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THE PROMOTION OF TOURISM IN THE RĂDĂUŢI AREA [PROMOVAREA TURISMULUI ÎN ZONA RĂDĂUŢI]

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The Promotion of Tourism in the Rădăuţi Area

[Promovarea turismului în zona Rădăuţi]

Liliana HÎNCU[1]

Abstract

The special area with high tourism potential is one of the most famous tourist areas both nationally and internationally. All the elements of the tourism potential have contributed to the development of this Bucovina area in terms of tourist interest. The monasteries in Bucovina are recognized for their historical background and also for their external paintings, some of which are included in the UNESCO world heritage. Bucovina is one of the most important areas in terms of tourism potential through historical monuments and architecture, folk art, natural landscapes and therapeutic factors; here live hospitable and hardworking people who are the good keepers of traditions centuries old and where, and if to this the increasing quality of the services provided is added together with the support through an effective advertising campaign, both at home and abroad, all this will represent the foundation of the strong development of tourism in Bucovina.

Keywords:

Tourism, promoting, potential, development, Bucovina, Radauti.

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Introduction

Location. The municipality of Rădăuţi is located in the County Suceava, in its northeastern part, at the intersection of geographical co-ordinates 47°51' north elevation and 25°55' east longitude. The town of Rădăuţi is bordring the following locations: the village of FrătăuţiiVechi (to the north and northeast), the village of Satu Mare (to the east) the town of Milişăuţi and the village of Volovăţ (to the south), the villages of Marginea, Horodnic de SusandHorodnic de Jos (to the west). The town of Rădăuţi is located at a distance of 37 km from the city of Suceava, the county residence. The road access to the town is easy and is carried out both on the national road 2H, which emerges from the European Road E85 to 15 km southeast of the town of Rădăuţi and on the national road 17A that emerges from the same European road at 14 km North East of the town of Rădăuţi. The nearest airport is the Suceava Airport, located 45 km away in the town of Salcea. The town of Rădăuţi has a total area of 3,230 hectares, of which 1,075 urban hectares. In terms of scope, it is the third largest townin the County Suceava and it streches over 1.4% of its surface.

Landforms. The village is located in the Rădăuţi Depression that is part of the Suceava Plateau, to the limit of Obcina Mare. The slightly wavy landforms that occurto the north of the municipality are due to the presence of the levees and small depressions that were historically occupied by ponds. All these landforms are made up of gravels, sands and clays.

Hydrography. The area of Rădăuţi is rich in ground and surface bodies of water. The territory around the town is drained by the River Suceava (in the north and east), by the Sucevita River (in the south) and Horodnic creek, a tributary of the river Pozen (in the north). The municipality of Rădăuţi is locatedin a former swamp area (which is still preserved in the „Ochiuri"protected area in the unincorporated area towards FrătăuţiiVechi) and it is crossed by many rivers. Though Topliţa is considered as the main stream (as it passes through the town center), the highest flow rate is recorded by Pozen (running north of the town). Other important rivers are Bahneanul and Temnicul (in the north and east). It is worth mentioning that in the center area - where today the Parcul Dendrologic Central (the Central Arboretum) - in the XVIIIth conturythere was a monastery pond. Nowadays, the only fish pond worth mentioning is located outside the city limits, in the „Ochiuri" protected area.

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Soils. In the administrative area of the municipality of Rădăuţi and less in the urban area the mollisol class soils dominate; they are soils with an intra-zone character, rich in humus, fertile propitious for agricultural activities. The intra-zone soils are: the marshy soils, the vertisols, thesolonetzs soils and the alluvial soils, but the area they cover is relatively small.

Climate. The climate is temperate-continental with Baltic influences. The predominant sector of climate influence is continental, with a frequency of the chill wind in winter. On the territory of the Rădăuţi municipality the Scandinavian-Baltic climatic influences are felt, with the circulation of polar air masses during the cold season. The average annual temperature ranges between 6 °C and 8 °C, with a maximum temperature of 32 °C in July and a minimum temperature of -25 °C in January. The absolute minimum temperature was -34.2 °C and was recorded in 1996. The amounts of precipitation are 650-750 mm. The highest precipitation amounts of 1.237 mm were recorded in 1955.

Flora. The municipality of Rădăuţipresents in theintra-zoneof meadow vegetation, formed of an association of hydrophilic woody plants (willow, poplar, alder) and grass-type vegetation (sedge, bulrush, buttercup, horsetail and mint). In the south-eastern part of the town the variegated tulip grows and towards the west, beyond the basin of the lowlands, forests with specific flora and faunaappear. Here coniferous forests composed of spruce, fir, pine, pinuscembra, larch and birch prevail (www.wikipedia.ro).

1. Tourism in the Rădăuţi area

The material base of tourism in the Rădăuți area. Due to favorable conditions, the landscapes, the purity of the air, water, mountain area and the famous cultural and religious heritage, the area of Rădăuţi has a high tourism potential. Alongside the picturesque of the region, the well known hospitality of its residents, the local traditions, customs, the specific cuisine of Bucovina, the holidays and folk traditions and the folk costumes provide a highly tourism importance in convincing tourists to visit this area.

Forms of tourism. The town of Rădăuţi is located in the area of Bucovina and one can practice a multitude of forms of tourism: the itinerary tourism with cultural values, the spa tourism, the rural tourism, the eco-tourism, the transit tourism, the tourism for hunting and fishing, the horse riding tourism, the winter sports tourism, the congresses and

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meetings tourism, the leisure tourism, the recreation and leisure tourism. The cultural tourism presents great opportunities for the attraction for foreign tourists by integrating the values of the national cultural heritage in the European and world heritage (the monasteries classified by UNESCO with international significance). Taking into consideration the cultural potential of the area, the German press is circulating the following slogan "Bucovina - the land of 1000 churches", drawing attention to the special development of ecumenical and pilgrimage tourism. A special attraction of the area is the activity of craftsmen that takes place here: the painting of icons (approx. 15 artisans plus the nuns from monasteries), the painting of eggs (60 artisan workshops), the craft of wood (10 artisans who manufacture barrels, 52 wood sculptors, a manufacturer of traditional musical instruments), pottery (especially the pottery using black clay, known worldwide), stone carving, weaving and workmanship of leather, fur and the folk masks.

The rural tourism, a particular and more complex form of tourism, including both the tourist activity itself (accommodation, pension, tourist movement, provision of additional services) and the economic activity (usually agricultural), finds in the villages of Bucovina favorable conditions for development. The rural area has a rich tourism potential that exists both in mountain areas and in the foothill areas.

The transit tourism requires multiple improvements related to the modernization and expansion of road and rail as well as the related services. The hunting and fishing tourism, as well as the water sports needs to be promoted due to the existing potential - hunting, fishing and bodies of water. The equestrian tourism benefits from the existence of a stud in Rădăuţi. The winter sports tourism is practiced in the area of Sucevița and GuraHumorului, but it may experience a much greater extent. The extreme tourism can take place in an environment where the geographical conditions are favorable (attractive natural landscapes, original natural locations, etc.).

As part of the general tourism, extreme tourism is synonymous with the adventure tourism, including specific activities: mountaineering, paraglidingand sailing, travel by motor means, extreme snowboarding, caving, etc. The mountains in Bucovina provide excellent conditions for the practice of specific activities of the adventure tourism. During the summer, the Rarău Mountains, the “Obcinile Bucovinei” mountains provide the perfect scenery for those who want to go on hiking or biking trails on the mountain ridge a sport known as mountain-biking. Other forms of extreme tourism that could be practiced in the area are:

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orientation (using maps, compasses, weather and astrological phenomena, natural landmarks, etc.), paintball (a simulated battle between two teams using special guns that launch paintballs) in the Frătăuţi area, caving (guided cave excursions, orientation and overcoming various obstacles). The congresses and meetings tourism can be intensified using the improved tourism infrastructure of cities like Suceava, Gura Humorului, Câmpulung, VatraDornei, as the area provides the largest assets to be included in the national and international tourist demand for this new type of tourism.

The leisure and entertainment tourismshould be developed and expanded by specific facilities especially in the suburban areas. Declaring the Câmpulung municipality and the town of Gura Humorului as tourist resorts of national-wide importance has opened the possibility for the reorienting of financing for the development of leisure and entertainment spaces. The hunting tourism is practiced in the area due to extremely favorable conditions that exist here.

2. Promoting tourism in the Rădăuţi area

Promotion methods and techniques. The tourism activities should consider the fact that besides the promotion actions, activities related to ethics are also needed (Trifu & Terec-Vlad, 2013). Besides the trust capital, the ethical decision making is a matter of morality of the people who provides services in tourism activities (Terec-Vlad, Trifu & Terec-Vlad, 2015), whereas consumers put increasingly more emphasis on how businesses relate to them. The tourism promotion is an important component of communications. In the tourism industry the promotion tasks are enhanced because the purchase decision of tourist products involves a large volume of information. The messaging for the customer information on various communication channels with the intention of developing a positive attitude towards the product and the company is promoting tourism.

As mentioned by Snak, Baron and Neacşu (2001), "the promotion of the tourism product is a specific form of communication that consists of transmitting messages in different ways and information designed to inform tour operators and potential tourists on the tourism product characteristics and on components of the provided tourism services,..., to develop a positive attitude towards the companies providing tourism service". Characteristics of tourism promotion:

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- ✓ is a permanent activity guided by objectives, the stage of the lifecycle of the promoted tourism product and theallotted promotional budget;
- ✓ it addresses economic agents which constitute potential clients;
- ✓ it aims global objectives such as: informing and attracting target customers and the improvement of the company image.
- ✓ it involves sent and received messages on various ways to the targeted market agents.

Within the development strategy of a travel company, the market strategy, therefore, and the promotion strategy are required. Thus, it establishes the relationship between the tourism compnay and and the environment is stablished, the position that it wants to acquire for the accomplishment of the task efficiently. The development of promotional strategies and their integration into the overall strategy of companies (tourism pensions, agrotourism) constitutes the basis for concrete actions necessary thereof.

Advertising in promoting tourism services. Advertising is a very important technique in the promotional mix; through this technique the achievement of several purposes is intended, namely: a) the promotion both of products, tourism services as well as of organizations; b) the stimulation of primary and selective applications; c) the increase of the efficiency of tourism firms. The means or media for transmitting the message in tourism are as follows:

- ✓ the written media: daily and weekly journals, magazines;
- ✓ the prints: flyers, leaflets, brochures, booklets, catalogs;
- ✓ the outer display (outdoor media): posters, banners, signage (static and dynamic), interactive information and promotion panels;
- ✓ the inner display (indoor media); audio-video: movies, CDs/DVDs, slides;
- ✓ the television;
- ✓ the mobile-telephony;
- ✓ various objects: napkins, calendars, clothing products, office supplies (mouses, pens, glasses etc.);
- ✓ the Internet: web pages, portals for information and promotion of tourism, electronic maps (Sasu, 2005).

The modern information technologies create new opportunities to promote the national tourism, theonline promotion of tourist attractions and the overall image of our country to foreign visitors. The internet is one way of disseminating messages with a large development among the preferences and options of the nowadays tourists. The Internet is an

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opportunity for tourism because it provides: a) the possibility of launching new services; b) the expansion into new markets; c) thepermanent customer interaction; d) theattracting of new customer categories.

For each travel agency, hostel or bed and breakfast both the creation and the development of the site and supplementing it with information is key. The information is as follows: a) area attractions; b) recreational opportunities and c) cultural and artistic events, traditional celebrations. One of the priorities of the websites is the possibility of online booking, which favors both those who offer tourist packages, as well as their beneficiaries.

Promotional events in tourism. Among the promotional techniques of modern marketing, which conditions and favors the formation and maintenance of the image on the market, we specify –the promotion through promotional events. The participation in domestic and international fairs, shows and exhibitions is an effective marketing tool because of the advantages the opportunity to come into contact with carriers of demand for tourism services provides and to study their behavior, to study the competitor"s offers, to contact different suppliers or service providers of holidays and even the sale of holidays during the tourist event. (Stăncioiu, 2000).

The participation in a tourism fair requires prior preparation and can be costly, because this includes expenditures for the stand, the number and quality of prints made available to visitors, market research, the participation in workshops and conferences (Vergheş, 2000). The printed material efficiency should be monitored permanently within market trials for the followingactions within future fairs or exhibitions;their development in excess leads to additional costs. These could also be used for other occasions.

The promotion of sales. The sales promotion involves the using of techniques and means of stimulation and increase in sales of goods and tourism services. The sales promotion is the group of techniques that marketers use to stimulate the immediate purchase of the product. In most cases, the sales promotion is not used in isolation, but in combination with other forms of promotion, such as the advertising or the direct sales. The sales promotion to motivate consumers aims at: a) discounts; b) coupons; c) combined deals (combination of accommodation with various catering and leisure services) and d) tombolas.

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The most used media sales promotion are: a) the cutting of rates by which the travel company is seeking to attract new customers and to increase purchases and b) the increase of the number of days dedicated to a stay and the uniformization of the demand (off-season) and so on. The forms through which tariff reductions are practiced are as follows:

- ✓ special offers;
- ✓ when services are distributed at reduced rates only during, on the eve or during the conduct of special events (carnivals, festivals, religious ceremonies, etc.);
- ✓ the grouped sales - a form approved by the whole salers in tourism, specifically by two variants, namely:
- ✓ the "assorted" sales, the grouping into a single package of several separate services and their sale at a price lower than the global rates of individual services;
- ✓ the "multipack" sales;the offer is presented as a package of services at the same tariff and the global tariff is digressive in relation to the volume of services, which is ensured by charging a regressive price per unit of service.
- ✓ the final cuts based on higher cost reductions.

The incentive trips is another form of sales promotion and are organized for sales people to familiarize them with the proposed tourism destinations for marketing (it provides the most comprehensive information on products as well as their "testing").

Another means of sales promotion is the advertising at the point of sale, which is achieved through posters, billboards, banners, displays, or materials in electronic format (DVDs, CDs) to attract, guide and steer the consumer interest towards a specific tourism product. The advantage of this promotion method is the fact that immediately after having drawn the attention to a product, it can be purchased.

The promotional gifts are also another means of promoting tourism offers consisting of facilities that tourism organizers make available to tourists, materialized in the form of additional products or services offered free of charge to consumers (Bucur-Sabo, 2006).

Strategies to promote tourism in the area of Rădăuți. The success in promoting tourism offer requires the understanding ofthe psychological elements acting on the receiver (the consumer of holidays). In this respect, the promoting agent must establish sightseeing sites and the activities or projects that can be undertaken in order to meet the needs of consumers. Theactivity field for the promotionof tourism resources in the Rădăuţi area is very extensive and includes many instruments, among which:

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advertising through the mass-media advertising, direct advertising, catalogs, promotions, direct sales, public relations, tourist maps, publications, albums and tourism guides, the participation to fairs, international exhibitions, both in the national stands and within specialized fairs and exhibitions specialized in the fileds of travel, business cards, ads, billboards and posters, etc. (Stăncioiu, 2000).

Another form of promotion is the presentation of accommodations and catering through commercials broadcast on local television stations (in Arbore, Suceava, Sucevita and Rădăuţi) and regional televisions (TVR Iasi and TVR 2). The advertising on private sites and travel sites have the advantage of the fast access to information and enables online orders. The field observations and the survey results have highlighted the negative aspects that reveal the weak involvement of local authorities in promoting their tourism resources. This is frequently visible through the lack of posters, the information plates for certain sights, through the absence of markings or their inappropriate status (Sasu, 2005).

The promoting of certain types of sustainable tourism practiced in nature, such as: hiking, cycling tourism, horse riding, paragliding, birds and wildlife watching, demonstrations of forestry education and the practice of organized tourism are other alternatives for capitalizing viable resource tourist. To promote this type of tourism, some local communities have started investment plans by modernizing access roads, the building of water and sewage networks and private investors have built campsites and hostels with recreational areas. It is worth mentioningthe actions taken in tourist localities such as Putna, Sucevița, Cacica and the newly declared town: Cajvana, Milișăuți and Vicovu de Sus.

The strategy for sustainable tourism development in Romania in general and in Bucovina in particular, in particular, aims to achieve a suitable base for the increase of tourism and international activities in an integrated, balanced and sustainable way that the cultural and socio-economic environment in Suceava county will benefit from, as well as the inhabitants of this area (Bouaru, 2013).

In developing a strategy for developing and promoting tourism in the Rădăuţi area, the concept of sustainable development was considered as base, a principle that underpins the entire economic and social growth set out in the Government Program for the years 2005-2008. This concept implies the provision of an optimal balance between economic growth and conservation of the environment which must ensure an uniform development able to satisfy both the current demands and future

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demands, with the ultimate aim of harmonizing the short-term benefits of the business environment and the long-term benefitsof the entire society. The starting point was the creationof a Bucovina tourism brand to be promoted through a national program of Bucovina Marketing and Promotion National Programme (Bouaru, 2013).

This strategy has clearly defined goals and objectives and the overall goal is to develop tourism in the Bucovina area, which includes the area of Rădăuţi. The specific objectives are:

- ✓ improving the tourism infrastructure in County Suceava;
- ✓ increase the influx of tourists in Bucovina;
- ✓ ensuring the sustainable use of natural resources and the valuing ofthe ethno and cultural traditions;
- ✓ protection, preservation and enrichment of the heritage;
- ✓ increase of the quality of services offered to tourists;
- ✓ creating a Bucovina brand for tourism;
- ✓ promotion of tourism projects from external funding.

The number of 100.000 tourists who visit this county annually is explained by the county"s geographical position at the crossroads between North and South, East and West on the proximity of Ukraine, Poland, Moldova as well as the presence of numerous cultural and historical monuments. As a whole, tourism is a complex social and economic phenomenon, typical for the modern civilization, deeply rooted in the life of the society and, as such, influenced by its evolution. Tourism is characterized by high dynamism, both nationally and globally, targeting large segments of the population and responding to people's needs for restoring health, leisure and knowledge. At the same time, tourism due to its mass specificity and its complex contents, involves a vast human and material potential, with profound implications on the evolution of the whole society. Socially, the tourism provides the access of people to "the civilization thesaurus" and the beauty of society, it facilitates the exchange of opinions, ideas, thoughts, thus contributing to the equal intellectual formation of individuals. In purely economic terms, tourism has many advantages compared to other areas:

- ✓ The added value in tourism is superior compared to other branches, because of the import of raw materials, for the field, is insignificant.
- ✓ Tourism is not anenergy intensivebranch.
- ✓ It largely uses domestic raw materials which are, practically, inexhaustible.
- ✓ It allows the transfer into foreign currency of material and human resources, unworkable in other ways.

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- ✓ The recovery in tourism is advantageous comparable to other branches, because it is achievedas invisible (inland)export the price of the tourism products is not loaded with packaging, freight, insurance, customs and dutyexpenses.
- ✓ Tourism is a significant part of the domestic consumption entailing, directly or indirectly, significant quantities of industrial products.
- ✓ Tourism ensure a balanced development of all areas of the country, including those regarded as lacking an attractive tourist offer.

Tourism in terms of economy, is a consumer of goods and beneficiary of services. The financial means made by this consumption, some returnto the direct factors out of the tourism economy in the form of income, another part enters into the state budget as taxes and another part is sent to various branches of the economy for the past performance. The Bucovina tourist destination should be promoted as effectively as possible as "a unique place" both on the domestic market as well ason the international tourism markets. The need for the sustainable economic development increasingly reveals the importance of developing and approving strategies, whose ultimate goal is that the tourism natural and anthropogenic potential of Bucovina must be adversely affected by tourism, but rather to be protected for the benefit of future generations.

The tourism development strategies revealthe weaknesses in the tourist offer of Bucovina and determine the strategic directions for their removal, as well as the organizations responsible for achieving the desired goals. In this context, the main reasons that determine the need to develop tourism are as follows:

- ✓ The tourism resources are practically inexhaustible and tourism is one of the few sectors of the economy with real prospects for long-term development.
- ✓ The complex management and utilization of tourism resources accompanied by an effective promotion on the foreign market should be regarded as a source of increased foreign exchange earnings of the state, thus helping to balance the balance of payments.
- ✓ Tourism is a somewhat safe labor market and practically allows for the redistribution of people laid off from other heavily restructuredeconomic sectors.
- ✓ Tourism with its multiplier effect, acts as a stimulating element of the global economic system, generating a specific demand of goods

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and services which result in an increase in the production thereof, thus contributing to diversifying the national economy sectors.

- ✓ The harmonious development and somewhat uniform of tourism throughout the entire territory contributes to the economic and social growth and the reducing of gaps among various areas, thus setting an important source of increasing household incomes.
- ✓ Tourism is a means of development of rural areas by extending the specific offer of an area and creating jobs in rural areas other than the traditional ones, improving living conditions and increasing incomes of the local population.
- ✓ By respecting and promoting the principles of sustainable development, tourism is a means of protecting, preserving and exploiting the potential of the cultural, historical, architectural and folkloric countries and regions (Nedelea, 2005).

As a tourism territorial unit, Bucovina is designed as a dynamic model of development and is part of the qualitative renewal through the concern for the enhancement at an increasingly higherlevel, of the rich resources available. Thus, to increase the participation of the tourism in the Bucovina area to economic and social efficiency of the Romanian tourism in general, we felt that the amplifying of all the forms of tourism, the material base and infrastructure are of executive importance and can be strands in the modeling strategy.

Conclusions

The special tourist area with high tourism potential is one of the most famous tourist areas both nationally and internationally. All elements of the tourism potential and have contributed to the development of this area of Bucovina of high tourism interest. The monasteries in Bucovina are also known for their historical background but also for their outer paintings and some of them are part of the UNESCO world heritage.

The tourists coming to the area are impressed by the beautiful landscapes and famous sights as well as by the hospitality of the people of Bucovina. Bucovina is one of the most important areas in terms of tourism potential due to its historical, architecture and folk artmonuments, its natural landscapes and its therapeutic factors; also the people living here are hospitable, hardworking, good keepers of centuriesoldtraditions. If to all this we add the increasing of the quality of the provided services and support this activity through effective

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advertising campaigns both at home and abroad, chances arefor a strong development of tourism in Bucovina.

Due to the certain promotion methods and techniques of this area,an adequate promotion was possible to be achieved to enable tourists from home and abroad to become familiar to this area of Romania. Thus a prestigious tourism trade of Bucovina was created, which includes the area of Rădăuţi. The promotionof various types of sustainable tourism practiced in nature, such as hiking, cycling tourism, horse riding, paragliding, the watching of various species of birds and wildlife, demonstrations of forestryeducation and the practice of organized tourism are also alternatives for the viable capitalization of tourism resources. To promote this type of tourism some local communities have started investment plans by modernizing access roads, the building of water and sewage networks and private investors have built campsites and hostels with recreational areas.

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