

STRATEGIES FOR TOURISM DEVELOPMENT IN NE REGION OF ROMANIA

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Abstract Tourism represents today, undoubtedly one of the phenomenon's which dominates the contemporary world, one of the most profitable segments, of the global economy, unique, in its dynamics, multiple motivations and great variety of ways of manifestation. The aim of the paper is to present a general overview of the NE Region area regarding the touristic development, to show how were blended the physical and economic-geographical factors, to emphasize factitive the geographical landscape evolution as a result of the interaction of the genetic factors, to highlight the positive and negative action of the human on the natural frame and of tourism and to propose measures for systematization of the NE Region territory. The touristic arrangement of the NE Region area in Romania has an existence of over 100 years. Numerous associations and touristic pensions occurred since the period of the end of XIX century; they had outstanding contributions at equipping the NE Region tourist area. Gradually in the times until the December 1989, these actions were limited because of the prohibition of accommodation of foreign tourists to privates, being only few exceptions. The purpose of this study is to examine how the indicators which quantify the NE Region agro tourism Romania, aiming to eliminate weaknesses and strengths potentiation. In this sense it was the fact that, starting and running agro business requires a capital investment. For this reason, starting investment is preceded by a careful justification of expenditures, whether they are intended for new targets, or for improvement or interior and exterior refurbishments. The authors have proposed that assess the efficiency and effectiveness of agro-tourism activities to be completed by a budget analysis and a feasibility study. To define the nature of income, the results of different activities (agricultural, tourism, services, etc..) Will establish a budget revenue and expenditure showing the sources of revenue and cost of resources used. From this point of view, it will evaluate the annual receipts of tourists and the seasons, prices and costs provided

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