

ANALYSIS OF TOURIST DEMAND IN THE ECOTOURIST DESTINATION OF DORNA LAND, SUCEAVA COUNTY

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Abstract

The dynamics of arrivals, overnight stays and analysis of the average length of stay in the localities that make up the ecotourism destination Dorna Land in Suceava County (Vatra Dornei, Poiana Stampei, Coșna, Dorna Candrenilor, Dorna Arini, Șaru Dornei, Panaci, Cârlibaba, Ciocănești and Iacobeni), shows that, in the analyzed period (2019-2023), arrivals recorded relative increases that varied between 0.53% and 28.68%, with the exception of Vatra Dornei Municipality where a relative decrease in arrivals of 3.96% was recorded; regarding overnight stays, relative increases were recorded in the localities of Ciocănești, Dorna Arini, Iacobeni, Poiana Stampei and Șaru Dornei, values that varied between 4.13% and 25.74%, in the remaining localities, relative decreases were recorded that varied between 0.11% and 5.86%. The average length of stay during the analyzed period recorded values that varied between 1 day (Iacobeni, year 2019) and 3.86 days (Vatra Dornei, year 2019).

Key words: arrivals, overnight stays, average length of stay, absolute dynamics, relative dynamics