

STUDY ON PROSPECTS FOR THE DEVELOPMENT OF VAMA COMMUNE AS AGRITOURISTIC AREA OF BUCOVINA

STUDIU PRIVIND PERSPECTIVELE DEZVOLTĂRII COMUNEI VAMA CA ZONĂ AGROTURISTICĂ DIN BUCOVINA

CIORNEI Liliana¹, BADALE Aurelia²
e-mail: liliana.ciornei@gmail.com

Abstract. *In recent years more and more talk about the development of agritourism in Bucovina. In this direction were initiated several projects and programs with national and international impact for the promotion of this region, their results are best experienced by the pension administrators. However, in relation to the real potential of the area, the exploitation of tourism resources is still quite at a low level, this being demonstrated by the small number of agritourism pensions approved, and by the agritouristic potential areas. In fact, agritourism is unequal developed through Bucovina focusing on major tourist attractions. Therefore, to support tourism development in the entire region should be analyzed and identified local tourism resources and finding the most optimal solutions in common use. Vama is located in the center of Bucovina, is an example for models and strategies for developing tourism, starting from the ideas mentioned above.*

Key words: agritourism, agritourism pensions, commune Vama, agritouristic potential

Rezumat. *În ultimii ani se vorbește tot mai des despre dezvoltarea agroturismului din Bucovina. În această direcție au fost inițiate mai multe proiecte și programe cu impact național și internațional de promovare a acestei regiuni, rezultatele acestora fiind resimțite cel mai bine de administratorii de pensiuni. Însă, în raport cu adevăratul potențial al zonei, valorificarea resurselor turistice este încă la un nivel scăzut, acest lucru fiind demonstrat de numărul mic de pensiuni agroturistice omologate, cât și a celor turistice rurale. De altfel, dezvoltarea agroturismului s-a realizat neuniform pe cuprinsul Bucovinei, concentrându-se în jurul marilor obiective turistice. De aceea, pentru sprijinirea dezvoltării agroturismului la nivelul întregii regiuni trebuie analizate și identificate resursele turistice locale și găsirea celor mai optime soluții de valorificare în comun a acestora. Comuna Vama, situată în partea centrală a Bucovinei, reprezintă un exemplu elocvent pentru alegerea unor modele și strategii de dezvoltare a agroturismului, plecând de la ideile enunțate mai sus.*

Cuvinte cheie: agroturism, pensiuni agroturistice, comuna Vama, potențial agroturistic.

¹ University of Agricultural Sciences and Veterinary Medicine Iasi, Romania

² Tourism Association Vama Bucovina, Romania

INTRODUCTION

The Commune Vama which is located in the heart of Bucovina, is truly an agritouristic destination, hosting great in everything - many natural resources, cultural and historical, but not promoted enough. Situated at the crossroads of touristic areas of notoriety like Sucevita, Moldovita, Marginea, Vatra Dornei si Gura Humorului, Vama commune can provide both a starting point towards these areas as well as self-contained touristic zone. For these reasons, the prospects of socio-economic development of the Vama Commune can be found certainly in the sphere of agritouristic activities, as it is evidenced in this paper.

MATERIAL AND METHOD

The present paper is based on results of a qualitative study on agritouristic activities performed by some of the Vama commune pensions conducted between October 2011 - March 2012, research made on land fund of the village, identifying the main tourist attractions of the area and conducting a comparative analysis of capitalization agritouristic potential in the main areas of Bucovina. The data collection was done mostly while driving in Vama commune area, to the agritouristic pensions and rural touristic, to the local institutions and the main attractions in the area, as well as consulting the bibliographic sources specific for the area and the strategy for economic and social development of the Suceava County established by the County Council.

RESULTS AND DISCUSSIONS

The actual economic, political and social context requires the majority of the local communities of Bucovina area, to rethink the possibilities for developing, seeking more seriously solutions in the sphere of tourism. This happens both among families of residents who in the lack of jobs from the area, are looking to capitalize from the household or by arranging accommodation rooms or transforming the entire houses in the hostels or by exploiting animal and vegetal products to other hostels from the area, and the local authorities are forced to find and apply strategies to support and develop tourism and related activities. Vama commune, located in the heart of Bucovina territory, has become in recent years a special agritouristic destination, being the third resort in Bucovina by the number of structures of tourist accommodation in rural areas, as shown in Figure 1.

Documented in the year 1408, Vama area is located between Obcina Feredeului, Obcina Humorului and Masivul Rarău. With a population of over 6000 inhabitants, Vama commune consists of 4 villages spread across an area of 13,628 ha. The landscape is predominantly depression with a strong impact on visitors, forests occupying the largest area of the commune (70%), being one of the regions with the largest forest areas in the country. The main activities of the inhabitants of the area are related to livestock, cultivation of land, woodworking, tourism and related services. Residents even practice many traditional crafts keeping habits of ancient times, such as stone carving, weaving, woodworking, egg decoration, wool spinning. Vama is a landmark and a starting point to major tourist attractions in Bucovina, being at a distance of 14 km from the Câmpulung

Moldovenesc, 17 km from the Gura Humorului, 18 km from Moldovita, 46 km from Sucevita and 53 kilometers from the Suceava municipality.

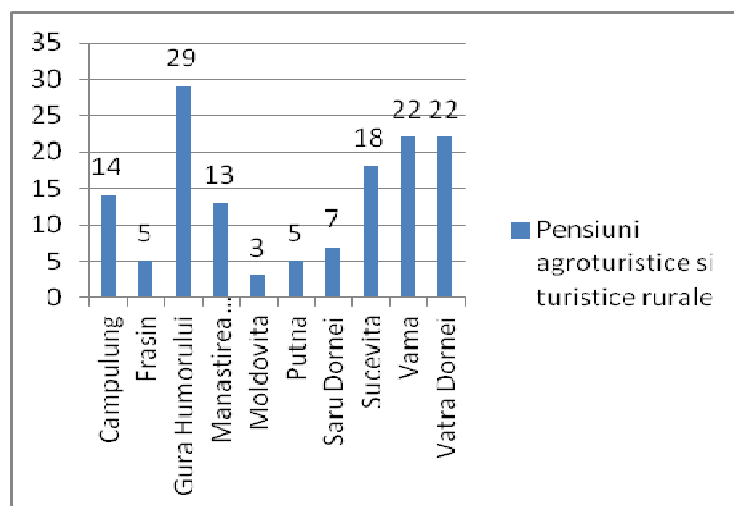


Fig. 1 – Representation of the number of agritouristic pensions and rural tourist sites in the main localities from Bucovina

Types of tourism that can be developed in the area are: rural tourism, mountain tourism, ecumenical, scientific, rest and recreation, tourism, adventure tourism, transit, cultural tour organized for visiting monuments of art, culture and other achievements of human activity (handicraft), travel trade exhibition, whose practice is occasioned by high-profile events (fairs, exhibitions), which attract many visitors, festival tourism, cultural and artistic events occasioned by (ethnographic, folkloric) sports tourism (fishing, cycling).

Agritourism is a great potential in the area. It is characterized by several key factors, including: quality of the landscape and numerous religious sights, air and water quality; hospitality of the people as a defining element for Bucovina. The main tourist resources are related to folk art, traditional crafts and occupations - Ethnographic Museum - hosted in an old house (memorial house Iorgu Toma - the most representative figure raised in the middle farmers of Vama from 1871 to 1935), older than 200 years, where were the ancestors, are kept female and male traditional costumes, furniture, harness for animals, household items, rugs, carpets, towels, icons, carved frames, medals and old money, family photos and paintings, - Painted Eggs Museum "Letitia Orsivski" that shelters the largest collection of decorated eggs in the region, local and international exhibits, made in various techniques - the wood Church of the Ascension of the Lord Vama built in 1783 (according to legend from the explanatory board of Bucovina Village Museum) Voda's pole (known as the Cross and the Tartars, or Tartars stone) is a column of stone which dates from 1717 and was built on the order moldavian voivode Mihai Racovita as proof of his victorious campaign against the Austrians from Transylvania, Heroes of World War Cemetery (Drăgușanul I.,

2011). Life in Bucovina is marked by a series of events, celebrations and festivals that take place annually (Wedding in Bucovina, Plugusorul Bumbierilor, Grace water at the crossing of rivers Moldova and Moldovita). A special attraction is the Hrib Festival organizer to Vama which includes a gastronomic exhibition and the housewives are competing in the preparation of delicious food, stuffed cabbage leaves, cooked pork, turkey, featured in a special way, trout, hribii, and sweets of the region.

The main arguments that determine the need for tourism development in the commune Vama, results from the analysis of some elements and indicators included in this research as:

- the existence of institutions and organizations in tourism (Tourism Association Vama Bucovina, OVR Association, Cultural and artistic association "Casa Bucovineana" ANTREC Romania - Branch Vama / Bucovina), public private partnership between them and local and county authorities;
- the existence of studies and market research, developing a monograph of Vama (600 years from the documentary attestation);
- attitude of local people - are hospitable residents, proud to show their port and popular customs, art objects and collections inherited from ancestors;
- jobs in tourism - small business administration in agritourism and rural tourism is the responsibility of family, there is a surplus of female labor;
- existing tourist potential - there are good opportunities to exploit the mountain throughout the year by hiking, riding, climbing, extreme sports, skiing;
- natural potential - landscape, mountains, forests, fast rivers, gorges, caves, natural reserves, flora and fauna specific the area;
- traditional architecture - Ethnographic Museum, Museum "La Gorita", "Jucan" house, farms and their annexes, inventory and conservation of all authentic old houses and huts of peasant;
- local cuisine - known the existence of local cuisine, menus and traditional natural products;
- traditions and local habits - the existence of a treasury ethnographic of great originality and folkloric with a rich calendar of fairs and traditional folk events throughout the year. There is a core of craftsmen and artisans;
- local crafts - egg painting, pottery, wood sculpture, carved in stone, icon painters, fabrics etc. The existence of thematic summer schools or camps where young people are initiated into the mysteries of ancient crafts;
- transport infrastructure - road transport is the E576, DN17, exist rail transport with railroad node and modernized station, air transport - Suceava Salcea airport;

- tourism infrastructure - the existence of 24 accommodation units classified and authorized but many structures and unauthorized (over 50%);
- tourist signs - is done properly to the main tourist objectives as well as to reception facilities;
- fairs with local manufacturers / goods produced in their own households - presence of a large number of farmers and local farmers;
- local Events /events ethno folk, religious, events organized by the Tourism Association Vama Bucovina, "Plugusorul Bumbierilor", "Pilgrim Road", "Green grass from home", "Race haymaker", "Hrib Festival" etc.
- souvenirs and additional products - local crafts (painted eggs, icons on wood, wood or stone carvings, weaving, stitching);
- Tourist Information Centre - existence of a tourist information point at the City hall;
- communication policy and promotion - existence of a website www.vamabucovina.ro, printing of flyers, banners, roll-ups, local participation in local fairs, regional, national and international, organizing info tours for journalists and tour operators;
- policy distribution - existing partnerships with leading tour operators in Suceava, Iasi and Bacau, in the region and other European countries.

CONCLUSIONS

1. Tourism resources are practically inexhaustible, and tourism is one of the few sectors of the economy with real prospects of long-term development.

2. The commune Vama is currently developing an agritouristic model for other areas of Bucovina, an important role has Vama Bucovina Tourism Association.

3. The increase of tourist traffic in Vama will determine the development of tourism economic related sectors: food, transportation, trade, garments, handicrafts, agriculture (producing "bio" products in particular), etc. Thus tourism development is contributing to a sustainable and balanced development of all sectors from this area.

4. Initiation of actions at local and regional unit to improve the legal framework in tourism by all professional associations authorized represent a solution of reviving the agrotouristic activity caused due to the effects of economic crisis in recent years.

5. There is real potential to develop agritourism in Vama which must be exploited through the implementation of coherent strategy to develop and promote tourism in the area.

6. Development of transport infrastructure, of accommodation and travel in the main cities of Suceava county as well as between them is very important for tourism activity across the region.

REFERENCES

1. **Drăgusanul Ion, 2011** - *Povestea așezărilor bucovinene*, vol.2., Edit. Bucovina, Suceava.
2. *****, 2011** - *Strategia de Dezvoltare Economică și Socială a Județului Suceava, Perioada 2011 – 2020*. Consiliul Județean Suceava.
3. *****, 2012** - *Listă structuri de primire turistice cu funcțiuni de cazare clasificate*, Ministerul Dezvoltării Regionale și Turismului.
4. <http://www.comuna-vama.info/>