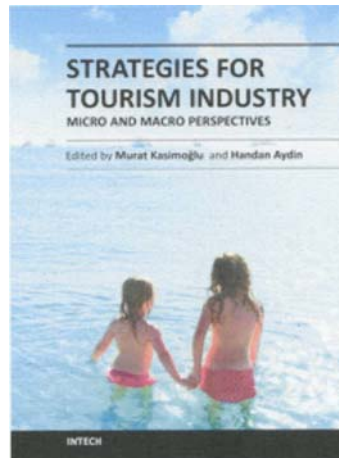


Books Published by International Publishing Houses

Strategies for Tourism Industry - Micro and Macro Perspectives

*Edited by Murat Kasimoglu and Handan Avdin,
ISBN 978-953-51-0566-4, Hard cover, 392 pages,
Publisher: InTech, Published: April 20, 2012 under CC BY 3.0
license, in subject Business, Management and Economics*



New Challenges for Tourism Destination Management in Romania

Gabriela Țigu
The Bucharest University of Economic Studies, Romania

With its content and role, tourism is a well established industry, a highly important component of the economical and social environment of more and more countries. Worldwide a growing interest is taken in a deeper understanding of its multiple economic, social, cultural and political implications, its active role within the society, respectively its dynamics and mechanisms.

Tourism is one of the world's largest industries with an estimated 940 million international arrivals in 2010 and more than US\$ 919 billion revenues, or 30% of the world's export services. In the last years, the industry is expanding at an average rate of 4% annually (except 2009). Moreover, in the first half of 2011, international tourist arrivals are estimated to have grown by 4.5%, after a 6.6% increase in 2010 (UNWTO, 2010).

The tourism destination is a link between all parts of the tourism industry, maintains and propels these parts, is a complex and specific element of the tourism industry and is a topic of numerous researchers (Stancioiu, 2002). The management of the tourism destination is a concept widely utilized in the theory and practice, while the image of the destination is an important point of interest for the researchers, as well as for the people managing the tourism industry.

România as a tourist destination

România is an important destination for local and foreign tourists. The respective legal frame was created before World War II. Early 1960s România boosted its accommodation capacity, primarily on the Black Sea coast. Early 1970 România was already a well known destination on the most important importing markets in Europe, especially Germany, UK, the Scandinavian countries, France, Italy, Austria and Belgium.

After 1980 the arrivals of foreign tourists decreased sharply and this tendency continued in the 1990s. The reason was the lack of investments for development, modernization and maintenance of the specific infrastructure, as a result of the very slow and complicated privatization process, wrong fiscal legislation, lack of supporting policies from the banking sector. The last decade did not bring much improvement, but after Romania's accession to the European Union, we witnessed increased investments in the tourism industry, especially due to financing from the European Union, but also as a result of increased efforts for a coherent strategy to develop and promote the România tourism destinations.