

## **THE ROLE OF MARKETING IN THE DEVELOPMENT OF BUCOVINA TOURISM DESTINATION**

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### **Abstract**

*The Bucovina tourist destination is recognized nationally and internationally due to the world-famous monasteries, some of which are part of the UNESCO heritage, but also due the hospitality of the inhabitants of this area. The traditions and customs specific to the area, as well as the national folk costume, the gastronomy and other elements make this area a renowned brand through the proper promotion. Thus, all the people involved in the activity of tourism promotion, alongside the tourism decision-makers have only to gain due to the large number of tourists coming to the area, whether they are on vacation, in transit or come to this area for doing business. That is why the services provided to the tourists must be of good quality, so that they will have pleasant memories and come back again in this area visited by so many people. To let the world know about the uniqueness and beauty of the tourist attractions (monasteries, churches), the natural setting, the authenticity of customs and traditions, the crafts, the folk costumes and the hospitality of the inhabitants of Bucovina, we often appeal to promotion. The main objective of the promotion is to make our tourist area known and to facilitate the connection between the potential tourist and the tourist services provider in the wonderful area of Bucovina.*

*Keywords: Role of marketing, Destination, Tourism, Tourist, Bucovina area*

### **INTRODUCTION**

Traditionally, the tourist destination is regarded as a well-defined geographical area and viewed from the viewpoint of a product; the tourist destination is “a set of services and facilities that materialize in the specific environment of the natural and artificial factors of attraction and of the created tourist facilities, which are components of the tourist offer and can exert a positive force of attraction for the tourists” (Snak O., 1999).

In the modern sense, the tourist destination is perceived as the experience acquired by the tourist as a result of consumption (Ispas, A., Marketing turistic, 2011). It is necessary to practice the tourism activity in harmony with the environment. The development of a tourist destination must be a process of continuous development, considering the dynamics of the tourist market. Any tourist destination must adopt sustainable development strategies.

The sustainable development of a tourist destination involves the development of all forms of tourism, tourism management and marketing that respects the natural, social and economic integrity of the environment by ensuring the exploitation of natural and cultural resources and for future generations (Ionescu, G., Murariu, A., 2005).

Tourism is an extremely dynamic, ever-changing economic branch that requires a permanent adaptation to the economic, social, political and geographical space in which it is practiced. These issues are discussed and treated from the small-scale areas to the entire planet, but without consistently describing the practical utility, which is missing most often. At our country level there is a multitude of studies upon zonal tourism, but the number of those who identify and propose solutions to existing problems at the local level is very low.

Bucovina, an ancient cradle of Romanian culture and civilization, is a special tourist area, thanks to the accessible and the harmoniously combined landforms, a favorable climate for practicing tourism throughout the year, the potential of the hydrographic, fauna and varied flora, the cultural and historical heritage and the valuable architectural heritage on the national and international level, as well as the hospitality, folk traditions and customs characteristic to Bucovina and the specificity of the local cuisine make Bucovina a true tourist destination. This tourist area is also renowned for the impressive number of local monasteries, some of which are part of the UNESCO heritage.

Bucovina is recognized as an attractive tourist area of Romania, more and more sought after by domestic and foreign tourists, it has a defining element that categorically differentiates it from the other Romanian tourist areas, namely the monasteries part of the UNESCO heritage (Nedelea Al. Nedelea M.Oana, 2013).

Considered from the viewpoint of a unitary product, the tourist destination is a set of services and facilities that materialize in the specific environment of the natural and artificial factors of attraction of the created tourist facilities, which are the elements of the tourist offer and can exert a positive force of attraction for tourists (Snak O.-Marketing in the tourism industry, Management and Tourism Institute, Bucharest 1999).

In the modern sense, the tourist destination is perceived as the experience acquired by the tourist due to consumption (Ispas, A., Marketing turistic, 2011).

It is necessary to practice the tourism activity in harmony with the environment. The development of a tourist destination must be a process of continuous development, considering the dynamics of the tourist market. Any tourist destination must adopt sustainable development strategies.

The sustainable development of a tourist destination involves the development of all forms of tourism, tourism management and marketing that respect the natural, social and economic integrity of the environment by ensuring the harnessing of natural and cultural resources and for future generations (Ionescu, G., Murariu, A., 2005). With its great tourist potential, Bucovina is an inexhaustible source of research.

The basic constituents of a tourist destination include the natural factors and anthropic resources. As time passes, these resources are exhausted and degrade because the tourist development of a tourist area has negative repercussions upon the environment (Delia Andreea Fratu - Mixul de marketing al destinației turistice, Aplicație pentru zona Brașov-The marketing mix of the tourist destination, Application for Brașov area, Brașov, 2012).

Lately, the Bucovina destination has grown in popularity, but it is not harnessed as it should. It is therefore necessary to take action in this regard, by promoting the authentic Bucovina values. The promotional materials, which should help the tourists, are completely lacking and the activities available to tourists are limited.

In order to keep a tourist in an area, it is necessary for those involved in tourism to provide more leisure options and the duration of the stay would increase consequently.

As such, we propose a more in depth study of the area and tourism potential available in Bucovina, as the research focuses on the efficiency of the promotion processes.

About the tourist destination it can be said that it is the final destination of tourists' holiday as it is a complex element that connects geography and tourism. The complexity of the destination lies in the fact that it is a product, the services that make up the product provided in a destination and which have to be differentiated from those offered by the competitors are the ones that make up the brand name. The tourist destination can also be understood as a country, region, city, village or resort. Regardless of the type of destination, the marketing is designed to create a favorable image of the destination at the level of the visitors' segments, the designing of tools to support and disseminate the image and, last but not least, to promote the image of the tourist destination. We will also analyze the number of tourists who visited the Bucovina area between 2016-2017 in tourist reception facilities.

Figure 1 shows that between October 2016 and October 2017, 28.564 tourists were accommodated in the tourist accommodation structures and their number was lower than in September 2017, but compared to October 2016 the number of tourists increased with 11.2%.

The figure indicates that: 58.9% of tourists were accommodated in hotels; 16.8% were accommodated in agro-touristic hostels; 16.3% of tourists were accommodated in guest houses; 8.0% of tourists were accommodated in the other tourist accommodation facilities. From statistical data provided by the Suceava Institute of Statistics, over 320.000 tourists visited the Suceava County in 2017 (during the first 10 months of the year); in October 2017, there were 11.2% more tourists compared to the same period of 2016. In October 2017, the number of arrivals in accommodation establishments increased by 11.2% compared to October 2016.

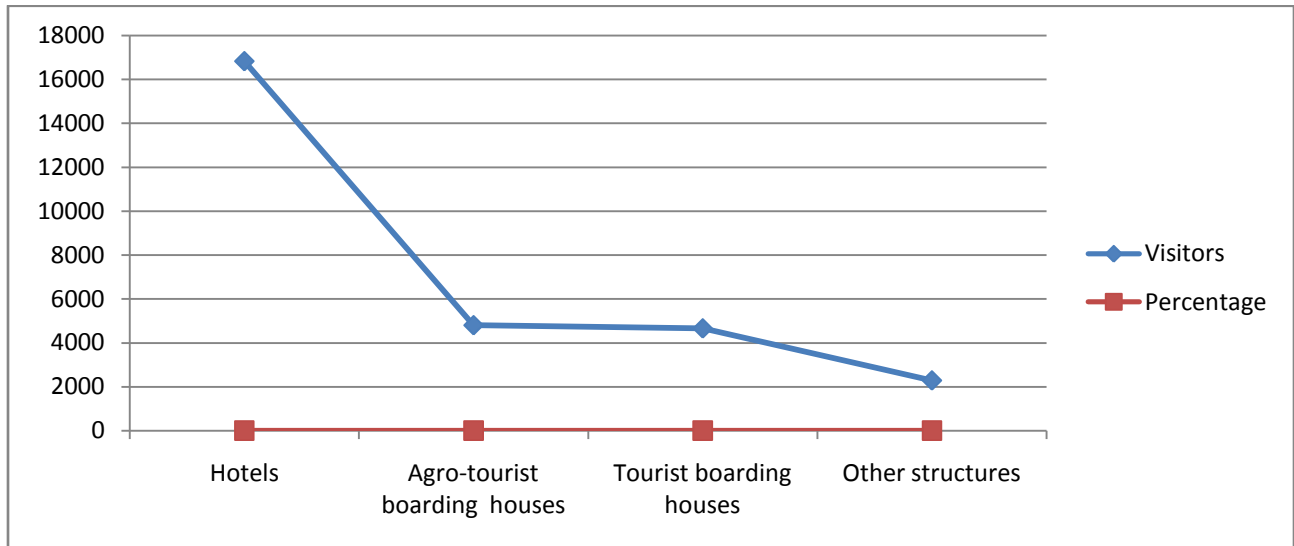


Figure 1 Tourist Accommodation (Data taken from the Suceava Statistical Center)

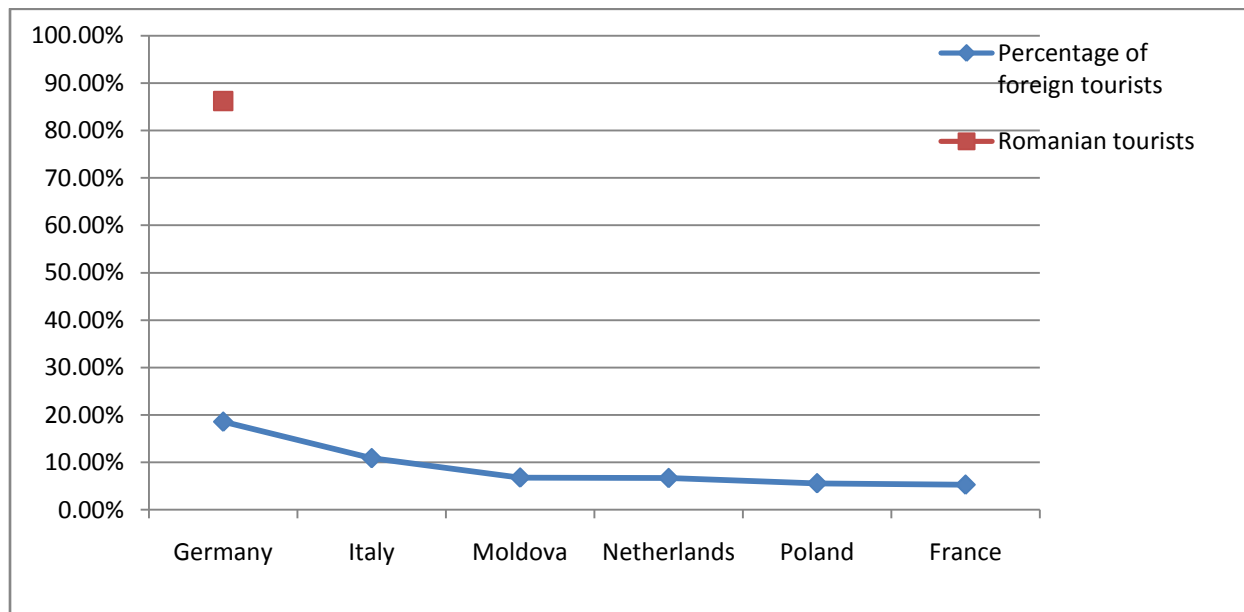


Figure 2 Country wise tourism stats (Data taken from the Suceava Statistical Center)

Figure 2 shows that according to the type of tourists, 86.2% are Romanian tourists and 13.7% are foreign tourists coming from various European countries: Germany: 18.6%; Italy: 10.9%; Moldova: 6.8%; Netherlands: 6.7%; Poland: 5.6% and France: 5.3%.

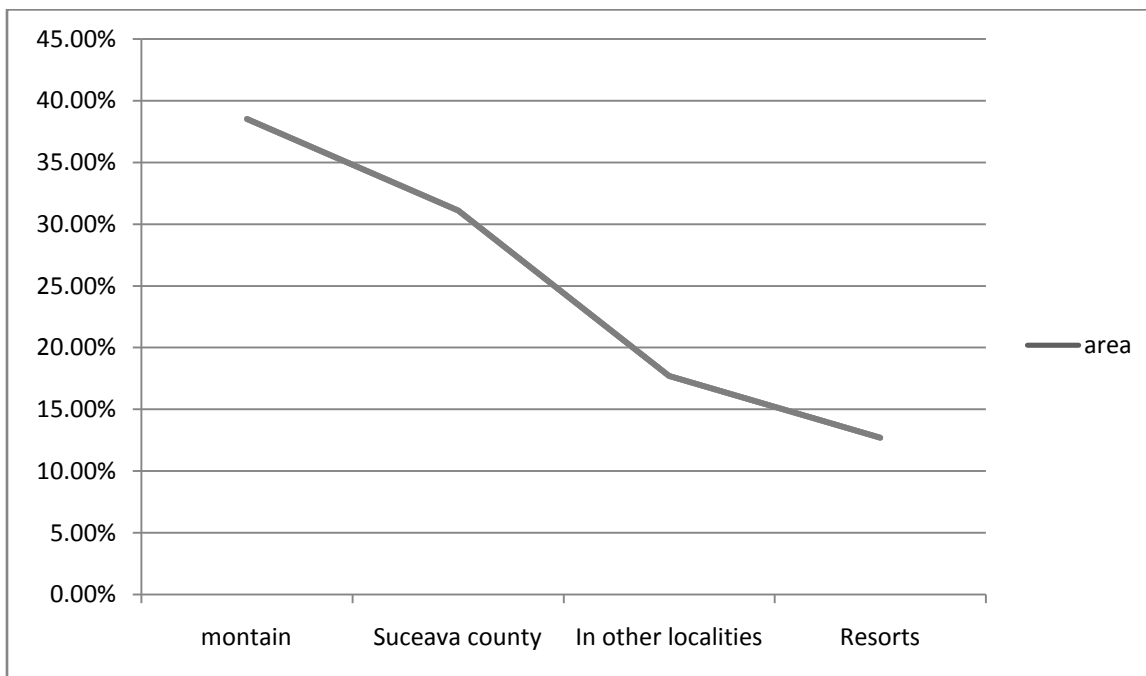


Figure 3 Area wise tourism stats (Data taken from the Suceava Statistical Center)

Figure 3 indicates that according to the area of origin, the tourists prefer the mountain area the most: 38.5%; the tourists who like the urban area account for 31.1% and those who like other areas represent 17.7%. The tourists who enjoy the spa resorts account for 12.7%.

Bucovina is seen as an attractive tourist area of Romania and it is more and more sought after by the domestic and foreign tourists, as it possesses a defining element that categorically differentiates it from the other Romanian tourist areas, namely the monasteries which are part of the UNESCO heritage (Nedelea Al. Nedelea M.Oana, 2013).

### Pricing policy

Pricing policy is one of the main measures to be taken in marketing policy. This should aim at re-dimensioning the relation between the price of tourist products and the quality of the services provided, so that the high rates charged are justified by an adequate quality.

Between the components of the marketing mix, in tourism the price variable is distinguished by a very complex character determined by the specific way in which it reflects the demand-offer ratio, the relations with the product, the promotional role, its perception by the

customers. This character gives it a special place in the marketing policy reflected by the conditions underlying the fundamentation of the pricing policy and the way its components are operationalized: objectives, strategies, tactics.

The role of tariffs and prices in regulating the supply-to-supply ratio is expressed to a greater extent by their differentiation over seasons - an important tool of marketing policy. Since the monastery is the main attraction of the area, a strategy has to be conceived as regards the tariffs for visiting these monasteries.

### **Distribution policy**

At present, in Bucovina, there appear to be no local travel agencies to be recognized as "land operator" by national and European tourism companies. Local tourism agencies (like most of those in Romania) prefer to carry out an outgoing activity, performing a retailer activity for tour operators in Bucharest or other major cities in the country.

As a result, a special opportunity for local travel agencies is the development of incoming activity, consisting in attracting foreign tourists to Bucovina. In this respect, it is necessary to collaborate with the major international tourists such as TUI, Thomson, American Express, Thomas Cook etc. In this area, tourism operators have reported the problems that sometimes arise in the relationship between travel agencies and accommodation units, and communication between them is sometimes flawed. Thus, there have been situations where contract rates between these units were higher than those displayed at the reception. The result was that the price of travel agencies was higher than the one used by the non-organized tourism unit (on their own). As a result, the tourists who used the services of the hospitality industry intermediaries once arrived at the reception were dissatisfied with the discrepancy between the rates.

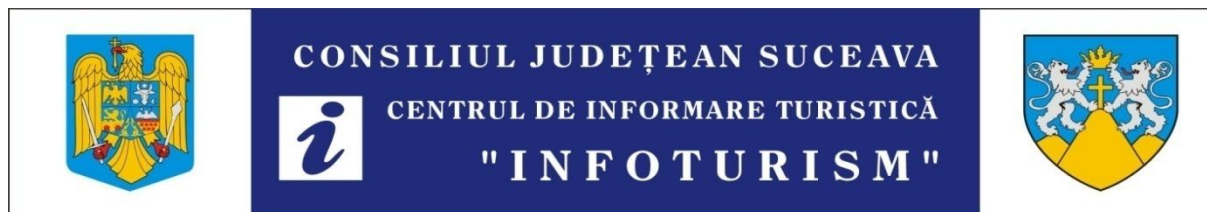
### **Tourism promotion policy in Bucovina**

Bucovina was strongly promoted in the 1980s when the officials then completed the restoration of most of the monasteries. The result was the "Golden Apple" trophy for four of the monasteries in Bucovina. In 1990, these Bucovina attractions were featured in a Japanese travel guide where Voroneț's painting was said to rival the Sistine Chapel.

The promotion of tourism in Bucovina became a priority of the officials in Suceava County, especially after Romania's accession to the European Union. Tourism Development and Promotion Directorates in Bucovina will have to take into account that Suceava County will become for many years now a border county of the European Union and can become a "bridgehead" between Western European countries and those in the Soviet space.

Among the organizations involved in the promotion of tourism in Bucovina are: Suceava Tourism Information Tourist Information Center, Bucovina Tourism Association, Bucovina Tourism Information and Marketing Center.

## SUCEAVA INFRASTRUCTURE TOURIST INFORMATION CENTER



The Infoturism Tourist Information Center at the level of Suceava County was established by the decision of the Suceava County Council in 2003. In August, the regulation of the Infoturism Center was developed, being one of the few information centers in Romania, whose activity is based on a regulation. The decision to set up the Tourist Information Center was in line with the Social-Economic Development Strategy of Suceava County for the period 2000-2004, strategy focusing on one of the permanent concerns of the County Council activity, namely to support the development of tourism.

The experience of Suceava County Council in recent years in the field of tourism has shown that there was a lack of a tourist information center at the county level, which would be at the disposal of the tourists in order to be able to better promote the tourism potential of this area. Such tourist information points operate regionally throughout the world, managing to successfully promote the tourist destinations they represent.

By establishing a tourist information center at the level of Suceava County, it was intended to support the information activity of the tourists at an appropriate level. The beneficiaries of the services of this center are not only tourists but also economic agents with tourism activity who can make known their tourist offer.

The county tourism information center INFOTURISM Suceava has as main activity promoting the tourist potential of the area in the country and abroad.

This promotion is achieved through the direct information of the tourists visiting the center as well as by participating in the tourism fairs in the country and abroad (for example, Romania Tourism Fair in Bucharest, Berlin Tourism Fair, Katowice - Poland, Fair international tourism, tourism and culinary art from Trieste - Italy, Tourism Fair in Ulm - Germany, Silezia Tour 2007 International Tourism Fair, etc.).

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These fairs offer the opportunity to promote the tourist destination Bucovina considered by the National Authority for Tourism one of the 5 destinations of great importance in the country. Since 2007, the Bukovina Tourism Fair has been organized at the Exhibition Complex "Bucovina Economic and Business Center", in the immediate vicinity of Suceava Airport "Stefan cel Mare".

The 2007 inaugural edition was an integral part of the comprehensive local, national and international tourism promotion campaign called "YEAR BUCOVINA", which brought together a series of specific events with an impact on the development of tourism at the level of Suceava County, covering a period of calendar year. On this occasion, two tourism promotion sites were launched: [www.anulbucovina.ro](http://www.anulbucovina.ro) and [www.redescoperabucovina.ro](http://www.redescoperabucovina.ro)

The organization of such a complex event was possible thanks to the initiative of ROMEXPO Romania in collaboration with the following project partners: Suceava County Council, Suceava Chamber of Commerce and Industry, ANAT Romania, Suceava City Hall, Bucovina Museum Complex. A wide range of active participants at the local level in the field of tourism were co-organized within the organization. The Bucovina Tourism Fair benefited from support for the organization and publicity at local and national level through the direct involvement of ROMEXPO Romania. This event was attended by over 60 stands made available by Romanian and foreign tour operators, tourism agencies at local, national and international level, important tourist destinations, professional associations in the field.

In addition, the twinned regions of Suceava were invited to the European level, namely: Schwaben - Germany, North Department - France, Department of Mayenne - France, Silesian Voivodeship, Poland, Chernivtsi - Ukraine, Ivano-Frankivsk Region , Abruzzo-Italy region. The Tourist Information Center of INFOTURISM Suceava has the following main attributions:

- 1) Elaboration of the tourism promotion strategy at the level of Suceava County;
- 2) Implementation of local and governmental strategies in the field of tourism at county level;
- 3) Permanent development and updating of the tourism database on the touristic potential of the county;
- 4) Coordinates the specific activities regarding the tourist services offered to the guests of Suceava County on the occasion of the commemorative events of the "Commemoration of Stefan cel Mare and Saint - 500 years" program;



- 5) To provide all interested parties with information on the tourism potential of the county;
- 6) Attracting funding for promoting and developing tourism in Suceava County;
- 7) To facilitate the attraction of financing for the promotion and development of tourism for the economic agents that are active in tourism at the level of Suceava county by providing specific consultancy;
- 8) Establishment of regular meetings and effective communication with government institutions, territorial administrative units, non-governmental organizations, professional associations in tourism, economic agents interested in tourism issues at the level of Suceava County for the promotion of Bucovina tourism product internally and internationally;
- 9) Supporting professional tourism organizations in achieving the common goal: promoting and developing tourism at the level of Suceava County;
- 10) Development of specific promotional materials: brochures, flyers, internet pages, CDs;
- 11) Editing, multiplying and disseminating information materials, including through its publications;
- 12) Raising the quality of tourist services through partnerships with "Ștefan cel Mare" University of Suceava and other tourism research institutions;
- 13) Elaboration of studies and analyzes of tourist interest;
- 14) Promoting the exchange of data, information, publications, specialists, co-operation with similar bodies from the country and abroad;
- 15) Implementation of tourism partnerships established by the Suceava County Council with twinned regions in Europe: Schwaben - Germany, Mayenne - France, Drenthe - Netherlands, Silesia - Poland, Chernivtsi - Ukraine;
- 16) Organizing training courses for the development of human resources;
- 17) Coordinating the implementation of external technical assistance programs in tourism;
- 18) Providing specific assistance to city halls interested in tourism development by setting up similar tourist information centers;
- 19) Participation in tourism fairs;
- 20) Ensuring a package of measures in order to achieve the sustainable development of tourism at the county level.

The Tourist Information Center of INFOTURISM Suceava offers information on:

- the tourist potential of Suceava County;
  - Accommodation and dining facilities in hotels, motels, villas, hostels, campsites etc.;
- tourism agencies in Suceava county;
- routes and modalities of transportation to and from the targeted tourist objectives;
  - the calendar of the cultural actions of the county;

- the centers for keeping and preserving the folk traditions and customs in the county;
- museums and memorial houses on the territory of the county;
- informative and promotional materials related to the tourist potential of Suceava County: tourist maps, brochures, flyers, posters, posters, CDs;
- Specialist assistance to those interested in starting or developing a tourism business;
- expert advice to those interested in accessing funding sources in the field of tourism.

The actions taken by the center include:

- Making the Bukovina brochure, edited in English and German (10,000 copies);
- conceiving together with the Bucovina Tourism Association and the economic agents in the area of 14 tourist programs on Bucovina;
- Participation as partners of the Ciocanesti City Hall at the Festival of Egged Eggs;
- folding concept "The way of the eggs";
- conceiving the brochure "Cultural Events Calendar" at the level of Suceava county in Romanian and English;
- support for the Ciocanesti City Hall in organizing the Trout Festival.

On October 10, 2008, in the Regional Investment Forum, an event that took place at the Bucovina Economic Center, Suceava County Hall launched a project to promote religious tourism in Bucovina.

Austrian Ambassador to Bucharest Martin Eichtinger announced that he will promote a project for the establishment of a pilgrimage route from Austria to Eastern Europe. He said that this path of pilgrimage would be unique and would link Austria to the monasteries of Bucovina via Hungary, Slovakia and Ukraine.

Pointing out that Austria can have a significant economic contribution to supporting the project of religious tourism, the diplomat has proposed the creation of a new Christian pilgrim path - "The Way of Jacob to the East" - which he said would be similar to Camino de Santiago, the medieval road crossed by pilgrims to reach the tomb of the Apostle Jacob in Santiago de Compostela, Spain.

Compartmentments of the Suceava City Hall

The tourism strategy of Suceava includes objectives:

- development of public-private partnerships;
- publishing of informative materials (leaflets, tourist maps);
- inclusion of Suceava in the offer of tourist circuits comprising objectives in northeastern Romania;
- annual organization of cultural events;

- organizing events, conferences, seminars, internships;
  - Participation with private sector partners at international tourism fairs;
  - the installation of road signs to facilitate access to the main local tourist objectives and the promotion of main tourist routes;
  - setting up a tourist information center at the local level (possibly at the City Hall) and information centers in the accommodation units, public spaces;
  - facilitating direct access from the City Hall's website for sites that are designed to promote local and tourism development;
  - identification of European funding sources for joint projects promoting local values and tourism development;
  - greening actions in the area of historical monuments and in the parks of the city;
- arrangement in the Sipote dendrological park of a multinational touristic center with accommodation, restaurants and entertainment activities;
- organizing events in the area of Suceava's Citadel and inside the Bucovina Village Museum;
  - organizing campaigns to promote Suceava in Romania and abroad;
  - supporting and stimulating tourism operators to promote local tourism;
  - stimulating business tourism as a significant source of local income.

## **BUCOVINA TOURISM ASSOCIATION**

APT Bucovina was established at the end of 2001 at the joint initiative of the Chamber of Commerce and Industry of Suceava County, with the support of the Ministry of Tourism and of the public administration, and of all the tourism agents. The aim of the association is the promotion and development of tourism in Bucovina, and among the objectives of the association we mention:

- developing a strategy for the promotion and development of tourism in Bucovina;
- development of a database of tourist objectives in Bucovina;
- attracting programs and financing to improve the quality of tourism in Bucovina;
- attracting programs to increase the accessibility of tourism in Bukovina;
- organizing roundtables, seminars, conferences, etc .;
- development of studies and analyzes on the areas of tourism interest;
- promoting cooperation with central and local government;
- promoting effective cooperation and communication between governmental and non-governmental institutions and organizing roundtables in this regard;
- editing of promotional materials;
- granting scholarships in the country and abroad;

performs economic activities to achieve the goal and through an economic agency;

- attracts and uses, according to the law, financial sources in the form of donations, subsidies, contributions, sponsorships, taxes, contributions, benefits and assistance;
- promoting the exchange of data, information, publications, specialists, cooperation with associations and similar bodies in the country and abroad;
- organizing training, qualification and training courses for tourism staff;
- creating partnerships with associations from the country and abroad, which promote the purpose of the association.

The first concrete action of the association was undertaken in 2002 and consisted in the publication of a tourist brochure in German with the financial support of the Ministry of Tourism and the one provided by the media and tourism marketing specialists involved in this action. The brochure aimed at the general presentation of Bucovina and the interest of the tourists in this legendary realm.

A second notable event in 2002 was the participation of Bucovina with its own stand at the Berlin International Tourism Exchange in March (in addition, APT Bucovina participates every year at this prestigious international event). Romania's tourist offer was completed by this stand, which tried to present everything that has this important area.

A special charm was given by the presence of popular craftsmen who have shown practically how to make clay pots or how to write the famous knotted eggs from Bucovina, all these on the folk music accords and the dances of the Arcanul Folk Ensemble, from Fundu Moldovei.

Thanks to these actions, associations have begun to receive requests from tourism companies from the country and from abroad. Cooperation proposals have been sent to all tour operators in Germany who have Romania and Bucovina in their programs as tourist destinations. The area was also visited by groups of journalists from Austria and Spain, who were able to appreciate the beauty of the places.

In July 2002, 10 German journalists visited the area and formed a favorable image of Bucovina's tourist offer. In the second half of 2002 Bucovina Tourism Association made the Bukovina Brochure in English and participated with its own stand at the International Tourism Fair - Bucharest, October 2002.

Among the future plans of the association are the establishment of a tourism school in tourism, and the training and training of tourism cadres has already been put into practice through Leonardo da Vinci projects.

Those who wish to support the promotion of Bucovina as a tourist destination and to promote their own tourism business at the same time can join the members of the association,

members who may be natural or legal persons who know its status, agree with the provisions his own, understanding that by his own activity he contributes and supports the realization of the goal.

Advantages of members:

- are represented and promoted in a unitary manner at fairs and exhibitions of tourism;
- in the specialized publications (brochures, prospectuses, leaflets, etc.) the members' units are presented and only these are promoted;
- receive regular information about national and international tourism fairs, tourism events, etc.
- benefit from free consultancy from experts on the promotion of tourist products and the production of promotional materials;
- Participates in workshops and seminars organized by the association on tourism management and marketing issues;
- appear on the association's web page;
- Benefit from free participation at fairs and exhibitions given to the association.

Annual activities of APT Bucovina related to its members:

- statistics on requests for information are made by nationality, by destination, by periods of the year;
- the evolution of tourist requests and their interpretation;
- updating the database with the members of the association
- checking the accuracy of the contact details of the members with those displayed on the APT Bucovina website;
- sending the Information Sheet: members, press list, list of collaborators (other associations, travel agencies, museums);
- information on new members joining the association (by mail and in the information sheet of the association);
- sending greetings (as many times as needed).

### **The activity of the Bucovina Tourism Association**

The activity of the association consists in the promotion of the Bucovina area both in the country and abroad, through various actions such as: participation in tourism fairs, publishing of brochures, leaflets, etc., organizing meetings of members of the association are people from tourism interested in tourism in Bucovina, as well as visiting journalists, tourists have tourists from the country are foreigners who want to promote this area.

In the following, we will present the stages of establishing the association, the actions it has carried out over time, as well as the meetings it has organized.

In July 2001, the Chamber of Commerce and Industry of Suceava County (Integrated Service for Romanian Economy) had the initiative to organize the Open Forum for Tourism Promotion in Bucovina.

The first concrete actions of the Forum were the organization of seminars (in July, August and September 2001) attended by numerous economic agents in the county, as well as representatives of the local administration and marketing and management consultants invited by the German side. Its first goal was the establishment of the Bucovina Tourism Association, aimed at giving coherence to the promotion techniques and activities of the entrepreneurs in this field.

Through the cumulated efforts of the involved tourism operators and the Chamber of Commerce, the association has managed to organize a BUCOVINA presentation stand at the Tourism Fair in Bucharest in October.

The next event was the organization of a stand at the Berlin International Tourism Fair in March 2002 and the editing of a guide (album) to promote Bucovina as a tourist destination.

Tourist capacity in Suceava County includes a complex network, detailed in reception structures covering the entire range between a star and three stars, as well as a multitude of tourist boarding houses included in the structure of agrotourism. All these are located in an area whose natural, cultural and religious resources have individualized it as a tourist destination that can have a significant strategic development, also involving the development of branches related to tourism.

The intention of the association is to promote the area in which it operates, the main purpose of such a brochure being to put forward the offer with the tourist demand in order to increase the flows of Romanian and foreign tourists in the region.

## **BUCOVINA TOURIST INFORMATION AND MARKETING CENTER**

Tourist Information and Marketing Center Bucovina from Univ. "Ștefan cel Mare" Suceava has developed an informative-educational site and aims to promote the tourist activity in the Bucovina area. This center offers:

- information on the tourist attractions in the area, trails, customs, crafts, calendar of cultural actions, places of worship, museums, memorial houses, monasteries, monuments and nature reserves, tourist associations, travel agencies;
- movies and photos presenting the area;
- services of on-line promotion of the tourist services providers in Bucovina;

- promotional and informative materials: CDs, tourist maps, brochures, leaflets; Information on accommodation and dining facilities in hotels, cottages, boarding houses, villas, boarding houses and peasant farms;
- information and training / training on how to provide services in tourism (Traveling technique, Tourism marketing, etc.)
- Travel books and studies: Practical Guides of Travel Operations Techniques, Promotional Techniques, Tourism Marketing, Tourist Land Settlement, Marketing Plans, Case Studies, Regional Development and Promotion Projects for Tourism, Market Research
- discussion forum on tourism issues;
- newsletter with information, news from the tourist market.

The founders of this center are teachers from the Department of Commerce and Tourism of the Faculty of Economic Sciences and Public Administration, Univ. "Stefan cel Mare" Suceava. This is a confessor. dr. Alexandru Nedelea (coordinator of the center), assistant professor. PhD. Iulian Condratov (who runs the site [www.turisminbucovina.ro](http://www.turisminbucovina.ro)) and prep.univ. Pavel Stanciu.

The members of the Bucovina Tourist Information and Marketing Center have collaborated on the development of the Tourism Development and Promotion Strategy in Bucovina and the Tourism Strategy of Suceava. These studies can be downloaded from the Center website. The website of the [www.turisminbucovina.ro](http://www.turisminbucovina.ro) center also provides visitors with versions in English, French, Spanish and Italian.

## **TOURISM PROMOTION AND DEVELOPMENT SERVICE AND VATRA DORNEI SALVAMONT**

The Town Hall of Vatra Dornei has in its organizational chart the Tourism Promotion and Rescue Development and Development Service developed on the structure of the old Public Salvage Service. The Town Hall of Vatra Dornei has in its organizational chart the Tourism Promotion and Rescue Development and Development Service developed on the structure of the old Public Salvage Service. Through this service established in 2000, an efficient promotion of Vatra Dornei resort, of all the economic agents in the city and the protection of the tourists on the ski slopes and the mountain routes in the Dornelor Basin is being realized. Up to now, three types of tourist maps have been developed by this service:

1. Tourist hiking trails in the Dornelor Basin: 3,000 copies (the routes from Giumalău, Călimani, Rarău, Suhard, Bistriței)
2. Vatra Dornei - Perla Bucovinei - 5000 copies (there are presented the recreational possibilities of the resort, the accommodation, the access routes on the tourist routes)

### 3. Tourist boarding houses in Vatra Dornei - 4000 copies.

At the same time for a good orientation of the tourists in the resort there was placed a tourist map in 2 x 3 m format on sticker support at the entrance of the resort park.

In the field of promoting Dornean tourism, a 12 minute advertising film was made on the cassette and CD in Romanian, German, French, English, participated in international tourism fairs, an album of Vatra Dornei was printed in A4 format, 108 pages and 2000 copies and approximately 80 km. of tourist routes in the Calimani, Giumalau, Bistrita massifs. Together with the House of Culture, the festivals were organized: Start the beautiful girls plow, the Snow Celebrations. He has collaborated on organizing the National Paragliding Championship.

In order to approve the Parc Path, Vatra Dornei City Hall through the Tourism and Rescue Development and Promotion Service has done some of its design works, such as: removing the pylons from the old cableway installation, 3 kiosks were decommissioned, leaving the slopes about 6 m., 100 ml of elastic mesh and 12 pcs were purchased through sponsors. protective mattresses. It was established by a decision of the Local Council of Vatra Dornei a location for all sports equipment rental halls, the base of the slope becoming bigger with approx. 350 sqm.

Between 1 June and 15 October 2002, this service carried out the TOURISM MONTAN PROGRAM IN THE VATRA DORNEI STATION, through which tourists who spent one night at the resort enjoyed a number of facilities:

- Reduction in accommodation in that structure (15-20% depending on the number of tourists and nights of accommodation)
- accompanying free of charge mountain rescue workers from the Suhard, Călimani, Giumalău, Rarău mountains.
- Reduction of accommodation at Giumalău Chalet.

The advertising of this program was made by posters distributed in major urban centers as well as to 74 tourism agencies in the country. Under this program, 154 tourists have traveled along the hillside along with the Dorian saviors.

The Tourism Promotion and Rescue and Vatra Dornei Rescue and Development Service has created a database of tourist accommodation facilities belonging to individuals in the Vatra Dornei municipality.

.For each private householder a dossier has been drawn up which contains: a request for endorsement, a certificate attesting the installation of the water meter, a copy of the real estate book, a copy of the property document, the favorable opinion of the OPC, the receipt of the endorsement fee.



The Tourism and Rescue Development and Development Service has prepared a record of the accommodation approved by the individual in a situation in which it is operated daily according to the reservations and assignments made by the service staff.

A leaflet with indoor and outdoor photos was made, comfort criteria, address, phone number and location of each tourist reception structure on the map of the town, financed entirely by the owners of the houses. The list of approved private homes was sent to the reception of the big hotels, in the conditions of occupying the entire accommodation capacity for the redistribution of tourists in conditions of honor and cleanliness.

The Tourism Promotion and Rescue Service Vatra Dornei has participated in international tourism fairs in the stand of the Bucovina Tourism Association being among its founding members. The ICH of the association made an illustrated booklet about Bucovina in English and German, where Vatra Dornei was assigned 5 pages. Along with the other members of the association, joint programs were also drawn up. River rafting, paragliding and mountain biking have been some of the attractions for tourists.

The extension of the promotion of tourism in the rural area was achieved through the conclusion of Protocols for cooperation with the municipalities in the Dornelor Basin.

## CONCLUSIONS

Marketing plays an important role in developing a tourist destination by designing tourism programs, promoting them nationally and internationally. The tourist destination Bucovina has become famous for its monasteries of particular importance, due to the interior and exterior frescoes, as well as the architectural style and their location. Each monastery has a special style, so some of it is included in the UNESCO heritage. This area is also renowned for its varied tourist potential, the variety of landscapes, making this area a "unique paradise". An important role in marketing has also the tourist institutions that are involved in the promotion of tourist products, of the area. The tourism institutions listed above, which deal with the promotion of the Bucovina tourist area, have an important role in creating the image of this area. These institutions are trying to promote the area through attractive tourist programs as well as immediate measures leading to attracting tourists in the area. For example, the organization of Conferences, seminars, round tables on certain tourism themes.

If we look at the evolution of the tourists who visited the Bucovina area in 2016 as compared to 2017, there can be seen an increase in the number of tourists from 28,564 tourists in 2016 to 320000 tourists in 2017, in some tourist accommodation establishments, hotels, boarding houses agrotourism and other structures.

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