

OLTENIA REGION DEVELOPMENT BY TOURISM PROMOTION

DEZVOLTAREA REGIUNII OLTENIA PRIN PROMOVAREA TURISMULUI

Ramona GRUESCU, Gheorghe PIRVU, Roxana NANU
UNIVERSITY OF CRAIOVA

Abstract:

The material wants to analyze different facilities and services that have to exist when wanting to build a strategy in the field of tourism, with an application in the South-West Oltenia, focusing on the need of implementation of the quality in achieving touristic products. Also, it draws attention upon the importance of a touristic destination continuously, passing through all the stages of the development process in order for the destination to be revisited and for touristic products to remain valid and attractive.

Key words: strategy, management, regional development, local support

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