

## Cluster sheet: APT Bucovina Tourism Cluster

Name of cluster:	[RO] <b>ASOCIATIA PENTRU TURISM BUCOVINA</b> [EN] <b>BUCOVINA TOURISM CLUSTER</b>
Geographical location:	[Country] <b>Romania</b> [Region] <b>Suceava, North-East Region</b>
Sector: Specialisation within sector:	<ul style="list-style-type: none"> <li>• Tourism</li> <li>• Destination Management (promotion and development of tourism in North-East Region of Romania)</li> </ul>
Founding year of cluster:	2001
Number of cluster members (in 2012 / 2011 / 2010):	39 / 35 / 35
Thereof (today / at establishment of cluster):	<ul style="list-style-type: none"> <li>• large companies (&gt;250 employees) 0 / 0</li> <li>• medium-sized companies 5 / 39</li> <li>• small companies (&lt;50 employees) 2 / 39</li> <li>• micro companies (&lt;10 employees) 26 / 39</li> <li>• universities, technical colleges 1 / 39</li> <li>• R&amp;D institutes 0 / 0</li> <li>• training and education providers 1 / 39</li> <li>• public bodies and intermediaries (policy makers, public administration bodies, associations, agencies, chambers) 4 / 39</li> </ul>
Total number of employees in company cluster members:	610, excepting the university and the last category.
Average export rate of company cluster members:	Total number of foreign tourist's arrivals was according to the Statistical Pocket-book 2010 of 33.265 foreign tourists. There is no data on exclusive venues generated by them.
Legal form of cluster organisation:	NGO
Owner of cluster organisation:	Tourism entrepreneurs, The Chamber of Commerce and Industry of Suceava County, the IBD-GTZ Office in Romania, University "Stefan cel Mare" and Suceava County Council
Cluster main objective:	<ul style="list-style-type: none"> <li>• Increasing the innovative capacity of the regional economy</li> <li>• Development of incoming tourism</li> <li>• Location marketing, attracting foreign direct investments / FDIs</li> <li>• Development of a strategy for the promotion and development of tourism in Bucovina;</li> <li>• Improvement of quality of tourism experience in North-East Region of Romania</li> </ul>
Financing:	Public financing (EU / national / regional projects initiated by the cluster management, etc.) 70% Private financing (membership fees, service fees, sponsoring, etc.) 30%
Cluster management staff:	2
Cluster main activities:	<ul style="list-style-type: none"> <li>• Promotion of Tourism Destination and its members at national and international fair and development of new tourism products</li> <li>• Supporting the strategic development of the area</li> <li>• Production of promotion materials</li> <li>• Training for the tourism staff</li> <li>• International exchange of good practices in the frame of EU Projects.</li> </ul>
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