

## INSTITUTIONS AND ASSOCIATIONS INVOLVED IN TOURIST PROMOTION AND DEVELOPMENT OF SUCEAVA COUNTY

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### Abstract

*This article includes an analysis of some of the institutions, organizations, associations, departments involved in the promotion and development of tourism in Suceava county. It is necessary to develop a marketing program aimed at the creation, development and promotion of the Bucovina tourism brand.*

**Key words:** *promotion, tourism, Suceava, tourism development.*

**JEL Classification:** L83, Z32.

### I. INTRODUCTION

Tourism is a phenomenon with social, cultural, political, environmental implications and is also a factor of economic development. In order to carry out tourism activities in good conditions, the involvement of economic agents in the field is needed; the involvement of various multinational organizations; the involvement of the government (through the competent Ministry). The involvement of these actors is necessary because tourism has a positive impact in creating jobs, as well as increasing the visibility of marginal areas.

The development of tourism in the current period and the attribution of the role of a priority economic sector in the context of its alignment with the level of international requirements is desirable.

One of the most intense and refined battles in terms of promotion, which all the countries of the world are fighting, takes place in the field of tourism, because attracting tourists is the most advantageous business of this beginning of the millennium.

A new marketing concept and tool has appeared in the Romanian hospitality industry: regional promotion. The appearance of this concept was inspired by the world practice in the field of countries with old traditions in tourism.

It is a process of structuring the tourist offer on local destinations of scope, having a well-defined legal personality, a recognized name, formed or in formation on the international market. This trend of regional affirmation and promotion in tourism was based on the fact that, at this local level, the concrete realities of tourism practice are better known than at the central level, that is, at the ministry in charge of tourism.

The phenomenon of crystallization of future brands of distinct tourist products, having their own personality, began in Sibiu and then continued in Bucovina.

This European concept, which has been imposed by its value in several countries, aims at the establishment of regional associations, intended to bring together within them all the existing forces at the local level, interested in promoting the tourist potential of the respective area. (Nedelea, 2003, p. 198)

At the European level, the concept of the Tourist Destination Management Organization has become more and more important, as a public-private partnership model that allows for the harmonization of public policies and those originating from the area of entrepreneurship, in a representative and unitary framework, in order to develop and capitalize on the tourist potential of the destination.

### II. ASSOCIATIONS AND INSTITUTIONS INVOLVED IN TOURIST PROMOTION AND DEVELOPMENT OF SUCEAVA COUNTY

Beyond investments and strategies, Suceava tourism needs the improvement of services and promotion. Until we understand that every experience below the expectations of a tourist, whether Romanian or foreign, attracts losses 10 times greater than those immediately quantifiable, everything is just work in vain. Only positive experiences become promotable and it will be possible to talk about sustainability and predictability in tourism.

In this sense, we will analyze some of the organizations, associations, departments involved in the promotion and development of tourism in Suceava county.

Regarding this, we specify that the institution that manages this field at the governmental level is: the Ministry of Entrepreneurship and Tourism. This ministry has in its structure: the Directorate of Tools for Export Promotion Programs (DIPPE) which has the mission of supporting Romanian economic operators in export promotion actions. The vision of this ministry is to "help increase the degree of

internationalization of Romanian companies, the competitiveness of Romanian products and services for export, increase the degree of employment of the workforce in related fields, as well as its performance and productivity, promote products and to Romanian services of quality and with high added value" (<http://www.imm.gov.ro/ro/mmaca-etichete/directia-instrumente-si-programe-promovare-export>)

Ensuring compliance with legal norms and standards, quantitative and qualitative, in carrying out activities and providing services in the tourism and leisure industry is owned by the General Directorate of Tourism. This direction is structured in the Tourism Control Directorate (carries out an independent and objective activity aimed at ensuring compliance with legal, quantitative and qualitative norms and standards, in carrying out activities and providing services in the tourism and leisure industry) and the Tourism Authorization Directorate (carries out an activity with predominantly technical, intended to ensure quantitative and qualitative standards in the development of tourism activities and the provision of services in the tourism and leisure industry). Each of these departments has duties related to the control of activities and services in the tourism and leisure industry, according to the law and respecting the documentary procedures, etc.; organizing, coordinating and monitoring the authorization activity of economic operators in the field of tourism, in compliance with the procedures provided by the legislation in force and internal procedures, etc.

#### **Bucovina Destination Management Organization**

The Suceava County Council has started the steps to establish the "Bucovina Destination Management Organization". This county-level association will be of the public-private partnership type and includes the attraction of European and national funds for the promotion of Bucovina and the realization of strategies for the development of tourism.

The implementation of the Tourist Destination Management Organization concept will allow the implementation of strategic planning activities and sustainable development of tourism, with direct implications in increasing tourist circulation, the volume of receipts from tourism both at the local, regional and national level.

The establishment of the Bucovina Destination Management Organization, the aim is to bring together all the organizations and factors interested in the development, capitalization of the tourist potential and coordination of the tourist destination in order to realize and implement the tourist development policy of the destination, including the marketing policy.

#### **Suceava Destination Management Organization - City of the Seat Fortress**

Suceava City Hall aims to have a functional tourism destination management organization (DMO). Suceava City Hall wants an integrated management of tourist destinations, which becomes professional and in

which the industry is close to the local authority in the organization, development and promotion of tourism in the destination. The OMD will ensure sustainability and will allow the allocation of an appropriate budget for promotion and organization, so that tourists are attracted to come to a destination in our country, operators are satisfied with the attractiveness of the destination, and the local population feels the benefits of belonging to life in a tourist destination.

The investments Suceava City Hall will make for tourism infrastructure, particularly in leisure tourism will be:

- Șipote Park Leisure area;
- Zamca Forest Adventure Park;
- Aqua Park on an area of 3 ha inside the Sports Complex;
- Installation of a singing artesian fountain in the Tătărași Recreation Area;
- Ferris Wheel in the City of the Seat Fortress area

The Destination Management Organization at the level of Suceava municipality will join the Federation of Tourist Promotion Associations in Romania.

#### **National Center for Tourist Information and Promotion Suceava**

It belongs to the Suceava County Council and promotes only existing forms of tourism at the Suceava county level and was inaugurated in 2012. The National Center for Tourist Information and Promotion has three directions of action in mind:

- promotion of Suceava county as a domestic and international tourist destination at fairs and exhibitions;
- diversification of the county's tourist offer by organizing events and manifestations with local specificity, capable of contributing to the increase in the number of tourists;
- partnership with economic agents in the field of tourism and/or related activities, with professional associations, central and local public administrations, chambers of commerce and industry, educational structures, consulting firms, etc., for the implementation of programs of interest in tourism and tourism development.

During the last years, the Suceava National Tourist Information and Promotion Center participated in various national and international fairs, tourism exhibitions organized on a national and international level and promoted tourism and its related activities by various means.

From the reports of this center it is clear that it participated with its own stands in national and international fairs and exhibitions such as: Romanian Tourism Fair, Agri Travel & Slow Travel Expo - Bergamo, Italy, UTASAS Tourism Fair - Budapest, Hungary; International Specialized Exhibition "TOURISM. LEISURE. HOTELS" - Chisinau, Republic of Moldova; FERIEI MESSE Tourism Fair - Vienna, Austria; International Tourism Fair "International Mediterranean Tourism Market" - Tel Aviv, Israel; BIT International Tourism Fair - Milan,

Italy; International Tourism Fair "World Travel Market" - London, Great Britain; "Tour&Travel" International Tourism Fair - Warsaw, Poland; International Fair "Ekogala" - Rzeszow, Poland; MAP International Tourism Fair – Le Monde a Paris - Paris, France; FITUR International Tourism Fair - Madrid, Spain.

Other specific activities carried out by the National Center for Tourist Information and Promotion Suceava are:

- Elaboration of proposals/sheets for tourism development projects in Suceava county;
- Participation in work meetings, programs and forums aimed at sustainable development and promotion of online tourism;
- Collaboration with various institutions in order to promote and/or develop tourism in Suceava county;
- The trademarks were registered: Christmas in Bucovina, Easter in Bucovina, Hora Bucovini and Pilgrim in Bucovina, The route of Ștefan and You have green in Bucovina!
- Consulting the Bucovina Cultural Center with a view to registering the trademark for the "Ciprian Porumbescu" International Festival;
- Creation of the logo designs for Stephen the Great's Road, Taste of Bucovina!, Mountain Feast and You have green in Bucovina!
- Carrying out actions necessary for the development, promotion and/or identification of new tourist routes/trails on the territory of Suceava county, respectively:
  - Preparation/finalization and transmission of the necessary documentation for the recognition, by the relevant ministry, of 3 cultural and touristic routes developed on a regional level:
    - o Completion of the Route of museums in Bucovina
    - o Completion of the Route of memorial houses in Bucovina Finalizare
    - o Preparation of the multi-ethnic heritage route from Bucovina
  - Creation of an informative panel (model), in a bilingual edition (Romanian-English languages), for the implementation of a unitary system of information and tourist promotion of the Wooden Churches Route in Bucovina;
  - Elaboration and creation of tourist information and promotion boards (models) of the 12 objectives in Suceava county, included in the "Stephan's Road" tourist route;
  - Organizing and/or participating in actions that highlight the tourist potential of Suceava county:
  - Creation of materials for information and tourist promotion of Suceava County;
  - Preparing/updating databases: tourist attractions in Suceava county, tourist accommodation units in the municipality of Suceava and in the commune of Șcheia, databases required for the Smart Travel Bucovina application,
  - Tourist information and advice offered at the National Center for Tourist Information and Promotion Suceava front office, by phone and through electronic means of communication.

At these fairs and exhibitions, visitors benefited from: information and tourist information and promotion materials in German, English, Spanish, Italian, Romanian; films and tourist presentations of the objectives and tourist attractions in the county, performances by a folk ensemble, demonstrations of dyeing eggs and wood carving, daily tastings of traditional products; information on cultural tourism, especially on monasteries and painted churches in Bucovina, but also on active and rural tourism; folk mask making exhibition and demonstrations; tourist information and promotion materials offered to the visiting public consisted of: tourist maps, brochures presenting tourist accommodation structures, churches and monasteries in the county, rural tourism and active tourism, tourist guides of the municipality of Suceava, leaflets and presentation flyers of the accommodation units in the county, presentation flyers of the "Ștefan cel Mare" Suceava International Airport; films and tourist presentations, a virtual trip to the city of Suceava through VR (virtual-reality) glasses.

The visitors specifically requested information about hiking trails in the county, UNESCO monuments, traditions and customs in the area;

Meetings were held with representatives of travel agencies, consultants in the field, writers, bloggers, media representatives and specialized magazines, professional photographers.

With the help of the website [www.visitingbucovina.ro](http://www.visitingbucovina.ro), those interested can find out information about the actions carried out in Suceava ("Free walking city tours", "Multiethnic Suceava", "Medieval Suceava").

The complex activity of the National Center for Tourist Information and Promotion highlights the responsibility with which that organization fulfills its tasks and its desire to inform and promote Suceava county.

#### **Asociația Pentru Turism Bucovina**

This organization was established in 2001 at the joint initiative of the Chamber of Commerce and Industry of Suceava County, the IBD-GTZ office in Romania and with the support of the Ministry of Tourism, public administration factors and all tourism agents. ([www.bucovinaturism.ro](http://www.bucovinaturism.ro))

The Bucovina Tourism Association is open to all those who wish to become members of the association and agree with its statute.

The benefits that the association offers to its members are:

- benefits from free consultancy regarding their activity, the positioning of the tourist product on the market and the creation of promotional materials;
- participates in workshops and seminars organized by the association;
- are represented and promoted in a unified way at tourism fairs and exhibitions, under the "Bucovina" brand;
- benefits from the projects with European funding carried out through the association;

- benefits from free participation in the stands granted to the association at fairs and exhibitions;
- receive periodic information on national and international tourism fairs, tourism events, changes in legislation, etc.

The Bucovina Tourism Association has implemented various projects over the years:

I. The "LEARN-IP - Training in the field of intellectual property rights and geographical indication for cultural heritage and cultural tourism" project (2020-1-DE02-KA202-007523) was implemented between September 2020 and August 2022. The project was financed by the Erasmus+ program under the coordination of the Kultur und Arbeit organization in Germany. This project was implemented by seven European institutions with expertise in vocational training, intellectual property rights, cultural heritage, cultural tourism and digital technologies.

This project developed an online training program using digital technologies to support cultural heritage site managers and cultural tourism actors in recognizing intellectual property rights and verifying their relevance for their products and services.

"The LEARN-IP project has brought new information and solutions for stakeholders in the cultural and tourism sector, so that they can capitalize and protect their ideas, products and businesses".

II. The "Your Local Guide" project – Digital competences in tourism funded under the Erasmus+ program (project no.: 2018-1-RO01-KA204-049516) took place between 01.09.2018 – 28.02.2021 and was coordinated by the NORTH REGIONAL DEVELOPMENT AGENCY -EST from Romania.

The objective of this project was to develop the digital skills of seniors who want to work as travel agents or local guides, with the aim of becoming experts in promoting tourist destinations. Project website: [www.yourlocalguide.org](http://www.yourlocalguide.org)

This project was dedicated to seniors and aimed to help them stay active as long as possible. The seniors had the opportunity to study through a training kit consisting of: collections of best practices and interactive textbooks, as well as a video game.

III. EUROPETOUR Project – Promoting Cultural Tourism in the View of Preservation of European Heritage

The desire and interest of tourists for the cultural heritage of Europe led to the development and implementation of this project. Project web page: [www.europetour.tips](http://www.europetour.tips)

The project took place between 01.09.2015 - 31.08.2018 and had as its objective the promotion of cultural tourism and the professional development of tourism stakeholders in rural areas. Therefore, the EUROPETOUR project envisaged the development of the skills of tourism managers and employees to create attractive and innovative offers and the improvement of tourism marketing knowledge through the use of social networks.

The EUROPETOUR project had 10 partners from 8 countries (Austria, Belgium, Bulgaria,

Germany, Italy, Poland, Romania and Spain), who represented cultural-tourist networks, providers of professional training in tourism, local and regional public authorities.

IV. APT4SME Project Promoting Accessible Tourism in Small and Medium Enterprises

This project took place between 1.09.2014 and 31.08.2016 and had as its main objective the promotion of accessible tourism through the involvement of small and medium-sized companies in the field of tourism. The project was initiated within the Erasmus+ program.

Currently tourism presents new challenges and increased requirements for accommodation structures, restaurants, leisure or wellness activities.

The partners of this project were three tourism associations, a Chamber of Commerce, a university offering professional training in the field of accessibility. These partners ensured a higher quality of the professional training and also a quality of the proposed materials.

The target group for this project were SMEs in the tourism sector, especially hotels, restaurants, wellness and leisure centers. Also included were tourism associations, tour operators, education and training providers and representatives - organizations of disabled people.

V. The ECOTOUR Project – Efficient Energy Management in the tourism Industry

The ECOTOUR project was carried out between 1.01.2014 – 31.12.2015, it was financed by the European Union (Leonardo da Vinci Learning Programme, Transfer of Innovation, id LLP-LdV/TOI/2013RO/026. Project web page: [www.ecotourplatform.com](http://www.ecotourplatform.com)

This project had as its main objective the transfer of know-how and examples of good practices in the field of vocational education (ECVET) using the qualification Energy Manager in the field of Tourism (Tourism Energy Manager).

The partners of this project were universities, research institutions, regional authorities, tourism associations, VET providers, energy efficiency associations from Romania, Austria, Italy, Spain, Holland, Finland.

This project had in mind the creation of an e-learning platform, the implementation of ECVET principles for formulating learning outcomes, the aim is to strengthen cooperation between vocational education providers and tourism professionals (employers, educational and vocational training institutions, authorities competent public authorities from the tourism industry).

VI – OPENDOOR Project - Open the door for your future through language learning

The project was carried out between August 2012 and July 2014, it was financed by the European Commission (Partnership, Leonardo da Vinci Lifelong Learning Programs. LLP-LdV/PAR/2012/RO/041). Project web page: [www.openthedoor-project.eu](http://www.openthedoor-project.eu) This project was

created as a result of the needs to develop innovative methods for students and employers to enrich their skills in the vocational field; the needs to learn and deepen the learning of foreign languages; to use e-learning materials in the study of foreign languages, etc.

In conclusion, we can say that the Bucovina Tourism Association is a NGO that aims to promote the Bucovina tourist destination and that only promotes the products and services offered by the association's member companies.

### **The Marketing Department at the Bucovina Museum Complex**

The Bucovina Museum Complex has a good image in the citizen's view and thanks to the events held during the summer tourist season. These events help to develop tourism in the area and local consumption.

In order to improve the promotion of tourism, the marketing department of the Bucovina Museum Complex carried out various organizational actions (updating the website, Facebook and Instagram accounts, concluding partnerships with educational and academic institutions, etc.), administrative actions (identification and evaluation risks, including on the promotion side), documentation actions in order to promote the cultural actions of the museum (updating the database, disseminating information through conferences and press releases), exhibition openings, inaugurations and book launches, promotion (announced to the tourism about organizing events, monitoring the museum in the TripAdvisor database, carrying out advertising campaigns, press appearances, information campaigns in the tourist network).

The Museum's strategies also consider the enhancement of the museum's heritage by (increasing the number of educational projects and actions, organizing temporary thematic exhibitions in partnership with schools or cultural operators from the communes, organizing cultural events, increasing the level of training of the staff involved in the activities with the public, the appropriate signage of tourist attractions, the creation of advertising materials, etc.

All the strategies used within the Bucovina Museum Complex have the ultimate goal of attracting as many tourists as possible to Suceava county.

The most effective strategies are those that consisted of:

- establishment of a tourism department within the institution public-private partnerships;
- implementation of the Suceava Marketing and Promotion program;
- creation of a regional promotion body;
- creation of the local tourism promotion group;
- editing informative materials, displaying tourist maps on light boards in public places;
- tourist signaling networks;
- the inclusion of the county in the offer of tourist circuits that includes the objectives of the North-East of Romania;

- permanent organization of cultural events;
- organization of conferences, seminars, etc.;
- participation with partners from the private sector in international tourism fairs;
- the installation of road signs to facilitate access to the main local tourist attractions and the promotion of some main tourist routes;
- setting up tourist information centers at the county level.

An important point of the tourism promotion strategy in Suceava county is the one that consists in the placement of tourist information points within the accommodation units. A multinational tourist center with accommodation, restaurants and entertainment activities, etc., was also created in the Șipote dendrological park.

### **Tourist Information Centers**

The Tourist Information Centers were created through a project that was promoted within the ROP, Priority Axis 5 – Sustainable development and promotion of tourism, Area of intervention 5.3 – Promotion of the tourist potential and creation of the necessary infrastructure, in order to increase the attractiveness of Romania as a tourist destination, Operation - Creation of National Tourist Information and Promotion Centers (CNIPT) and their endowment, in a total amount of 1,674,411.59 lei ([www.cjsuceava.ro](http://www.cjsuceava.ro)).

County Tourist Information Center - Suceava InfoTurism

The Suceava Tourist Information Center offers maps, brochures and information on accommodation, restaurants and transport.

Information Center APT Bucovina Association for Tourism Bucovina

Gura Humorului Tourist Information Center

Cârlibaba Information Center

Ciocănești Tourist Information Center

Tourist Information Center Vatra Dornei

Șaru Dornei Tourist Information and Promotion Center

Arbore Tourist Information Center

Dolhasca Tourist Information and Promotion Center

Sucevița Tourist Information and Promotion Center

Campulung Moldovenesc Tourist Information and Promotion Center

Ariniș Tourist Information and Promotion Center etc.

These Tourist Information Centers have duties like:

- general information on the tourist offer and local, regional or national tourist attractions;
- providing tourists with local, regional or national promotional materials;
- information on the local accommodation offer, as a free service;
- information on the possibilities of booking transport tickets, as well as on local, national and specialized tourist guides;
- the organization of local and regional tourism exhibitions and general internal and external marketing

activities with a role in increasing local and regional tourist traffic;

- advising on the choice of various local, regional and national tourist products, as a free service.

Tourist Information and Promotion Centers have an essential contribution to promoting local, regional and national potential, but also to improving the image of tourist destinations in the region and beyond.

These tourist information centers are a tool for promoting the quality of tourism services and are also the most relevant information for tourists. The sustainable development of tourism at the local and regional level is possible when the objectives set by these tourist information centers are achievable.

Tourist information centers should be involved in creating partnerships for promotion, for improving the quality of services, for encouraging investments, cooperation with similar centers in the country, etc.

### **Bucovina tourist information and marketing center**

Considering that the students and master's students of the Faculty of Economics, Administration and Business within the Univ. Ștefan cel Mare from Suceava need a practice base in the field of tourism, the Tourist Information and Marketing Center offers such a suitable framework for carrying out both the activities during the practice period.

The tourist information and marketing center offers:

- information about the tourist attractions in the area, routes, customs, crafts, the calendar of cultural events, places of worship, museums, memorial houses, monasteries, monuments and nature reserves, tourist associations, travel agencies;
- studies related to the tourist market, tourism development and promotion strategies;
- films presenting the area;
- online promotion services of tourist service providers from Bucovina;
- promotional and informative materials: leaflets, flyers, brochures, CDs, maps;
- information about accommodation and meal service possibilities in hotels, cabins, boarding houses, villas, agritourism boarding houses and peasant households;
- information and instruction / training on how to provide services in tourism (Technique of tourism operations, Ecotourism and rural tourism, Statistics in tourism, Tourism marketing, Online marketing, etc.);
- practice in tourism;
- specialized books in tourism, practical guides, case studies (Marketing in tourism. Tourism operations technique, Tourism resources and destinations, Tourism statistics, Ecotourism and rural tourism, Hotel and restaurant technology, Promotional techniques, Tourist development of the territory, Economy of tourism, etc.);
- tourism consultancy.

The founders of this center are teaching staff from the Department of Economics, Business

Administration and Tourism within the Faculty of Economics, Administration and Business, Univ. "Ștefan the Great" from Suceava. In recent years, the members of the Bucovina tourist information and marketing center have collaborated on the design of the Bucovina tourism development and promotion strategy and the Suceava municipality tourism strategy. These studies can be downloaded from the center's website [www.tourisminbucovina.ro](http://www.tourisminbucovina.ro).

Students from Ștefan cel Mare University of Suceava, the undergraduate study programs "Economics of trade, tourism and services" and the master's programs "Management of trade, tourism and services companies", "Planning of new tourism products and destination management" can carry out specialized practice within this center which will function as a simulated enterprise.

The website of the Bucovina Tourist Information Center is [www.tourisminbucovina.ro](http://www.tourisminbucovina.ro). This has a section that includes studies carried out by students of the Faculty of Economics, Administration and Business coordinated by teaching staff of the Department of Economics, Business Administration and Tourism.

The Bucovina tourist information center has a rich collection of leaflets, brochures, flyers, CDs presenting the tourist attractions and accommodation units from both the north and the south of Bucovina.

The students' role is to update the database with information on the tourist market of Suceava county.

- As a result of the establishment of partnerships with the high schools and colleges in Suceava, mixed teams of students and pupils will be organized, which will carry out activities related to -
- data collection regarding Suceava tourism;
  - conducting market studies;
  - promoting the tourist offer;
  - design and realization of tourist circuits in the county and routes in the city of Suceava;
  - tourist guide for interested people (for example, Erasmus students from Turkey, Italy, Spain, etc.)
  - design of promotional materials (leaflets, flyers, guides, tourist films)
  - workshops on tourism topics;
  - photo exhibitions.

By carrying out joint projects with students and teachers from colleges in Suceava county, the educational offer of the Faculty of Economics, Administration and Business will be promoted.

Partnerships will be concluded with the Suceava National Tourist Information and Promotion Center within the Suceava County Council, the Bucovina Tourism Association, the Tourism Department within the Suceava City Hall, accommodation units and museums in Suceava County.

This center supports the activity of students in their final years who choose as their undergraduate or dissertation topics related to the field of tourism.

Students who get involved in the projects of the Bucovina Tourist Information and Marketing Center

obtain a certificate attesting to their professional experience.

### Travel agencies from Suceava County

The tourism agencies that practice incoming have an important role in promoting tourism in Suceava county for foreign tourists. The role of travel agencies is to promote quality tourism and provide services at international standards. The mission of travel agencies is to design, promote and sell tourist packages adapted to current trends on the tourist market; to customize the tourist services and to be permanently oriented towards the customers' requirements; to carry out those steps that help to carry out the journeys in the best conditions; to practice competitive rates in the market.

So travel agencies have the resources to very quickly find the best solutions for customers when they want to travel using a certain budget.

### Salvamont Public Service

Salvamont Public Service operates according to some decisions of the County Council. In Suceava County, a series of intervention activities for mountain accidents are carried out.

Among the attributions of the Salvamont Public Service we mention:

- the process of training, evaluation and professional attestation for the occupation of mountain rescuer, school curriculum, local stages of training, national stages of evaluation and attestation;
  - analysis of specific problems of the economic-financial activity;
  - the process of accreditation of lifeguards;
  - the presentation and approval of technical norms specific to the activity;
  - presentation of new rescue equipment;
- The Salvamont Public Service considers:
- rehabilitation of some mountain tourist routes;
  - participation in training courses for mountain rescues, with the help of the helicopter when the weather conditions allow;
  - events organized by various institutions and organizations;
- training exercises, in various workshops, first aid exercises;
  - evacuation of tourists from the chair lift;
  - preparation for using avalanche search equipment, etc.

In recent years, the Salvamont Public Service has carried out activities of marking tourist routes, organizing training schools for future rescuers, but also building and equipping rescue bases and alpine refuges.

Currently, the Salvamont Public Service is very well developed and equipped with specialized equipment (flotilla of drones with thermal imaging) and even well-trained animals for avalanche rescues.

### III. CONCLUSIONS

Better promotion is needed to improve tourism in Suceava county. In this sense, public awareness campaigns must be organized in tourism education, through radio, television, print media, the organization of thematic events or with the aim of awarding the best tourist products, etc. A new image of Suceava county and Romanian tourism must be created through a marketing and promotion program. It must establish the image of Suceava county on the tourist market as a destination that offers a varied range of natural and cultural attractions with good quality services to attract the right clientele. The needs and interests of the markets, the sources of tourists who will thus be attracted to the tourist products offered by Suceava county, must be better understood. The public must know what Suceava county has to offer and consider this offer attractive. Tourism must be encouraged to respond positively to the increase in consumer interest in Suceava county by creating and offering tourist and travel programs in the county.

Achieving these situations is possible if we consider the beauty and natural richness of the places in the county and the hospitality of the inhabitants. I also state that the undesirable effects in tourism are largely due to poor management and poor training of tourism staff. Tourism in Suceava county faces various deficiencies that unfortunately cannot be eliminated too easily. We are talking here about those factors with a negative impact on the development of tourism: non-respect and non-protection of the environment; lack of adequate infrastructure; lack of necessary funds; conflicts of political interest; the lack of effective promotion to break down some preconceived ideas.

It is necessary to develop a marketing program aimed at the creation, development and promotion of the Bucovina tourism brand.

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