

TOURISM SERVICES IN THE CONTEXT OF SUSTAINABLE ECONOMY

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Abstract

Tourism services play an important role in the context of a sustainable economy, as they can contribute both to the economic prosperity of a destination and to the protection and conservation of natural and cultural resources. A responsible and sustainable approach within the tourism industry is fundamental to ensuring sustainable and equitable tourism in the long term. Sustainable tourism economy refers to the integrated and balanced approach to tourism development, which takes into account three fundamental dimensions: economic, social and ecological. The aim is to ensure that tourism development does not compromise natural and cultural resources, while contributing to improving the quality of life of local communities and generating income and jobs.

The socio-economic changes of the contemporary era have created and dynamically developed tourism. In turn, this sector of the world economy stimulates the development of other branches and economic activities, such as: transport, trade, information technologies, industry, construction. Tourist services represent those activities that aim to satisfy all the needs of tourists, both during the period of travel and in connection with it. Consequently, some of the activities that are part of the tourist service aim to cover common, everyday needs (rest, food), while others present characteristics specific to tourism. By its nature, tourist services must lead to the restoration of work capacity simultaneously with a pleasant and instructive spending of free time, and must also contribute to enriching the tourist's information, knowledge and skills, which imprints the character as an important tool in achieving a new quality of life.

Keywords: sustainable economy, tourism services, quality management, tourism service quality standards.
