

BOTOSANI COUNTY'S TOURIST IMAGE, BETWEEN PERCEPTION AND REALITY

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Abstract

Tourist image of a territory is the result of a cumulative long-term effort that requires the application of consistent and stable marketing strategies. How an area manages to create a clear tourist image which to communicate will be decisive for its economic prosperity and will play a tremendous role in the dynamics of tourism, which has a considerable influence on the human behavior. Knowing the tourist image of Botosani County can be a milestone in articulating policies and strategies in the field of tourism. In this regard, the article aims to identify tourist image and perception of locals / authorities about this, wanting to highlight the real situation of tourism as an economic activity and development prospects according to their perception. This county should build a tourist image on the basis of attractiveness so as to minimize the risks to promote a image that does not correspond to local realities.

Key words: tourist image, Botosani, tourist potential, tourist facilities.