

PROJECT INFORMATIONS

Project Title	Marketing Analysis for the “Place of the Spirit”		
ACRONIM	Project EST 3B072	Implementation period	14.04.2011 - 14.10.2012
Project coordinator	Valentin NIȚĂ		
Members	Prof. Gabriela Carmen PASCARIU, prof. Valentin NIȚĂ, prof. C. IAȚU		
Financed by	CIP Interreg IIIB CADSES, European Commission		
Budget	Grant: 18,500 EURO	Total: 26,370.40 EURO	
UAIC statute	Partner		
Partners	The Development Company of Magnesia – ANEM, Greece Sviluppumbria, Italy Alexandru Ioan Cuza University of Iasi - Centre for European Studies		
Objectives	Marketing Analysis in the area of Neamț and Suceava Counties		
Activities	<p>Detailed description of project activities Product: “Place of the Spirit” In the marketing analysis of the NE Region and in elaborating the marketing strategy for “Place of the Spirit” product, the following exigencies will be taken into account:</p> <ul style="list-style-type: none"> - the contribution of the tourism to the sustainable development of the region (the economic, social and environmental aspects); - the necessity to elaborating an integrating vision of the touristic potential (the aggregate of attractive elements – natural and landscape, cultural, historical, traditional, the natives’ behaviors – as well as specific and general functional elements – the transportation and accommodation infrastructure, public services, the economic activity of the region); - diminishing of the cultural risks: losing the identity, excessive commercialization of the cultural values; - diminishing of the environmental risks (pollution, degradation by exceeding the threshold of touristic loading in full season – the necessity to elaborate products that would diminishing the strong seasonal character of the cultural tourism); - diminishing the economic risks (dependence upon narrow market shares, increase of the cost of living); - elaborating a correct and integrating image of the touristic profile of the region (for elaborating a competitive regional product, it is imperative to elaborate an offer correlated with the integrated touristic identity, even when it comes to specialized markets and especially on the cultural tourism market). The excessive stress laid on the attraction of monasteries can draw on incomplete cultural revaluation , incapable of ensuring the stability of the market shares; - correlating the offer to the characteristics of the target markets, especially to the new post materialist values and to the tendencies to individuality communication, searching for a new meaning, new guide marks that have started to define the segments of integrated tourism (those that the objectives of the project aim at); - the necessity to adapt the product to different target markets (the cultural product can not be commercialized in the same manner to laics, to those who want to live deep religious experiences, or to those who only want to understand, to draw near new value systems and it can not be sold in the same manner to young and to old people). In the present, the touristic valorization of the cultural patrimony doesn’t take into account such differences. 		
Target group			