

Strategic directions for the development of tourism in the Apuseni Mountains

Asist. univ. drd. Claudia MOISA – Universitatea “1 Decembrie 1918” Alba Iulia

Abstract:

Worldwide tourism is a growing branch that leads to economic growth for the countries that promotes it. Based on the natural and anthropogenic conditions existing in Romania there is a possibility of developing tourism as an important economic sector, with positive effects on income and labor market. Apuseni Mountains have a valuable and rich tourist potential (natural and anthropogenic), which is one of the most precious resources of the region.

Key words: strategic direction, development of tourism, touristic potential

JEL Code: L83