

SOME ACTUAL AND PERSPECTIVE PROBLEMS OF THE ROMANIAN SEASIDE - THE BLACK SEA SEASIDE

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ABSTRACT: In the context of globalization, some countries try to apply in tourism, the international management standards. The aim of this paper is to realise an analysis of the mode in which these desiderata are satisfied, to present the forte and the week points of the management policies applied in Romanian tourism and to propose a series of action levers to improve the quality of services. The applicative part make allowance for the realization of a study on services carried out by a series of commercial societies which develops their activities in the tourism domain and which have an intermediary status between the producers of values and the consumers of it. It will be followed the packages services offered to the consumers, comparative with the one of the economic entities which action in the same sector of activity and which is placed in Romania's neighbourhood.

Keywords: tourism, accommodation, littoral, hospitality, classification.

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