



Assessing awareness of ecotourism valences in Romania

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The study aims to evaluate the degree of understanding and knowledge of the concept of ecotourism among potential tourists from Romania in order to identify methods and strategies popular among the population of the benefits of this form of tourism. So, we are first outlined the main features of tourism which are then used in the questionnaires distributed in the population sample chosen. We are tracked as follows: the difference between ecotourism and other forms of tourism undertaken at national level, evaluation of eco-touristic potential of Romania, identification of preferences of tourists etc. Observations made on basis this study shows that in Romania, eco-tourism is practiced by very few people, and those who practice it have often deformed perception of this form of tourism. Thus, to promote tourism, both as a separate activity and as activity in other forms of tourism, special measures are necessary and awareness such as: arranging internships special to popularization of tourism benefits, the development of strategies for the presentation of tourism in Romania, specialized training of staff in organizing and conducting ecotourism.