

The Role and Importance of Emerging Tourist Regions in the Development of National Tourism. Case Study - Rezina, Republic of Moldova

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Abstract:

After a brief characterization of emerging tourism regions, this paper aims to analyze the contribution they can have in the development of tourism at national and international level, taking as a case study the Rezina region of the Republic of Moldova. In order to capitalize on these holiday destinations, the strategic directions adopted regarding their development and promotion are very important. In the context in which the implementation of sustainable development strategies becomes essential in the tourism sector as well, in order to respond to current challenges, especially in emerging economies and regions, we believe that the specialized literature needs to be improved from this point of view.

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