

COMMUNICATION MIGHT BOOST THE EUROPEAN CULTURAL CAPITAL PROGRAM – CASE STUDY SIBIU 2007

*Rotariu Ilie, senior lecturer, ilie.rotariu@ulbsibiu.ro
“Lucian Blaga” University of Sibiu*

***Abstract:** This paper is a case study: the town of Sibiu – Transylvania – Romania. There is no doubt that Sibiu area has already gathered the critical mass of its development capable to satisfy the requests of the tourists in order to be considered as a tourist destination according to Gunn’ criterion. A good communication is compulsory to boost a tourist destination for the both major actors: the organizers and the population – the potential tourists. We argue that the destination has started to communicate with the world and is learning how to improve its capabilities of dialogue. But the world has also begun to communicate with Sibiu, and at the end of the line with Romania, after knowing what it is and who its inhabitants are. And more important, the natives started to talk one another according the nowadays global custom. The European Cultural Capital has boosted the communication of a new discovered tourist destination according to the current global routine.*

*Key words: communication, tourist destination, potential tourists
JEL code: M31*