



PROMOTION OF THE BUCOVINA TOURIST DESTINATION

Liliana Hîncu

'Alexandru Ioan Cuza' University of Iași, Romania

liliana_hincu@yahoo.com

Abstract

Bucovina is one of the most important tourist destinations of Romania, located in the North-Eastern region of Romania and tourism has the potential to provide significant support for economic development of this region (Ariadna Ioana Juravle Gavra, C.Sasu, L.Terec, 2016). At present, tourist destinations are increasingly determined to build a unique and competitive identity in the mind of the consumer (A.F.Stăncioiu). 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. 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: Promotion, Destination, Tourism, Tourist, Bucovina area

INTRODUCTION

The marketing activity taking place at the level of the tourist destination is a strategic process that aims to develop tourism in view of protecting the environment and satisfying the requirements of tourists and those involved in the tourism activity. The tourist destination is regarded as a well-defined geographic area and viewed from the point of view of a product; the tourist destination is "a set of services and facilities that materialize in the specific ambience of the natural and artificial factors of attraction and the created tourist facilities, which are components of the tourist offer and can exert a positive force of attraction upon tourists" (Snak

O., 1999). In the modern sense, the tourist destination is perceived as the experience acquired by the tourist because of consumption (Ispas, A., Tourism Marketing, 2011). The tourist destination can be approached from two perspectives:

- from a perspective, as it is an entity as a whole
- from a composite perspective, as viewed from the perspective of the tourist products provided within it, the basic constituents of a tourist destination include natural factors and anthropic resources.

Due to the passage of time, these resources end up degrading, because the tourist development of an area has negative effects upon the environment. Therefore, it is obvious that the practice of tourist activity must be in harmony with the environment. The development of the tourist destination is necessary to be a continuous development process, considering the dynamics of the tourist market.

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

The tourist destination has a major interest in ensuring the sustainable development and the following objectives must be considered:

- the sustaining of the tourism activities that bring the least impact upon the environment, the reducing of the forms of pollution produced by tourism;
- preserving and capitalizing upon the local cultures and ethnographic traditions;
- the protection of historical monuments and local architecture
- the introduction thereof into the value circuit, the ensuring of the modernization of the infrastructure and of the technical-communal equipment, the access ways, and services (Ruhanen, L. 2010).

RESEARCH METHODS

To determine which are the most effective promotion strategies for the Bucovina destination, we conducted a quantitative research based on a questionnaire among the tourists who visited the Bucovina area. After processing the answers to the questions I found several aspects. Information sources on the Bucovina tourist destination are different.

The questionnaire was applied to 173 people, including 40 men and 133 women, with an average age of 39.5 years.

The sampling method is purposive sampling; people from different social backgrounds and different ages are surveyed. No studies, age, or profession are taken into account. Data collected was subject to descriptive statistics.

ANALYSIS AND FINDINGS

Nearly half of respondents (49.1%) learned from relatives or friends who visited the area.

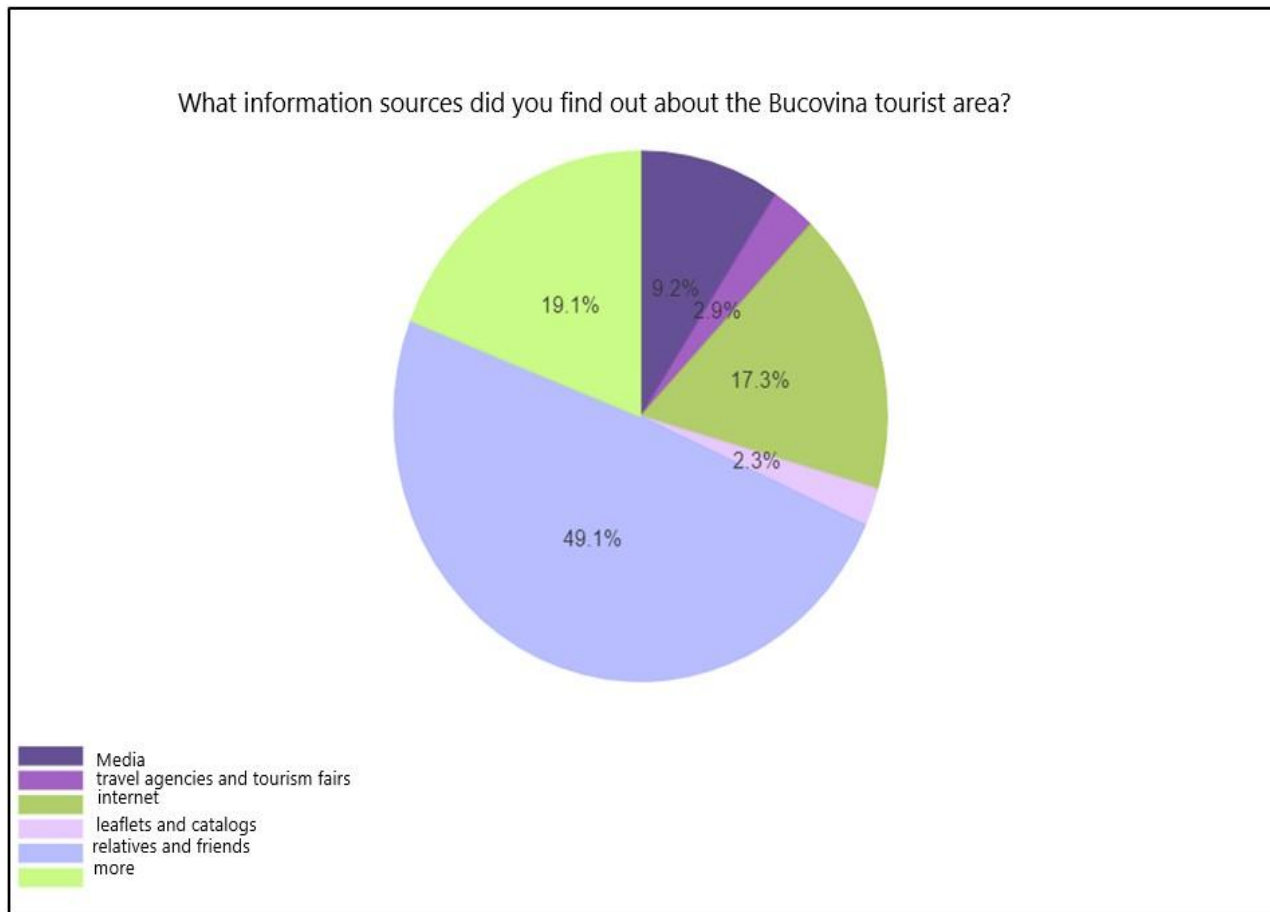


Figure 1 The sources of information regarding Bucovina destination

Only 2.3% of the research participants learned from leaflets and catalogs. The share is very low, followed by information from tour operators or fairs.

The main reason why Bucovina has chosen as a tourist destination is the beauty of the landscape. Approximately 40% of respondents appreciate the beauty of the landscape. Habits and traditions are considered to be important enough to come to the area by 20.8% of the participants. However, traditional local events attract only 1.2% of the participants.

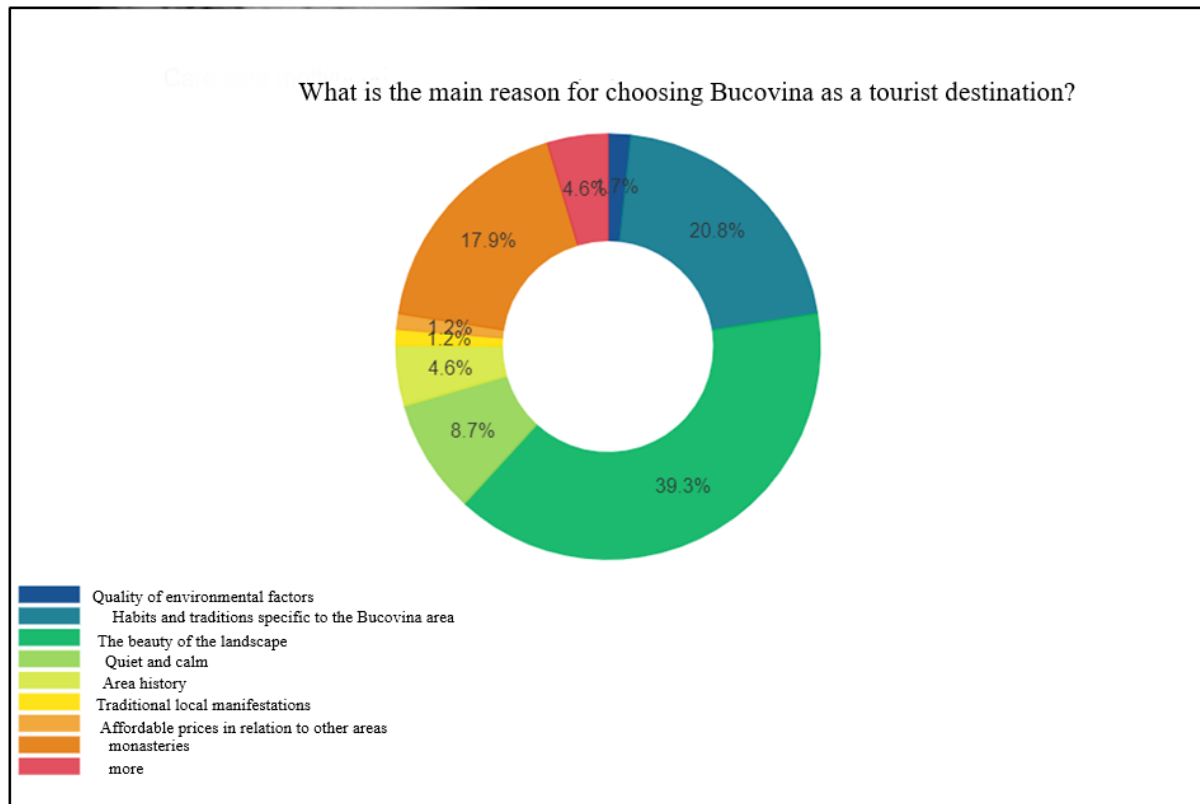


Figure 2 The main reason for choosing the tourist destination Bucovina area

Although the main reason is the beauty of landscapes, only 5.2% of respondents appreciate that tourism potential is highly valued. Almost 20% of the participants consider that the capitalization is largely the right way. More than 30% of respondents said that the destination of Bucovina is not capitalized to its maximum potential.

There is a 4 percentage share of the respondents who did not know what to answer or did not want to answer this question. Possible explanations might be the lack of awareness of the potential to capitalize on the potential of visitors to the area, the low expectations of these respondents, or even a non-involvement attitude towards a segment of the population.

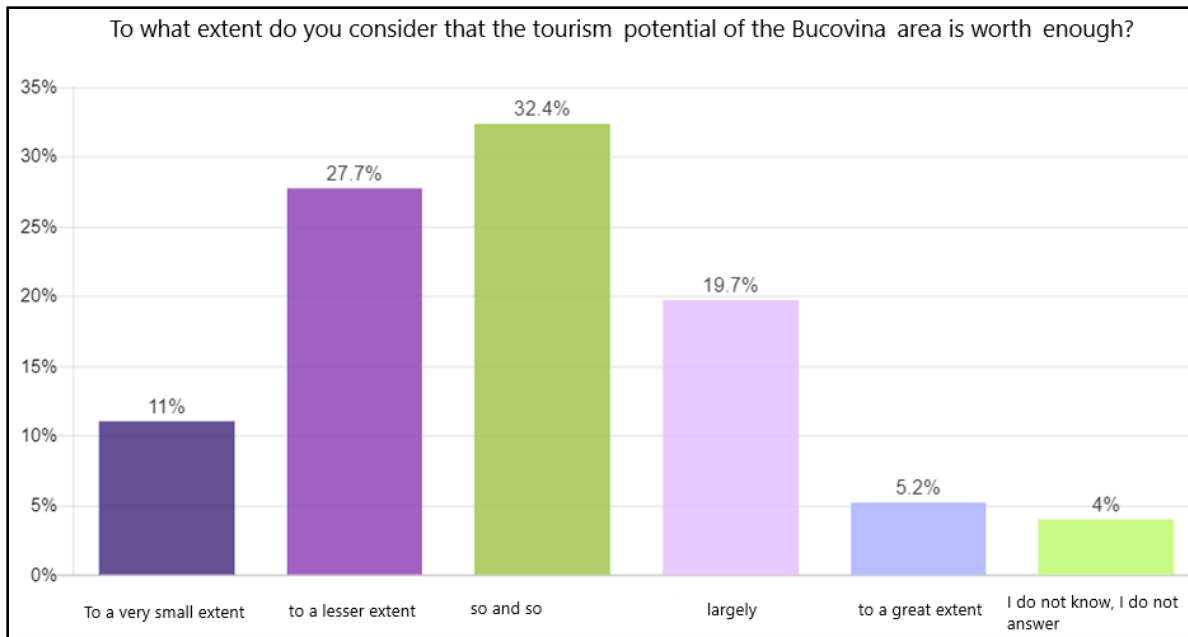


Figure 3 The extent to which the tourist potential of the area is being exploited

The tariffs applied to the services offered are considered acceptable by 83.2% of the respondents. Over 10% of respondents consider them large and very large in relation to services received in the Bucovina area. Given that 4% of respondents appreciate even low prices, we believe that there is potential that can be improved and sustained by affordable prices.

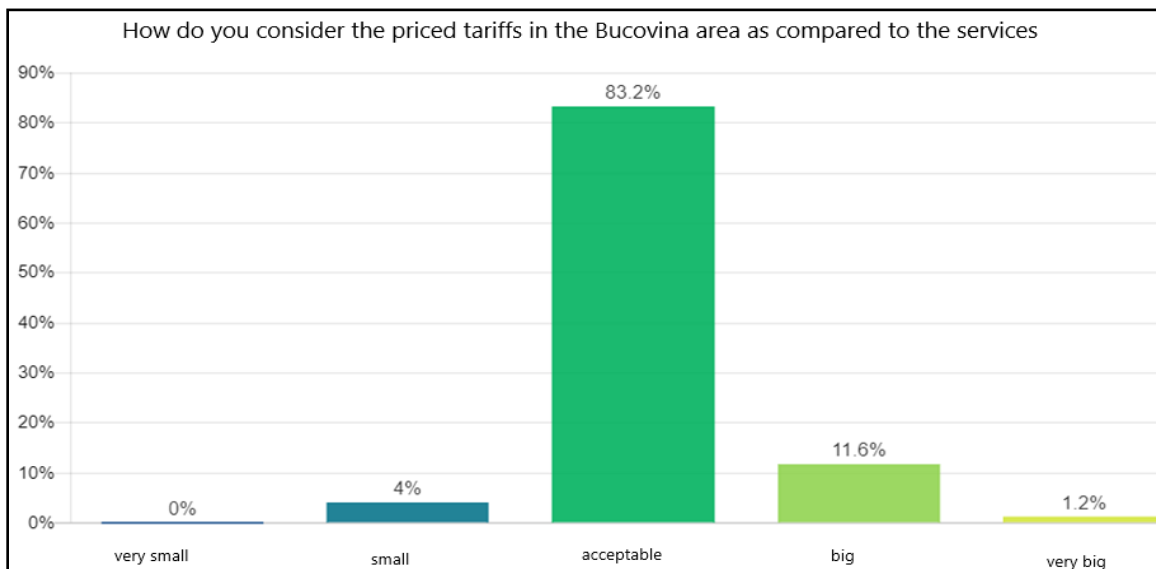


Figure 4 Tariffs applied to services

The quality of services provided by public catering establishments was evaluated by respondents on a scale of 1 to 5, with an average response of 3.97. Approximately 25% of

respondents believe that the catering services received in the Bucovina area are of special, very high quality, meeting their expectations.

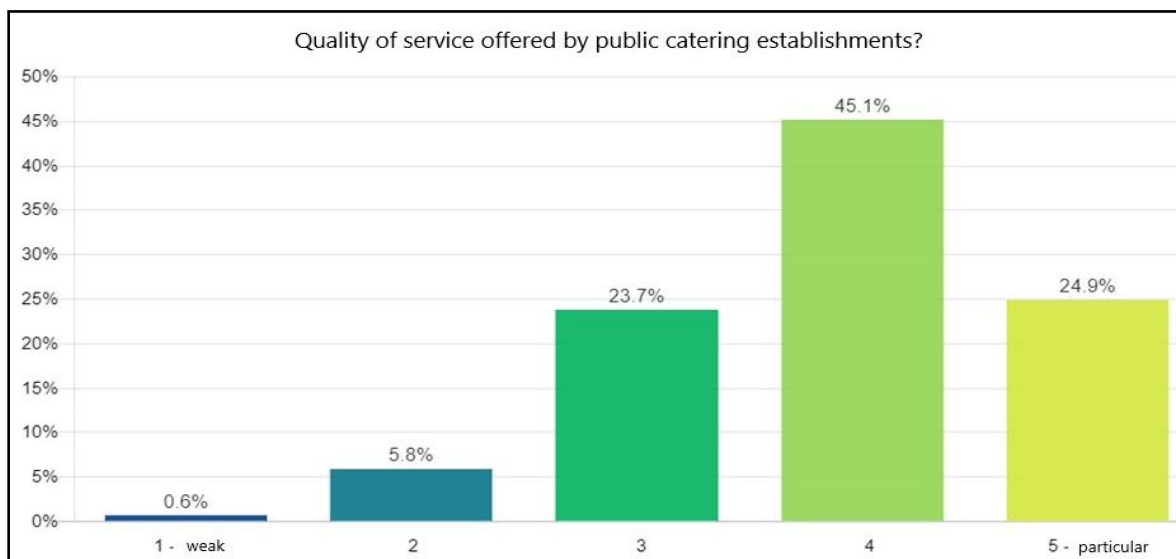


Figure 5 Quality of public catering services

The attitude and behavior of tourism service providers has also been assessed on a scale of 1 to 5 and the average response is 3.72, indicating a rather high quality level. Nearly 30% of participants consider the attitude and behavior of tour operators to be particular.

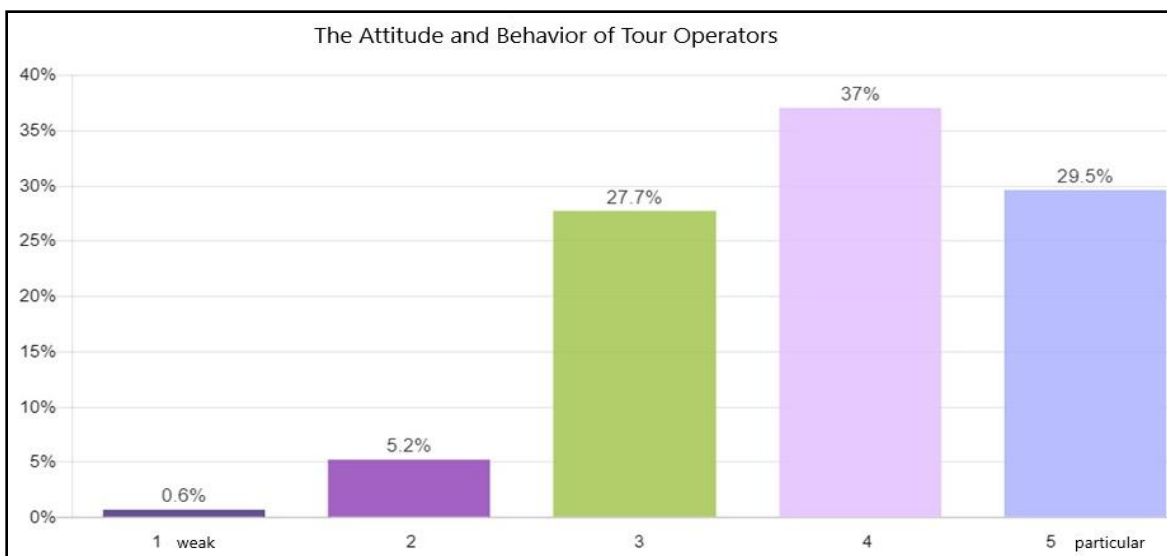


Figure 6 Attitude and behavior of tourism service providers

Among the elements that negatively influence tourism in Bucovina, the first place is the existing infrastructure, over 74% of respondents indicating this aspect as negative. The lack of tourist

information centers, poor signaling of tourist sites, and the area in general are considered as elements that negatively affect tourism in the Bucovina area by over 10% of the participants. The third place is recreational facilities unsuitable for tourists' expectations.

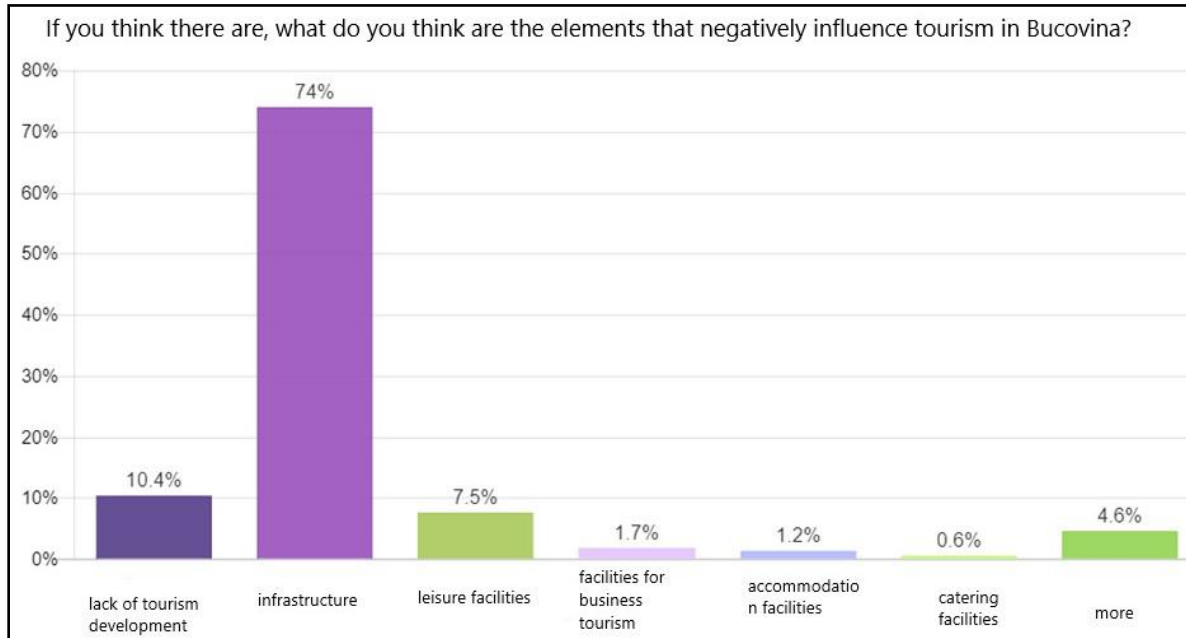


Figure 7 Elements that negatively influence tourism in Bucovina

When choosing a holiday destination, over 30% of respondents take into account the recreational conditions offered by the destination. Approximately 20% are looking for an unusual location and 14.5% want to visit religious or cultural attractions.

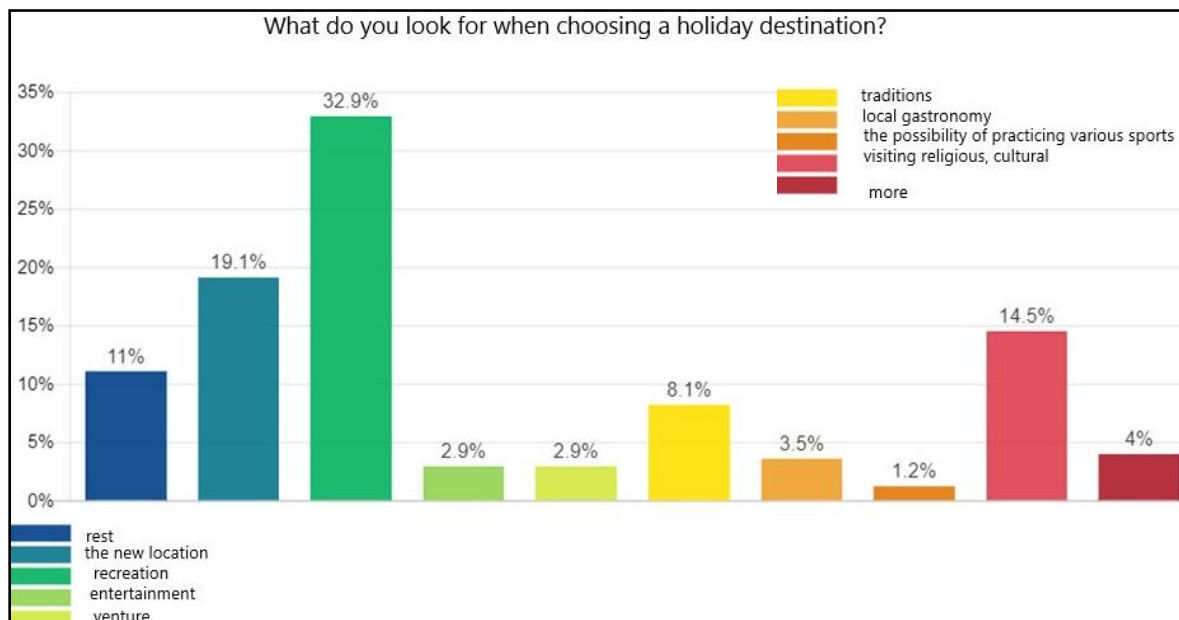


Figure 8 The elements needed to choose a holiday

The intention to return to the area is safe for 88.4% of the participants and 11% said that they probably give what looks like most of those who were in the Bucovina area want to come back.

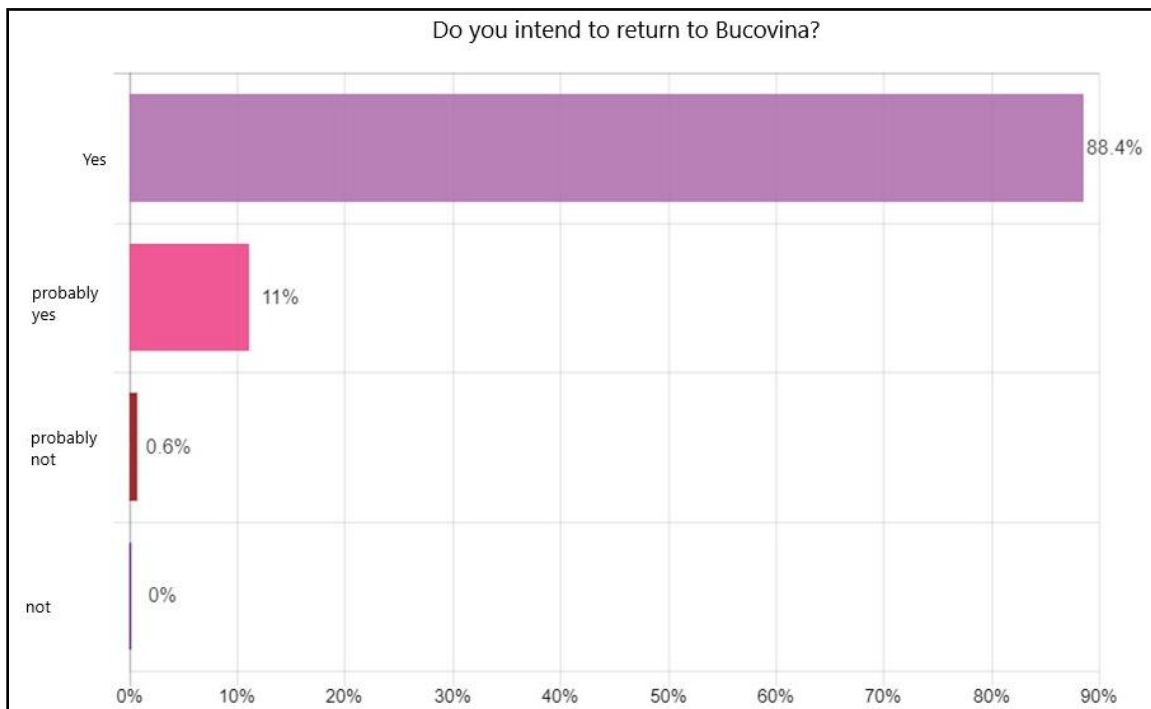


Figure 9 Intention to return to the Bucovina area

Respondents' satisfaction after visiting the Bucovina area is also reflected in the recommendation they will make to other people to come to visit the area.

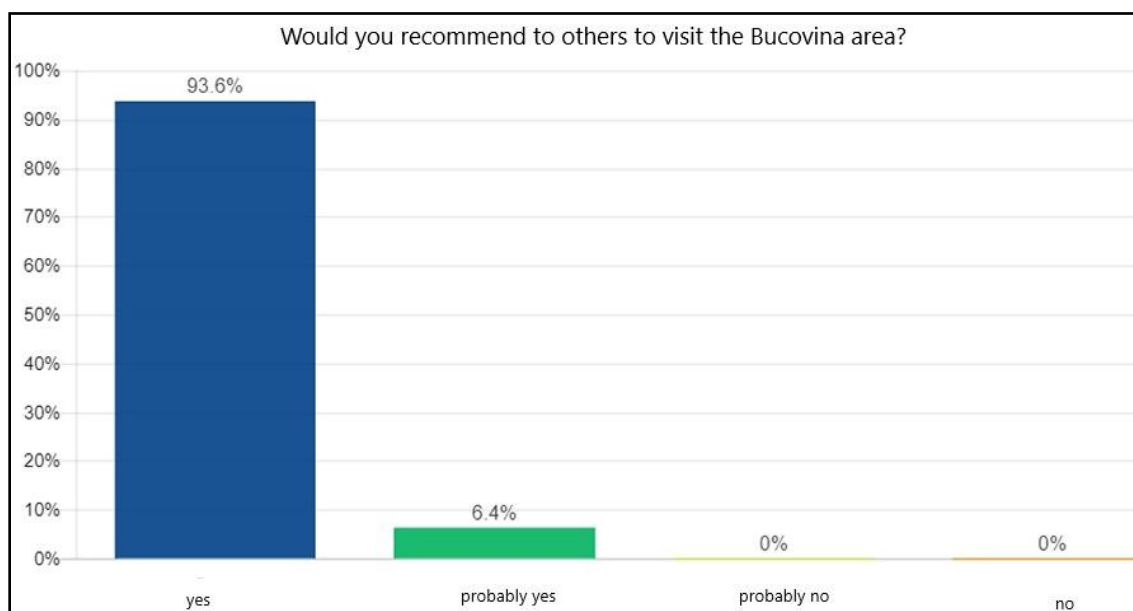


Figure 10 Recommendation to visit the area

CONCLUSION

This analysis shows that the majority of tourists prefer this tourist area because of the variety of landscape, of the diverse natural and man-made tourist potential, 49.5% of the respondents have learned about this tourist destination from friends or relatives, ie we can say that the tourist destination is not sufficiently promoted among tourists. If we refer to the reason why the respondents chose this area, we can say that 39.3% of the respondents chose the Bucovina area, due to the special landscape that highlights the area. Regarding the tariffs in comparison with the services offered, the majority of the respondents were satisfied, ie 83.2% of the respondents and the quality of the catering services are very good.

Regarding the attitude and behavior of the tourist services providers, 37% of the respondents considered good and 29.5% of the respondents considered it very special. Regarding the negative aspects that influence tourism in this area, 74% of the respondents mentioned that the poor development of the infrastructure leads to the decrease of the number of tourists. When referring to the choice of a tourist destination, 32.9% said that they appreciate the most much recreation and 19.1% of the original location, 14.5% appreciate visiting religious objectives and 11% rest. If we refer to the intention to return to Bukovina, 88.5% say they will surely return again on the recommendation of others to this tourist destination, 93.6% of the respondents say yes.

REFERENCES

- Bouaru C. Tourism Development Strategies in Bucovina, Journal of tourism, Nr.2,2006
- Cătoiu I.,Balaure V., Tourism marketing, Ed.Uranus, București,2005
- Delia Andreea Fratu, Destination marketing mix, Application for the area Brașov, 2012
- Gavra(Juravle) A.I., Sasu C., Terec L.Vlad, The destination image of Bucovina among romanian tourists, article published in the journal Cross-Cultural Management.
- Ispas, A., Tourism marketing, Ed. Universității, Brașov, 2011
- Ionescu, G., Murariu, A., Sustainable development of Romanian tourism by designing competitive tourism products,2005
- Nedelea Al., Nedelea Oana, Interdisciplinary studies, Ed.Did.șiPed., București,2013.
- Lovelock C., Wirtz J., Services Marketing-People, Technology, Strategy, USA,2007.
- Rotaru I., Developing the tourist destination - course notes, Ed. Alma Mater, Sibiu, 2009.
- Stăncioiu A.F., Marketing Planning in Tourism, Economic Publishing House, București, 2005
- Stăncioiu A.F., Picture of the tourist destination - elements of support in the construction of the regional tourist brand, article published in Theoretical and Applied Magazine vol.XVIII(2011), No.2(555)pp.139-152
- Snak, O., Tourism Economy, Ed. Expert, București,2006
- Snak O. Marketing in the Tourism Industry, Management and Tourism Institute, București,1999
- Marketing in the Tourism Industry, Management and Tourism Institute
Suceava Statistical Center, Romania