

# **CERCETARE COMPARATIVĂ ASUPRA COMPETITIVITĂȚII AGENȚIILOR DE TURISM DIN ROMÂNIA ȘI UNIUNEA EUROPEANĂ**

## **COMPARATIVE RESEARCH ON THE COMPETITIVENESS OF THE TRAVEL AGENCIES IN ROMANIA AND IN THE EUROPEAN UNION**

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**Abstract:** Starting from a vast range of approaches, the present paper aims at discussing competitiveness related to the field of services both theoretically and practically, with application to travel agencies. The authors first discussed the way competitiveness is perceived and approached by the most important and representative travel agencies in Romania compared to travel agencies from The European Union, using three groups of agencies, travel agencies from the North-West region of Romania, Top 10 agencies in Romania and agencies from The European Union. The research wants to show the attitude of the most representative agencies in Romania with respect to competitiveness as well as how they actively involve in maintaining and improving their position in the market. At the same time, another purpose of the paper is to define the differences existing between the Top 10 agencies in Romania and agencies from The European Union.

**Keywords:** competitiveness, performance, travel agencies, The European Union