

ANALYSIS OF THE TOURISM POTENTIAL OF VAMA COMMUNE, SUCEAVA COUNTY

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Abstract

Analysis of the tourism potential of Vama commune, Suceava County aims to identify the resources that can support and influence the development of tourism activities in the area. Tourism resources identified in the reporting area are: natural resources, anthropical resources, capital resources and human resources. The evaluation was performed through specific and synthetic indicators, represented by: index of attractiveness of the area, number of units, number of beds, employment in tourism. The analysis of these indicators confirm that Vama commune is an area with high tourism potential. Given these factors, it can be said that Vama is an outstanding touristic destination, offering premises to spend some unforgettable holidays in nature. However, in relation to the real potential of the area, the exploitation of tourism resources is still at a low level, this being demonstrated by the number of tourists and by the accommodation capacity of the area. Capitalization of tourism potential must be accomplished by investing in accommodation and catering infrastructure, by applying innovative strategies with real impact on the market.

Key words: tourism, tourism potential, resources, analysis
