

THE TOURIST ACTIVITY'S IMPLICATION IN THE DEVELOPMENT OF RURAL COMMUNITIES FROM THE NORTH-EAST REGION

ADAMOV TABITA, CIOLAC RAMONA, MĂNESCU CAMELIA, CHENDE DRAGOȘ, PASCARIU ANKA, GORDAN MARIUS
University of Life Sciences "King Mihai" from Timisoara, Faculty of Management and Rural Tourism

Abstract: Rural tourism, or agritourism, is a vector of rural development, the local community being the beneficiary of general advantages. From a geographical and administrative point of view, the Bucovina area is assimilated to Suceava County. Bucovina is the tourist area from the north of Moldova, considered as being, at national level, the third region in terms of tourist flow, second in order of development and first in terms of number, diversity and value of tourist attractions. The development of agritourism in this area must take into account the perfect harmonization of natural, architectural, historical, ethnographic, and folkloric and museum objectives. Suceava County is a tourist destination recognized both nationally and internationally. The variety and richness of the natural and anthropic tourist potential, places Bucovina in the top of the Romanian tourist destinations.

Introduction

Suceava County is one of the main tourist areas of Romania due to its favorable relief conditions, beauty of landscapes, purity of air, water, mountain areas, traditions and folk customs preserved to this day, the specifics of Moldovian gastronomy and not in the last line due to the well-known hospitality of the locals.

Although more and more locals from the tourist areas of Suceava County have understood to capitalize on existing resources in this area and contribute to the development of accommodation infrastructure by transforming their homes into tourist guest houses or by building new ones, the true potential of this area is not intensely capitalized. Often the main problems are related to the quality and standards of tourist services provided, the involvement of hosts in agritourism activities, lack of collaboration between local authorities and the administrators of tourist units, but of course infrastructure and funding sources, as in many other areas of the country, remain the most acute of the problems.

Material and method

In this paper, an analysis of the agritourism activity in the Bucovina area is made, indicating the main elements of rural tourist attractiveness. For the analysis of the tourist activity were used as research methods the analysis and synthesis of data, the processing of statistical data and the identification of solutions to support the development of the agritourism activity in this area.

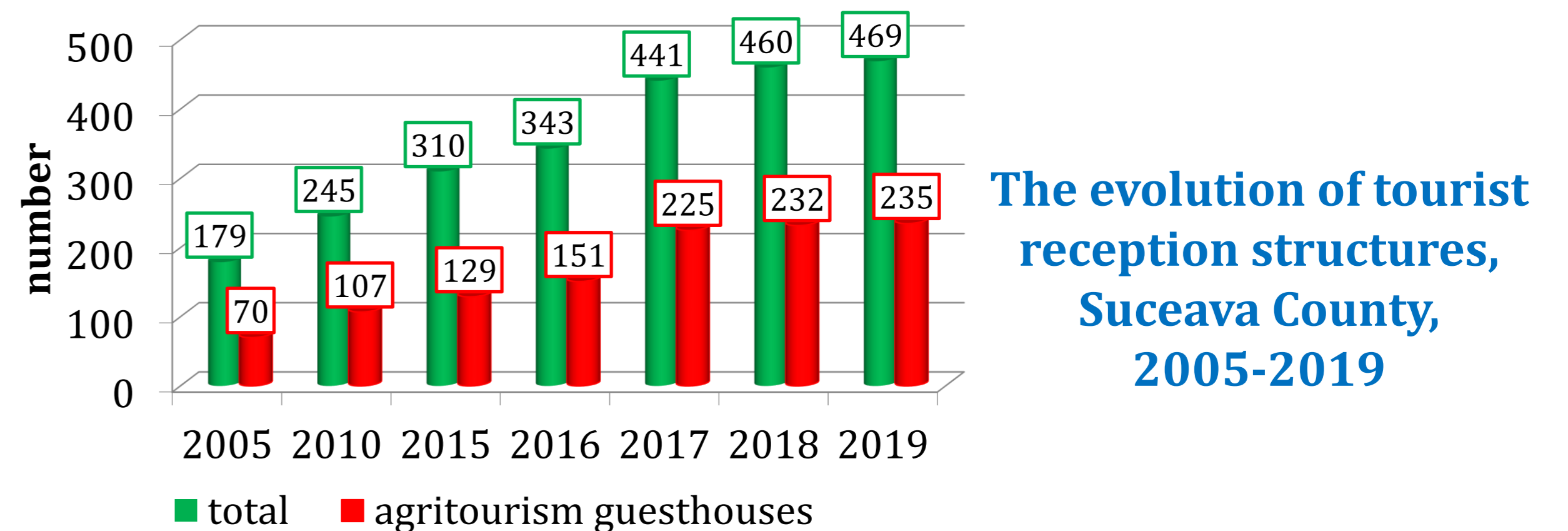
Results and discussions



Bucovina is located in the northern part of Romania, in the northwest of the Moldova tourist area, on the right bank of the Suceava River.

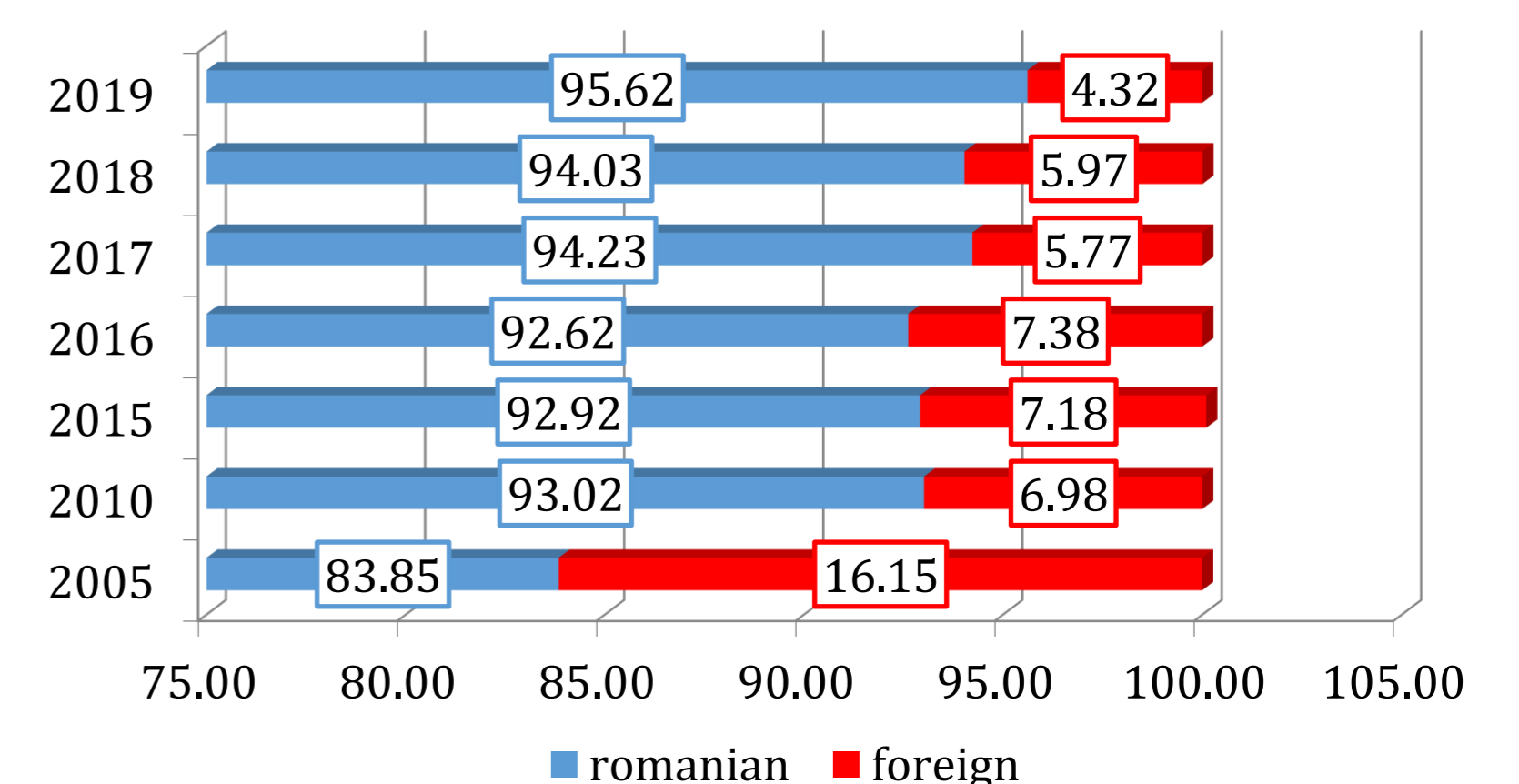
From a geographical and administrative point of view, the Bucovina area is assimilated to Suceava County. It is part of the North-East Region, along with the counties: Bacau, Botosani, Iasi, Neamt and Vaslui.

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This figure shows the evolution of accommodation units in Suceava County, in the period 2005-2019. Regarding the total number of tourist reception structures with accommodation function, they show an upward trend, in the analyzed period, the growth rate being 162.01%. In the case of agritourism structures, the same upward trend is observed, in the analyzed time interval, increasing over 3 times (3.36 times).

The structure of overnight stays by categories of tourists, in agritourism guesthouses, from Suceava County, 2005-2019



The number of overnight stays of foreign tourists in agritourism guesthouses from Suceava is increasing, but their share in the total value of overnight stays indicates a considerable decrease (72.87%), the main problem being the state of road infrastructure.

The average length of stay is an important indicator of the analysis of tourist demand, reflecting the ability of accommodation units to maintain the tourist for as long as possible. It is determined by relating the number of overnight stays to the number of tourist arrivals.

Conclusions

Rural tourism, and especially agritourism, has major development opportunities, because rural areas from Bucovina have both a picturesque natural landscape, unpolluted and with many options and opportunities for leisure and real cultural and historical tourist resources.

Rural communities preserving ancient traditions, crafts and customs, where talent and attraction to beauty materialize in real works of art, represented by hand-woven carpets, ceramics, fabrics, folk instruments, masks, are a real pole of rural tourist attraction.