

STRATEGIC OPTIONS FOR RESTRUCTURING TOURISTIC INDUSTRY OF GORJ COUNTY

RESTRUCTURAREA STRATEGICĂ A INDUSTRIEI TURISTICE ÎN JUDEȚUL GORJ

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Abstract:

In the field of tourism industry in what concerns the tourist demand and offer some main trends appear that will allow reformations in tourism systems. As a result this study offer a survey made on some representative samples, represented by tourists, local peoples and specialists. The basis of the this restructuring strategy of the tourism in the county of Gorj is represented by the concept of lasting development, the ground principle of the entire economical and social growth, related in the strategy of development within this county. The restructuration of the product policy represents an ample process, supposing the crossing of several stages, distinctive from the content point of view. The strict delimitation of the duration of each stage is not possible, being determined by the dynamic of the changes to take place.

Keywords: *tourists' expectations, vision an mission, strategic objectives, restructuration*

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