

SIBIU 2007 EUROPEAN CULTURAL CAPITAL PROGRAM: THE COMMUNICATION MANAGEMENT

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Abstract:

This paper is a case study: the town of Sibiu - Transylvania - Romania. 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 communication is the key tool to have good results in organizing an event as The European Cultural Capital.

Keywords: *communication, tourist destination, communication management*

JEL codes: *M37*