

SCENARIU STRATEGIC PRIVIND DEZVOLTAREA TURISMULUI URBAN ÎN ROMÂNIA

STRATEGICAL SCENARIO CONCERNING THE DEVELOPMENT OF THE ROMANIAN URBAN TOURISM

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Abstract: The scenarios concerning the development of services in Romania represents the best method to stimulate creativity in concordance with the real demands of the national economy. The importance which is given to tourism can be explained by the impact that tourism may have on the Romanian economy and society. The importance of the strategical planning in tourism is justified by the necessity of tourism development and the identification of an answer to the following question: how could the Romanian tourism outrun its present pace? Consequently, the scenario concerning the development and specialisation of the Romanian, through its urban component, represent a proposals of special development objectives of the one service category previously presented. This approach is motivated by the implications of the necessity to give an increased attention to services in the Romanian economy and to support this attention with the formulation of strategies.

Keywords: scenario, strategic scenario, tourism, urban tourism, strategical planning.