

# **DEVELOPMENT DIRECTIONS FOR THE TOURISM OFFER OF THE ALBA IULIA FORTRESS. QUALITATIVE ASSESSMENTS**

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*ABSTRACT: Achieving an integrated cultural and historic tourism offer is the main direction of the tourism development strategy for the Alba Iulia Fortress. The practice of implementing any strategy shows us that during this process a series of complementary or even antithetic projects and visions will occur. Through qualitative assessments, based on a focus-group type of investigations with experts in tourism, architecture and city planning, we suggest adjustments or even new development projects for the Fortress.*

*Key Words: touristic offer, cultural tourism, tourism development*

*JEL codes: M31, L83*