

DIVERSIFICATION STRATEGY ACHIEVEMENT FOR TOURISM INDUSTRY – MODEL OF GORJ COUNTY

FORMULAREA UNEI STRATEGII DE DIVERSIFICARE A INDUSTRIEI TURISTICE PE MODELUL JUDEȚULUI GORJ

Liviu NEAMȚU

„CONSTANTIN BRÂNCUȘI” UNIVERSITY, FACULTY OF ECONOMICAL SCIENCE

Abstract:

Since the tourists have individual needs, as sum of the personal features, each of them could become a potential market. At the same time, no product could be considered fully meeting a consumer's demands, unless it would be created in compliance with his/her full needs. Ideally, it should exist as many tourist products as potential buyers would exist on the market. Nevertheless, there are homogenous groups or market segments interacting relatively identical. The number of these segments on the tourist European and national market grows progressively, compulsory requesting the diversification of the tourist product, in a way that each segment to be attracted by the region tourism.

Keywords: *tourism, strategy, diversification, market segments*

JEL classification: *H, M, O, P, Q, R*