

The Durable Touristic Development Based on Regional Studies

The living environment, resources and visitor satisfaction must be regularly checked to secure their sustainability. If a problem appears, with any one factor, a system should be developed to correct the problem and restore the balance. A plan should be prepared to pursue comprehensive measures in order to secure the sustainability of resources, the living environment and visitor satisfaction. Some measures in securing sustainability of resources could be: discovery and rediscovery of resources, enhancement of resources value, balance between use and conservation. Securing sustainability of the living environment means conservation and improvement of the living environment. To secure the sustainability of visitor satisfaction, these measures should be taken: better hospitality, information availability and sharing, securing a comfortable travel environment.

Key words: steady tourism, questionnaire questioning, natural areas.

1. Introduction

By the concerted activity between UICN – International Union for Nature Conservation, WNF – World Federation for Nature Protection, PNABE – The European Federation of National and Natural Parks, still since 1991, the concept of *durable tourism* has been defined: «the development of all the tourism types, the tourist management and marketing which to respect the natural, social and economic integrity of the environment, with assurance of the exploitation of the natural and cultural resources for the future generations, too».

On long term, the financial costs for sustaining a durable tourism can seem to be high, and the ulterior costs for the ecological reconstruction are much higher, and several times the negative effects on the nature are irreversible [12].

1.1. The way of durable tourism realization in the natural zones of tourist interest

The durable tourism is based on a common action of partnership, between the factors called to take the main decisions regarding the realization of this fact.

The common action plans regarding the durable development of the tourism in protected natural zones supposes knowing and solving the following problems:

- the statement from the beginning of the purposes of protection for every natural protected zone of not, with the participation of the specialists and everyone interested in the tourist capitalization of these;
- the inventorying of all the natural and cultural particularities, which can constitute the basis of the tourist potential and analysis of all the information obtained;
- the assurance of the work conditions in partnership and in pluridisciplinary teams, with a better collaboration with the local population, with the regional

- and local organizations interested in tourism;
- the identification of all the values and the finding of all the possibilities that can be at the basis of durable tourism in natural tourist zones;
 - the appreciation of the capacity of sustaining of the different areas in the competence of the a natural tourist zones, for the quality assurance at the international standards level;
 - the pursuance and analysis of the intern and international market and of the tourist demands for the diversification and the development of the tourist activities;
 - the achievement of a specialty consulting, in the appointment of the tourism or economic agents, interested in the development activities which to be compatible with the national and local policy of environment protection;
 - the initiation in natural protected zones of a new tourist product on the basis of the amplification of the educational, didactic and scientific role;
 - the final appreciation on all the impact aspects resulted from the proposals and projects proposed to be made;
 - the necessity of a specific management, so that, in function of the interior zoning of the national parks, we can choose those tourist activities that are related to interpretation and education;
 - the existence of a management adequate to the development of the durable transport systems;
 - the complete exposure of the promotional and communication strategy for the promotion of the idea of natural protected zone, in the context of realizing new tourist products and application of a new technical management;
 - the establishment of information observation programmes about the natural zones regarding the tourist circulation, the consequences and the periodical reviewing of the tourist development plans with the purpose of respecting the environment quality standards;
 - the analysis of the resources exploitation degree taking into account the protection rules;
 - the realization of the conditions of putting in practice the plans of arrangement and complex economic capitalization.

Nowadays, the tourism practiced in the natural zones and in the national parks and biosphere reservations, in the European developed countries, does not have the attributes of a durable tourism.

The presentation of the principles that are at the basis of the projects of tourist arrangement and capitalization of the natural protected zones has an important role for the arrangement of the national parks in Romania, especially for avoiding the negative aspects present in other countries, links to the economic their exploitation.

1.2. The principles of the durable development

‘The Physical Capacity’ of the environment imposes limits to many human activities meaning that it must be reduced the consuming of resources. We must live within their limits in order to go beyond our ancestors’ planet with its possibilities of keeping pure the man’s life.

We have the moral duty to avoid the compromising of the future generations by answering to the own needs.

The human welfare has social, cultural, moral and spiritual but also social dimensions.

The welfare, the opportunities and the responsibilities should be divided justly between countries and social groups from each country.

The precaution principle: if we are uncertain regarding the effects of every action or the environment development, we will have to apply this principle and to act cautiously.

The global thinking: the solving of a complex problem of durability requests that all factors that contribute to that problem to be incorporated in its solution.

21 Agenda admits that the local authorities have to act a crucial part in the durable development, because:

- it represents the local community and it works in its behalf;
- it has an important planning part; it develops, delegates or influences many of the services on which contributes the life quality;
- it administrates/ it has important parts from the built or natural environment; they can influence many others through education, advice, information and the personal example;
- it can involve partnerships to other organizations; they have a big effect in the quality of the consumers, acquisitions and owners.

2. Basic notions in the sphere of durable development

Firstly, there should be defined the following concepts: the durable tourism, the nature tourism, the countryside tourism and the green tourism. It is necessary to enlighten the content, the criteria, and the application areas and to look on the angle of products and projects.

Ecotourism was born in North America, in 1985 as a consequence of the development of naturalist tourism in the most isolated and the most fragile places of the planet. The ecologist agencies, the non-governmental organizations and the tourism industry wanted to launch a movement of consciousness to limit the visitors' impact upon these natural medium and the communities where they live in, to assure that the general foreign currency through this flow would have come to sustain the protection actions of local cultures.

The most quoted definition is the following: «Ecotourism is the tourism in the least known spaces by the man that must contribute to the nature protection and the welfare of local population».

Ecotourism is, thus, based on the noticing of nature. The products offers are essentially placed on the top hemisphere, in the countries with a powerful biological diversity, which offers a protected nature, as national parks, private reservations and of the local community, that preserve their traditional activities. The initiators are from North America and recently, Europe.

But the ecotourism is, as far as I told before all, a procedure to the development that implied forms of new partnership between the tourism operators, receptive agents, local communities, and administrators of the protected spaces, ecologist associations and scientific community. These partners obliged themselves as part of a book, to minimize their incidents upon the visited mediums, to inform the visitors about all the rules and the local traditions, to take part in the whole local schedule of species protection and their habitats and to offer means to the communities that want to manage them.

The durable tourism is a more recent procedure, because it is a prolonging of the concept of durable evolution that was born during Rio Conference in 1992. It was born from the preoccupations connected to the future of fragile spaces on the planet and especially of tropical forests. The component environment is thus a very powerful one. But it aims at the ensemble of tourist industry, referring as well as

at the natural places such as the rural and urban regions, it integrates the notion of cultural and architectural patrimony and it suggests a change of the components, beginning from the place of residence and not only the visited countries. The problem is larger than the ecotourism.

«It can be understood through the durable tourist development, any form of evolution, arrangement or tourist activity, which obeys and keeps on a long term the natural, cultural and social resources and it contributes in a positive way at the economical evolution and the evolution of the individuals that live, work or they spend the holidays in these places».

The World Tourist Organization retained three types of criteria to characterize the durable tourist development:

- the ecological resources must be protected;
- the local communities are the beneficiary of this type of tourism in terms of economical incomes and the quality of life;
- the visitors receive an experience of quality;
- Europe feels much better regarding this terminology of the durable tourism, which takes into account its specific compulsions: the rural space, anthropology, protected over frequent areas, a reduced biological diversity, the urbanized Mediterranean surroundings, the human concentration in towns, polluted and the degradation of natural sites used for pleasure, administrating of the culture fields, the hunting pressure. The preoccupations in Europe are not to develop an elitist tourism for naturalists of a high level, but to have effects on the tourist industry in its ensemble or to make to adopt ecological practice.

The ecological procedure includes itself in the durable tourism. Although it is older, it is one of the multiple phases of durable tourism.

The rural tourism is the one that will permit the meeting of the ecotourism and the durable tourism in Europe, because it is organized in natural places less attended and lived by traditional communities. The rural tourism characterizes in a voluntary procedure (based on the will of removing the way of urban life, at least temporary), in the geographical space of the rural world. This procedure is accompanied by a weak change of the sites. This type of tourism contains three categories of activities: the sports activities, in nature, the discovery of the environment, relaxation and the change of life style, which privileges an untouched nature and which can be practiced without the change of the environment.

The green tourism is a wider notion than the rural tourism, which bases on holidays in the rural medium and integrated to this notion of gentle tourism, responsible and careful towards the sites and the local culture.

For tourism, a nature, untouched landscapes and surrounding environments are vital factors. When nature is robbed, the landscape is stolen, the resources in water, energy, overexploited lands, as well as the economical base of this activity is in danger. The tourism's interests and those of the protection of nature are thus entire parallel.

However, the nowadays orientations of the tourism are sometimes difficult to conciliate to the model «durable development». The European and the world models of the environment confronts, thus, to new challenges.

It is true that tourists are more and more aware of the problems of the environment and the intention of spending the holidays in the middle of a protected nature. But on the other hand, their number does not stop to rise at the international level: if it were in the past of 180 millions, in 1996 it reached 600 millions. The

side of distant holidays rises continually, especially in the industrialized countries, where the voyage is part of the life style and it constitutes an important criterion of the social level.

In 1997, on March 6-8th it took place at Berlin the international conference «The Biological Diversity and Tourism». «The Declaration from Berlin», adapted to this occasion, reflects the world consensus which could for the first time to be accomplished upon the main principles of a durable tourism.

- the durable tourism is accompanied by a reasonable exploitation of the biological diversity and it can contribute to its preservation.
- the tourist development must be ruled in an approved manner, in order to respond permanently to the durability aspect.
- it is suggested especially to be shown the prudence in the sensible regions from the ecological and cultural points of view, where the mass tourism must be avoided.
- the responsibility of durable development comes entirely to the actors from tourism and respectively to the private area. There should be encouraged the spontaneous initiatives (manner code, ecological labels).

A certain importance will be shown at a local level which bears the responsibility of the durable development of the tourism, but, certainly, firstly to those who take profits from this.

The declaration from Berlin is now taken into account by the Conference of countries members at the Convention of the biological diversity in order to elaborate world agreements upon the development of the durable development. It served as a starting point at the sustained activities during the extraordinary Session of the General Meeting of the United Nations in June 1997 of the Committee of United Nations upon the durable development.

Starting from the foresights of Rio Conference in July 1999, the Romanian Government adopted «the national strategy for a durable development» accomplished during the Programme of the United Nations for Development», by a working group of the Government, accompanied by the National Centre of Durable Development.

Beginning with March, 2000 Romania, it continues in 6 towns (Gala i, Giugiu, Ia i, Ploie ti, Rbmnicu Vlcea, Trgu Mure) during 3 years, the programme «The Development of the Local Capacities of the Implementation of the Local 21 Agenda in Romania», under the direct coordination of National Centre of Durable Development.

The project is financed by the Programme of United Nations for Development, Capacity 21, the Canadian International Agency for Development and the International Department of Development and the International Institute of Durable Development.

For the project continuing, there were constituted:

- The Local Committee for the Local 21 Agenda;
- The Secretary of the Local 21 Agenda;
- Three groups of working in the activity of environment protection, socially and economically, which has as a main objective the elaborating of a strategy of durable development of the town.

3. The socio-statistics studies – diagnosis instruments in the promoting of a durable tourism

One of the necessary informational resources of decisional process constitutes the affected market studies, not only at the level of national economy, but also locally, which can help at the correct determination of the direct investments and their beneficiary (in many cases these studies represent the only way of receiving the

necessary information to the market research). The present paper structures a series of qualitative and quantities information obtained as a result of the basis research through testing opinions, made on the tourist phenomenon in Suceava during the years 2004, 2005 and 2006.

Suceava's tourist potential is one of the biggest, but not enough exploited, is characterized by the following important aspects:

- the preservation of the traditional cultural patrimony (dance groups, folk songs, the organization of exhibits and craftsmanship);
- the tourist potential of the landscapes;
- the existence of a powerful nucleus of practicing the agro-tourism;
- the existence of a centre of promoting the rural tourism;
- the yearly organization of certain manifestations such as: Snow Celebrations, Suceava Days, the Popular Craftsmanship Fair, etc.;
- the geographic settlement favorable to the services evolution, especially to the tourist ones;

Bucovina – an integrated part of UNESCO patrimony.

There must not be omitted the existence of some insufficient financial resources, the reduced autochthones and foreign investments and the insufficient professional training in the tourist services area of activity. Suceava's tourism, as many other activities, is threatened by inflation and red-tape, the reduction or the disappearance of some facilities, the investors' orientation towards other interest areas.

The capacity of which Suceava disposes for its aligning in the national and international tourist interest is determined by a series of opportunities:

- the extension of the ranch network and the authorized household for practicing the agro-tourism;
- the valorizing of the rich cultural and historic patrimony;
- the use of the financial programmes of the UE and the authorities;
- the extension of the collaboration to the non-governmental organizations which have the capacity of subventions of some extra – budgetary funds;

The elaborating of a regional strategy of developing the tourism which must have as a base the valorizing with a rise efficiency of the local natural resources and as objectives the maintenance of an ecological balance, the reduction of the non-employment, the development of infrastructure, it is absolutely necessary in order to fond the macro economical strategy of the tourism's development and the national economy on the criteria of efficiency.

It would be useful that on the background of the local authorities, with the support of the Tourism Department and with the collaboration of some economical agents from the tourism's sphere and of some specialists from education and research, to be organized a structure oriented especially towards the elaborating of regional complex diagnosis and prognosis, especially for Suceava, but which can present importance and on a wider scale.

Being in such an economical context, social, cultural and politic, the tourism confronts to the following categories of problems:

- the tourism, as an economic activity is obliged to find forms of manifestation the most appropriate to the conjuncture new created in order to integrate in a specific structure to the market economy;
- due to the complex changes of the human factor, that orients and structures the demand for tourism, there appeared unusual aspects for the offering of tourist products which are obliged to find different solutions but only after a better knowledge and a deep study of the present situation.

The present paper presupposes to present many elements connected to tourism, such as:

- the analysis of tourist demand in Suceava, taking into account the new economical, social, cultural, politic background where the individual moves and lives with his worries, wishes and its real possibilities of practicing tourism;
- the study of motivation and the behavior during the holidays of the Romanian and foreigner tourists that spent a holiday in the accommodation units in Suceava;
- the analysis of tourist activities regarding the aspect of quality services;
- the identification of relation between the quality of the services and the practiced prices;
- the research of the opinion and the options of different categories of tourists of Suceava regarding the tourism.

The analysis is effected and comparatively, firstly, it insisted upon the way of organization of the effected research in the year 2006, and secondly, there was presented the evolution and involution aspects of the tourist phenomenon registered reported to the similar studies effected in the years 2004 and 2005.

3.1 Aspects regarding the organization of research

In the spring of 2006, there were effected the preparations for the effecting of a new research regarding the tourist in Suceava. Precisely, the effected research in the year 2005 was analyzed, keeping the objectives and the IPO thesis of the studies realized previously.

There were certain changes which referred to the following aspects¹:

- the sample of subjects exposed to the study was reduced from 475 subjects to 400;
- there was a reduction of the least representative questions;
the team of interview operators rises from 15 persons (in the year 2005) to 25 persons (in the year 2006);
- there was preferred a more efficient way of gathering the data from the territory.

The analysis developed having as a base the personal opinion, using as an instrument the questionnaire. The structure of the research being similar to the stages already presented in the previous studies, we will structure in the following pages only the unusual elements of the analysis, insisting in the end on the aspects that needed changing during a year between the two analysis based on the questionnaire.

3.2 The establishment of researched population and territory where the analysis takes place

The defining of researched population, from which the sample was selected, represented the first stage of sampling procedure.

In order to accomplish a complete analysis of the tourist phenomena from Suceava, there has been established that the socio-statistics research activity to develop on the four tourist routes (presented in the Table no.1).

The criterion that was as a base of choosing the routes was the way of distributing the structures of tourist receiving with accommodation functions, on areas, along the ways of traffic in locality. In the circuit where the research has taken place, there were included the localities that are considered health resorts, those where the art and the popular tradition is kept, the areas where it exists cumuli of historic

¹ For the anterior studies regarding the tourism from the Suceava county one can consultate [6].

Table no. 1

The structure of the ranges where the interview operators have been

Number	Localities
1.	Suceava-Fălticeni-Boroaia-Drăgușeni-Slătioara-Spătărești-Suceava city
2.	Suceava – Pasul Mestecăniș – Iacobeni – Vatra Dornei – Poiana Stampei – Dorna Candreni – Șaru Dornei – Panaci – Dorna Arini
3.	Suceava – Ciprian Porumbescu – Păltinoasa – Gura Humorului – Mănăstirea Humorului – Voroneț – Frasin – Molid – Vama – Prisaca Dornei – Câmpulung-Moldovenesc – Rarău – Sadova
4.	Mitocul Dragomirnei – Vicov – Putna – Călinești – Todirești – Cacica – Solca – Arbore – Cajvana – Botoșana – Rădăuți – Marginea – Sucevița – Moldovița – Vatra Moldoviței – Frumosu – Șcheia

monuments, art and architecture (monasteries), museums, and memorial houses, archaeological vestiges (for example, The Reign Citadel of Suceava) etc.

3.3 The establishment of the sample's measure and its characteristics

In the effecting of the statistics research of tourists phenomenon in Suceava, there was followed the respecting of three main conditions which emphasize the analysis's truth and value:

- the specific of the chosen research techniques and the efficiency with which they are used;
- the person's seriousness and the objective that realize the study;
- the way in which there are presented the results and their final use;

The dimension of the sample was affected according to the number of tourists in all accommodation units in Suceava in the year 2005.

The total of tourists considered collectivist of research was divided in relation to the types of structures of tourist receiving with accommodation functions and tourists categories (Romanian and foreign). Thus, according to the dates provided by the District Direction of Statistics Suceava, from the total of 158686 tourists found in the tourist accommodation units, the foreign tourists represented 29, 92%.

In the sample of the analysed persons, there was requested the respecting of the proportions of Romanian and foreign tourists, but their distribution on accommodation units. All the types of structures with tourist function (hotels, tourist chalet, agro tourist pensions, urban pensions, etc.) there were met on the four routes on which the analysis took place (Table no. 1).

After the first stage, in which the selection was directed, it proceeded to the inventory of all types of accommodation units in localities, and with the help of the provided dates by the House of Commerce and Industry Suceava, the aim was to follow the correct distribution on the four routes.

Using the *procedure of aleatory simple sampling* there were determined how many tourists will be interviewed in an accommodation unit, from a determined locality (Table no. 2). *The maximum admitted error* of $\pm 5\%$ was the aim of the study, in order to assure the representation of the effected selection. Taking into account the probability of guarantee of the results of 95, 5% (1-2%) for the error of 5% the volume of the sample was determined on the formulae:

Table no. 2

Number of interviewed tourists, assigned on types of tourist accommodations structures

	Tourists arrivals in the tourist accommodation units	The weight of the tourists in accommodation s Structures (%)	The number of accommodation units on types of tourist accommodation	Number of interviewed tourists
Hotels	119336	75,25	23	301
Motels	6742	4,25	5	17
Tourist villas	9173	5,75	15	23
Tourist chalets	3203	2,00	4	8
Urban tourist pensions	11942	7,5	22	30
Rural tourist pensions	3329	2,00	10	8
Agrotourist pensions	4719	3,25	36	13
Halting places	242	-	2	-
TOTAL	158686	100,0	117	400

$$n = \frac{t^2 p(1-p)}{\Delta_{\omega}^2} = \frac{4 \times 0,5 \times (1-0,5)}{0,0025} = 400$$

- where: n – the sample’s measure;
 t – the coefficient that corresponds to the probability which guarantees the results;
 p – the proportion of sample components which have the researched characteristic (in the most cases, this proportion is not know before the research, and in all these cases it is considered equal with 0,5 to make that the dispersion to have the maximum possible value);
 Δ_{ω} – the acceptable limit error (the admitted deviation).

3.4. The comparative analysis of the tourist phenomenon researched in 2006 compared to the studies made in 2004 and 2005

4. General conclusions and recommendations for the durable tourism achievement

The value and the volume of the tourist potential, as well as the capacity that Suceava county has in order to be included in the national and international circuit depend on a series of favoring factors like: the picturesque and the relief beauty, the traditions, the folklore, a well represented network of houses, tourist infrastructure and not at least the well known Bucovina hospitality.

The territory positioning of the Suceava county represents a positive element which could be more efficient capitalized, having in view the existence of the mountain massifs Rar u, C limani, Giumal u and Obcinile Bucovinei, which form

Table no. 3

The comparative analysis of the tourist phenomenon researched in 2006 compared to the studies made in 2004 and 2005

Aspects of tourist phenomenon evolution	Aspects of tourist phenomenon involution
The interest of the tourists for the tourist activity is growing continuously in the following way: from 67,6% in 2004 at 72,5% in 2005, getting in 2006 at a weight of 77,5%. The conclusion is that the interest regarding the tourist activity increased with 5% <i>in the big and the biggest part</i> . The tourism investors have the guarantee that the tourist product will be demanded and bought because the risk that the tourist product to remain unsold is very low; in 2005 only 7,7% of the tourists been interested in <i>the least measure or not at all</i> regarding the tourism, comparing with 2006 when this percent decreased at 4,2%.	
The interest of the tourists regarding the tourist activity in function of sex If in 2005 the interest of the <i>men</i> regarding the tourist activity decreased, getting at 36,1% from 45,5% in 2004, in 2006 the interest of men regarding the tourism increased till 45%.	In 2006 we notice a considerable decrease of the interest regarding the tourist activity of the <i>women</i> comparing to the years before. If the interest of the women for the tourist activity in 2005 increased comparing to 2004 with 4,8% (from 67,6% at 72,4%), in 2006 its weight decreased at 32,4%.
The interest regarding the tourist activity in function of age increased from 67,4% in 2004 at 69,5% in 2005, in 2006 having a weight of 77,5%	
The interest regarding the tourist activity in function of the number of persons who live in the household registered an increase in 2006 (77,5%) compared to 2005 (67,8%). If in 2004 the families with three persons were interested in tourism in proportion of 21,8% and in 2005 the interest of these families decrease with 0,8%, in 2006 a small increase it is registered, the weight getting to 21,3%.	If in 2005 an increase of the interest for tourism of the two persons families have been registered compared to 2004 (from 15,9% to 19,8%), in 2006 the interest for tourism of these families decreased until 18%.
The interest regarding the tourist activity in function of the socio-professional occupation increased continuously getting to 77,7% in 2006 comparing to 72,8% registered in 2005. The highest interest for tourism in 2006 was manifested by the people with superior studies (17,1%), and in 2005 the highest interest was manifested by the schools students and university students (14,9%), the personal with superior studies being on the second place (13,2%).	At schools students and university students in 2006 we notice a decrease with 6,5% of the interest for tourism comparing with 2005. After the increase with 2,9% of the interest of the firm administrators and entrepreneurs from 2005, in 2006 a decrease have been registered from 13,2% to 12,9%.
Regarding the spare time from the anterior period of 2004 we can notice an increase of the weight of the persons which consider that they have the same spare time (55,9% compared to 41,3%).	
The preference to practice the tourism in vacation, in the week-end or in vacation and week-end. In the three years taken as reference in the statistical research, we notice that a low increase is registered from an year to another for practicing the tourism in the vacation (34% in 2004, 34,7% in 2005 and 35,4% in 2006). Also, the preferences to practice the tourism in the week-end increased. This thing is due to the fact that a 1 or 2 days staying involves reduced expenses comparing to the ones made in the vacation.	

Continuation table no. 2

Aspects of tourist phenomenon evolution	Aspects of tourist phenomenon involution
The preference of the tourists for mountain stations, excursions, tours in the country, spas, excursions abroad, seaside stations, for the countryside. If the preference for the mountain stations remained approximately constant (38% – 39,5%) in 2004 and 2005, in 2006 this registered an increase. After the preference for the seaside stations decreased significantly in 2005 (6,2%), in 2006 it registered an important increase (15%).	The preference of the tourists for the excursions, country tours decreased in 2006 with 3,1% compared 2005 when it had a weight of 18,1%.
Means of transport used in the tourist activity In 2006 the preference of the tourists for traveling by car increased from 58,6% in 2005 to 71,7%, being the most used mean of transport from the tourist activity. Although that the train is rarely used in the tourist activity, the preference of the tourists for this mean of transport increased with 9,7% compared to 2005 (22,4%). If in 2004, 15% of the foreign people used the plane as mean of transport, in 2005 their weight increased with 4,1%, and in 2006 this lead to 28,4%.	Regarding the interest of the Romanians for the plane, as mean of transport, it decreased comparing to 2005 from 6,9% to 3,3%. We notice that the tourists prefer less and less to travel with the sightseeing car, fact confirmed by a decrease of the responding variants <i>most of times and always</i> from 7,2% in 2005 at 3,3% in 2006.
The publicity made to the tourist services In 2006 we notice an increase of the appreciation degree of the tourist services publicity quality with 7% compared to 2005 (24,2%).	
The tourist services (for the analysis by comparison of the quality coefficients of the tourist services we used Likert Scale) The foreign and Romanian tourists about the accommodation and transport services quality decreased in 2006.	In 2006 the foreign and Romanian tourists opinions about the quality of the services food and pleasure increased compared to 2005.
	The relation between the quality of the tourist services and the tariffs. We can notice a decrease of the tourists weight (from 38,1% to 25,5%) which claim that the high tariffs are justified by the quality of the services.
The main reason to come again in the Suceava county In the case of the foreign tourists in 2006 the main reason is represented by the businesses. This lead to an increase from 7,6% in 2004 to 19,4% in 2005.	In the case of the Romanian tourists we can notice that the main reason to come again in the Suceava county is the landscape, the relief and the nature, but this registered a decrease with 1,4% compared with 2005 (21,2%).
	The main reason for not to come again in the Suceava county For the Romanian tourists the reason is the inadequate status of the roads (10,2%). The negative aspects which could make the foreign tourists not to come again are the lake of spare time (6%) and the not satisfying services (6%).
Where have you lived during the staying? We notice an increase with 6,4% of the wish of Romanian tourists to be accommodated in hotels, an increase with 1,6% of the options for pensions and with 2,6% for villas. A positive aspect is the fact that the foreign tourists prefer the hotels as accommodation units (percent increasing with 11,2% in 2006 compared with 2005).	In the case of the foreign tourists we can notice a decrease with 2,4% of the preferences linked to the accommodation at the pensions and a decrease with 3,9% of the preferences of villas accommodations.

the natural frame that include the most part of the painted monasteries included in the UNESCO patrimony.

Because of the technical status of the roads network is far from being good, the canalization is low, and the water alimentation in the public network is very limited and there are still zones without access at natural gas and electric energy, there appeared opportunities in the application of some comunitary programmes of European Union for the appointment of the infrastructure development in the rural areas (SAPARD, PHARE) and in the capitalization of the construction materials resources necessary for the roads network improvement.

One of the favoring factors of the tourist potential is the human existence which has a relatively high qualification in some fields of activity, the achievements of the people of these zones on the basis of the legendary hospitality.

All these are trying to stop the depopulation – the natural negative spore and the migration of the young people to urban centers from the country and abroad and to modify the mentality of population about the change in general and professional reconversion. Also, we notice that the population getting old phenomenon increase, the birth rate decrease, the unemployment rate at the young graduates increase, next to the weight of the unregistered work. However, there are success examples of some residents with initiative and governmental financing programs for professional reconversion.

It is not to be neglected either the aspect of the tourist impact on the environment. Although adequate law conditions have been created for the environment protection, by using the European Union programmes destined for the exoneration of the environment conditions by creating parks and natural reservations and programmes of ecological education.

The keeping of all the tourist function of the national parks, of the biosphere reservations must have at the basis the elaboration of some tourist development plans, which must not limit at those natural spaces and must integrate into a wider regional context.

The isolated actions of partial arrangements exclude the realization of durable tourism.

All the endowments and tourist equipment will be made in a style, at a scale in full harmony, with the local environment, by using of some local, traditional construction materials.

The means of transport most noiseless, non polluting will have to be developed, by using of some alternative energy sources.

That types of vacations are recommended, which demand low energetic expenses, and which exploit at minimum the existent resources and which to contribute at the conservation and protection of the environment.

For the tourists, and also for the local population, it is important to be explained that the role and the way of the durable tourism putting into practice, and the achievement of a life style compatible with the international rules of environment protection, very useful thing for the development demands of the future generations.

The respect of these minimal demands requires a political, economic involvement, of all the interested factors of the development of the tourism, the realization of a real financial support, the opening to the collaboration between the international, national and local organisms. From these partnership activities we can elaborate the following useful measures for the realization of a durable tourism for the natural protected zones:

documents and rigorously law regarding the consolidation of the juridical statute of national parks and biosphere reservations functioning;
the achievement of An European Charter of durable tourism practicing in the interior and outside the natural protected zones;
the elaboration of an European Action Program for the durable tourism which to include the putting into practice of some pilot priorities, which to prove the tourist and ecological efficiency of this type of tourism.

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Діну В., Гапенчук К.В. Регіональні аспекти розвитку сталого туризму

Досліджено регіональні аспекти розвитку сталого туризму в контексті основних положень програмних документів ООН та інших міжнародних організацій стосовно сталого розвитку. Сформульовано комплекс проблем, вирішення яких є необхідною умовою при розробці загальних планів дій розвитку сталого туризму у природних зонах, що охороняються. Розглянуто основні види туризму в контексті принципів сталого розвитку, досліджено їх взаємозв'язок та виділено сталий туризм в якості найбільш важливого. Акцентовано увагу на важливості збереження довкілля, як життєво важливого та необхідного фактору розвитку туризму, як на національному, так і на місцевому рівнях. Наведена методика проведення соціостатистичних досліджень розвитку сталого туризму у конкретному регіоні, а саме Сучава, за допомогою тестування особистих поглядів на проблему методом анкетного опитування. Обґрунтовано критерії вибору території в якості об'єкта сталого туризму. На основі результатів проведеного порівняльного аналізу туристичної діяльності в Сучаві у 2006, 2005, 2004 роках сформульовані рекомендації та пропозиції для реалізації сталого туризму в природних зонах, що охороняються.

Ключові слова: сталий туризм, анкетне опитування, природні зони.

Діну В., Гапенчук К.В. Региональные аспекты развития устойчивого туризма

Исследованы региональные аспекты развития устойчивого туризма в контексте основных положений программных документов ООН и других международных



организаций по вопросам устойчивого развития. Сформулирован комплекс проблем, решение которых является необходимым условием при разработке общих планов развития устойчивого туризма в охраняемых природных зонах. Рассмотрены основные виды туризма в контексте принципов устойчивого развития, исследована их взаимосвязь и устойчивый туризм выделен в качестве наиболее важного. Акцентируется внимание на важности охраны окружающей среды как жизненно важного и необходимого фактора развития туризма как на национальном, так и на местном уровнях. Приведена методика проведения социостатистических исследований развития устойчивого туризма в конкретном регионе, а именно Сучава, с помощью тестирования личных взглядов на проблему методом анкетного опроса. Обоснованы критерии выбора территории в качестве объекта устойчивого туризма. На основании результатов проведенного сравнительного анализа туристической деятельности в Сучаве в 2006, 2005, 2004 годах сформулированы рекомендации и предложения для реализации устойчивого туризма в охраняемых природных зонах.

Ключевые слова: устойчивый туризм, анкетный опрос, природные зоны.

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