

VALORISATION OF THE TOURISM AND TRADITIONS POTENTIAL OF BUCOVINA, ROMANIA

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Abstract

This paper highlights the traditions and customs of the Bucovinians from Romania, especially from Suceava County, but also the ways in which they use them. These data were provided by the following institutions: Countys Councils, Countys Development Strategys 2007 - 2013, National Institute of Statistics. The data were processed and converted into tables, graphs and then interpreted and analyzed. Data used in this study are part of the textbook on the desk. Bucovina is a spring of traditions and customs well preserved by its inhabitants who send them with love to future generations. The accommodation capacity registered fluctuations, after the 1990s followed a fall, which was later recovered in 2005, followed by a huge increase until 2015, having a double accommodation capacity compared to the year 2000. The index of accommodation capacity utilization during the period 2010-2015 did not suffer drastic changes. An improvement was noted in July-January in 2015, the most significant increase being in the summer months of July and August.

Key words: traditions, customs, ancient, spring, future, Bucovine, Romania

INTRODUCTION

Bukovina, known in German under the name Buchenland", i.e. "country of beans", and which became the Duchy of Bukovina during the period of the Austrian Empire, represents the historical region comprising an area of 10,440 km², covering the area adjacent to the overlapping cities on the territory of Romania: Rădăuți, Suceava, Gura Humorului, Câmpullung Moldovenesc, Vatra Dornei, Siret and Vicovu de Sus; as well as on the territory of Ukraine Chernivtsi, Cozmeni, Zastavna, Viscăuți on Ceremus, Vijnița, Sadagura and Storojineț [3].

It moves in the Northeastern part of Romania, with a North-Eastern part of Ukraine, having coordinates of 48 ° N 26 ° E [8].

The name officially entered into use with the annexation of the territory by the Habsburg Empire in 1774. The name is one of influence beech glory ("buk"), thus translating "Bucovina" - "The land of beans" of the beech forest, appears for the first time in a document issued by the Moldavian emperor, Roman I

Mușat, on March 30, 1392, by which he gives to Ionaș Viteazul three villages on the Siret water "up to the great Bucovina, on where the road from Dobrinăuți ...".

The purpose of the paper was the analysis of the touristic potential of Bucovina and its valorification by its inhabitants.

MATERIALS AND METHODS

The specialized bibliography was used to collect information, as a starting point of this research work. In order to set up this article, the research was carried out using also the statistical information and data, some data requiring careful filtering.

Tourism is analyzed and tracked through a system of specific indicators, based on a methodology of calculation recognized and used worldwide (accommodation capacity, tourist traffic, tourist demand).

Thus, in order to obtain data on accommodation and tourist movements, we consulted the data sources provided by the Ministry of Tourism, the County Statistics

Department of Suceava, the National Statistics Institute and the consultation of unofficial data sources (specialized sites).

The data used were provided by the following institutions: Suceava County Council, the Suceava County Development Strategy 2007 - 2013, National Institute of Statistics Suceava.

The data were processed and the results were tabled and graphically illustrated and analyzed.

RESULTS AND DISCUSSIONS

Aspects related to the natural environment are favorable both for living and for developing tourist activities.

Tourism is an important element in the development of the Bucovina area. Due to its favorable conditions, the beauty of the places, the purity of the air, the waters, the mountain areas in the Bucovina area, as well as the picturesque region, the well-known hospitality, the folk traditions, the customs, the Moldovan gastronomy, give local color to attract tourists. Along with these special attractions, agritourism has an offer of accommodation and special food, ranging from cottages and rustic guesthouses to the three star standards. Agrotourism can be practiced throughout the year and complemented by fishing and hunting, mountain hiking [4].

Important events of the area - festivals and celebrations

Due to the passion that the Bucovines have for ancient traditions and customs, there are a series of events taking place annually in the area. For the most important inhabitants are the religious holidays (Christmas, Easter but also the days of important saints), these being the first ones to be celebrated, the second place is the ethno-folklore festivals, especially related to the agrarian rituals, besides which there are numerous cultural events and fairs.

In February, in Păltinoasa, "The Stagers' Time" takes place, this event celebrating the folk music festival [6]. According to the Romanian explanatory dictionary, it means: a small gathering in the villages during the winter evenings, where the participants work and spend the same time, telling stories, jokes,

riddles.

In March, in Fundu Moldovei, the Festival of Musical Music "Bunavestire" takes place at Vatra Moldoviței - "Flowers of Bucovina", at Cornu Luncii - "Hora Gospodarilor", this being a local celebration of folk music and dance.

The month of May had numerous festivals in Rădăuți – "Rock Music Festival" at Marginea – "The Black Ceramics Fair", at Dărmănești – The Minorities Festival "Cohabitations" which celebrates the ethnic minorities from Bucovina; at Gura Humorului, it runs the "National Festival of Caricatures, Epigrams and Honour".

In June, the "Wedding Traditions Festival" takes place in Straja; at Sadova - "Strunga Oilor" at Hornodnic - "Silvestru Lungoci" Folk Instrument Festival; Traditional Dance Festival; in Balca - "The Elders' Festival" the locals who passed their first youth sing traditional songs and dance.

In July, in Suceava, the classical music competition "Ciprian Porumbescu" takes place, in Rădăuți - The Olarilor "Ochi de Păun", in Fălticeni - "Evening seated", demonstrations of folk dance and folklore, Campulung Moldovenesc - "Bukovinen Meetings".

In August, in the city of Suceava, the Olari Craftsmen Fair is being held; Old costume festival (costumes and traditions); "Hora Prislop" National Dance Festival in Rădăuți - "Arcanul" International Folklore Festival, Fundu Moldovei - Arcanum Feast, folk festival, Balca - Feast of St. Mary.

In September, at Vama - Hora la Vama, traditional dance festival in Suceava - ethnographic and folkloric festival "Simeon Florea Marian", in Straja - Romanian Soul Treasures, folk and folk music festival in Volovăț - The Souls Treasures at Volovăț, Gura Humorului - "Autumn at Voroneț" Film and Diaporama Festival are presented short films and documentaries of young directors [7].

In October, at Suceava - Poetry Competition "Nicolae Labiș", candidates compete for the title of the best recipe, or the best creation, and the "Voronețana" Plastic Art Competition.

In November, the Fair of Children Craftsmen

takes place in Suceava with the sale of objects created by craftsmen, at Moldovița - the Dance and Music Festival "Song of the Obcinii".

In December, the "Bucovina 2003" National Photography Art Salon is being held in Suceava. The annual competition for the best exhibition, but also the best photographer, at Marginea - Dates and Customs, at Partestii de Jos - Dates and Customs, at Zvoriștea - Dates and Customs, Dorna Arini - Dates and Customs.

All these events and tourist attractions are highly appreciated by tourists, as the number of tourists arriving in this region, as provided by the National Institute of Statistics.

The number of tourists visiting Bucovina

Table 1. Number of Romanian tourists visiting Bucovina

Months	2010	2015
January	13,349	17,959
February	11,996	18,375
March	10415	15,765
April	13,770	20,887
May	16,503	26,756
June	17351	28,422
July	18,860	37,559
August	25,005	43,873
September	19,687	31,143
October	16,302	24,211
November	13,304	19,815
December	16,804	24,327
Total	193,346	309,092

Source: National Institute of Statistics, Constanța, 2015, [2]

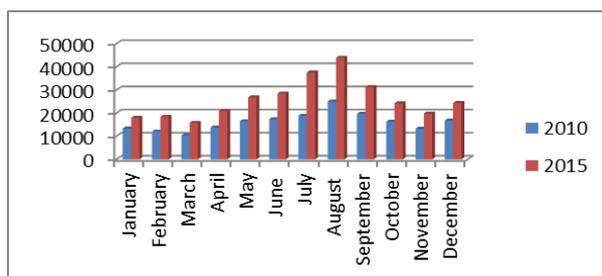


Fig.1. Number of tourists arrived in Bucovina
 Source: Own determination.

The increase in the number of tourists visiting Bucovina is significant. From 2010 to 2015, the number of tourists increased by over 50%. The months with the largest number of tourists are the summer ones both in 2010 and in 2015, but in July and August of 2015, the number of tourists almost doubled compared to 2010. One of the factors that led to this

increase, is the desire to escape from urban to rural areas.

Traditional cultural patrimony

Nothing can better define the spirit of Bucovina than its ancient customs and traditions.

This is the place that abounds in legends, myths and traditions kept for centuries. From religious holidays to important agricultural calendar days, Bucovines celebrate them with great joy through seating, festivals and celebrations.

For centuries, they have proudly kept their tradition, the Bucovins transfigure through moments and games the special moments but also the daily activities.

They are said to have a finesse to iron out the stupidity and the ugly.

The main events of life, birth, baptism, wedding, burial are captured and preserved by the inhabitants of the area.

Creating a popular costume is a true art, stitching, embroidery can be considered a source of inspiration for all generations to come. These creations of great value have been noticed over the centuries, due to the skill and skill that women have created.

Traditional Romanian embroideries are differentiated according to the region they come from. Popular costumes are different from each other in shape, the way they are ornamented, and the colors that are used.

The traditional Romanian costume is recognized throughout the world, having a surprising evolution, being re-interpreted today by many famous fashion houses.

The main holidays, Christmas and Easter are traditionally celebrated, keeping the customs of the ancestors, which attracts many tourists.

Tourism infrastructure assessment in Bucovina zone

Tourism accommodation infrastructure

According to the most famous site that tourists visit in search of accommodation www.booking.com, in May 2017 in May, there are 262 accommodation units in Bucovina, of which 1 hotel category 1 star, 14 category 2 stars, 73 category 3 stars, 55 category 4 stars and 3 category 5 stars; but also 32 holiday homes [10].

Table 2. The number of accommodation units by category in Bucovina area in 2015

Unit type	Number
Guest house	156
Hotels	41
Holiday House	16
Agrotourist hostels	11
Hostels	6
Apartments	6
Villas	6
Chalets	4
Cottages	4
B&B	3
Country houses	2
Complexes	2
Hosts / Rooms for rent	2
Holiday parks	2
Campgrounds	1

Source: www.booking.com [10]

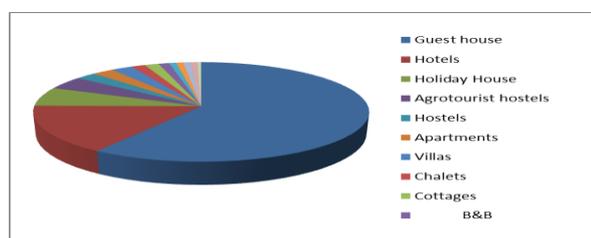


Fig.2. The structure of accommodation units by category from Bucovina in 2015

Source: Own determination.

Almost all accommodation units offer WiFi internet access, parking, some of them, some 80, also offer a shuttle service to the airport; 10 accommodation units have a swimming pool and a fitness room, 114 accommodation units accept pets, only 12 accommodation units are equipped with spa and wellness center, 10% of accommodation units facilitate the accommodation of persons with reduced mobility.

Another platform very used by tourists is: www.tripadvisor.com, here are 90 restaurants in Bucovina. The most popular restaurant is the Latino Restaurant in Suceava, followed by Q'uisine from Câmpulung Moldovenesc, and the third place is the Hilde's Restaurant in Gura Humorului.

These restaurants offer a menu of international variety, specific European food, but in the top 10 restaurants in Bucovina, we also find traditional Romanian food establishments: Bucovina Restaurant in Campulung Moldovenesc, The National Restaurant in Rădăuți and Popasul Domnesc from Voroneț.

Access infrastructure is in the process of

development. Access to the area is via the Salcea airport, located 15 km from Suceava, 75 km from Campulung Moldovenesc and 105 km from Vatra Dornei; trains or cars on European, national or county roads. (E 85, DN 17A, DN 18, DN 29, DN 2).

Table 3. Evolution of the number of accommodation units in the period 1990-2015 in Bucovina

Crt.No.	Year	Number of accommodation units
1	1990	63
2	1995	53
3	2000	93
4	2005	179
5	2010	245
6	2015	310

Source: National Institute of Statistics Constanța, [2]

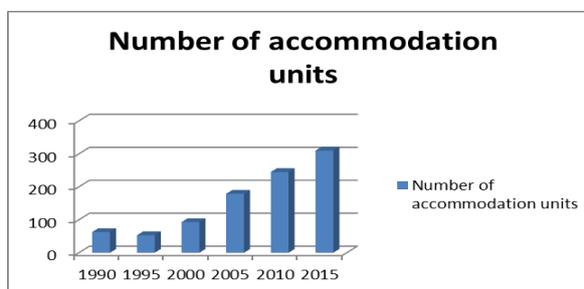


Fig.3. The evolution of the accommodation units in Bucovina, 1990-2015

Source: Own determination.

The tourist infrastructure of Bucovina is on the rise, one of the main reasons being the development of agrotourism, rural tourism, ie the desire to escape from the urban menu and to spend free time in communion with nature. After the communist era, Bucovina inherited more than 60 units of accommodation, following a period of decline in 1995, then a huge increase, more than 50 new accommodation units every 5 years. Another influence seems to have been its accession to the European Union since after 2005 and until 2010 the region experienced the largest development of the accommodation base.

Between 2005 and 2015 there are a number of accommodation units in the Bucovina region, such as hotels, hostels, inns, motels, villas, cottages, bungalows, campings, stops, classical hostels and campers [5].

But the main ones, according to the number of units (in ascending order) are - hotels, boarding houses, tourist pensions, tourist villas, chalets, campings and hostels.

Table 4. Number of hotels in Bucovina, 1990-2015

Crt. No.	Year	Number of hotels
1	1990	20
2	1995	18
3	2000	20
4	2005	24
5	2010	30
6	2015	46

Source: National Institute of Statistics, 2016 [2]

The first hotel-type accommodation units were set up in Suceava, and then expanded to more deserted cities, especially in the tourism sector.

According to booking, in 2017 there are 18 hotel units in the Bucovina region, the price of one night accommodation in July of this year starts at 15 euros per one-star hotel, reaching up to 65 euros in a four-star hotel.

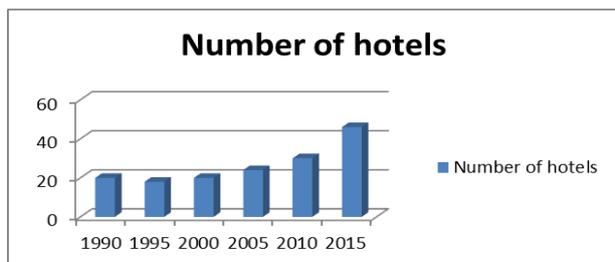


Fig.4. Evolution of the hotel accommodation units in Bucovina

Source: Own determination.

Table 5. Number of youth hostels, hostels and apartment hotels in Bucovina

Crt. No.	Year	Youth hotels	Hostels	Apartment hotels
1	1990	-	-	-
2	1995	-	-	-
3	2000	-	-	-
4	2005	3	2	-
5	2010	-	8	1
6	2015	-	8	-

Source: National Institute of Statistics, [2]

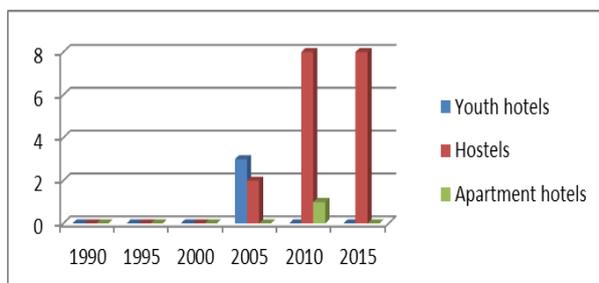


Fig. 5. Evolution of hotel accommodation units, hostel or apartment hotel

Source: Own determination.

The hostel is recognized as an accommodation unit for young people or

tourists with a smaller budget. These accommodation units are at a lower price because they have both bedrooms and shared bathrooms. Beds are single or bunk beds in general, and the payment is made per booked bed.

Table 6. Number of inns and motels

Crt. No.	Year	Inns	Motels
1	1990	6	-
2	1995	7	-
3	2000	7	-
4	2005	-	3
5	2010	-	3
6	2015	-	6

Source: National Institute of Statistics, [2]

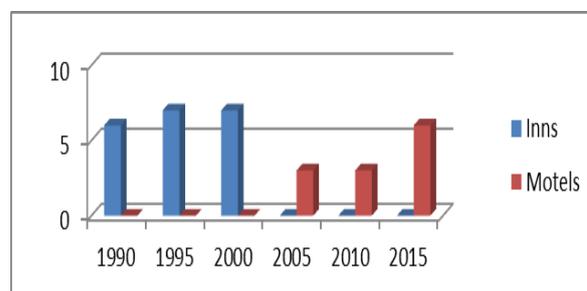


Fig. 6. Evolution of inn-type accommodation units and motels

Source: Own determination.

Table 7. Number of tourist villas, tourist chalets and bungalows

Crt. No.	Year	Tourist villas	Tourist huts	Bungalows
1	1990	13	12	-
2	1995	11	5	-
3	2000	15	4	-
4	2005	22	3	1
5	2010	19	7	2
6	2015	15	14	3

Source: National Institute of Statistics, [2]

Accommodation units such as villa, cottage or bungalow are units that are often rented in full by groups of tourists. The Bucovina area is an area where mountain hikes can be traversed, with varying degrees of difficulty, there are also many chalets where you can dance, or where tourists can take a leisure break. Compared to 1990, in 2015, the number of tourist villas increased by 15.38 %, the number of the tourist huts by 16/66 % and the number of bungalows was 3 times higher in the analyzed period.

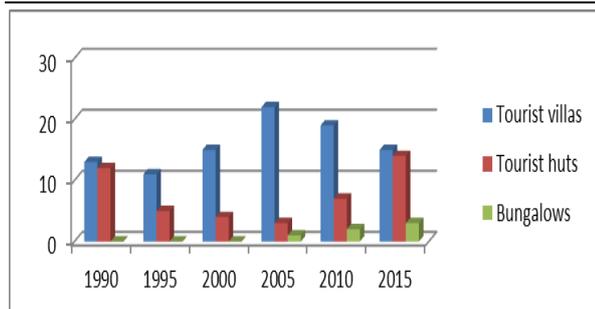


Fig.7. Evolution of accommodation units such as villa, cottage and bungalow
 Source: Own determination.

Table 8. Number of Campings and Holiday Villages

Crt. No.	Year	Holiday Villages	Campings
1	1990	-	8
2	1995	-	4
3	2000	-	2
4	2005	-	5
5	2010	-	4
6	2015	1	4

Source: National Institute of Statistics, [2]

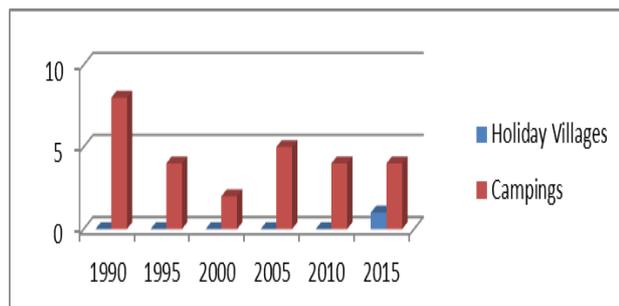


Fig. 8. Evolution of holiday villages units and campings
 Source: Own determination.

In Bucovina, according to the National Institute of Statistics, there is only one vacant village in 2015, located in Sucevița [1].

The camps are more numerous, but many have disappeared after the year 2000 as a possible cause of the emergence of agro-touristic pensions.

Table 9. Number of tourist pensions

Crt.No.	Year	Tourist pensions
1	1990	-
2	1995	-
3	2000	-
4	2005	44
5	2010	62
6	2015	80

Source: National Institute of Statistics, [2]

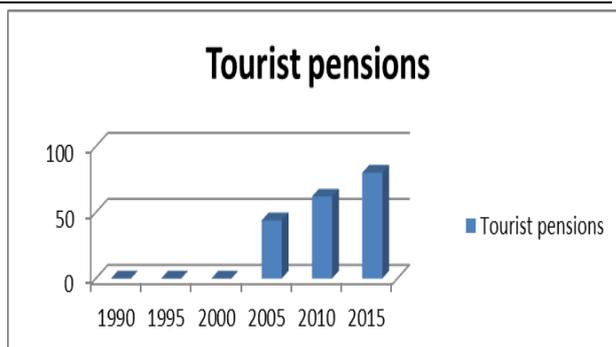


Fig.9.Evolution of tourist accommodation type accommodation units
 Source: Own determination.

Most hostels have been created since the 2000s, especially in rural areas, yet near major cities or tourist attractions of national interest.

Table 10. Number of agro-touristic pensions (according to INSSE - National Institute of Statistics)

Crt.No.	Year	Agro-touristic pensions
1	1990	-
2	1995	-
3	2000	-
4	2005	70
5	2010	107
6	2015	129

Source: National Institute of Statistics, [2]

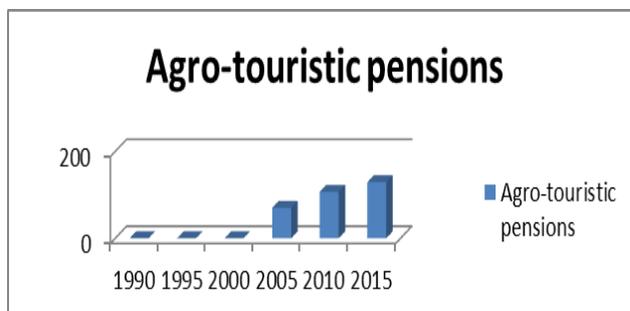


Fig. 10. Evolution of agrotourist hostel accommodation units
 Source: Own determination.

Most tourists who practice this kind of tourism are urban adults who want to escape the city's tumult.

Table 11. The total capacity of the existing tourist accommodation places (beds)

Crt. No.	Year	Tourist accommodation places (beds)
1	1990	6,841
2	1995	5,654
3	2000	5,269
4	2005	6,526
5	2010	8,033
6	2015	10,143

Source: National Institute of Statistics, [2]

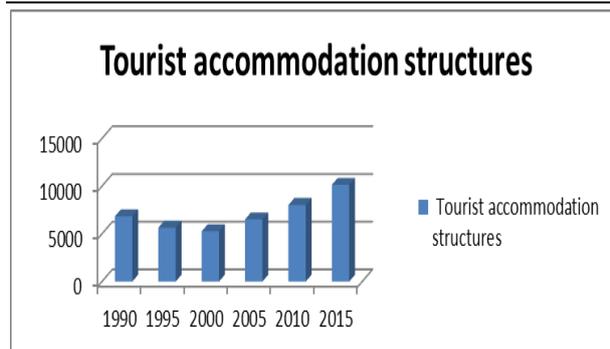


Fig.11. Accommodation capacity in terms of places (beds) Bucovina

Source: Own determination.

The accommodation capacity is slightly fluctuating, starting from 6,841 places registered in 1990, shows a deficit of 1,187 seats in 1995, down to 5,269 in 2000, the difference between 1990-2000 and 1,572 places, is recovered in the following years, so in 2015 there are 10,143 accommodation places [1].

Table 12. Overnight stays in tourist reception structures 2005-2015

Crt.No.	Year	Number of overnight stays
1	2005	435,199
2	2010	460,637
3	2015	699,491

Source: National Institute of Statistics, [2]

Using the statistical data provided by the National Institute of Statistics, 435,199 overnight stays were recorded in the tourist accommodation establishments in 2005, the number increasing by 2010 by 25,438 overnight stays and reaching 699,491 overnight stays in 2015.

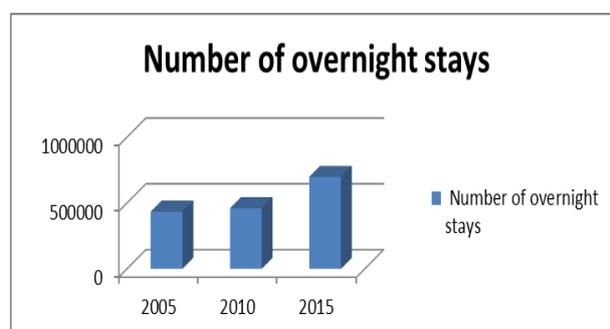


Fig. 12. Number of overnight stays in Bucovina

Source: Own determination.

The accommodation capacity registered fluctuations, after the 1990s followed a

decrease, which was recovered in 2005, following a huge increase until 2015, having a double accommodation capacity compared to the year 2000.

The index of accommodation capacity utilization during the period 2010-2015 does not recorded drastic changes. An improvement was noticed in July-January in 2015, the most significant increase being in the summer months of July and August.

Food units

The network of catering establishments in the Bucovina region does not include a statistic given the total number of restaurants in the region.

In the Bucovina area there are 266 accommodation units, of which 123 have a restaurant within the unit, most of them hotels. The rest of the units are boarding houses, cottages, camping sites that offer tourists space where they can prepare their own meals.

Most of the food establishments are located in the main cities of the Bucovina area, or in the immediate vicinity of the roads that pass through the area.

Tourism transport infrastructure

The area is crossed by numerous European, county, national, communal roads:

- From the south of the country you can reach Suceava by car, on the European road E85 (DN2), by train on Bucharest - Suceava route, and by plane to Suceava airport;

- From the west of the country is reached Suceava on the European road E576 (DN17) Cluj-Napoca - Suceava and on the railway Cluj Napoca-Suceava;

- From the northwest of the country, from Maramureş, Suceava passes through the Prislop pass, on the national road DN18 Baia Mare - Sighetu Marmatei - Iacoveni;

- Suceava County is located at the intersection of two European highways: E85 - Giurgiu - Bucharest - Suceava - Siret and E576 - Suceava - Dej - Cluj Napoca;

- Around the monasteries there are five heliports, and at Floreni (Vatra Dornei) there is a small airport for low capacity aircrafts [2].

Tourism SWOT analysis of the Bucovina area

Strengths

- Number of accommodation units;
- Number of tourists arriving is growing;
- Diversity of tourist objectives;
- Holding the Golden Apple on February 19, 2010;
- The presence of monasteries included in the UNESCO heritage list;
- Boat of Natural Heritage;
- The fact that traditions are still kept alive in this area over other areas of the country.

Weaknesses

- Development of the transport infrastructure;
- The efficiency of promoting the area in the online environment;
- Timer number of tourist information centers.

Opportunities

- Bucovina has become an intensely visited area by tourists in recent years, especially due to the promotion of the agrotourism concept. Which can lead to continued environmental development.

Threats

- Repeal legislative amendments;
- Lack of cooperation between regions for the development of tourism (promoting a tourism that includes the Maramureş and Bucovina area);
- High weather conditions (cold and rainy summers, cold winters with abundant rainfall).

CONCLUSIONS

Bucovina is a touristic area in full ascension, especially due to the introduction of agrotourism as a form of tourism.

The wide range of traditions and customs of Bucovina is kept with holiness of the inhabitants and transmitted with love to future generations. These are preserved and capitalized in numerous festivals throughout the year.

The main events of life, birth, baptism, wedding, funeral are captured and retained by the inhabitants of the area.

Creating a popular costume is a true art, stitching, embroidery can be considered a source of inspiration for all generations to come. These creations of great value have been noticed over the centuries, due to the skill and skill that women have created.

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The accommodation capacity suffered fluctuations, after the 1990s followed a decrease, which was later recovered in 2005, following a huge increase until 2015, having a double accommodation capacity compared to the year 2000.

The index of accommodation capacity utilization during the period 2010-2015 does not suffer drastic changes; an improvement is noted in July-January in 2015, the most significant increase being in the summer months of July and August.

All these aspects are complemented by the public catering network, the general transport and tourism network and leisure facilities.

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