

THE OPINION OF PUBLIC AUTHORITIES REGARDING TOURSIM DEVELOPMENT IN ALBA COUNTY

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Abstract:

Tourism could be one of the most important factor in sustainable development. The aim of this paper is to find the opinion of public authorities regarding the toursim deveoplment and promotion in Alba County. A qualitative research was conducted among experts in toursim from Alba County Council. The results show the need for establishing concrete strategic development objectives and the necessity of identifying tools in toursim development and promotion.

Keywords: *tourism development, tourism development strategy*

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