

RURAL TOURISM PROMOTION ANALYSIS BY COUNTY ROAD TRAVEL SUCEAVA

Adelaida Cristina HONTUȘ¹

e-mail: adelaidahontus@yahoo.com

Abstract

Suceava County has a great potential in terms of tourism. There are unique landscapes and attractions represented by museums, churches, monasteries, churches, geological, fortresses, memorial and not least the events of the year (festivals, days of the city). I think this county could be better observed by tourism marketing activity that is a source of economic development at district level. Attracting tourists here would be done in any season because of the natural and cultural monuments existing. Promotion is very important for attracting new tourists. Thus, better promotion of Suceava county would be helpful. Images of the main tourist attractions in the area would not be missing from different magazines. Lack of concrete projects, privatization late in tourism, there are low quality services at relatively high prices, lack of tourist information tools and adequate infrastructure leading to Suceava County has a tourism potential insufficiently explored.

Key words: attractive tourist tourism indicators, tourism service, tourism in relation to the population density and surface

INTRODUCTION

Worcester is a city of Suceava County, in northeastern Romania. The village is situated in the historical region of southern Bucovina. In the census of 2011, the town had a population of 13,404 residents and 6,200 housing count. It was declared a municipality in 2000, is the latest and smallest municipality in the county of Suceava. Worcester is known since the nineteenth century as a resort and winter sports .. The municipality lies at the confluence of the Golden Bistrita and Dorna, the northern Carpathians. The city is known since the nineteenth century as a resort for practicing winter ports. Wah existence is attested since the time of founding state of Moldova, according to legend linking a township name to founder Dragos Voda tragic love. It would not love to feed the local woman Dori, which killed a mistake in her memory, decided that the water near tragedy that happened to bear her name. Climatic spa town of Worcester has four treatment facilities, with sections of carbonated baths, mud wraps, hydrotherapy, medical rehabilitation gym. There are 6 springs to cure over 30 domestic and foreign cure. Station

Worcester has a rich tradition in treating diseases with mineral water. The mineral waters of the Basin resort and Dorna is "raw material" for thousands of procedures are performed in modern treatment facilities.

MATERIAL AND METHOD

Promoting tourism areas is very important for attracting new tourists. Thus, for a better promotion of existing attractions and Suceava, a Wah resort spas, we performed analysis on tourism demand and supply movements by calculating the most representative tourism indicators: average daily number of tourists, no. overnight stays, average length of stay, tourist traffic density and the rate of use of accommodation capacity, and others. Data were taken from NIS, Bucharest and Suceava and statistically processed and interpreted.

RESULTS AND DISCUSSION

TRAFFIC ANALYSIS AT TOURISM DEMAND AND SUPPLY COUNTY

¹ University of Agronomical Sciences and Veterinary Medicine - Bucharest

Table no. 1.
Tourist supply and demand indicators Suceava

Indicators	2007	2008	2009	2010	2011
Number of nights	423200	435200	530100	570400	620300
Number of Romanian tourists	129104	148847	172005	210324	245822
Number total tourists	162473	192120	229050	279656	321067
Number of foreign tourists	33369	43273	57045	69332	75245
Accommodation	6526	6831	7029	7345	7984
Number of places in hostels	4365	4729	5084	5228	5661
Average stay	2.10	2.16	2.17	2.19	3.01

Source: Statistical Yearbook 2010 Suceava county.

a. Changing tourism demand:

$$\frac{CG_i}{CG_0} \cdot 100$$

Where: CG_i -global tourism demand in "i";
 CG_0 -year global tourism demand "0".

$$\Delta_{ct\ 2008} = \frac{435200}{423200} \cdot 100 = 102,8\%$$

$$\Delta_{ct\ 2009} = \frac{530100}{435200} \cdot 100 = 121,8\%$$

$$\Delta_{ct\ 2010} = \frac{570400}{530100} \cdot 100 = 107,6\%$$

$$\Delta_{ct\ 2011} = \frac{620300}{570400} \cdot 100 = 108,7\%$$

From the above calculations we can say that in the 2007-2011 tourism demand has exceeded 100% and the maximum percentage of increase is 19%.

b. Index distribution of global tourism demand:

$$I_i = \frac{CI}{CG} \cdot 100 ; \quad I_e = \frac{CE}{CG} \cdot 100$$

where: CI - domestic tourism demand;
 CE - external tourism demand.

$$I_{i2007} = \frac{129104}{162473} \cdot 100 = 79,4\%$$

$$I_{e2007} = \frac{33369}{162473} \cdot 100 = 20,5\%$$

$$I_{i2008} = \frac{148847}{192120} \cdot 100 = 74,4\%$$

$$I_{e2008} = \frac{43273}{192120} \cdot 100 = 22,5\%$$

$$I_{i2009} = \frac{172005}{229050} \cdot 100 = 75\%$$

$$I_{e2009} = \frac{57045}{229050} \cdot 100 = 24,9\%$$

$$I_{i2010} = \frac{210324}{279656} \cdot 100 = 75,2\%$$

$$I_{e2010} = \frac{69332}{279656} \cdot 100 = 24,7\%$$

$$I_{i2011} = \frac{245822}{321067} \cdot 100 = 76,5\%$$

$$I_{e2011} = \frac{75245}{321067} \cdot 100 = 23,4\%$$

From the above calculations can be seen that most tourists are Romanians Suceava.

c. Index time variation in demand

$$ICE_{0-i} = \frac{CE_i}{CE_0} \cdot 100$$

$$ICI_{0-i} = \frac{CI_i}{CI_0} \cdot 100$$

where: ICE_{0-i} - the index of variation in external demand;

ICI_{0-i} - them - the index of variation in domestic demand.

$$ICI_{2008} = \frac{148847}{129104} \cdot 100 = 115,2\%$$

$$ICI_{2009} = \frac{172005}{148847} \cdot 100 = 115,5\%$$

$$ICI_{2010} = \frac{210324}{172005} \cdot 100 = 122,2\%$$

$$ICI_{2011} = \frac{245822}{210324} \cdot 100 = 116,8\%$$

$$ICE_{2008} = \frac{43273}{33369} \cdot 100 = 129,6\%$$

$$ICE_{2009} = \frac{57045}{43273} \cdot 100 = 123,2\%$$

$$ICE_{2010} = \frac{69332}{57045} \cdot 100 = 121,5\%$$

$$ICE_{2011} = \frac{75245}{69332} \cdot 100 = 108,5\%$$

From the above calculations say that by 2010 domestic and foreign tourism demand has increased year on year in 2011 with a loss.

d. Indicators of tourism demand placement on accommodation means

Structure of tourism demand indicator for the main means of accommodation

$$\Delta_{ctt} = \frac{CH}{CT} \cdot 100$$

- Index that measures the importance of hotel demand in total tourism demand

Where: CH - demand for tourist accommodation when "0"

CT - total tourist demand

$$\Delta_{ct} = \frac{162473}{16247 + 192120 + 229050 + 279656 + 321067} * 100$$

$$= \frac{162473}{1184366} * 100 = 13,7\%$$

Index variation in demand for tourist accommodation each way

$$\Delta_{ct} = \frac{CH_i}{CH_0} * 100$$

$$\Delta_{ct2008} = \frac{192120}{162473} * 100 = 118,2\%$$

$$\Delta_{ct2009} = \frac{229050}{192120} * 100 = 119,2\%$$

$$\Delta_{ct2010} = \frac{279656}{229050} * 100 = 122\%$$

$$\Delta_{ct2011} = \frac{321067}{279656} * 100 = 114,8\%$$

e. Indicator duration of stay

Globally, the average length of stay is calculated:

$$\bar{S} = \frac{\text{nr de zile turistice}}{\text{nr de turisti}} = \frac{ZT}{T}$$

$$\bar{S}_{2007} = \frac{365}{162473} = 0,002$$

$$\bar{S}_{2008} = \frac{365}{192120} = 0,001$$

$$\bar{S}_{2009} = \frac{365}{229050} = 0,001$$

$$\bar{S}_{2010} = \frac{365}{279656} = 0,001$$

$$\bar{S}_{2011} = \frac{365}{321067} = 0,001$$

Time evolution of the average length of stay

$$\Delta S_{m_o-i} = \frac{\bar{S}_i}{\bar{S}_0} * 100$$

where: S_i - average length of stay in a given period (month, quarter, year) when „i”;

S_0 - the average length of stay when "0" (month, quarter, year).

$$\Delta \bar{S}_{2008} = \frac{0,001}{0,002} * 100 = 50\%$$

$$\Delta \bar{S}_{2009} = \frac{0,001}{0,001} * 100 = 100\%$$

$$\Delta \bar{S}_{2010} = \frac{0,001}{0,001} * 100 = 100\%$$

$$\Delta \bar{S}_{2011} = \frac{0,001}{0,001} * 100 = 100\%$$

Calculate the average length of stay for each means of accommodation

$$SH = \frac{NH}{T}$$

Where: NH = number of overnight stays

T = number of tourists arriving

$$SH_{2007} = \frac{423200}{162473} = 2,6$$

$$SH_{2008} = \frac{435200}{192120} = 2,2$$

$$SH_{2009} = \frac{530100}{229050} = 2,3$$

$$SH_{2010} = \frac{570400}{279656} = 2,0$$

$$SH_{2011} = \frac{620300}{321067} = 1,9$$

Time variation of the average length of stay:

$$\Delta SH = \frac{SH_i}{SH_0} * 100$$

$$\Delta SH_{2008} = \frac{2,2}{2,6} * 100 = 84,6\%$$

$$\Delta SH_{2009} = \frac{2,3}{2,2} * 100 = 104,5\%$$

$$\Delta SH_{2010} = \frac{2,0}{2,3} * 100 = 86,9\%$$

$$\Delta SH_{2011} = \frac{1,9}{2,0} * 100 = 95\%$$

f. Tourism demand seasonality indices -

2011

Density of tourism demand for each month of the year

$$\frac{CT_{ian}}{CT} + \frac{CT_{feb}}{CT} + \dots + \frac{CT_{dec}}{CT} = 1$$

Ian.	20113
Feb.	20064
Mart.	23345
Apr.	27344
Mai	30422
Iun.	31144
Iul.	32642
Aug.	31012
Sept.	28596
Oct.	24010
Nov.	21120
Dec.	31255

$$\frac{20113}{321067} + \frac{20064}{321067} + \dots + \frac{31255}{321067} = 1$$

Coeficientul monthly tourist traffic

$$C_{lunar} = \frac{LM}{lm}; \quad C_{lunar} \geq 1$$

Where: LM - number of tourists in the month of maximum tourist traffic

lm - number of tourists in the month with minimal tourist traffic

$$C_{lunar} = \frac{32642}{20064} = 1,6$$

Coefficient quarterly traffic

$$C_{trim} = \frac{TM}{tm}; \quad C_{trim} \geq 1$$

Where: *TM* - quarter maximum number of tourists from tourist

tm - quarter minimum number of tourists from tourist

$$C_{trim} = \frac{30422 + 31144 + 32642 + 31012}{20113 + 2064 + 23345 + 27344} = \frac{125220}{90866} = 1,3$$

Hotel Dorna

Dorna four star hotel in Worcester is where your comfort is assured of the best services and facilities and where you can enjoy a warm, relaxed and refined, whether you are on a trip or business reasons. Located in the heart of beautiful resorts Worcester, on the slope Park, Dorna hotel offers you 40 modernly equipped accommodation:

Provides the ideal space for an intimate and relaxing

Choosing this type of room, comfort and space to rest your developing activities, in excellent conditions. The standard 3-star rooms are equipped with double bed, TV with cable TV, free internet, international phone deviation, safe and minibar.

Also access to the wellness & spa center with heated pool, wet sauna, dry sauna, jacuzzi, fitness room is free, because to be fully pampered.
Price from: 150 lei

Prices:

Period	Accommodation in double	Accommodation in single
15-23.12.2011	170,00	118,00
27-29.12.2011	170,00	118,00
02.01-01.03.2012	170,00	118,00
02.03-01.06.2012	150,00	102,00

Prices shown above are inclusive of TVA.

Facilities: electronic key card access, double or twin beds, cable TV, free wired internet, international telephone line deviation, safe, minibar, bath robe and slippers, bathroom with shower/whirlpool tub, shaving machine plug in bathroom, Hair Dryer.

Services: room service, ironing clothes, cleaning clothes, cleaning shoes.

The perfect choice for enjoying the comfort and quality

Choosing this type of room, comfort and space to rest your extra carrying out the activity, in excellent conditions. The standard 4-star hotel are

equipped with double bed, TV with cable TV, free internet, international phone deviation, safe and minibar.

Price from: 160 lei

Depending on the season we have the following rates in USD and include accommodation, breakfast and access to the hotel spa (heated pool, wet sauna, dry sauna, Jacuzzi, fitness room):

Period	Accommodation in double	Accommodation in single
15-23.12.2011	180,00	126,00
27-29.12.2011	180,00	126,00
02.01-01.03.2012	180,00	126,00
02.03-01.06.2012	160,00	110,00

• Deluxe

Space and elegance, ideal to satisfy the most discerning tastes

The apartments provide the comfort and luxury for the rest of your activity carrying extra space, in excellent conditions. Living room and one bedroom apartments are furnished to four star standard double bed, sofa, TV with cable TV, free internet, international phone deviation, safe and minibar.

Price from: 180 lei

Depending on the season we have the following rates in lei and include accommodation, breakfast and access to the hotel spa (heated pool, wet sauna, dry sauna, Jacuzzi, fitness room):

Period	Accommodation in double	Accommodation in single
15-23.12.2011	200,00	142,00
27-29.12.2011	200,00	142,00
02.01-01.03.2012	200,00	142,00
02.03-01.06.2012	180,00	126,00

A guaranteed unforgettable experience a luxurious ambience. Suites will provide luxurious comfort for rest and extra carrying space your business, in excellent conditions. Suites with common living room and two bedrooms, are equipped to four star standard beds, sofas, TV with cable TV, free internet, international phone deviation, safe and minibar.

Price from: 360 lei

Prices:

Depending on the season we have the following rates in lei and include accommodation, breakfast and access to the hotel spa (heated pool, wet sauna, dry sauna, Jacuzzi, fitness room):

Period	Accommodation in double	Accommodation in single
15-23.12.2011	400,00	284,00
27-29.12.2011	400,00	284,00
02.01-01.03.2012	400,00	284,00
02.03-01.06.2012	360,00	252,00

Dorna Restaurant: Restaurant with 140 seats invite you to eat home cooked goodness of award-winning chef Petronela Ciubotaru. Panoramic cafe: Located on the 5th floor of the hotel Dorna, Panoramic Caffé awaits you in an intimate and relaxing, where you can enjoy drinks created especially for you by our bartender. The types of coffee from Illy range will satisfy most tastes, while panoramic city will complete the atmosphere.

TOURIST TRAFFIC ANALYSIS TO HOTEL "Dorna"

Table no. 1.

Supply and demand indicators Dorna tourist hotel

Indicators	2007	2008	2009	2010	2011
No. of overnights	4362	4524	4833	5201	5528
No Romanian tourists	1385	1512	1633	1994	2211
No foreign tourists	105	120	144	170	194
No total tourists	1490	1632	1777	2164	2405
Accommodation	39	39	39	39	39
No places in hostels	250	250	250	250	250
Average stay	2,8	2,9	3,1	3,2	3,4

Hotel statistics "Dorna"

a. Changing tourism demand:

$$\frac{CG_i}{CG_0} \cdot 100$$

Where: CG_i -global tourism demand in "i";
 CG_0 -year global tourism demand "0".

$$\Delta_{ct 2008} = \frac{4524}{4362} \cdot 100 = 103,7\%$$

$$\Delta_{ct 2009} = \frac{4833}{4524} \cdot 100 = 106,8\%$$

$$\Delta_{ct 2010} = \frac{5201}{4833} \cdot 100 = 107,6\%$$

$$\Delta_{ct 2011} = \frac{5528}{5201} \cdot 100 = 106,2\%$$

From the above calculations can be said that during 2007 - 2011 tourism demand has exceeded 100% and the maximum growth rate is 3.1%.

b.

Index distribution of global tourism demand:

$$I_i = \frac{CI}{CG} \cdot 100 ; \quad I_e = \frac{CE}{CG} \cdot 100$$

where: CI - domestic tourism demand;
 CE - external tourism demand.

$$I_{i2007} = \frac{1385}{1490} \cdot 100 = 92,9\%$$

$$I_{e2007} = \frac{105}{1490} \cdot 100 = 7\%$$

$$I_{i2008} = \frac{1512}{1632} \cdot 100 = 92,6\%$$

$$I_{e2008} = \frac{120}{1632} \cdot 100 = 7,3\%$$

$$I_{i2009} = \frac{1633}{1777} \cdot 100 = 91,8\%$$

$$I_{e2009} = \frac{144}{1777} \cdot 100 = 8,1\%$$

$$I_{i2010} = \frac{1994}{2164} \cdot 100 = 92,1\%$$

$$I_{e2010} = \frac{170}{2164} \cdot 100 = 7,8\%$$

$$I_{i2011} = \frac{2211}{2405} \cdot 100 = 91,9\%$$

$$I_{e2011} = \frac{194}{2405} \cdot 100 = 8\%$$

From the above data shows that the hotel Dorna most tourists are Romanians.

c. index time variation in demand

$$ICE_{0-i} = \frac{CE_i}{CE_0} \cdot 100$$

$$ICI_{0-i} = \frac{CI_i}{CI_0} \cdot 100$$

where: ICE_{0-i} - the index of variation in external demand;

ICI_{0-i} - them - the index of variation in domestic demand.

$$ICI_{2008} = \frac{11512}{1385} \cdot 100 = 109,1\%$$

$$ICI_{2009} = \frac{1633}{1512} \cdot 100 = 108\%$$

$$ICI_{2010} = \frac{1994}{1633} \cdot 100 = 122,1\%$$

$$ICI_{2011} = \frac{2211}{1994} \cdot 100 = 110,8\%$$

$$ICE_{2008} = \frac{120}{105} \cdot 100 = 114,2\%$$

$$ICE_{2009} = \frac{144}{120} \cdot 100 = 120\%$$

$$ICE_{2010} = \frac{170}{144} \cdot 100 = 118\%$$

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$$ICE_{2011} = \frac{194}{170} * 100 = 114,1\%$$

According to the above say that by 2010 progressed both the domestic and external demand from year to year, in 2011 with a loss.

d. Indicators of tourism demand placement on accommodation means

Structure of tourism demand indicator for the main means of accommodation

$\Delta_{ctt} = \frac{CH}{CT} * 100$ - index that measures the importance of hotel demand in total tourism demand

Where: CH - demand for tourist accommodation in time 0

CT - total tourist demand

$$\Delta_{ctt} = \frac{1490}{1490 + 1632 + 1777 + 2164 + 2405} * 100 = \frac{1490}{9468} * 100 = 15,7\%$$

Index variation in demand for tourist accommodation each way

$$\Delta_{ct} = \frac{CH_i}{CH_0} * 100$$

$$\Delta_{ct2008} = \frac{1632}{1490} * 100 = 109,5\%$$

$$\Delta_{ct2009} = \frac{1777}{1632} * 100 = 108,8\%$$

$$\Delta_{ct2010} = \frac{2164}{1777} * 100 = 121,7\%$$

$$\Delta_{ct2011} = \frac{2405}{2164} * 100 = 111,1\%$$

e. duration of stay indicator

Globally, the average length of stay is calculated:

$$\bar{S} = \frac{\text{nr de zile turistice}}{\text{nr de turisti}} = \frac{ZT}{T}$$

$$\bar{S}_{2007} = \frac{365}{1490} = 0,2$$

$$\bar{S}_{2008} = \frac{365}{1632} = 0,1$$

$$\bar{S}_{2009} = \frac{365}{1777} = 0,2$$

$$\bar{S}_{2010} = \frac{365}{2164} = 0,1$$

$$\bar{S}_{2011} = \frac{365}{2405} = 0,1$$

Time evolution of the average length of stay

$$\Delta S_{m_{o-i}} = \frac{\bar{S}_i}{\bar{S}_0} * 100$$

where: S_i - average length of stay in a given period (month, quarter, year) when i ;

S_o - the average length of stay when "0" (month, quarter, year).

$$\Delta \bar{S}_{2008} = \frac{0,1}{0,2} * 100 = 50\%$$

$$\Delta \bar{S}_{2009} = \frac{0,2}{0,1} * 100 = 200\%$$

$$\Delta \bar{S}_{2010} = \frac{0,1}{0,2} * 100 = 50\%$$

$$\Delta \bar{S}_{2011} = \frac{0,1}{0,1} * 100 = 100\%$$

Calculate the average length of stay for each means of accommodation

$$SH = \frac{NH}{T}$$

Where: NH = number of overnight stays

T = number of tourists arriving

$$SH_{2007} = \frac{4362}{1490} = 2,9$$

$$SH_{2008} = \frac{4524}{1632} = 2,7$$

$$SH_{2009} = \frac{4833}{1777} = 2,7$$

$$SH_{2010} = \frac{5201}{2164} = 2,4$$

$$SH_{2011} = \frac{5528}{2405} = 2,2$$

From calculations to see a sustained decrease in the average length of stay, except for year 2008 - 2009 when the average remains constant.

Time variation of the average length of stay

$$\Delta SH = \frac{SH_i}{SH_0} * 100$$

$$\Delta SH_{2008} = \frac{2,7}{2,9} * 100 = 93\%$$

$$\Delta SH_{2009} = \frac{2,7}{2,7} * 100 = 100\%$$

$$\Delta SH_{2010} = \frac{2,4}{2,7} * 100 = 88,8\%$$

$$\Delta SH_{2011} = \frac{2,2}{2,4} * 100 = 91,6\%$$

f. tourism demand seasonality indices f - 2011

Density of tourism demand for each month of the year

$$\frac{CT_{ian}}{CT} + \frac{CT_{feb}}{CT} + \dots + \frac{CT_{dec}}{CT} = 1$$

Ian.	160
Feb.	155
Mart.	172
Apr.	204
Mai	228

Iun.	249
Iul.	260
Aug.	255
Sept.	210
Oct.	180
Nov.	171
Dec.	161

$$\frac{160}{2405} + \frac{155}{2405} + \dots + \frac{161}{2405} = 1$$

Monthly coefficient of tourist traffic

$$C_{lunar} = \frac{LM}{lm}; \quad C_{lunar} \geq 1$$

Where: LM - number of tourists in the month of maximum tourist traffic

lm - number of tourists in the month with minimal tourist traffic

$$C_{lunar} = \frac{260}{155} = 1,6$$

Coefficient quarterly traffic

$$C_{trim} = \frac{TM}{tm}; \quad C_{trim} \geq 1$$

Where: TM - Maximum number of tourists in the tourist quarter

tm - minimum number of tourists in the tourist quarter

$$C_{trim} = \frac{228 + 249 + 260 + 255}{160 + 155 + 172 + 204} = \frac{1220}{691} = 1,7$$

CONCLUSIONS

Worcester City Hall, founded in 2000 Service Promotion and Development of Tourism and Rescue in order to achieve an effective promotion of the entire resort, tourist and all components to ensure safety of tourists on hiking trails and ski slopes in Worcester.

Other tasks specific to tourism promotion are:

- identification of tourist accommodation structures belonging to individuals;
- creating a database of tourist reception of individuals belonging to the municipality of Worcester;
- checking and finding every home in the part of the conditions of comfort, hygiene, maintenance and condition of these buildings;
- banning individuals to approach tourists in public areas (station, parking, intersection);
- issuing operating permits to private owners of rental spaces;
- Support free and available to owners of tourist accommodation structures necessary

documentation and approval by the Ministry of Tourism classification.

During the stay of tourists opinion polling is done on the services provided.

Existence of institutions CEFIDEC Worcester and gamin, mainly aimed at the training of mountain agriculture, information for farmers and dissemination of knowledge about specific mountain and environmental protection in the mountain area, developing innovative projects and programs on social and economic development in this area, is an aid to support tourism and to promote specific interests mountainous area. It wants a system development agrotourist approval, to increase the number authorized guesthouses and offers diversification. Rural tourism (rural tourism) has a considerable weight in Bucovina, being concentrated in areas around Worcester, Câmpulung Moldovenesc Putna Gura Humor and generally in nearby monasteries. Rural tourism in Suceava county has a high quality natural landscape, air and water, especially the famous mineral water springs in the basin Dorna and not least the existence of many religious-style sights. A key element is the hospitality of the people, the defining feature of the Bucovina.

To provide outstanding service and high quality guesthouses ANTREC instructs owners through direct advice or training courses, exchanges, seminars. As the package, they include recreational programs, trips to monasteries visits to sheep, traditional receptions, receiving the riders, wagons rides, horse rides, etc..

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