

## ***Strategic directions for the development of tourism in the Apuseni Mountains***

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### ***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.*

***Keywords:*** *strategic direction, development of tourism, touristic potential*

***JEL codes:*** *L83*