

# STRATEGIC AND OPERATIONAL CORRELATION IN AREAL PLANNING OF TOURISM

## CORELAREA STRATEGICĂ SI OPERATIONALĂ A UNEI PLANIFICĂRI REGIONALE A TURISMULUI

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***Abstract:***

*An areal sustainable tourism should cover, according to the strategy for the tourism development in the area, all the forms and activities of the hospitality industry, including the conventional mass tourism, the cultural and religious tourism, the business, the rural, the mountainous and ecological tourism and the transit tourism, the week-end tourism. The durability-oriented process should be normally co-ordinated at the regional level by the governmental factors and sustained by the local factors, at the communities level.*

***Keywords:*** areal tourism, strategic priorities, operational programmes, measures

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