

STABILIREA LOCAȚIEI PENTRU O INVESTIȚIE MAJORĂ ÎN TURISMUL ROMÂNESC PE BAZA ANALIZEI CRITERIALE MULTIPLE

MULTIPLE CRITERIA ANALYSIS FOR SELECTING THE PROPER LOCATION FOR A MAJOR TOURISTIC INVESTMENT

Lect.dr. Ruxandra CRUCERU

Universitatea „George Barițiu” din Brașov

Prof.dr.ing. Ioan CIOBANU

Universitatea Transilvania din Brașov

Abstract: The paper represents an approach meant to establish the optimum location for a touristic objective / leisure park (Disneyland type) in Romania. Advanced multi-criteria analysis has been used to serve this purpose. The analysis presents all the criteria, their hierarchy and the computation of the total performance coefficient that underlies the hierarchy of the studied locations. It also mentions that the method is applicable also whereas industrial objectives are concerned, provided an adequate set of criteria is utilized.

Keywords: multi-criteria analysis, tourism, investment, touristic objective.