Mestecanis. Spa and health resort with permanent tourist season, with climate cool all the time, offer treatment for a different mall. In the health resort exist a special spring for intern cure with mineral water. The spa Vatra Dornei it is an ideal place for rest and spending a vacancy, offering a different possibility to practice a mountaineering and the winter sports. A ski - lift cover a distance of 3200 m between town and black hill (altitude 1300m). Attraction for tourists is the following points: natural park from center of spa, renowned for squirrels witch wander about there, for brass plate orchestra witch give a concert by park in season, chalet Runc, "The hunt museum", "The natural scientific museum", "Bucovina ethnography museum". If you want, you can practicability following sports: rafting on the Moldova river, jump with a special parachute, walking with a special car with six roll and traction 6 x 6, mountain bike, field tennis, etc.

Free time for walking in town's natural park. Accommodation at Hotel Bucovina *** from Vatra Dornei and dinner.

Day 5, 6, 7, 8, 9 Breakfast. These days you will be spend in mountain sports offers. At option, walking with a special car for hilly with traction 6 x 6, jump with a special parachute, rafting on the Moldova river, mountain bike, field tennis, mountain trip on picturesque route from Moldova's mountains. Accommodation, lunch, dinner at Hotel Bucovina*** from Vatra Dornei.

Day 10. Breakfast. Transfer at airport from Suceava for flying to Bucharest. Depending on the time arrival, a small city – tour and transfer to Otopeni Airport for return fly.

Tour no. 2. Hiking in pure nature (Tour offered by courtesy by Eco Tour Travel Agency)

One week relaxing in the Carpathian Mountains

Day 1

Flight Munich – Iasi

Fly with the Romania Company CARPATAIR from Munich to Iasi with a short stopover in Timisoara. We pick you up at the Airport and bring you to your Hotel/Pension. Dinner

Day 2

Relax

Today, you can explore your closer area. After breakfast, you wander around the little village, see the farmhouses, may be, you are invited by a native for a glass of granberry-liquor and watch, how the farmers are working.

Day 3

Climb the Calimani

*Early in the morning, a mountain guide will pick you up in your Hotel and drive you to the foot of the **Calimani**. You climb up to the top of the 2102 meter high volcanic Calimani, eat a picknick on the way and be at home before the evening starts.*

Day 4

Monasteries

*Take a physical brake after the hard day yesterday. We will show you the cultural treasures of Bukovina. A Minibus picks you up in the morning and a tourguide will go with you to the world famous monasteries of **Moldovita, Sucevita, Humor** and **Voronet**. Full with impressions, you will come home in the late afternoon.*

Day 5

Rafting the Bistrita

Today we suggest “action”. We will bring you to the **Bistrita-River**. A wild raft-ride in the gorge of this pitoresque water waits for you. After this adventurous day, you return to your Hotel.

Day 6

Handicrafts and long forgotten Skills

How about watching an artist, looking over his shoulder? You come with us today to **Marginea**. There, a master of pottery will explain you his techniques, man are using since centuries. You can try your own skills and bring a unique present home.

Day 7

Working on a Farm

Instead of sitting eight or more hours in front of your computer, try it with farm-labour. A farmer of the region will show you, how to mew the grass, melk the cows or take potatoes out of the soil. Tired, but happy, you will come back.

Day 8

Returnflight

In the morning, we transfer you to the Iasi-Airport. You fly back via Timisoara to Munich and return home.

Tour no. 3. Discover Bucovina (Tour offered by Bucovina Tourism Association)

Program of one day – 12 seats minibus, with a professional guide for English, German or French language

Departure from Gura Humorului on the route: Vama - Moldovita - Sucevita - Marginea - Radauti - Patrauti - Dragomirna - Suceava - Gura Humorului

Visits:

- Moldovita Monastery
- Sucevita Monastery
- The Workshops of black Pottery from Marginea
- Bogdana Church in Radauti
- Patrauti Church
- Dragomirna Monastery
- Fortress of Suceava

Cultural events

January/February – Winter traditions in Radauti, Vatra Dornei, Paltinoasa u.a.

Februar – Folk Customs, Dorna Arini

March – Spring celebration „Martisor”, various communities

- Folk Dance, Cornu Luncii
- Church Music Festival „Buna Vestire”, Fundu Moldovei
- Woodman Festival, Prundu Bargaului

April – Easter fairs, in various communities

Mai – Celebration of the ethnic minorities, in various communities

June – Suceava parish fair

- Bloom Celebration, Arbore

July – Folklore Festival in Radauti, Falticeni

- Fir Tap Song Celebration, Dorna Arini
- Festival „Humor in Gura Humorului”, Gura Humorului

August – Celebration of Virgin Mary, Cacica, Bilca;

Craftsmen’s fair, Suceava

- „Arcanul” - International Folk Art Festival, Radauti
- „Arcanul” Festival , Fundu Moldovei
- Folk Dance at the Prislop, Prislop

September – Autumn in Voronet, Folk Art Celebration

- Festival for Ethnographie and Folk Art, Suceava
- Folk Dance in Vama, Vama

October – Folk Festivals in various communities

November – Music Festival, Moldovita

December – Christmas and New Year’s Eve Parades in Vatra Dornei, Suceava, Falticeni u.a.

Sport/Leisure offer

A possible structure of leisure activities include: entertainment (adult entertainment, amusement parks, attractions, movie theaters), gaming and gambling (gambling resorts&casinos, gaming activities, gaming equipment and services), sport and recreations (fitness facilities, dance facilities, professional sports and sport facilities).

The leisure and entertainment is a weak point for tourism in all Romania. If the accommodation and gastronomic offer is good, the leisure and entertainment is far for satisfactory. The urban component is quite well represented. The cities from Suceava County have endowments as bowling places, discos, fitness facilities, restaurants, movie theaters a.o.

In tourism centers in rural area, the leisure offer is represented by its last (but most important for Romania) component: sport and active tourism.

In Suceava are a lot of possibilities for having nature pur:

- *hiking*. There are good conditions in favor of mountain hiking: the moderate height (the Rarau -1.653 m and the Giumalau - 1.857 m), the beauty of the landscape (karst relief, forest and geologic preserves) and numerous paths with easy slopes for hiking.
- *mountain bike riding* (with guide, without guide assistance)
- *mountain climbing* (with guide, without guide assistance)
- *rafting*
- *paragliding* (for beginners, professionals)
- *horseback riding* (with guide, without guide assistance)
- *wintersports*
- *other leisure activities.*

Direct assistance and counseling in Vatra Dornei offer Direction of Salvamont, situated near the Railway Station Dorna Bai: +4 (0) 230 372767.

Movie Theaters:

In all the cities in Suceava area are movie theaters. In Suceava, *Cinema Modern*, facing the round – about on the corner of Mihai Eminescu Street and Dragos Voda Street, screens films in English. There is also a small cinema inside the *Cultural House* on Piata 22 Decembrie. Similar cinemas are in all cities of Suceava County.

Bars and Clubs

The top spot in summer is the outside disco nearby the Suceava fortress.

Other important clubs are: Club 60's situated in the center of the town, close to National Museum of Bucovina, B+B Club and Restaurant, Selena Club, Disco Arena and Vox, Office Shok Club, and Disco Shock, and Vinci Club – situated near Iulius Mall Suceava.

Wellness / Treatment offer

The Vatra Dornei resort was constructed to serve as a place of rest and recuperation as early as the Austro-Hungarian times. It was during this period that the city blossomed into a modern resort along the lines of those in Western Europe. Today, Vatra Dornei remains one of Romania's most important resorts.

The legend of Dorna

Centuries ago, while fairies still hovered through the woods, Prince Dragoș ruled Moldavia. The fairies were quite displeased that Dragoș had hunted down the wild bull, as the fairy

queen, Dorina, protected it. Dorina made plans to have prince Dragoş punished. One day, while riding alone in the forest, Dragoş observed a young shepherdess beautifully singing a song. The prince asked her who she was and from where she hailed. "My name is Dorina", she answered, "and I have travelled from the other side of the mountains, looking for my betrothed husband". The prince replied with a smile, "Well, were I worthy enough, then you may have your bridegroom right in front of you". The fairy retorted: "I've heard some stories about you, but I'd be better off without such wanton husband. Why do you chase the beasts through the tranquil forests from dawn to dusk and slay them dead at will?" Angrily, she continued: "Oh, bravest Prince, I wonder, don't you know your foes have set foot into your country?" The sorrowful prince was speechless, although his eyes were sparkling. Before he could react, the shepherdess and her flock disappeared and left behind an airy mist. Yearning seized Dragoş and he wished for Dorina to return. Try as he might, he could not forget her words.

Not long after that encounter, he wandered deep into the woods again, still not aware that foes were trampling down his country. Dorina and her fairies had been taken by surprise and could not escape the plunderers. So, she transformed herself into a doe to sneak away unseen. It was in this form that she ventured back into the woods. She prince was lying fast asleep on a bed of pine needles and she walked close to him. Instinctively, he reached for his bow and wounded the doe with his arrow, at which time she fell at his feet and turned back into a human being. Dragoş could hardly believe his eyes, while watching Dorina dying on the meadow. The wounded fairy queen, cuddled against the prince's breast, whispered faintly: "My dearest prince, your foes will reach this place at once and you must defeat them. Don't forget that I have loved you dearly. Defend these forests of mine, which now belong to you alone". Dorina perished and her body disappeared. Dragoş defeated his foes and lest his love for Dorina be forgotten he named the river after her and thus the whole land became known as "the Land of Dorna".

a) Diet and wellness in an ecological environment

Sparkling water, one of Bucovina best-known assets, is captured at inlets throughout the region. It is estimated that nearly two thirds of Europe's sparkling water springs emerge in Romania. Most of these springs emerge in locations throughout the eastern Carpathians.

The legendary queen of the fairies, Dorina, was surely aware of the richness her land held, just as the ancient Romans were enchanted by its healing powers. Early in the Nineteenth century chemists and physicians began studying the healthy characteristics of these springs. Austro-Hungary's Emperor, Franz-Josef, took so much pleasure in drinking water fetched

from Bucovina that he frequently ordered huge amounts of this water to be brought to Vienna. During this period, Vatra Dornei bloomed, enjoying financial support from the Austrian administration to erect modern buildings that contained all the conveniences expected by European travellers.

Today, the modern hotels, boarding houses and inns in Vatra Dornei can accommodate as many as 1.500 visitors. Vatra Dornei lies in a picturesque valley at the confluence of the Dorna and Bistrița rivers. Mountains Rarău and Giupalău tower above this small town, their stony peaks rising to over 2,000 m. Ancient forests provide a pristine backdrop and lend a mystic to the town. With its temperate weather and springs rich in iron, calcium and magnesium, Vatra Dornei is an ideal venue for relaxation and for treatment for diseases of the circulatory system, nervous system, muscle disorders as well as ailments of the stomach, liver and kidneys.

In addition, Vatra Dornei is an ideal starting point for summer trekking, as well as an ideal venue for every winter sports enthusiast. It is also a haven for fishermen, hunters, and those who enjoy extreme sports. Nearby Poiana Stampei, travellers marvel at the breathtaking landscape, as well as at the hot springs bubbling below the surface. Trekking roads are to Giupalau, Rarau Mountains. Useful information and professional guides can be offered by Salvamont office, Vatra Dornei.

Folk festivals are a staple of summer life in the Dorna Valley, and they offer visitors a unique insight into the region's culture and history. In the winter, parades are common and colourful costumes and laughing children dot the landscape.

b) Diseases cured

Natural cure factors are the tonic-stimulating climate, the clean air, free of dust and allergens and rich in resinous aerosols, the springs of carbonated, ferruginous, slightly bicarbonated, sodic, calcic, magnesian, hypotonic mineral waters and the peat mud (brought here from Poiana Stampei). The resort is favoured mainly for the treatment of cardiovascular diseases (after myocardial infarction at the stage of post convalescence, ischemic cardiopathy, compensated mitral and aortal insufficiency, valvular disorders, arterial hypertension, varix, sequelae after phlebitis, peripheral arthropathies through atherosclerosis, cardiac neurosis, Raynaud's disease).

Vatra Dornei is known as a spa for all ages, addressing to people who want to fortify their bodies by hiking the mountains or by winter sports, and who want to rest in a tonic bio climate with a positive influence for the nervous system.

For the recovery of your health the natural factors of treatment offered by Vatra Dornei are represented by:

- **mineral waters:** carbon gases, thermals, bicarbonates, calcium, magnesium's and sulphurous
- **natural mofettes** of high purity and concentration of CO₂
- **peat mud** from Poiana Stampei

Therapies

At Vatra Dornei ailing people can also take cures for the treatment of degenerative and abarticular rheumatic diseases (cervical, dorsal and lumbar spondylosis, arthritis, polyarthrosis; tendonitis, tendomyositis, scapulohumeral peri-arthritis), post-traumatic conditions (after operations on muscles, bones and joints, when healed, after twists, luxations and fractures), peripheral and central neurological diseases (light paresis and minor sequelae after polyneurathies, late sequelae after hemiparesis and paraparesis), endocrine disorders (prepubertal disorders in hyperreactive children, benign hyperthyroidism and incipient Basedow's disease), gynaecological (menopausal ovarian syndrome), respiratory (respiratory neurosis), neurotic, metabolic and nutrition, digestive and other disorders.

The two treatment compounds in the resort (Hotel Calimani and the Dorna Spa Complex) have a daily capacity of over 4,500 therapeutic procedures: warm mineral-water baths in tubs, application of warm mud and paraffin, electrotherapy, hydrotherapy, massage, medical gymnastics, sauna, artificial mofette, kynetotherapy. There are special fountains for internal cures of mineral water.

The main infections can benefit from the external treatments and especially with use of baths: carbo gases, medicinal plants, showers, to which is added thermo therapy (mud and paraffin wrapping), electro therapy and photo therapy, pulmonary therapy (aerosols with sulfurous waters and medicine). An important chapter is represented by kinetics therapy in the gym and kinetics-basin, massage, hiking and mofettes.

In conjunction with the present infections, the natural treatments and the artificial ones are combined by the medical team to create a treatment plan to which is added the diet-therapy, reflex-therapy and various other therapies.

Accommodation offer

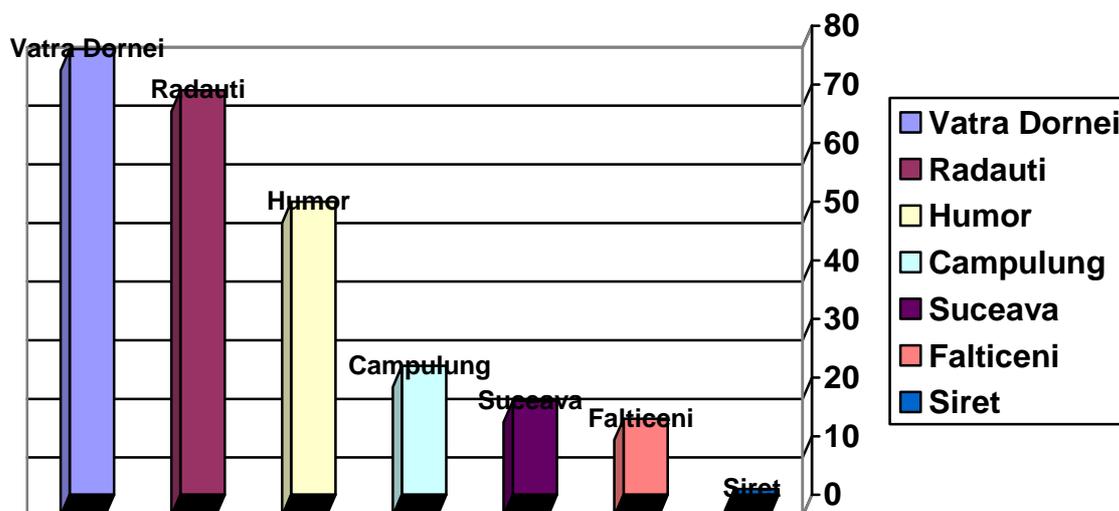
a) Indicators reflecting the structure of accommodation offer and the occupancy rate

The investigation in the Suceava Area registered full description of 546 structures. From this 240 are accommodation structures, 7 campings, 28 museums, 73 churches and monasteries, 46 conference halls, 131 gastronomy structures, 1 zoo, 10 tennis

First we have to define the areas we considered. The research operators investigated the following areas:

- **Vatra Dornei Area** was investigated together with surroundings: Iacobeni, Ciocanesti, Dorna Arini, Neagra Sarului, Dorna Candreni, Poiana Stampei
- **Rădăuți Area** was investigated together with Vicov, Putna, Marginea, Sucevița, Moldovița, Vatra Moldoviței
- **Humor Area** was investigated together with Voroneț, Mănăstirea Humorului, Ilișești, Păltinoasa, Cacica, Arbore, Frasin, Vama, Frumosu
- **Câmpulung Area** was investigated together with the following localities: Slătioara, Rarău, Sadova, Moldova, Izvoarele Sucevei, Pojorâta
- **Suceava Area** means Suceava city, Șcheia, Dragomirna and Adâncata
- **Fălticeni Area** contain Fălticeni city, Spătărești, Mălini, Râșca, Vadu Moldovei and Drăgușeni
- **Siret Area** – Siret city, Pătrăuți and Dărmănești

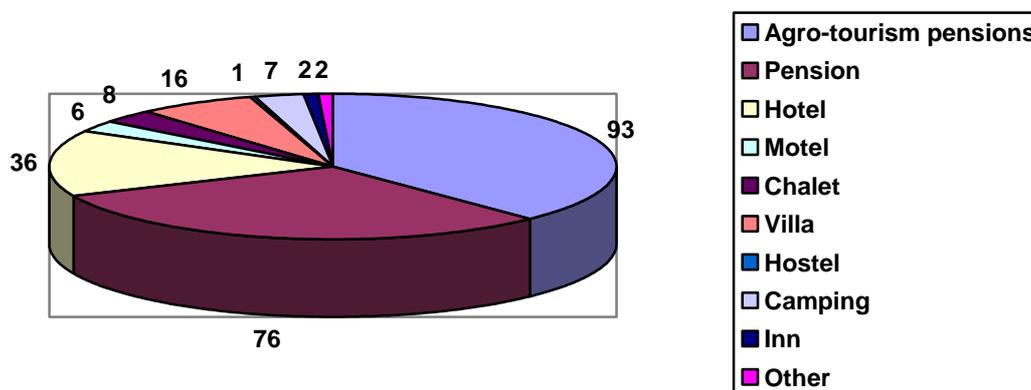
Total capacity of accommodation structure in Suceava County area (including campings) - (after project research findings)



Evolution of main tourism indicators in Bucovina area - during 2000-2007

Suceava County	Accommodation capacity		Arrivals (thousands)	Overnight stays (thousand)	Accommodation structure usage
	Existents (places)	In function (thousand places)			
2000	5269	1335,4	153,5	480,3	36,0
2001	5034	1421,1	151,4	461,1	32,4
2002	5192	1399,5	162,4	406,7	29,1
2003	5577	1640,8	162,5	423,2	25,8
2004	5755	1760,8	187,4	432,4	24,6
2005	6526	1932,6	192,1	435,2	22,5
2006	7012	2056,7	211,0	500,3	24,3
2007	6831	2087,4	226,3	535,1	25,6

b) Structure of accommodations by type in Suceava County Area



Among commercial types of accommodation, the pensions/boarding houses and hotels are the most representative operational units. Since pensions prevail in the structure of accommodation units in the district of Suceava, it is reasonable that the tourists who stay in Suceava should seek lodging at the pensions.

Due the fact that sometimes the current accommodation capacity outside hotels is rather small and displays relatively low comfort, the tourist chose the hotels over other forms of accommodation, completely ignoring some of them such as chalets or tends. This high polarization of the tourists towards hotels is in contradiction with the tendencies in the developed countries where, due to the increase of the accommodation capacity of many other types of lodging the dispersion of tourists is completely different. There is even a

worldwide tend which, relying on the increasing number of tourists, attempts at forecasting the quota of hotel accommodation.

For example, according to Suceava County Statistic Department, in the first semestre of 2008, the arrivals in hotels totalised 65,6% from total arrivals, followed by the rural boarding houses with 11,2%, touristic villas - 9,6%, urban boarding houses - 8,6% and 5,1% represented accomodation in other structers than mentioned (hotels for youths, hostels, motels, chalets, etc).

The number of arrivals in accomodation structures in the first semester of 2008 was 98,6 thousand tourists, from which 85,7 thousans romanian tourists (86,9%) and 12,9 thousands foreign tourists (13,1%).¹⁹

Tourism arrivals in Suceava County, in the 1st semester of 2008



Comparing with the first semester of 2007 the total number of arrivals increased with 3,9%, romanian tourists arrivals increased with 8,0%, but the foreign tourists arrivals **decreased with 17,3%**.

According to the tourism areas, in the first semester of 2008, the cities detained 37,6% from the total arrivals, „other localities and tourism routes” -25,3%, Vatra Dornei area- 23,2% and mountain tourism- 13,9%.

According to classification category, 39,9% from total arrivals was in 2 stars structures, 33,2% in 3 stars accomodation structures, 4 stars (14,6%), one star (12,3%).

The high number of tourism that is choosing as accommodation the hotel, can be explain by the activity of tour operators that are organising tours for mass tourism. Some of individual

¹⁹ Press release, 20.09.2008, www.suceava.insse.ro

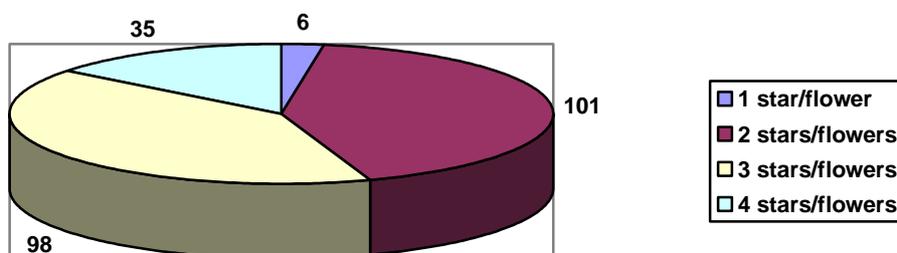
tourists are choosing hotels too, because of their entertainment offer, better guaranty of quality of services etc.

According to our research in the territory:

Area	Accommodation	Camping
Radauti	67	2
Campulung	20	2
Falticeni	12	1
Suceava	16	0
Humor	49	1
Siret	1	0
Vatra Dornei	75	1
Total	240	7

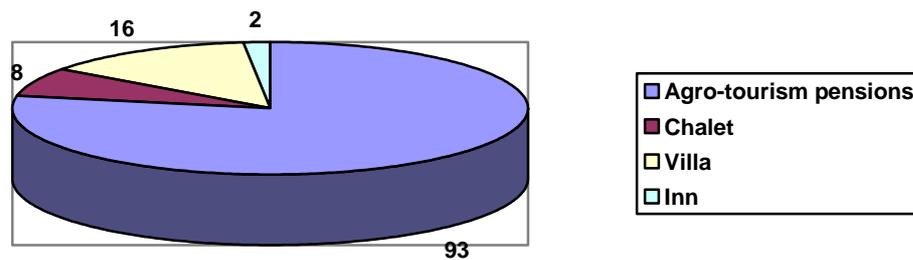
a) Structure of accommodation in Suceava area after stars/flowers

From all the structures identified in Suceava area, 101 are classified as 2 stars/flowers, 98 with 3 stars/flowers and 35 with 4 stars/flowers. The structure confirms the high percent of chalets and villas in total structure of accommodation settlements.



b) Offer of Agro-Tourism

An extensive network of farmhouses and agro-tourism pensions offer a comfortable, yet realistic view of village life and gastronomy. Tourism is not the main activity of the hosts.

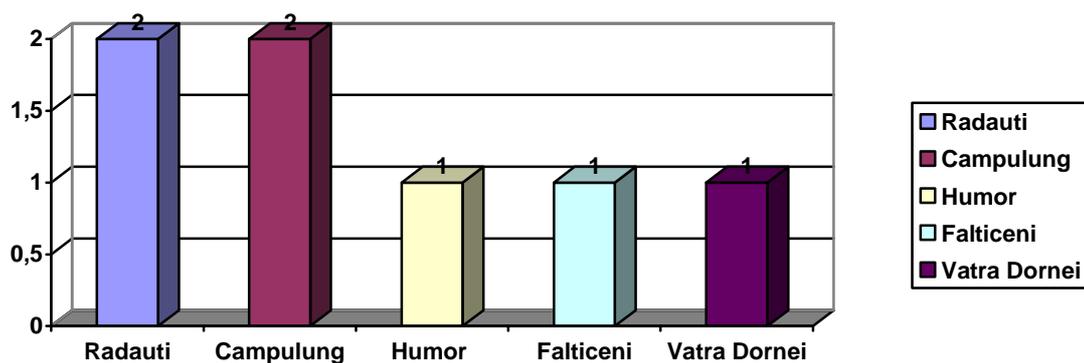


Most are farmers or local merchants, but most family-owned operations provide their guests with basic amenities to ensure that agro-tourism doesn't become "aggravated tourism." Prices range from free room and board in exchange for help on a farm to \$40 per night for the most luxurious rooms. Most rooms cost around \$15 per night.

Here can be found the most developed rural accommodation networks, described by many as a place untouched by time. Villagers live without the conveniences of industry and technology. Farm tools, clothing, and shoes are all made by hand. Bucovina, where European tourists have discovered painted monasteries, offers the most abundant choice in rural pensions.

f) Offer of Camping

Distribution of campings in Bucovina area (on sub areas)



Before 1990 in each town of Suceava County was a camping. After 1992 their situation got worse and worse. Itcani Camping (near Suceava) was closed, like other big campings like BTT in Campulung Moldovenesc, Gura Humorului a.o.

Balancing this situation in a good way, in the last time are new private campings, with good endowments and high standards. As can be seen, 2 in Radauti, 2 in Campulung, 1 in Humor, 1 in Falticeni and 1 in Vatra Dornei.

GASTRONOMIC OFFER

Bucovina cuisine is both simple and healthy. From tasty meat and sausage dishes to delicious cakes and pastries, nothing is left out of the culinary equation.

In Bucovina, hospitality is as plentiful as air. Many local people have turned their homes into guesthouses for visitors wishing to spend their vacation in the countryside. In addition, travellers may also opt for small boarding houses, villas, log-houses and hotels, all of which are surrounded by breathtaking beauty. Travellers wishing to spend the night in a city can do so at a hotel in Suceava or Câmpulung, which are departure points for mountain trekking or day trips to the monasteries. Travellers wanting a more unique experience can choose accommodation in villages such as Vama, Sucevița and Gura Humorului, which also offer day trips.

After a day full of adventure, the evening is a time to relax and sample the local cuisine, made up of some of the following dishes: Pork stew, minced meat rolls wrapped in sauerkraut or grapevine leaves (called *sarmale*), stew and trout seasoned with sour cream and cooked game, fried or grilled boletus, wild strawberries, potato polenta, smoked cheese, *srijele* (grilled potato slices), chicken cream soup *à la Rădăuți*.

Bucovina is famous for its beverages such as the famous sparkling waters collected from springs on the Vatra Dornei valley, fir-tree bud syrup, and wild-berry brandy, as well as the traditional *țuica* (plum brandy). In addition to these staples, there are other home-distilled beverages such cherry, apricot, apple and pear brandies.

For travellers that want the most unique culinary experience, dinner is available at several monasteries, as is accommodation for the night.

On the national highway that connects Suceava to Rădăuți lays a small village named Milișăuți, which is the “motherland” for sour kraut. As early as the 1950’s, local people began producing more sour kraut than they could eat or sell so they decided to preserve it. They put cabbage heads in large barrels that were capable of holding nearly 40 cabbages. The barrels were then filled with brine and covered with wooden lids set in place by heavy stones. In wintertime, the barrels were not protected, meaning they were left out in the ice and snow. Acting as a preservative, the salt of the brine did not allow the mixture to freeze. In spring,

the sauerkraut was moved into smaller barrels and sold in markets nation-wide. In summer, sauerkraut barrels were preserved in the cool water of the ponds.

Bucovina is a region of wide pasturelands, a genuine "land of milk" with flocks of sheep and herds of cattle which have rendered mainly the Dornelor area famous. The sour cream, the cheese, the "cas" (sweet cheese), the "cascaval" are only some of the masterpieces of the gastronomic tradition of this region. However, the cuisine has also been subject to the Austrian influence because Bucovina was under Habsburg domination between 1775-1918.

The shepherds' food - "balmos" and "bulz" (oven baked polenta with ewe's milk cheese) - have migrated from the countryside to the urban scene. Egg painting art is quite remarkable in Bucovina and, at Easter time, the painted eggs are presented together with the red dyed eggs in small woven baskets.

**Gastronomic offer. Total units within the area
(research results)**

Area	Gastronomy
Radauti	26
Campulung	6
Falticeni	10
Suceava	37
Humor	29
Siret	3
Vatra Dornei	20
Total	131

The table above totalises a number of 131 gastronomic settlements.

Today's traveller is mainly interested in the tourist circuit which includes the famous monasteries, Voronet, Sucevita, Moldovita, Humor and Arbore with their painted frescoes on the exterior walls. The monasteries have also become famous for the hospitality of the nuns as well as for the delicious food which makes good use of vegetables, fish and the fruit of the woods.

In the research results are not registered all the places in the monastery, because this additional offer is not available all the time and are not taken into account as gastronomic units.

BUSINESS TOURISM OFFER

Seminars and conferences spaces within sub areas in Suceava County

Zone	Number	Surface (sq. m.)	Seats	Prices EUR/hour
Suceava	10	32-350	18-330	50-120
Falticeni, Campulung, Siret	10	50-60	20-200	80
Radauti, Humor, Vatra Dornei	26	25-160	10-120	200-500 euro/day

Potential uses and events: exhibitions, balls, prize awarding, receptions, movie projections, parties for companies, conferences, concerts, products presentations.

Technology and endowment: retrieval floodlight, floodlight (TV/Pc), white screen, blackboard, magnetic blackboard, tape, TV cable, microphone/amplification, platform, video recorder, telephone, TV camera, plugs 110V, plugs 220V, plugs 380 V, air-conditioning, internet, curtains, natural light.

Offer for conferences: flowers, invitations, indicators, media expert, housekeeping, space for advertising, bureau techniques, hostess, cloakroom, reservations, interior decoration, shot, guard, secretariat, translation. In Suceava and other cities are companies specialised in event management.

Some of big accommodations structures in rural areas have spaces and special endowments for business tourism (as for example Casa Elena, Popas Turistic Bucovina, Casa Alba, Casa Vero, Musatinii etc.).

Hotel Best Western "Club de Munte" Gura Humorului has open a settlement only for conferences with modern techniques. The total capacity is 500 persons. Another business Hotel is Geral's Hotel in Radauti or Continental Hotel in Suceava.

4. CONCLUSION

The new context of European tourism. Future trends

Tourism is an important economic activity in the modern Europe. It comprises a wide variety of products and destinations and many different stakeholders are involved – both public and private - with very decentralized areas of competence, often at regional and local levels.

Tourism has great potential as regards contributing to the achievement of several major EU objectives, such as sustainable development, economic growth, employment and economic and social cohesion.²⁰

To respond to modern challenges while making the best use of available resources and taking advantage of all possible synergies the Commission proposed a renewed European tourism policy in the Communication on “*A renewed tourism EU policy: towards a stronger partnership for European Tourism*”²¹ in order to improve the competitiveness of the European tourism industry and create more and better jobs through the sustainable growth of tourism in Europe and globally. For example better regulation, in many policy areas, can be of particular importance to the competitiveness of the tourism industry and tourist destinations. Given the large number of policies affecting tourism, it is necessary to actively promote better regulation, both at national and European level²².

Most Community actions aiming to support the competitiveness of European tourism are carried out through the Enterprise policy instruments. Nevertheless many other European policies impact directly or indirectly on tourism.

Each year, the initiatives that may affect tourism, included in the Commission Work Programme, will be identified in order to make sure that their impact on the sector's competitiveness will be taken into account at an early stage.

This is in line with the European Parliament's demand in the 2005 Report on new prospects and new challenges for sustainable European tourism. The Commission will continue with its efforts to keep the members of the Advisory Committee on Tourism informed, in an efficient, timely and transparent way on the tourism related initiatives included in its Work Programme. This will allow the public administrations to also keep the various stakeholders, at national, regional and local level, regularly informed of the Commission initiatives. The Commission will continue consulting with and informing the tourism stakeholders on issues and initiatives affecting tourism. This is an interactive process which has produced positive results overall

²⁰Manfred Pils (member of Board IFN-International Friends of Nature) – *New Trends in Tourism*, Workshop 15-16 October 2004, Hotel Budapest Hilton

²¹ COM(2006) 134 final) of 17.03.2006

²² European Sustainable Tourism Context, concepts and guidelines for action – Global Jean Monnet Conference, 5-6th of November 2007

and must be strengthened and continuously improved. As a result the Commission launched the preparation of a European Agenda 21 for tourism. The Commission set up in 2004 the *Tourism Sustainability Group (TSG)*²³ in order to encourage stakeholder synergies and to provide input into the Agenda 21 process for the sustainability of European tourism. The TSG paid particular attention to environment related issues and finalised its work in a report published in February 2007.

The general concept of sustainable development related to the special role of tourism reached at international fora, helps to set an agenda for more sustainable tourism that meets two elements:

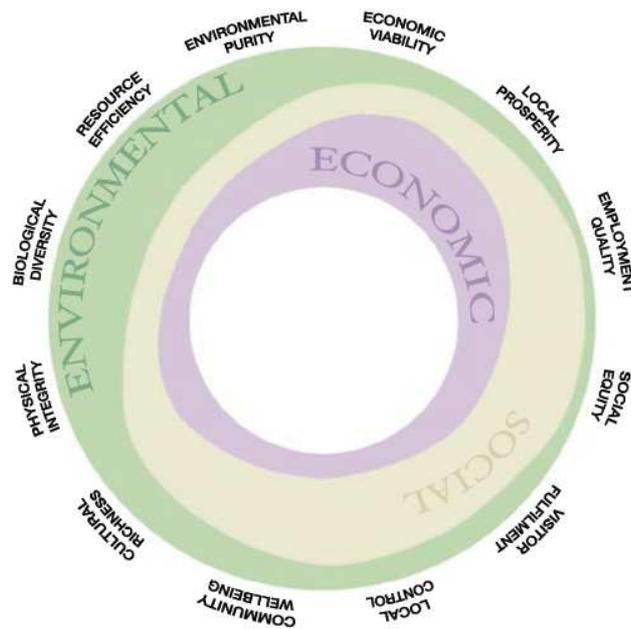
- 1) the ability of tourism to continue as an activity in the future, ensuring that the conditions are right for this;
- 2) the ability of society and the environment to absorb and benefit from the impacts of tourism in a sustainable way. In this context, an agenda can be used as a framework (set of 12 aims that address economic, social, environmental impacts) to develop policies for more sustainable tourism that recognize the two directions in which tourism policy can exert an influence:

- minimizing the negative impacts of tourism on society/environment; and
- maximizing tourism's positive and creative contribution to local economies, the conservation of natural and cultural heritage, the quality of life of hosts and visitors.

Relationship between the 12 aims and the pillars of sustainability²⁴

²³ TSG was composed of experts coming from a balanced representation of industry associations, destinations representatives, trade unions and civil society (Member States' administrations, international organisations such as the World Tourism Organisation are also represented).

²⁴ European Sustainable Tourism Context, concepts and guidelines for action – Global Jean Monnet Conference, 5-6th of November 2007



Factor conditions form the basis for creating or enhancing the competitive position of a destination. They comprise 'inherited, endowed or basic' factors as well as 'advanced factors' such as that created by investment. These factors are important where the relative abundance of natural, and cultural resources, capital and infrastructure resources and human resources compared to other competitive destinations are crucial to tourism success. The factor conditions then in turn lead to an assessment of market size and structure and an assessment of the demand conditions the destination is experiencing. Consumer sophistication not only improves the demand conditions, but positively influences advanced factors, and firm strategies.

Firm strategy and the degree of rivalry between regional companies also play important roles in the development of regional competitive advantage. Cost leadership, differentiation and focused cost or differentiation in market segments are the generic strategies used by firms. Porter has been strongly criticized for a lack of attention to the dynamics within the firm, a 'resource based view' critique. Assessing the goals and strategies required to conduct a business depends upon leadership and the internal structure of the organization concerned. Assessment of the degree of rivalry assists in determining whether a competitive or a cooperative culture exists between firms in the industry value chain. The nature and existence of regional champions, whether the region's industries are competitive or monopolistic and the rate of formation and failure of new business enterprises, along with the government's attitude to intra-regional, inter-regional and international competition are all significant features of this Diamond attribute.

Increased levels of quality from demanding tourists, along with the location of **related and supportive industries** such as hotels, restaurants and the entertainment sector (food, fashion, culture, sport, banks, personal services) lead to the destination improving its

competitive positioning. It seems to be this attribute that has most to offer our research. All four attributes contribute to a destination's level of competitiveness and help to provide an overview on the nature of competitive advantage in regional tourism. To supply a facility or a quality service for tourists is a fundamental part of a product development, especially when dealing with smaller and less accessible market fields. In these circumstances, the more the touristic products is of better quality, the more satisfied the tourist is of his experience during the holiday and the more possible it is for him to stay longer, to come back and tell others about this area and be concerned with local inheritance.

Every strategy should have an objective for the tourism kind it wants – who wants to draw, who has benefits on local plan, how will it interact with the other economic fields and natural and cultural resources. This should be decided after the dialogue and potential groups of trustees in order to make sure that the objective is both achievable and operational. Obviously, for an area intending to use its cultural and natural resources for tourism development, should be based on the „three” pillars of sustainment.

Sustained tourism: (*according to the European Agenda 21*)

Economic sustainment:

- Competitive enterprises and tourism
- Manpower availability and necessary production resources
- Economic cohesion and welfare
- Annual income

Ecologic sustainment:

- Production patterns and favourable consumption for the surrounding environment, along the entire touristic chain;
- Sustained management and natural resources preservation as a basis for installing tourism and its activities;

Social and moral sustainment:

- New jobs (number, quality, competence and equal opportunities);
- Social cohesion and justice;
- Tourism for everybody
- Quality tourism; money value and respecting tourists' interests
- Contribution and humanity development (peace, knowledge and education)
- Ethical respect and behaviour regarding population and individuals confronted with tourism

In order to be effective, the quality has to be provided for the entire touristic chain, from the first marketing messages, to supply, accommodation, food, orientation, town planning, etc. Each of these products can partly contribute to the visitor's general satisfaction. Consequently, if a product is of less quality, the tourist's level of satisfaction will decrease. This proves the need for a well organized and coordinated touristic strategy, for encouraging all the partners to work together for increasing the general quality of touristic destination and for making sure that this quality is maintained and if the case, increased while tourism is developed. The regional development strategy, especially for the regions including real value touristic objectives, has to take into consideration the fact that the increase of touristic flow, of any origin, positively influences regional economy:

- directly, through the cash come from touristic consumption (house, meals, taxes, shopping);
- indirectly, through the local bilateral cultural contact and influences, by knowing local economical values and possible business opportunities, services employment, creating a favorable image, civilizing infrastructure.

It is possible for an already established destination to want to focus on a natural and cultural tourism or on those areas that have declining for the past few years. Market studies and SWOT analyses are just as relevant in this stage just like in the beginning, as long as they help creating a clear image about the area tourism and any possible problems. Only then it is possible to find solutions or ideas for change, extension, consolidation. Touristic destination management is a continuous process requiring that all the development process stages, for the destination be revisited and touristic products be reliable and attractive.

Economic importance and general trends

The tourism industry comprises some two million businesses, mostly SMEs, which account for about 5 % of both GDP and employment. This figure varies from 3 % to 8 % depending on the Member State. Tourism also generates a considerable amount of activity in other sectors, such as the retail trade and specialized equipment, to a level of around one and a half times that of tourism itself.

Despite the importance of SMEs in this sector, there is a growing trend towards concentration, strengthening the vertical integration of tourist services. This is particularly noticeable in the hotel sector and services which organize travel and transport. In terms of turnover, over 80 % of the tourism undertaken by Europeans concerns individuals or families. The remainder is business tourism, in the broad sense. It varies, depending on the country, from barely 15 % to over 30 % of the total volume, the highest proportion relating to Nordic

Countries. EU households earmark around one eighth of their personal expenditure for tourism-related consumption, a figure which varies relatively little from country to country.

Community tourism is largely domestic. 87 % of tourism activity recorded is attributed to its own citizens with only 13 % to visitors from non-member countries. As for the tourism of EU citizens, three-quarters remain within the EU, the remaining quarter going to other parts of Europe and the world.

Tourism is one of the sectors of the European economy with the best outlook. Forecasts indicate a steady growth of tourism in Europe, stronger than the average economic growth. This is due to factors such as the increase in time for leisure activities and its social importance, together with global economic growth. In terms of the absolute volume of expenditure and employment, both current growth and that of the last decade exceed an annual level of 3 %, with an even higher rate for tourism-related sectors. This is due to tourist demand forever more varied, comprehensive services and increasingly active leisure activities. Over the past few years 100 000 jobs a year have been created in Europe in the hotel and restaurant sectors alone. Europe, with the greatest diversity and density of tourist attractions, is the most visited tourist region in the world.

Despite having a lower growth rate than the world average and than certain up-and-coming overseas destinations in particular, the volume of European tourism is expected to double over the next 20 to 25 years, with a net increase, in terms of expenditure and yield, of around 3 % per year. Employment will rise by about 15 % over the next ten years. If current trends continue, the above-mentioned growth will continue to be higher in activities enjoying spin-offs from tourism than in the tourism industry itself. These effects vary of course considerably between the different European countries.

Demographic factors and further evolution.

Changes in the demographic structure of Europe will have a major impact on leisure tourism. By 2020, the population aged over 65 years will have increased by 17 million compared with today. This figure will continue to grow, with the population enjoying better health, a higher life expectancy and greater affluence than previous generations. In addition, people aged 5 between 50 and 65 years, who are generally liberated from their family obligations, very mobile and often in a good financial position, will be more important to the tourism market. Alongside this significant growth in tourism, there will be a change in demand regarding the type of tourism. *Tourism concerning cultural and natural heritage is expected to grow most.*

Concentration of leisure tourism in Europe on specific, restricted periods of the year.

This leads to poor working and employment conditions with negative effects on qualification levels, service quality and business competitiveness, along with the saturation of the communication infrastructure and tourist facilities. The expected increase in the number of over-fifties should help reduce the concentration of tourist activity during peak periods, particularly school holidays, and improve the staggering of the tourist season. Similarly, the deregulation of transport services and the development of transport networks, the increased efficiency of the single market and the growing availability of information society tools, will, by increasing the demand for tourist activities and services, continue to promote the mobility of citizens and contribute to the growing internationalization of tourist flows. For visitors from non-member countries, the single currency will increase price transparency and make Europe even more attractive as a destination. This can be used as a further selling point for Europe.

Main challenges

European tourism, its businesses and destinations, are faced with major challenges, which are both opportunities and threats. First there is the continuation of significant growth in tourism demand and the volume of tourism in Europe, along with diverging developments in the various types of tourism. An appropriate response to these changes may be found only through the emergence of new types of tourism. Some challenges are of key importance: the lack of skilled manpower for certain jobs, mainly because of the working conditions; the development of transport and its effect on flows, service quality, sustainable development and environmental protection; and the adoption and incorporation of new information and communication technologies as a factor of competitiveness.

Specific features of the tourism sector

Tourism is a service sector with a particularly complex product which depends on an extremely fragmented supply. Each link in the chain (travel agencies, tour operators, carriers, hoteliers, restaurateurs, etc.) offers one element in the overall product. Together, these components determine tourists' experiences and their appreciation of the quality of the service.

The tourism destination is the main place of consumption of tourist services and, therefore, the location and place of activity of tourist businesses. Tourists identify the product with both the businesses providing a service and the destination visited. Given that, in the main, tourism activity does not meet a vital need, tourist behavior is particularly volatile and subject to psychological and social influences, personal sensitivities and short-term reactions. If the

image of just one link in the chain is affected, it is the whole tourism chain that suffers the consequences!

The tourism product is extremely diverse. Natural and cultural resources, tourist facilities, the communications infrastructure, accommodation and restaurants are the basic resources of a tourist destination.

The combination of local tourism resources and the services offered determines the type of tourism to which a destination belongs, such as coastal or mountain tourism, cultural, sport or religious tourism, thermal or gastronomic tourism and, of course, business tourism.

In addition, vertical interdependence between tourism businesses is more pronounced than in most other sectors of the economy. Such interdependence, which also exists at world level, results in what are sometimes complex structures and trends in commercial relations. Apart from businesses and their representative organisations, destinations, with their different activities, combining public and private interests, are important stakeholders.

Because of its diversity and fragmented nature, the tourism sector has no clear identity. This may, in part, explain why tourism has featured little at a political level, compared with its economic and social importance. The diversity of the business environment and the public and private stakeholders involved in tourism, its effect on many other economic activities, its very wide social and emotional dimension and the geographically dispersed and very variable consumption of the product mean that tourism is of a very pronounced horizontal nature. A large number, if not the majority, of political fields may directly affect it considerably, such as those for enterprise, transport and regional development.

New trends in tourism

Several new trends in the tourism sector have been identified which will contribute positively to the tourism economy but will also need further support by special policies in the field of tourism services and products.

Demographic, sociostructural and sociocultural developments have always led to changes in tourist demand and faced service providers in tourism with substantial need to adjust. These constant challenges have expanded and intensified considerably in the first few years of the new millennium. The survival of the tourist industry depends decisively on recognising relevant trends and allowing for them in good time.

Demographic change.

The tourist industry is more than almost any other industry linked to its social and natural contexts. One parameter for the longer term development of society is obvious – the current and foreseeable demographic shift. In the tourist system the sociodemographic shift – and specifically the advancing ageing of society - will result in far reaching changes, particularly on the demand side.

The proportion of people over 60 in Europe is growing. They are likely to retain their independence for longer, and health, spa and 'keep fit' tourism is among the segments likely to benefit from it. They increasingly spend longer periods in tourist destinations considered to provide pleasant living conditions, in particular in the South and off-season. In addition, more tourists with special needs that must be catered for to enable them to fully benefit from tourism want to travel. Apart from at least 10 % of the population formally recognized as **disabled** in one way or another, a growing number of tourists can be expected to suffer from reduced mobility as a result of a temporary disability or age.

Young travelers. Studies have shown that about 20% of all tourist arrivals are people between 15 and 26 which results at the moment in 140 million arrivals per year, 70% of whom are mostly in European countries. Especially the new Member States are bearing a big potential in this target group both as countries of origin and as tourist destination for younger people.

Enlargement of the European Union. The better integration of the new Member States in the European Union will boost the tourism sector. New research from WTTC demonstrates that there is a potential for 3 million additional jobs and additional 46 billion Euros in GDP. The expected growth will boost local employment by providing sustainable jobs. This development creates a win-win situation for travel and tourism for new member states and for the EU as a whole.

The prospects of ***more and smaller households, higher disposable incomes and more flexible working patterns*** will lead to even shorter break holidays and a demand for higher quality services. The change in the demographic structure of the population and the travel attitudes will result in new product demand.

In any event, no real growth is likely in discretionary income in the foreseeable future. Essentially, this statement is based on the continuing high level of unemployment or non-earning population, the high private and social costs of an aging population and a high tax and insurance burden.

Forms of work and gainful employment have become more diverse over the years (part time work, second and third jobs, temporary jobs, teleworking, full or partial self-employment). The system of full time working will probably continue to decline, and temporary jobs and nonstandard forms of employment will grow. Instead of a rigid career path, a relatively large number of people will have periods of unemployment alternating with full time or part time employment over the course of their life. "Patchwork" résumés will become increasingly normal. The result is growing heterogeneity in the time pattern of work and living, with resulting consequences for daily, weekly, annual and lifetime leisure.

The increase in leisure which was apparent up to the 90s has also stopped, and the trend in working hours (longer working hours, greater proportion of multiple jobs) makes it more likely that leisure will decrease. There is growing disparity in the distribution of time and money. As a result, a clear structural change is emerging in the long term: growing polarisation of the population into two groups, people with high incomes or wealth and little leisure time on the one hand, people with little money and a relatively large amount of leisure time on the other hand.

Developments like these will have less effect on the volume of travel than its nature (frequency of travel, timing, destinations, combined business and private travel). Operators able to offer personalised and modular concepts which target increasingly specific customer needs and offer convenience and time savings could benefit from this trend. This creates positive prospects for organised travel, despite the many predictions of its demise.

The stagnation or even decrease in the number of vacation days also offers an opportunity for domestic tourism. Domestic vacations have a particular growth potential in catering for additional vacation trips. As fewer days are available for additional vacation trips, people tend to pick closer destinations. Frequently the time and money available for annual vacation is consumed by the main foreign vacation to such an extent that closer destinations are the only possibility for second and third vacation trips.

By the end of 2002 **low cost airlines** had captured 12% of all intra-EU air capacity. According to IATA and AEA forecasts the low cost carrier market is expected to increase to 35% of European air traffic by 2010. 75% of the LC market share is said to represent new customers.

The new EU countries are interesting and low-cost destinations, although still largely unknown. To arouse and strengthen interest among vacation and business travellers in the new EU countries as tourist destinations, the actors in these countries will have to increase marketing measures aimed at raising their profile, bundling marketing resources and professionalising their Internet presence. Developing these new markets requires both travel

operators and the destinations in the Eastern European countries to step up their marketing efforts, and also requires domestic travel agents to reconfigure their offer.

New fare structures and the **e-market** will change booking behavior and favor personally composed and 'non-standard' products, are affecting package tours, both in short-haul and long haul traveling.

Tourism policy has to take into account these trends. The group of disabled people needs special provisions along the complete chain of transport, visiting destinations, experiences, accommodation and information. Young people need special tourism products offering affordable and safe holidays, cultural experience, exchange with other young people, multi-cultural events, activities which allow social and environmental commitment or training activities. In addition young travelers need special accommodation facilities, special support and fares for transport.²⁵ The challenge for the tourism for the future member states, and also for Romania, is to market their tourism products in a professional way, to promote public private synergies, to cope with quality standards and to maintain the cultural and natural heritage as a main asset of tourism in these countries.

Reference:

www.inforegio.ro/user/File/PND_2007_2013.pdf



Education and Culture DG

Lifelong Learning Programme

²⁵ 15-16 October 2004, Hotel Budapest Hilton, Workshop 3: *New trends in tourism*, Results by Mr. Manfred Pils, Member of Board IFN (International Friends of Nature)