
POIANA BRAȘOV, O STAȚIUNE MONTANĂ NEAFECTATĂ DE IMPORTANTE OSCILAȚII ALE CERERII TURISTICE ÎN ANUL 2008

POIANA BRAȘOV, A WINTER RESORT UNAFFECTED BY IMPORTANT FLUCTUATION OF TOURISM DEMAND IN 2008

Lector dr. Ruxandra CRUCERU
Universitatea "George Barițiu" din Brașov

Abstract: Because Poiana Brașov is the main tourist destination for winter sports in the country the paper aims to identify the extent to which it is influenced by seasonal variations in tourism demand. Thus an analysis of tourism demand during each month of 2008 was made in order to determine if Poiana Brașov can be included in the template established on winter resorts concerning seasonality, the existence of two peaks of season.

Keywords: coefficient of traffic, tourism demand, seasonality