

SUSTAINABLE DEVELOPMENT IN BUCOVINA REGION – ANALYSIS OF TOURISTIC POTENTIAL IN SUCEAVA BASIN

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Abstract:

Tourism has always been an economic pillar of European countries, in addition to building understanding and enlightening travellers. New considerations, sustainability, environment and socio-economics are calling for a new paradigm of how tourism operates. This article present the touristic potential of Suceava Basin, the infrastucture and how tourism can be considered as a fundamental opportunity for social and economic development in North East Region – Bucovina. The research investigated innovative strategies, solutions and recommandations to improve infrastucture and supporting services for tourism, overcoming many barriers.

Keywords: Bucovina Region, innovative strategies, touristic infrastucture, touristic potential, sustainability

JEL Classification: A12, O18

1. INTRODUCTION

1.1. Motivation of the theme selection, scope and purpose of research

World tourism has acquired in the second half of the XXth century, a bigger importance, which was illustrated mainly by the continued growth in the number of tourists and revenue collected. National tourism, constitutes in the perspective of the present approach, a real chance to relaunch the economic growth and sustainable development of market economy in Romania.

The goal of the research was to create a synthesis work to present, in a realistic picture, the overall characteristics of the infrastructure and tourist facilities in the area studied and to evaluate possibilities to improve the infrastructure in terms of sustainable tourism development of the area.

The aims pursued were:

- Identification, analysis and description of existing infrastructure elements in the area studied;
- The achievement of some synthesis cartographic representation;
- Assessing the adequacy of infrastructure of communications routes to the current requirements of tourism;
- Advancing proposals for infrastructure development / tourism base from the perspective of the growing importance of this sector in all economic activities of the area and from the European integration and sustainable development.

1.2. The scientific fundamentation, methods and research procedures used

The methods and procedures mainly used in our research have been *the observation, the analysis (functional - to highlight the role of some elements in the overall, statistical which has focused particularly reporting series of data and formulating hypotheses, cartographic conducting spatial mapping of elements, diagnostic reflecting the features of the current situation, prognostic on the possible developments, synthesis, comparative method* (comparing the elements, phenomena of the same kind to capture the similarities and differences between them in order to reflect the logical links), computerized data.

Personal contribution to this paper is to process and summarize data obtained from sources or from direct observation in the field and drawing a picture of the topic studied, realization of some thematic synthetic maps: *Suceava Basin –The infrastructure of the ways of communications*, *Suceava Basin - Accommodation capacity*, computerized data processing, advancing proposals to improve tourism resources.

2. THE ANALYSIS OF THE TURISTIC POTENTIAL IN THE SUCEAVA BASIN

2.1. The infrastructure of the communication ways

Suceava Basin is located in the north of the country, is included in the touristic province of Carpatho- Pericarpatica, being included in touristic region Bukovina and overlaps Suceava complex tourism area, touristic region known worldwide, which has a base and a tourism potential varied and complex. Regarding the accessibility of the area, it is in a plateau region, with favorable conditions to develop communication networks.

For this area, the most important road artery is European road E 85 which crosses the county from north to south, in Suceava and liaises with Ukraine in Chernovtsy and the capital, Bucharest. To this is added E576 highway from Suceava to Gura Humorului - Câmpulung Moldovenesc – Vatra Dornei.

Suceava is the main railway junction of the area, and most important railway bus is bus 5: Bucharest - Suceava - Vicsani and on to Moscow, thus having an international character. From this emerges bus line that provides contact Transcarpathian northwest, namely Suceava - Câmpulung Moldovenesc – Vatra Dornei, to Timisoara, Oradea, Baia Mare - Satu Mare.

The entire area from north of Moldova benefits from the presence of the International Airport "Ștefan cel Mare" Salcea located in the city, 12 km from the city of Suceava.

The map analysis (Fig. 1) reveals a series of regional differences in the level of service with ways of communication to the area studied.

Analyzing the network of communications from the space of the upper basin of Suceava, we note that the main access roads are particularly roads (DJ 209 G on Suceava valley, DJ 209 to the limit with Suceava plateau), the railway from Suceava valley provides access only to Putna beyond this village, to Nisipitu is not operational because of damage caused by floods in the summer of 2008. Movement within the mountain area is served and a dense network of roads upgraded interior and forest roads. From the perspective of tourists traveling within the area said that there are few marked trails (eg Putna-Sucevița) which constitutes an impediment to tourism development perspective in the area.

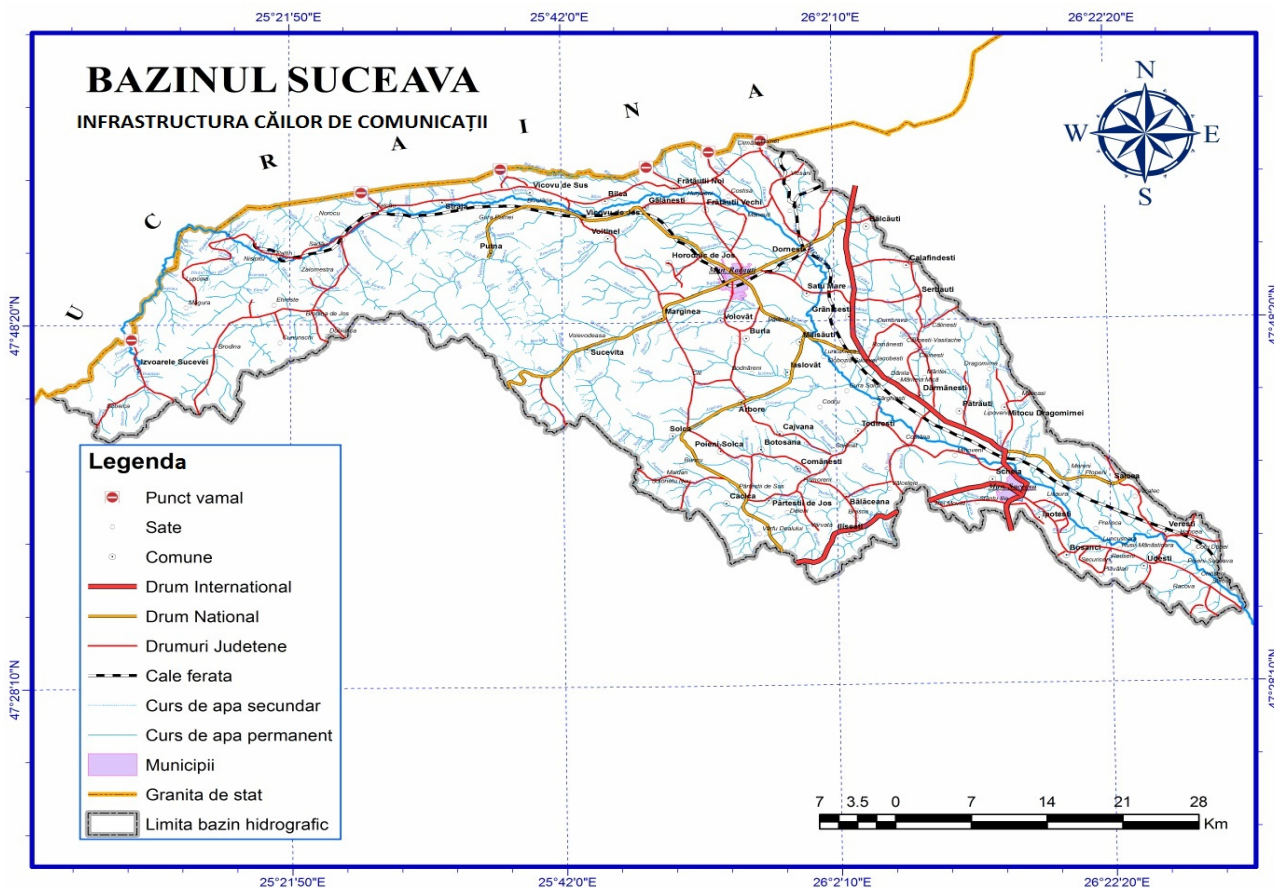


Figure no. 1. Suceava Basin – The infrastructure of the communication ways
(Author Constantin Cocerhan)

Distances to the main tourist centers nearby (Radauti, Sucevita, Solca) and turistic objectives, often exceed 50 km, many sights being relatively isolated.

Contact area mountain – plateau is favored by a high accessibility of the area given by the proximity to the plateau area, area served by a dense network of communication routes, and the one of Siret corridor and Suceava valley, old axes of movement road and rail. Access to tourist centers (Sucevita, Solca, Cacica) is facilitated by the proximity of the location of the county, city of Suceava, which is the most important railway and road of the county with a polarizing role of economic activities in the area.

Looking at the area level of service with the means of communication, we can appreciate that in Suceava Basin there is a network road which provides an easy movement between centers and attractions in the area (209 G on Suceava valley, DJ 209 to limit with the Suceava Plateau, completed inside by DN 17A which crosses Obcina Mare by Ciumârna Step and by DJ that joins Sucevița with Gura Humorului) and an inner dense network of roads between counties, upgraded that connects settlements to each other (eg Rădăuți - Volovat – Arbore; Radauti - Badeuti - Iaslovăț - Arbore – Solca; Pătrăuți - Todiresti - Solonet with deviation to Comanesti and Botosana - Cacica).

The area is poorly served inside by rails, Suceava – Cacica being the only railway section from the area, affected by flooding, being restored in July, 2011.

Inside the mountain area the marginal access network is completed by several marked mountain trails (Sucevița - Putna; Sucevița - Poiana Marului - Humor Monastery, Ciumârna Scorușeț Peak – Bobeica Peak; Solca - Humor Monastery) which facilitates the movement and allow, some extent, tourists to discover the beauty of the landscape from the region.

Distances between major tourist centers (Radauti, Sucevița, Gura Humorului, Solca) and attractions are included frequently between 10-50 km.

For Suceava area and its surroundings, the most important road artery is European road E 85 which crosses the county from north to south, in Suceava and liaises with Ukraine in Chernovtsy and the capital, Bucharest. This is compounded by the national road E 576 from Suceava to Gura Humor - Câmpulung Moldovenesc – Vatra Dornei. An important role have and other county or municipal roads that are linking tourist objectives: Suceava - Pascani by Bosanci-Udești-Dolhasca, Suceava - Dorohoi by Adancata, Suceava - Radauti and Suceava - Dragomirna.

Railway circulation is done in the area on the route Suceava - Milisauti - Dornesti - Radauti, but lately decreased a lot the frequency of using of this type of transport, road transport being preferred, more quickly and conveniently, which is well served by private entrepreneurs.

Among the analyzed sub areas we can appreciate that the latter is characterized by the dense network of communication routes, the movement of people realizing easy and efficient. In conclusion, we appreciate that road densities decrease from the middle and lower basin area to the one of contact with the mountain, the most poorly served in this regard remains the upper basin of Suceava, although there are operational railways in this area, their importance in movement of people and tourists has decreased greatly over the past decade, their functions being taken over by road transport.

2.2. Tourist accommodation structures

Bucovina region, in which limits falls Suceava basin, is a touristic area with national and international recognition. Tourism potential which is available, accessibility in the area were used locally in recent years by increasing the number of tourist reception and overall development of tourism infrastructure.

In the area we have identified the presence of the following types of tourist accommodation structures: structures with accommodation (hotels, motels, villas, camps, campgrounds, boarding houses, farmhouses, rented rooms in family homes), structures with functions of catering (inside structures belonging to companies and accommodation), recreational structures with functions (clubs, swimming pools, small football fields, tennis, winter sports equipment) and structures with functions of transport (buses, rental cars).

The situation of the existing accommodation capacity from the area was summarized in Table no. 1, shown below.

Table no. 1. Suceava Basin - Capacity of accommodation existing in touristic establishments in 2009

No.	Locality	Official statistics			Internet offer	
		No. of existent structures	Existent accommodation capacity (places –bed)	Working accommodation capacity(places - days)	No. of existing structures	Existent accommodation capacity (places –bed)
1.	Brodina	3	25	1159	-	-
2.	Cacica	-	-	-	7	136
3.	Ilișești	-	-	-	3	60
4.	Marginea	-	-	-	1	20
5.	Putna	4	60	16770	11	80
5.	Solca	-	-	-	5	196
6.	Suceava	17	1182	436083	-	-
7.	Rădăuți	9	455	146069	-	-
8.	Sucevița	30	550	82804	31	640
9.	Total area	63	2272	682885	-	-
10.	Total county	235	7554	2.176.422	-	-

Source of official data: Touristic breviary of Suceava county, 2010; Internet unofficial data– sites (www.cazarebucovinaagroturism.ro; www.cazarelanoi.ro; www.infopensiuni.ro;))

Reporting the existing accommodation capacity in the analyzed area to the total of the county shows that 26.8% of accommodation structures in the county is concentrated in the area studied, 30.07% of the capacity of accommodation (bed spaces) and 31.37 % of operational accommodation capacity (seats-days).

Analyzing the distribution of accommodation capacity on the two parts of the Suceava basin - mountain and plateau - we stated that the middle and lower basin has a capacity of significant relative to the mountain, all indicators analyzed, holds 44.06% respectively the number of structures, 74% of the capacity of existing accommodation (bed spaces) and 87.39% of operational accommodation capacity (seats-days).

Data obtained from consulting official sources were filled in the table with a series of data corresponding to touristic offer published for April of 2010 on the internet.

As can be seen, these data reflect the fact that in reality, the accommodation capacity is higher than reflected by the data in official statistics.

The differences between the two possible sources of information have the first question non-coverage in official statistics the localities with less than three structures of accommodation. Other probable causes are: non-inclusion of some farmhouses in the permanent tourist circuit, registration of more rooms in Easter touristic offers to attract more tourists, commissioning of new pensions etc.

On the map in Fig. 2 is shown the territorial distribution of tourist accommodation structures of Suceava Basin.

Analyzing the accommodation capacity estimated as number of structures we see large disparities between analyzed subunits of the Suceava basin. In the upper basin of Suceava, the accommodation capacity is reduced, being concentrated in Putna town in mountain-plateau contact area with the highest accommodation capacity falls Sucevița city, which owns the largest number of structures in the basin of Suceava, followed by Cacica and Solca, and in the middle and lower basin is dominated by the city of Suceava, followed by city Radauti.

In terms of accommodation capacity in operation, with the greatest capacity is part of the middle and lower basin which is dominated by the city of Suceava, followed by mountain-plateau contact area where Sucevița city includes the largest capacity. In the upper basin of Suceava official statistics include only data for Putna area, accommodation capacity in operation is very small compared to that of the other two areas analyzed.

In the typology of tourist accommodation structures with functions stands the predominance in the plateau area of the basin of the hotel type structures and the sub-mountainous and mountainous of agro-touristic guesthouses, service quality is appreciated in most cases with 2-3 flowers for hostels and 2-3 stars for hotels and restaurants, with only 4 units classified with 4 stars across the area (1 in Suceava, 1 in Radauti and 2 in Sucevița).

Campings satisfy partially the requests of the automobilist tourism; is remarkable in this respect Ilișești camping, Dragomirna camping and Burac camping, near Dragomirna Monastery, offering tourists the possibility of camping in a very picturesque area.

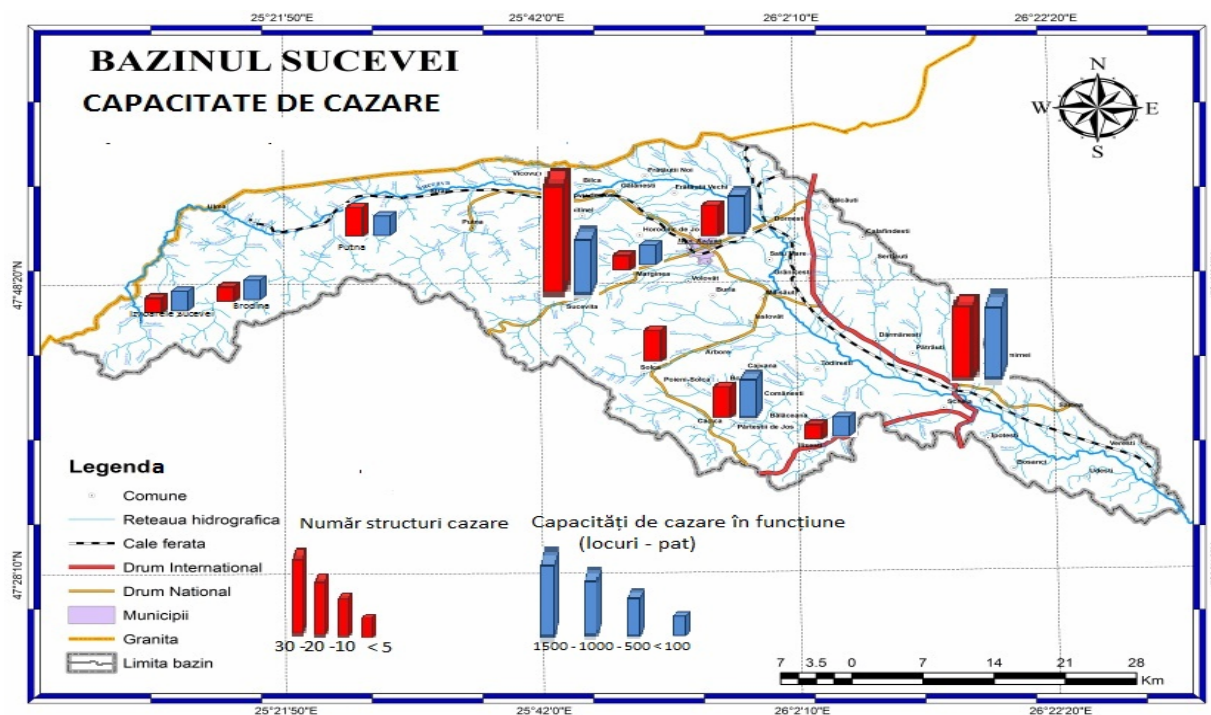


Figure no. 2. Suceava Basin – Distribution of accommodation capacity
(Author: Constantin Cocerhan)

In terms of reception facilities with catering functions in the mountain area of Suceava basin, they are reflected in the tourism and agro guesthouses (units available to tourists dining rooms with capacity equal or greater to accommodation capacity and turrets and other outdoor facilities). In cities of Suceava and Radauti the typology is more diversified, the network including high capacity restaurants, bars, terraces with unitary status, and associated service units of care facilities. Local restaurants offer specific products, as varied and tasty menus. Most make available to tourists, in summer, outdoor spaces to enhance their pleasure.

In mountainous areas, reception facilities with recreational functions are less represented as the one of transport and parking is limited to guesthouses and furnished the agency offers some entrepreneurs in the area for rental or minibus.

In the sub-mountainous and the plateau area, especially, leisure spaces are diversified and represents an advantage for tourism development. There is sports facilities, cultural institutions, places of leisure (pubs, discos, clubs, billiard halls) and the most important green spaces. Thus, the city of Suceava is famous for the large number of parks that provide outdoor recreation opportunity (Central Park, The Park of Royal Court, The Park of the Palace of Justice, Dendrology Șipote Park).

3. CONCLUSIONS

3.1. Diagnosis if the touristic potential of Suceava Basin

In the area can be identified, by analysis of tourism infrastructure and tourist facilities available, three individual subunits by specific characteristics:

- subunit which overlaps the upper basin of Suceava where potential is given special by landscape value and quality and the communication paths infrastructure is undersized in relation to the potential of the area and with the practice of quality tourism, tourist facilities are modest and does not provide adequate tourism recovery;
- contact subunit is grafted on the mountain plateau, where the potential is given equally to natural and anthropogenic factors and the existence of an tourist axis is remarked

with touristic resorts located in contact depressions with the mountain valleys (Sucevița - Solca - Cacica), where the infrastructure of communications channels has a higher density, where there are adequate tourist facilities that can meet various requirements, the image potential and resources of the area but not sufficiently exploited and promoted;

- the subunit which is grafted on the mountain-plateau contact in which touristic potential is given equally to natural and anthropogenic factors and is remarked the existence of an axis with tourist resorts located in contact with the mountain valleys (Sucevița - Solca - Cacica) where communications infrastructure routes have a higher density, where there are adequate tourist facilities that can meet various requirements, the image potential and resources of the area but not sufficiently exploited and promoted;
- subunit which overlaps the plateau area of the Suceava basin, which has human touristic resources of international value, where the infrastructure requirements are approaching to practice a civilized tourism, with tourist facilities which can meet various requirements under the complex when they would be effectively promoted and that are valued in a relatively high measure, especially in tourist centers as polarizing activity zone (Suceava and Radauti).

3.2 Sustainable tourism in Suceava Basin

In sustainable development perspective, tourism potential of the Suceava Basin can be a valuable resource and a planning and recovery to a similar level to other tourist regions in the world can ensure sustainable development of the region for the benefit of current and future generations.

Valence elements for the practice of sustainable tourism in the area are to maintain a large natural background, there is a distinct ethno-folkloric background, objectives of exceptional cultural-historical, hospitality people, with specific cuisine Bucovina, the existence of higher schools profile of tourism in the area, availability of people for practicing tourism. Currently, in the Suceava area and in Bucovina is practiced a conventional tourism, tourist offer being focused on visiting religious monuments and fund capitalization traditions and customs of Bucovina region, addressing in particular the adult population.

From the perspective of sustainable development this area should be seen as an area where you can develop many forms of tourism: ecological, rural, cultural, spa, entertainment, religious. Although some forms are already present, the recovery of the tourism potential is not satisfactory or brings important environmental damage.

In the situation of Suceava Basin for inclusion in sustainable development and reducing human pressure on the environment is required:

- protection and conservation of world heritage from the area (churches with mural paintings from Sucevița, Arbore, Pătrăuți);
- protection and conservation of cultural heritage in urban areas;
- establishment of a tourist information center in the city Radauti;
- Increase tourism in the region's tourism offer;
- modernization of tourist infrastructure in mountain areas (Brodina Valley);
- developing and promoting improved specificity tourist area;
- increasing the professionalism of those involved in tourism activities;
- ensuring quality of tourism services for visitors to provide valuable experience;
- ensuring continuity of natural resources and culture of host communities;
- ensuring a balance between the needs of the tourism industry and the need to preserve the environment;
- promotion of ecological tourism.

- accessing European funds for modernization funding of tourism activities and technical and material base for tourism.

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