



ABSTRACT

DOCTORAL THESIS: ***Diagnostic Analysis on agro touristic offer of Suceava***



In Romania, tourism is (more restricted) a component of rural tourism, which refers to tourism conducted on farms with predominantly agricultural activity. The rural tourism includes all the tourism activities undertaken in rural areas, primarily the pensions and Agro farms and small restaurants and hotels or other accommodation. Rural tourism is, in general, an ecological tourism, because in the villages, the tourists are much closer to nature, which we respect it with sanctity... For market supremacy in Bucovina, the tourism pensions will gain the unofficial confrontation with the hotels, but the future is not completely predictable. There are major problems facing this sector of activity - the precarious state of physical infrastructure, without the potential of this area can not be asserted.

Knowing that in perspective one of the fundamental guidelines of the modern economy is the development and diversification of tourist services, and tourism that we have regarded as an economic activity, up to additional income rural households, for the purposes of harnessing the economic potential of their business hosting and value of own products and local.

In its efforts to resolve problems faced by rural areas and to change the trend of depopulation, due mainly the decreasing of the agriculture, the EU has developed a framework to support rural development and integrated. It has promoted policies to enhance the appearance of new economic activities in rural areas and between rural occupies an important position. Therefore, the claim that tourism in Romania should be considered an economic generator of jobs and dynamic factor of rural settlements, and causes economic growth.

Tourism activity is a form of rural tourism using the accommodation and meal only pensions pensions and Agro-tourism, with picturesque and unpolluted environment, the natural tourist attractions and historical-cultural values, traditions and customs in the rural areas. Four things distinguish rural tourism activities for the rest of them are in rural areas: tourists farmer living in the household, eating food produced in house to a minimum of 60%, have opportunities for rural

recreation like a game of mowing or milking the cow, and in this little universe are born rather relations between host and guests than that between patron and client.

Rural satisfy a wide range of needs: leisure and recreation, knowledge, culture, sports practice, or course of air resort, hunting and fishing. But for a place to acquire rural tourism office must meet certain requirements, primarily related to the etnofolclorick traditions, but also the environment, any other tourist resources, as well as accessibility and geographical position. Rural tourism, and particular, use web features that are found in large part owned by the inhabitants of rural practitioners (as suppliers) of tourist activities.

Agro tourism network has a very good organization in the European Union because:

- The national non-governmental organizations and international systems;
- support received from the states (long-term loans, with interest of 3-4% in France, Germany, Austria, relief tax on business tourism conducted, logistical support, training and guidance) and EU funding programs;
- experience gained and ongoing improvement efforts.

The tourism in Romania has an excellent development environment of a normal reason: about half of the population lives in villages. It solves the first requirement, the number of accommodation spaces. But remains open the problem of accommodation of these spaces. While pensions targeted solely to improving tourist services, accommodation and peasants in their homes remains a cheaper alternative, but often dirty. Two elements are essential for the development of this form of tourism in recent years in Romania, village and nature. The village is traditional civilization with known habits of whole generations, from ancient times celebrations attracting the guest, which combines the old with the new or, in other words, traditional and modern are sitting at the same “table”.

From the analysis of economic development involved in tourism activities, according to INS statistics, the following results:

- a. territorial distribution of pensions Agro reflect a development in the center, north-east and North-West,
- b. the county level (NUTS III) of their territorial guesthouses Agro was more intense in 27 counties,
- c. at regional level during 1998-2003, the guesthouses Agro evolved as follows:
 - in the North East there is an upward trend of the number guesthouses Agro;
 - in the South is a tendency to increase the number of guesthouses Agro (an increase of 420% in 2005 versus 1999), this is intense growth in Buzau and Tulcea,

- the guesthouses Agro increased 6 times in 2005 compared to 1999 in the west.

Agro tourism developments and is differentiated according to the geographical area where this activity takes place, namely: plain, hill, mountain. Moreover, this activity is different and in terms of folklore and ethnographic areas, agricultural areas, especially the wine. Thus, in the Bukovina area can practice religious tourism in the Maramures area architectural and ethnographic tourism in the area of Transylvania cultural tourism and recreational tourism, gastronomic and wine-growing area in sub-Carpathian Gourmet and wine tourism, sport fishing.

As regards the aid granted by the European Union Romanian agro tourism development in the pre-accession period, were funded by the SAPARD Measure 3.4, projects aimed at: building and upgrading of tourist hostels rural investment in services and amenities outdoors , mountain tourism, fishing tourism, equestrian tourism, cycling, game farms to increase in semi-freedom to restocking, forest parks and other forms of activity in the area.

So, the roumanian tourism has a upward trend due to the potential cultural and natural high quality. For the period 2007-2013 is to be further support for the tourism activities taking into account the positive impact on their rural communities.

In our opinion, the agrotourism is a viable alternative, to which were directed more and more tourists. Emphasize that the country there is a wide variety of accommodation spaces, starting with the small (for 2-3 people) to those that can host over 100 people. Most units of rural tourism offers a suitable package of services - accommodation and meal, the latter in the form of half board or full board, and in some agropensions there is the possibility that the tourist to assist in preparing a meal or even to actively participate in this activity. In general, the tourist's pensions have a capacity of up to 20 operating rooms and the homes of citizens or independent buildings, most often to ensure a share of tourists with food fresh from their own production.

These units are stretched, with small exceptions, all over the country, having a density greater or less depending on the beauty of the existing possibilities of financial involvement and local and central authorities in developing ZONALA. According to the Association National Rural Tourism, Ecological and Cultural din Romania (ANTREC), in our country there are now nearly 5,000 hostels approved, totaling approx. 10,000 rooms, but the total number of rural areas of accommodation is much higher, given that only part of the existing units are members of this association. Foreign tourists that appeals to most rural people are interested in history and know Romanian traditions, by visiting some picturesque areas of unique beauty, which preserve ancient customs related to: architecture houses, port, traditional handicrafts, gastronomic specialties.

From the financial point of view, which appeals to tourists these services are included in the category of material possibilities and small environments, taking into account the fact that rural tourism require money from lodging in the hotel. Studying literature, we found that web services have been very widespread, being present today in almost all the world. Obviously, the Agro-is in many countries of the world a more recent creation, from the need to escape into areas of peace, beyond the city walls or surge of tourist resorts, they are more than dedicated.

They show the specificity of rural areas (the natural, construction, customs, activities, traditions, gastronomy). Variable from one area to another. Geographical areas are extremely generous, more or less extended, which combines rest with recreation, walking, practical activities, reading, in some cases even rendering profits from some natural resort for cure. In Romania, they appear in territory in uniform - as in Bran corridor Affairs, Bukovina / Depression Dornelor, Aries Valley - or as dispersed rural tourism (resort green) as Poieni (Cluj county) Geoagiu Băi, Sacelu (Gorj County) Murighiol (Tulcea county), Tismana (Gorj County) Botiza (Maramures County), Bala (Mehedinti county) etc.

From this point of view, most counties with tourism potential are well represented in this chapter. But there are enough resources unexplored, given the huge opportunities offered by Romania in various relief and picturesque nature. However, our work has stopped the supply of Agro Suceava county, part of the region of North East Development. County territory suceava, called “Up Country” or “beech Country”, a region with strong historical resonance, known as the chronicle, chronicles, in particular for the large flowering economic, political and cultural life of the time of Stephen the Great.

The Landscape’s beauty, gastronomic diversity, traditions, proverbial hospitality of the inhabitants, the existence of a large number of landmarks in an area that restrains and structures of modern tourist accommodation explains the large number of tourists who visit annually Suceava. The study of literature has led us the conclusion that Suceava, known more as Bukovina, one of the most complex areas of tourist country. The tourist potential of exception, with a great variety and diversity of objectives of national and international landscape areas by a special beauty, etc. various therapeutic factors. enables the development of the hospitality industry of high quality.

Strengths in this regard have been synthesized by us as follows:

- the diversity of tourism resources, natural and anthropogenic easily accessible and harmoniously distributed;

• cultural-historical and architectural (monasteries targets etc.). Included in the UNESCO heritage falling within Tourist destinations attractions and European world;

- rich flora and fauna, natural and mineral resources;
- water quality and a great variety of mineral waters;
- diversity of organic food, at very low prices;
- traditional kitchen and specialties regional;
- pollution very low;
- temperate continental climate favorable to the practice of tourism throughout the year;
- the variety of folklore and traditions inherited well preserved and practiced and now;
- rich calendar of trade fairs and folk events throughout the year and all areas;
- existence of a vast network of rural areas with partner cities in Europe.

Thrifty nature and spirit of welcoming Bucovina annually attract large numbers of tourists in the country and abroad, which can accommodate in terms of preferences, hotel, tourist hostel, cabin, villa tourism or other forms of accommodation. If you follow developments in parallel the number of tourists stayed in hotels ($H/2000 = 120704$, $H/2007 = 150,821$) and tourist hostels ($PT/2000 = 6239$, $PT/2007 = 44150$) can conclude the following:

Is an increase of approximately seven times the number of tourists in the tourist guesthouses compared with frequent fluctuations in the number of tourists accommodated in hotel units. The largest discrepancies are found in the year 2002, when the tourists stayed in hotels has been declining easy, the second consecutive year, while tourist pensions recording a record number of people accommodated, twice the previous year. After 2000 the part of Romanian and foreign tourists who visit Bukovina is oriented toward hostels, hostels whether urban, rural or Agro. This trend is shaping in fact throughout the country. Explanation is the many benefits of this new concept of leisure and revive the optimal conditions, away from noise pollution and stress the civilized world.

As I pointed out above, are the major natural Bucovinean and rustic way of life, offering exceptional tourist potential conditions. Guesthouse (agro) tourism is the most appropriate form for the Bucovina hospitality industry, although often in the "hostel" here, meet some still rudimentary. Guesthouses importance of tourism has increased as more and more tourists were oriented to specific units of accommodation "hospitality industry" lower rates with cheap and located in rural areas preponderant and peripheral cities. Referring to the period 1999-2006, we find that the number of guesthouses sucevene increased progressively, with a slight period of inflexible specifically 2001 and 2002, which is based on some legislation.

In terms of numbers, we notice that the agro pensions dominate, very popular with foreign tourists, but in terms of accommodation capacity, the urban tourist pensions make available a number nearly double beds. Observed dynamics of large number of hostels, but somewhat balanced in relation to availability of places.

We notice that in the recent years, Bucovina is one of the main tourist regions of Romania, supported the assertion increasing tourists stayed here with over 600%. It must be appreciated growing number of foreign tourists, which has doubled in the period 2002-2006. Moreover, the study of the dynamics of the number spent in the show, shows a steady upward trend recorded by the overall travel industry.

Certainly in the near future will increase tourist flows to Bucovina's agropensions if they undertake a series of initiatives such as:

- Rehabilitation of road infrastructure;
- Implementation of development projects European Agro;
- Develop a General Plan of Tourism Development (Rural) Bucovinean;
- Encourage ecotourism and sustainable development;
- Promote international area, with greater emphasis on markets in Scandinavia and Germany;
- Establishing brand "Bucovina".

In our opinion, for market supremacy of Bucovina, tourist's pensions will gain informal meeting with hotels, but the future is not completely predictable. It should also be borne in mind that the major problem faced by this sector of activity is not a facility for investors, but the precarious state of physical infrastructure, without which the potential of this area can not be asserted.

Opportunities this plan, put in evidence the SWOT analysis, refer to:

- development and promotion of tourism programs in the field of rural tourism (the kitchen with traditional food products of ecological, pilgrimages, eco-tourism specialist - speotourism, rare fauna and flora communities that maintain and practice the old traditions etnofolclorick, natural medicine);

- projects that bring value to the tourist and historical heritage and architecture typical of rural and cultural events, spiritual and traditional Romanian;

- diversification through tourism progress and promotion of microfinance programs that meet the current trends of recreation and active vacations like the cycling circuit, Mountainbike, Motor, deltaplan, rafting, skygliding, circuits for equestrian tourism;

- promoting and introducing circuits ecoturistice in parks and nature reserves;
- Promotional activities including ample supply in Bucovina catalogs in large firms touroperator;
- development of rural tourism in turist's hostels and Agroturistical by reintroducing / expansion of grants and facilities;
- introduction of quality management in rural tourism.

With us, we feel that a strengthening of the tourism sector could be achieved by attracting the segment of tourists from developed countries, knowing that this is the best in financial terms. Obviously, it must be given to tourists and the ex-socialist countries like Hungary, Poland, Czech Republic, Slovakia, which lately has been great economic progress, and their citizens, by raising living standards, may become potential consumers of tourism.

So, to attract tourists, both Romanian and foreign, we will synthesize some proposals and suggestions:

- Intensify actions to promote tourism of the area inside and outside the country using modern means, such as the Internet. This is a very easy and used information on the turist's objectives establishments and tourist's services and facilities in the area.
- Improving service quality and staff training by European standards Agroturistice.
- Diversification of products and achieving new ones.
- Modernization of units accommodation through conference rooms with the necessary infrastructure, upgrading rooms and facilities as the introduction of the Internet.
- Widening offer packages of services by large motivational profile of the tourist.
- ratio between price and quality services, so as to charge be justified by the quality.
- Rehabilitation and modernization of the road sightseeing, knowing that the car is the most used means of transport in tourist travel.
- Construction and upgrading of hygiene health points around sightseeing, this is one of the most common reasons for dissatisfaction of tourists.

In the same context, equally important is to support actions that promote the values of (agro) tourist's area, the permanent contact between service units and agencies and travel information on the latter from the news services, for better promotion in mutual interest.

*

* *

Because rural tourism is to transform into a real factor of local development, to provide an alternative and attractive tourist should consider a number of priority conditions, such as maintaining an optimal balance between ecological system, the socio-economic and cultural system of the area, or ensuring a strong local mastership concern regarding investment decisions so as to be possible to shift from the crisis of agricultural and rural societies. It also presents great importance to increase the supply of services and products, which will lead to greater tourist attraction, and promoting exchange between cultures and populations, through knowledge and mutual respect as a factor of solidarity and social cohesion.

Then, gaining significant attention to designing policies and planning to enable business to improve the competitiveness of less-favored areas, which do not have those facilities and equipment essential to quality of life for both local population and tourists.

*

* *

We appreciate that the factors with responsibility and decision-making power from the drive tourism local and national, should not delay the taking of such ideas, which certainly is useful to develop strategies for regional development tourism and can lead to economic development of the area studied.