

THE IMPACT OF THE RELIGIOUS TOURISM IN BUCOVINA ON ROMANIA'S TOURISM

Maria Cristina ȘTEFAN¹, Andreea ANDREIANA², Dorin IANCU³

¹University Valahia of Targoviste, crys07stefan@yahoo.com

²University Valahia of Targoviste, andreea.vivi@yahoo.com

³University Valahia of Targoviste, dorin_iancu04@yahoo.com

Abstract: *The Bucovina area is the second tourist area of Romania, along the Black Sea coast, being the region with the highest religious tourism yield, with a special importance. Religious tourism has been further developed as a result of the affirmation of faith, free circulation, and tourism promotion programs. Thus, the number of Romanian and foreign tourists is increasing from one year to another, the share of Romanian tourists being increasing. The offer of religious tourism is becoming more and more varied, with more and more pilgrimages being organized today in these monasteries, makes religious tourism demand to grow more and more, with positive implications in Romania's tourism*

Keywords: Religious tourism, Tourism impact, Tourist offer, Tourist request.

JEL Classification Codes: M310.

1. INTRODUCTION

Bucovina is located in northern Romania and comprises about 4% of its surface, representing the largest part of Suceava County. The mountains and hills covered with lots of vegetation represent the most part of Bucovina. In the western part of the region the altitudes are the most important, in line with the Eastern Carpathian Mountains: in the eastern part of the region we have the Rarău Mountains (1653 m), Giumalău Mountains (1857 m) and the peaks of the High Hills of Bucovina up to 300-400 m in the south-the western part of the Călimani Mountains (2100 m) constitutes the largest volcanic complex, but at the same time the youngest mountains.

The tourist potential of Bucovina is represented by the natural tourism potential and the anthropic tourism potential.

The natural tourism potential is made up of all the tourist resources that are offered by the natural environment through its component elements, namely relief forms, hydrography, climate, fauna and vegetation.

The natural setting of Bucovina is a true monument of nature that convinces the tourists to rest, recreation and hiking, being represented by a great diversity of elements, related to relief forms, hydrography, climatic conditions, geological composition, flora and fauna.

In the Bucovina region a lot of handicrafts happen: hand-laying of eggs (about 60 workshops), painting icons (made in monasteries as well as 13 artisans), wood craftsmanship (10 craftsmen manufacturing barrels, 52 wood craftsmen, and one customize musical instruments), pottery (7 craftsmen practice the black clay pottery) and 7 artisans make traditional masks.



This is an open-access article distributed under the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>).

Religious vestiges are represented by: Putna Monastery; Voroneț Monastery; Sucevița Monastery; Moldovita Monastery; Arbore Monastery; Probota Monastery; Dragomirna Monastery.

Historical vestiges are represented by: The History Museum in Suceava; Hanul Domnesc from Suceava; Museum of Natural Sciences of Suceava; The Planetarium in Suceava; The City of Stephen the Great; Chania's Daniil the Hermit.

2. THE IMPLICATIONS OF RELIGIOUS TOURISM IN ROMANIA'S TOURISM

The development of tourism, both as a way of enjoying a pleasant and instructive way of leisure, and as a service activity required in different stages of a tourist trip, represents one of the features of the current civilization, with broad prospects of evolution, being in the same time the consequence and cause of economic, social, cultural and environmental mutations. Therefore, in order to highlight the contributions and the importance of tourism in the Romanian economy, I will approach tourism in economic, social, cultural and ecological terms, trying to present the occupied place and its multiple valences in the Romanian economy.

The nature of the branch of synthesis and interference of tourism makes it stimulated in its evolution by the situation of the various economic branches of the national economy, and at the same time, makes tourism also a series of positive influences, both at a national level and internationally.

In order to highlight the economic importance of Romanian tourism, as a characteristic branch of the national economy, which is included in the tertiary sector, I will use the criteria mentioned by the literature: the share of the employed population in the institutions and units having a tourism profile in the total employed population of the country;

- ✓ tourism contribution to the gross domestic product;
- ✓ Investment in tourism.

Table 1. Population occupied in services and population occupied in hotels and restaurants during 2010-2014

	2010	2011	2012	2013	2014
Total (thousands)	8823	8430	8627	8562	9302
Services (thousand)	2749.6	2559.7	2692.2	2705.9	2820.5
Hotels and restaurants (thousands)	98	100	93	79	95
% Hotels and restaurants in total	1.11	1.19	1.08	0.92	1.14
% Hotels and restaurants in services	3.56	3.91	3.45	2.92	3.67

Source: Processed and retrieved from The Statistic Directory, 2015, pp. 95-105.

The data from the table are graphically represented to make a comparison between the evolution of the occupied population and the occupied population in hotels and restaurants.

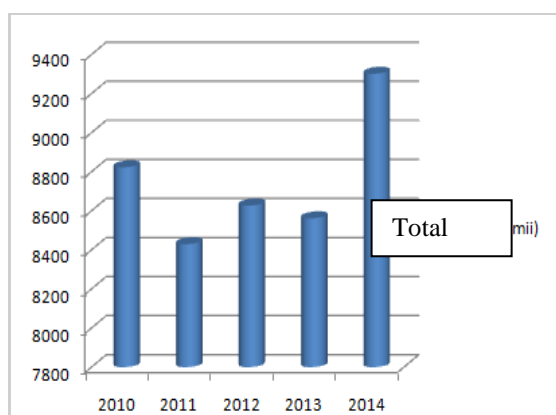


Figure 1. Occupied population in Romania between 2010-2014

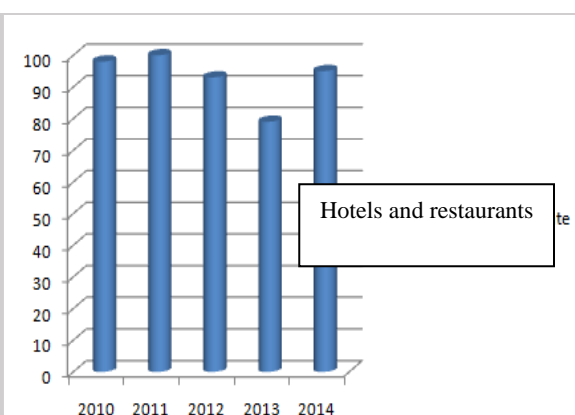


Figure 2. Occupied population in hotels and restaurants between 2010-2014

In the years 2010-2011, although the employed population in Romania registered a decrease, the occupied population in hotels and restaurants had a slight increase, in the years 2011-2012 the occupied population in hotels and restaurants decreased slightly, following the same trend as the population employed in the economy, only in 2014 there was an increase in the occupied population of hotels and restaurants and of the employed population in the economy (Table 1 and Figures 1 and 2)

Tourism activity has an influence on the use of labor force in other branches of the economy, such as: food industry, agriculture, construction, light industry, industry and that every job directly from tourism generates from 1 to 3 indirect jobs (0, 6-0.8 in construction and agriculture), the need to increase the role of tourism activity in the national economy and its development in Romania is more important. In order to highlight the place occupied by tourism in the Romanian economy, I will carry out an analysis of the gross domestic product in tourism during 2010-2014. The following table shows the evolution of gross domestic product (G.D.P.):

Table 2. The level of G.D.P in Romania during 2010-2014

<i>-billions RON current prices-</i>					
Year	2014	2013	2012	2011	2010
Total	669.5	650.6	587.5	557.3	522.6

Source: The Statistical Directory, 2015, p. 282.

In the statistical sources, the tourism G.D.P. is not represented, but knowing that at the level of the Romanian economy the gross domestic product of tourism represents about 2% of the total gross domestic product, we can roughly find the values of the tourism G.D.P. during the research period (Table 3).

Table 3. Total G.D.P. and tourism G.D.P. in Romania during 2010-2014

<i>-billions RON current prices-</i>					
Year	2014	2013	2012	2011	2010
Total	669.5	650.6	587.5	557.3	522.6
Tourism	13.39	13.01	11.75	11.15	10.45

Source: Processed and retrieved from The Statistic Directory, 2015, p.105.

Both the evolution of G.D.P. and tourism G.D.P. during 2010-2014 is an ascending one. This essential increase of G.D.P. in the national and tourism economy can be attributed to inflation. For a clearer analysis I will make the transformation from current prices into comparable prices using consumer price indices in services (Table 4).

Table 4. Calculation of tourism G.D.P. in comparable prices during 2010-2014

Year	G.P.D., billions RON	indices of consumer prices in services %	tourism G.P.D. - Constant prices, billions RON
2010	522.6	100.04	522.81
2011	557.3	100.26	558.75
2012	587.5	99.81	586.38
2013	650.6	100.20	651.90
2014	669.5	100.25	671.17

Source: The Statistical Directory, 2015, p. 322.

We note that tourism G.D.P. is growing during the analyzed period. Thus, the positive evolution expressed in current prices is not due to the continuous increase in prices but to quantitative or qualitative developments in tourism activity.

Further, we can see in the graphic, the tourism G.D.P. in comparable prices, during the analyzed period (Figure 3):

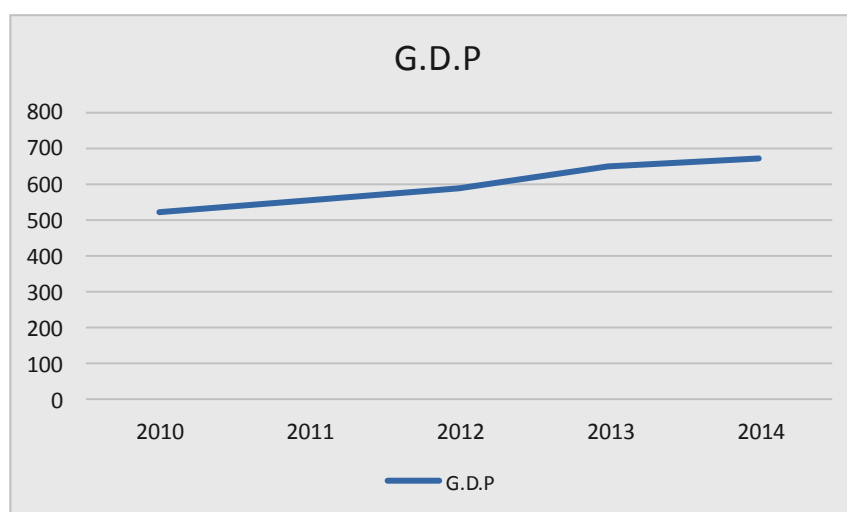


Figure 3. Tourism G.D.P. evolution between 2010-2014

From the data presented above it is found that:

✓ In Romania the weight of G.D.P. in hotels and restaurants and in the occupied population makes our country a lot behind the more developed European countries, especially if we analyze the fact that tourism G.D.P of the developed European countries, which exceeds 10-12%. So the situation in our country does not correspond to the evolution registered in the developed countries, and for its improvement it is useful that the economic reform should adopt the increase of G.D.P., the reduction of the unemployment and the inflation. It is therefore necessary to increase the size and importance of tourism in particular and of the tertiary sector in general.

✓ Taking into account the fact that our country benefits from a modest degree of capitalization of the tourism potential, about 20-30%¹⁰, as well as the fact that the tourist base has a developed degree and a high age of moral and physical use, the investment efforts must be amplified and oriented towards its modernization and evolution.

As an economic activity, tourism plays its role in various spheres of the economy and at the same time, it has a strong socio-human significance, which has an effect both on the tourists and on the inhabitants of the visited areas.

At the social level, tourism development determines both the increase of the number of jobs, the attraction of the population in the practice of tourism, as alternative activity, the practice of traditional crafts, and the increase of the level of training and professional training of the personnel providing tourist services. The level of staff training is one of the most important factors in labor productivity, reflecting directly on the quality of services provided to tourists, while at the same time allowing for higher performance.

Tourism also has an effect on the lifestyle of the inhabitants, acting to broaden their moral and spiritual horizons, stimulating the preservation of the traditional elements, excluding the tendencies of generalization and uniformization, favoring the assumption of a different personality that specifies the Romanian tourism in the world tourism and preserving the social-cultural identity. Representing the most appropriate framework for recreation, rest and recreation of work capacity, tourism is also the way to extend the horizon of respect for national values, knowledge, to educate the aesthetic taste, transforming itself into "an act of knowledge, training and education".

Valuing the cultural and historical heritage of the Romanian people, modern tourism contributes to the revival of cultural acts and is a way to support the traditional culture and to promote the image of Romania throughout the world. The enhancement of tourism activity helps to develop and restore religious and cultural traditions has an effect on increasing the interest of the population in capitalizing, preserving and conservation the objectives with tourist values. Alongside these positive aspects that characterize the development of Romanian tourism, a lot of negative phenomena can also arise, such as the modification of moral values and mentalities under the influence of tourists, the adoption of behaviors and attitudes that are not specific to the Romanian culture and tradition attributed to tourists.⁶ Another negative aspect of the system of Romanian cultural values is the taking over of the cultural influences of the guests which lead to the disappearance of the pride of feeling for their own culture.

In the tourism industry, religious tourism is a niche area, so it is categorized as belonging to cultural tourism. Recently, it plays an important role in the tourism industry due to the increasing number of travelers leaving religious grounds for religious edifices. These are perceived by the tourist industry as tourist attractions that can be offered to tourists who want culture and history. Sacred places, cathedrals, monasteries, churches, pilgrimage routes are increasingly promoted, the result of which is reflected in the large number of tourists practicing religious tourism. Because religious tourism demand is increasing, the offer of religious tourist packages increases, and any person who once could not afford to visit the holy places began to travel.

3. THE RELIGIOUS TOURISM OF THE BUCOVINA REGION

The Bucovina region has rare beauty, accompanied by a collection of monasteries founded by former Moldavian princes and rulers over the years, each of them having a specific color, Voronet (blue), Sucevita (green), moldovita (yellow), humor (red) and tree (combination of colors).

Tourist offer of religious tourism in Bucovina is represented by the religious edifices, namely: *Voroneț Monastery, Arbore Monastery, Humorului Monastery, Moldovita Monastery, Putna Monastery, Sucevița Monastery, Dragomirna Monastery.*

As most tourists want to be accommodated in the monastery, and they are particularly interested in the Romanian customs and traditions, the Moldovita Monastery offers them as a base for accommodation in the "House for Worshipers" Monastery consisting of two rooms with 12 beds, and a two-storey villa. If the accommodation is occupied, the tourists can be accommodated in the guesthouses near the monastery, which are equipped with terrace, fully equipped kitchen, bar, dining room, outside barbecue, gazebo. The guesthouses have both double and single rooms equipped with bathroom, TV, internet, fridge, hair dryer, heating system, balcony. Both the accommodation in the monastery and the nearby hostels, the children will be accommodated free of charge.

Tourists benefit from two meals a day: breakfast and dinner made of traditional Bucovina dishes: pork sausage, fresh cheese and cream, yoghurt, sarmale (cabbage or vine leaves stuffed with meat and rice), pork sausage, soup or recipe (aspic meat). Various borscht and soups are eaten daily. Usually baked foods in the oven are fried foods and pies (pie-n-waffle). In some hostels to attract more and more tourists, the hosts prepare a basket full of traditional products for tourists to go with them to sanctify the basket at the monastery.

Typically, it includes several services such as: transport, accommodation (provided by the accommodation unit within the monastery and the monastery's guesthouses), meal (offered at the guesthouse or monastery), tourist assistance (tourist guide providing tourists with all the information necessary) and recreation (tourists can visit the area's sights, walks or hiking around).

Typically, the tournament is held over three days, with tourists staying two nights at a boarding-house in the area where dinner and breakfast can be served.

Description of the wording. During the 3 days tourists can visit the other monasteries in the area: Voroneț, Putna, Sucevita, Humor, Arbore. They are accommodated in the Crizantema Guesthouse, which is 100 m away from the Moldovița Monastery, in a special natural landscape, surrounded by green mountains and clear mountain waters. This is the ideal place for tourists seeking the tranquility of a monastic settlement.

The tourists are accommodated at the 3-stars Hostel Crizantema located 100 m away from Moldovița Monastery. The pension offers accommodation in 9 rooms and has: fridge in the unit, fax, T.V. living room, internet wi-fi, currency exchange, parking, garden / courtyard, orchard, terrace, gazebo, barbecue, kitchen access, dining room, safe at the reception, bar, restaurant, farm. The rooms of the pension are both single and double, they are equipped with: TV, fridge, hair dryer, private bathroom, balcony, central heating, internet. Children up to 7 years old will be accommodated free of charge.

Because food is the major component of the religious tourism service, tourists will dine at the food unit at Crizantema, because by the quality of the catering services offered, they have managed to create a positive image and offer as complex as possible. This will include 2 meals per day, breakfast and dinner. The range of dishes and beverages is varied, ranging from traditional meals to typical beverages (wine and various soft drinks).

The transportation of the tourists to Moldovița Monastery (round trip) will be done with a coach equipped with folding chairs and air conditioning.

Tourists will benefit from various types of activities offered by the Pension Crizantema, such as: outdoor barbecue and campfire.

Moldovita Monastery is a destination with high demand both in the warm and cold season of the year. In the cold season of the year, Moldovita Monastery enjoys a more intense flow of tourists, because here are the traditions, traditional practice and customs of the winter holidays. In the hot season of the year, demand is steadily rising because the weather is favorable for pilgrimage.

The tourists who choose the Moldovita Monastery are tourists from Romania, but also people from abroad who come from a high and medium social environment, who are between 18-60 years of age with medium income.

Depending on the income, the tourists are the average, more demanding condition for comfort, more open to the new and willing to spend the money on various services within the monasteries;

Depending on the level of education, tourists are people with medium or elementary education, who are particularly motivated by the desire to have fun and to rest, while those with a higher education level generally have motivations related to status and prestige.

People visiting the monastery are both Romanian and foreigners. According to religion, the tourists who come to Moldovita Monastery are the Orthodox religion.

A threat to the Moldovita Monastery is represented by the monasteries in the area: Voroneț, Sucevita, Moldovița, Humor and Arbore, as well as the wooden ones from the Maramureș Region: Bârsana Monastery, Rohia Monastery, Saint Ana Monastery, Budesti Monastery, Peri Monastery, The Monastery of Moses.

4. THE IMPACT OF THE RELIGIOUS TOURISM ON THE BUCOVINA REGION

With the development of religious tourism, influences on the population and on the environment are growing. These influences can be classified into three categories, namely:

1. The economic impact of religious tourism is represented by the following contributions:

✓ Income growth. Within the Bucovinian monasteries there are workshops specialized in painting icons, objects that will be sanctified and offered for sale to both Romanian and foreign tourists. As a result of the sale of these religious objects, the incomes of the merchants in the monasteries increased considerably. The monasteries' incomes increase as they have an increased number of tourists because they have to pay a tax for visiting the monastery and whether they want to take pictures or not. In the Bucovina Region, a series of artisan activities are practiced: painting icons, calumniating eggs, crafting wood making barrels, carving traditional wood instruments, pottery, making of traditional masks. Objects resulting from these artisanal activities (painted icons, painted eggs, wooden barrels, musical instruments, black clay pots, and traditional masks) will be sold to tourists. Glass painting is an activity that helps increase merchant revenue. Those who have done these works have participated in various exhibitions both abroad: Amsterdam (Netherlands), Bar le Duc (France), Etalle (Belgium), Luxembourg, and in the country: Bucharest, Suceava, Sibiu, Fălticeni, FunduMoldovei and GuraHumorului in all editions of "Buna Vestire" festival. Part of these works are in private collections in the country but also abroad;

✓ Use of local cuisine in order to create a more complex offer. When it comes to Bucovina cuisine, people offer to tourists the best traditional dishes - egg pudding, fresh cheese and cream, yoghurt, sarmale (cabbage or vine leaves stuffed with meat and rice), pork sausages, soup or recipe (aspic meat). Various borscht and soups are eaten daily. Usually baked foods in the oven are fried foods and pies (pies-n-waist). Traditional Easter preparations are "pasca", specific to the rural area, and the specific urban sponge. The pasca is made of a leavened dough

sheet, sprinkled with a mixture of sugar, cow cheese, eggs and cream, and the cake is made from a leavened sheet, covered with walnut. Through the wide range of dishes they have, Bucovins have an asset in building the tourist offer;

✓ Increased demand for products contributes to the development of local production. In Bucovina are produced many crafts products: traditional costumes for men and women, Romanian blouse for men and for women, bunde, children's vests, bucovinian skirts, peasant bags, folk-style rugs, woolen carpets, bucovinen scrub and floral models , which, due to their authenticity and folklore value, make the demand increasingly big among tourists. Natural foods such as fresh cheese, organic honey and sunflower honey, polyfloral honey, sherbet, jam, ripe plums, walnuts, pumpkin seeds, raspberries, strawberry and strawberry have become what you are looking for by tourists;

✓ Creating jobs in religious tourism. Putna Monastery has a complex base of accommodation, represented by the Arhondaric, which has 80 accommodation places and the monastery's hotel, which is outside the monastery's premises. It is a modest building with its own bathroom, which can accommodate 210 tourists, the rooms are equipped with several beds, some of them reserved for women and others for men. Due to the large number of accommodation, the monastery hired a large number of qualified staff able to meet the needs of the tourists. The other monasteries have a small number of accommodation places, and the staff employed is in the range of accommodation.

2. Tourist activity can generate a series of socio-cultural changes:

✓ Changes in religious, social and moral values - in the monasteries priests may have been disturbed by the behavior and attitude of tourists who do not respect the religious values of the monastery, and the locals may be disturbed by the behavior of tourists who do not respect the moral values of the region;

✓ Changes in traditions (folklore, art, music) - Sometimes craftsmen modify the design of the articles only to suit the tourists.

3. The negative effects of religious tourism on the environment are as follows:

✓ Trash and waste pollution is produced when tourists, after visiting the monasteries leave behind garbage;

✓ Air pollution and noise pollution are caused by tourists' vehicles or recreational vehicles;

✓ Decreasing some local resources due to the seasonal character of religious tourism that is practiced more intensely during the warm season.

5. CONCLUSIONS

Religious tourism has been further developed as a result of the affirmation of faith, free movement, and tourism promotion programs. Thus, the number of Romanian and foreign tourists is increasing from one year to another, the share of Romanian tourists being increasing.

Due to its development, Bucovina religious tourism has a lot of implications for tourism in Romania. Because religious tourism demand is increasing, revenue increases considerably both in the fact that a lot of products such as icons, mirrors, prayer books etc. are sold to tourists as well as the fact that they pay a tax to visit the monasteries.

From the many handicraft activities: painting icons, painting eggs, crafting wood making barrels, carving in wood traditional musical instruments, pottery, making of popular masks results in a lot of objects (painted icons, varnished eggs, wooden barrels , musical instruments, black clay pots, and popular masks), which will be sold to tourists, contributing to increased merchant revenues.

As tourism demand grows, the number of jobs increases. Both in the catering and accommodation units will be hired qualified staff able to meet the needs and requirements of the tourists.

Despite the positive contributions of religious tourism to the tourism industry, religious tourism also has a negative impact, namely that garbage and waste pollution is produced when tourists, after visiting monasteries, leave behind garbage, air pollution and noise are produced by tourists' vehicles or vehicles for agreement, the diminution of local resources due to the seasonal nature of religious tourism that is practiced more intensely during the warm season.

6. RECOMMENDATIONS FOR MOLDOVA'S MONASTERY

In order to attract more and more tourists and to contribute to the development of religious tourism in Bucovina, Moldovita Monastery should take the following measures:

- ✓ The extension and modernization of the accommodation unit of Moldovița Monastery, because most tourists prefer to be accommodated in the monastery. Accommodation rooms are single and double and are equipped with: TV, fridge, hair dryer, private bathroom, balcony, central heating, internet, so that they can meet the expectations of the tourists;
- ✓ Creation of a properly equipped food unit, where tourists can eat;
- ✓ The traditional dishes that the monastery offers tourists should be from the monastery's own household (cheese, meat, fresh vegetables);
- ✓ Because tourists come with children, a playground for them should be arranged inside the monastery;
- ✓ Because there is a specialized workshop for painting icons on the inside of the monastery, the monastery should offer free courses to tourists eager to paint on glass;
- ✓ One of the most important elements in the tourism exploitation is represented by the transport infrastructure that links the various religious tourist attractions. Therefore, it must be developed and modernized so that the access of tourists to the different religious tourist objectives is made easier;
- ✓ The monastery should also give great importance to the maintenance of interior and exterior frescoes, in order to make them particularly fresh, thus attracting and impressing more and more tourists;
- ✓ Religious tourism at Moldovița Monastery should be supported by an efficient advertising campaign, which will take place both at the county level and throughout the country and abroad;
- ✓ The monastery should have its own site in which to attract tourists all its offers;
- ✓ The monastery should be promoted by flyers, brochures, flyers;
- ✓ The monastery should have guides that organize excursions and hikes to the other monasteries in the area: Voroneț, Sucevita, Putna, Probota, Humor and Dragomirna;
- ✓ For tourists who do not get to service, a separate religious service should be done, so they will also attend the job;
- ✓ The monastery should have a guide to show tourists all the information about it, but to answer the tourists to all questions about the history of the monastery.

REFERENCES

1. Barbu, Ghe., Tourism in the national economy ”, Sport-Tourism Publishing House, Bucharest, 1981.
2. Bran, F., Marin D., Simon T., Tourism Economy and the Environment, Economic Publishing House, Bucharest, 1998.
3. Emandi, E.I., Cucu V., Ceaușu M., City Guide. Suceava, Sport Turism Publishing House, Bucharest, 1989.
4. Minciu, R., Tourism Economy, Uranus Publishing House, Bucharest, 2001.
5. Moldoveanu, Gh. C. Bucovina: Onomastics and history, Romanian Academy Publishing house, Bucharest, 2002.
6. Postelnicu, Ghe., Introduction to tourism theory and practice", Dacia Publishing House, Cluj-Napoca, 1997.
7. Popp, N., Iosep, I., Paulencu, D., Suceava County, RSR Academy Publishing House, Bucharest, 1973.
8. Stan, M., Romania-tour guide, Niculescu Publishing House, Bucharest, 2007.
9. Spânu, M., Stoian, C., Tourism and tourism marketing, Publishing House Romania Foundation, Bucharest, 2003.
10. Uscatu, T., The tourism potential of Bucovina, Topaz Publishing House, Bucharest, 1996.