

## **THE CREATIVE-INVENTIVE USE OF COLORS IN RURAL TOURISM MARKETING STRATEGY**

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### **Abstract**

Color, as a feature particular to all things, is an important component not only of the interiors of accommodation facilities, the countryside, and organic food but also of our emotional state. Experts argue that the Romanian saying “the greatest geniuses were born in the countryside” is not accidental, as the varied color space of the rural village, in contrast to the grey cities, provides for superior mental development. Color is particularly important in rural tourism as it decorates tourist accommodation such as villas, chalets, tourist stops, agro-tourist bungalows, campsites, holiday villages, as well as catering facilities (restaurants, bars, bistros) and clubs, summer gardens, terraces, etc. Color can perfect or, conversely, ruin an interior decoration project, therefore choosing a proper color palette may be a challenge.

**Keywords:** color, color schemes, color symbolism, accommodation facilities, rural tourism.