

JUDEȚUL CLUJ - DESTINAȚIE TURISTICĂ: STUDIU DE CAZ

CLUJ COUNTY AS A TOURISTIC DESTINATION: CASE STUDY

Drd.ec. Olimpia ȚUGUI

Prof.dr.ec. Sabina FUNAR

Universitatea de Științe Agricole și Medicină Veterinară din Cluj-Napoca

Abstract: This research presents the results of a case-study determining relevant peculiarities from the point of view of the touristic offer, tourist demand, local community and from the point of view of the decision making authorities of a touristic destination, with reference to the particular case of Cluj County. The main actors with potential for the development of Cluj as touristic destination were identified. The research is part of a broader study on consumers' behavior towards touristic destinations; in a subsequent research, the attractiveness factors of this particular destination will be evaluated. The research brings valuable results especially in determining the product policy and communication strategies, as well as in segmentation. Cluj County is an integrated or mixed destination as far as it includes both urban and rural attractions, respectively cultural, historical and natural attractions. The integrated promotion of such destinations is found relevant within the concept of multi-destination.

Keywords: touristic destination, Cluj County, case-study, attractiveness factors, multi-destination