

The Analysis of Tourism Activity from Bucovina Area

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Abstract

In this article, the authors analyze the tourism activity from Bucovina area. We have chosen this theme because Bucovina represents an important historical, cultural and religious center, imposing itself through monasteries and churches that have conquered both Romanian and foreign tourists. Due to the beauty of the places, the purity of the air, the waters, the mountain area, as well as the inexpensive cultural and religious heritage, Bucovina is the most attractive tourist area from Romania. There are few places from Romania, where culture, history and religion are bounded better and nicer than here. The beauty of nature, historical culture and traditions, authentic villages and friendly people, all belong to the mosaic of Bucovina.

Keywords: Bucovina, tourism, tourist, tourism activity

1. Introduction

In present, tourism is manifested as a distinct field of activity, with a growing presence in the economic and social life of a country. Tourism has become as important in recent days as other key sectors of the world economy (industry, agriculture, commerce). Types of tourism vary from country to country, from region to region, assuring variety and attraction to Romanian and foreign tourists.

Bucovina, with richness hard to balance of relief forms, delights in spectacular views, both by the pride that the mountains look upon to the hills covered by the forests, and by the skill with which the crystalline water of the springs finds its way to the surface, to appease the thirst of the viewer for beauty. In a fantastic succession of beauty, Bucovina discovers the variety of tourist attractions from Rarau with its legendary "Pietrele Doamnei" and the imposing and mysterious Calimani with its "12 Apostles", at the gentle summits of Obcinele Bucovinei [1].

Bucovina is a place that rewards you every step at any time of the year. Deep forests and crystalline waters under the clear blue sky make this area a gateway to Heaven. You can experience the essence of Romania, if you slow down, breathe a breath of fresh air, and walk on foot on the roads to the painted monasteries from the heart of Moldova.

Bucovina is the land where fairy tales are still doing. When you say Bukovina, you think without asking for the painted monasteries, which have fame far away. Few are those who have not even heard of the blue of Voronet, Putna, where is the grave of Stefan cel Mare, or of Sucevita, a real fortress, not just a monastery! But there are so many wonderful places, so many other interesting attractions, picturesque villages, grassy meadows, isolated sheepfold, traditional farming, folk costumes, crafts, handicraft. Churches and monasteries are fascinating, but the eye and soul are quickly tired and looking for something else [2]. We can say with certainty that in recent years the number of tourists has increased due to the beauty of the region and has made Bucovina one of the most important tourist attractions from Romania.

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2. Materials and methods

In order to make a diagnosis of the tourist activity from Bucovina, we carried out a yearly analysis using the statistical data provided by the National Institute of Statistics. Thus, we compared the results recorded in 2000 with 2017 or 2018. In the analysis of tourism activity, we used a number of relevant statistical indicators, such as: net occupancy index of accommodation places; number of arrivals; average overnight stays, etc.

3. Results and discussion

Geographically and administratively, Bucovina area overlaps with Suceava County, being a part of the North-East Region, alongside with five other counties: Bacau, Botosani, Iasi, Neamt and Vaslui.

The Bucovina lands include pages of history, ancient traditions and customs, unique monuments and specific handicrafts, medieval builders attesting a spiritual and historical permanence of the inhabitants of these lands [3].

Bucovina is among the most attractive and frequented tourist areas on the map of Romania. Not surprisingly, this area, celebrated today throughout the world, was awarded with the International Pomme d'Or Award by the International Federation of Journalists and Travel Writers in 1975 and the multi-secular architectural monuments with interior and exterior frescoes from this corner of the country were passed by UNESCO to the list of monuments of universal art.

Bucovina is an important ethnographic area of Romania, distinguished by: the impressive popular culture preserved until present, the folk architecture, the costume, the traditional crafts, as well as a series of calendaristic customs or the life cycle of the inhabitants [4].

Suceava County (Bucovina) is located in the northeastern part of Romania and in the northern part of Moldova, an area where history, culture and tradition are present and complete the particularly attractive natural environment. It borders on the north and east with Ukraine, in the south with Neamț and Mures counties, in the west with the counties Maramures and Bistrita.



Figure 1. Map of the Bucovina Region

Source: <https://ro.wikipedia.org/wiki/Bucovina> [5]

Suceava County is the second largest county from the country with an area of 8553.5 km², representing 3.6% from the total area of the country. The municipalities of Suceava, Falticeni, Câmpulung Moldovenesc and Radauti, the towns of Vatra Dornei, Siret and Solca are the main localities of the county, as can be seen in Figure 1 [6].
The existence of accessible and harmonious forms of relief all over the territory, a favorable climate for practicing tourism throughout the year, rich

hydrographic, faunistic and floristic potential, cultural and historical and architectural heritage appreciated nationally and internationally, as well as well-known Bucovina hospitality, traditions and the customary customs, the gastronomy specificity makes Suceava County a real tourist destination.
The accommodation offer from the region is quite varied for the budget of each tourist, as can be seen in table 1 [4].

Table 1. Structures of tourists' reception by types of structures from Suceava County

Types of tourist accommodation structures	-number-					
	2005	2010	2015	2016	2017	2018
Total county	179	245	310	343	441	460
Hotels	24	30	46	46	48	48
Hostels	2	8	8	11	12	14
Motels	3	3	6	6	6	6
Tourist villas	22	19	15	16	17	18
Tourist cottages	3	7	14	13	13	14
Bungalows	1	2	3	3	3	3
Holiday villages	:	:	1	1	1	1
Camps	5	4	4	4	4	3
Tourist stops	1	2	3	3	3	3
Tourist cottages	:	:	1	1	2	3
Tourist guesthouses	44	62	80	88	107	115
Agritourist hostels	70	107	129	151	225	232

Source: National Institute of Statistics [7]

From the above table we can see that from the 460 accommodation units registered in Suceava County in 2018, 232 are agritourist hostels, meaning 50.43% from the total accommodation units, followed by the tourist accommodation units, respectively 115 accommodation units (25% from total accommodation units).

In Bucovina, accommodation in agritourist guesthouses is a tourist practice specific to the region. Generally, agritourist pensions are concentrated in the localities surrounding the monasteries (Agapia, Voronet, Sucevita), but also around the areas of Vatra Dornei, Câmpulung Moldovenesc, Putna, Gura Humorului.

In Bucovina households, tourists have the opportunity to serve food and beverages specific to the area, and the quality of the natural landscape and the numerous tourist attractions, especially the religious ones, define the uniqueness of this region [2].

In Bucovina area there are accommodation units ranging from luxury hotels to Western standards, blocks dating back to the Communist period, old-fashioned hostels, new villas and holiday cottages, as well as rooms inside agritourist farms.

In the following we will analyze the existing and functional accommodation capacity from the area.

Table 2. Existing tourism accommodation capacity

Types of tourist accommodation structures	- places -						
	2000	2005	2010	2015	2016	2017	2018
Total	5269	6526	8033	10143	10610	11883	12152
Hotels	2652	2808	3322	4193	4152	4298	4276
Hotels for youth peoples	:	151	:	:	:	:	:
Hostels	:	46	266	237	340	350	381
Apartment hotels	:	:	32	:	:	:	:
Inns and motels	318	:	:	:	:	:	:
Motels	262	109	111	292	280	257	269
Tourist villas	444	585	572	290	297	314	341
Tourist cottages	132	232	246	284	243	224	245
Bungalows	:	20	40	104	104	104	104
Holiday villages	:	:	:	86	86	86	86
Camps	244	278	230	246	244	244	216
Tourist stops	:	14	76	124	120	108	108
Tourist cottages	:	:	:	10	10	16	30
Camps for students and preschools	1026	487	:	:	:	:	:
Tourist guesthouses	236	849	1383	1725	1964	2171	2308
Agritourist hostels	245	947	1755	2552	2770	3711	3788

Source: Breviarul Statistic „Turismul României” [8]

In the year 2000, 5269 accommodation places were registered in Suceava County, and this number will gradually increase to 12,152 existing places in 2018, as can be seen in Table 2. During the analyzed period we note the disappearance of the following types of structures: hotels for youth peoples, apartment hotels, inns and motels and camps for students and preschools.

We can notice, in recent years, the emergence of new forms of accommodation that owe the existence and functionality of private initiatives, such as: tourist stops, tourist cottages, holiday villages and bungalows. [9-15]

In Table 3 we will analyze the evolution of the accommodation capacity in operation in Suceava County, during 2000-2017.

Table 3. Tourist accommodation capacity in operation

Specifications	-Places-days-					
	2000	2005	2010	2015	2016	2017
Total	1335448	1932576	2263630	2780181	2764901	2964646
Hotels	902385	1040720	1141347	1330435	1251026	1301704
Hotels for youth peoples	:	24351	:	:	:	:
Hostels	:	12725	89177	48371	58260	66594
Apartment hotels	56945	:	:	:	:	:
Inns and motels	56945	38820	30387	105857	104593	98118
Motels	129781	168791	145579	79128	70612	68397
Tourist villas	58246	67888	75846	67102	69847	65650
Tourist cottages	:	4300	6740	17172	17098	17234
Bungalows	:	:	:	4816	:	:
Holiday villages	:	46482	29398	21432	17952	15688
Camps	:	434	8046	23492	24192	23890
Tourist stops	:	:	:	:	366	12
Tourist cottages	61380	45291	:	:	:	:
Camps for students and preschools	70908	269147	370943	474472	527300	560909
Tourist guesthouses	55803	213627	366167	607904	623655	746450

Source: National Institute of Statistics [7]

During the analyzed period there is a significant increase in the accommodation capacity in

operation, meaning from 1,335,448 places-days in 2000 to 2,964,646 places-days in 2017.

Regarding the evolution of the accommodated tourists, in the structures of tourists' reception, by types of structures, from the table below,

significant increases are observed in both categories.

Table 4. The evolution of the tourists accommodated in the tourist accommodation structures, from the Suceava County, by type of tourists

Types of tourist accommodation structures	-number of people-					
	Years					
	2000	2005	2010	2015	2016	2017
Total Region	153515	192120	194365	310548	342710	385676
- Romanians	128085	148847	169755	264553	290960	332352
- Foreigners	:	:	24610	45995	51750	53324
Hotels	120704	134781	131209	189504	196866	206833
- Romanians	97224	96563	111227	151695	154249	163713
- Foreigners	:	:	19982	37809	42617	43120
Hostels	:	973	3699	4006	6812	9883
- Romanians	:	905	3505	3863	6686	9319
- Foreigners	:	:	194	143	126	564
Motels	5284	3023	2209	5977	5561	5643
- Romanians	4894	2875	2129	5781	5357	5410
- Foreigners	:	:	80	196	204	233
Tourist villas	12155	13940	10190	6572	6528	6925
- Romanians	11568	12381	9171	5938	6182	6592
- Foreigners	:	:	1019	634	346	333
Tourist cottages	6033	3935	2229	5555	5229	6149
- Romanians	5978	3837	2190	5350	5053	6028
- Foreigners	:	:	39	205	176	121
Bungalows	:	277	382	2232	2246	2070
- Romanians	:	261	297	2096	2027	1846
- Foreigners	:	:	85	136	219	224
Camps	:	1060	696	1081	1099	1234
- Romanians	:	945	581	480	661	999
- Foreigners	:	:	115	601	438	235
Tourist stops	:	2	226	1389	2076	2143
- Romanians	:	2	218	1341	2006	2056
- Foreigners	:	:	8	48	70	87
Tourist guesthouses	3787	19585	20319	42086	52924	67761
- Romanians	3332	18590	18869	39744	49840	63980
- Foreigners	:	:	1450	2342	3084	3781

Source: National Institute of Statistics [7]

In the Bucovina area, regarding the arrivals of the Romanian tourists, the tourist guesthouses can see a significant increase, namely from 3332 tourists in 2000 to 63980 tourists in 2017.

Until 2010, foreign tourists were totally absent from all categories of tourists' reception, as can be seen in Table 4. The only category that has experienced drastic decreases in the arrival of tourists, both foreign and Romanian, is the one of tourist villas.

A key element in the growth of tourists, both Romanian and foreign, is the hospitality of the people, this feature being defining for the Bucovina's inhabitants.

At the level of the North-East Region, Suceava County concentrates the highest number of overnight stays, 49.89% from the total overnight stays in the region, 49.62% of the overnight stays for Romanian tourists and 54.76% of the overnight stays of foreign tourists.

In the year 2017, in the Bucovina area, the average period of leisure stay for Romanian tourists was 2.14 days/tourist and 2.05 days/tourist for foreign tourists.

In conclusion, the Bucovina area, thanks to a varied relief, offering spectacular landscapes and views, attracts Romanian and foreign tourists who

are eager to relax and, wanting to escape by the noisy and stressful city.

4. Conclusions

Suceava County, known as Bucovina, is a land of legends, the birthplace of an ancient civilization, a place where history is present in the earth full of glory. One of the basic features of this area is the fact that on a small surface are found a large number of facilities of tourist attractions, there are facilities for practicing winter sports, fishing and hunting, but especially for rest and recreation

Bucovina tourism has a strong development in recent years, involving a significant number of tourists from the country and from all continents of the world. The multitude, diversity and complexity of the tourist objectives from the county have directly influenced the way of approaching this field of activity, and more and more amateurs of tourism oriented towards a certain form that satisfies their desires to the highest degree.

Bucovina villages that preserve an absolutely unique and original folk architecture, some of which can be considered as true outdoor museums, attract as a magnet the Romanian and foreign tourists.

Rural tourism from Bucovina is characterized by several determinants, among which: the quality of the natural landscape and the numerous tourist objectives of religious fact, the well-known Bucovina hospitality, the folk customs and the gastronomic specifics.

Even if visiting the monasteries is the most popular tourist activity from Bucovina area, there are other activities that tourists can try here: river rafting, paintball, mountain biking and archery and compressed and with air rifle as well and horse riding courses.

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