

GENERAL CONSIDERATIONS CONCERNING FACTORS AND STRATEGIES OF HARMONIZATION IN TOURISM

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Abstract. *Tourism development is on the continuous growth and in order to maintain this dynamic market we always need small or big innovations, changes and flexibility in management, and switching from pure management to strategic management. Starting from these prerequisites, we propose to conduct a study on increasing the competitiveness of the tourism industry by analyzing the factors that affect tourism and how we can lead to economic growth by applying strategies based on present knowledge and development strategies. In order to achieve this article, we will use the method of fundamental research and the applied research method on several tourism management strategies developed or proposed for development in different regions, cities in Romania.*

Keywords: factors, strategy, management, strategic management, management strategies, tourism

1. Introduction

A growing industry in recent years has proven to be the hospitality industry, tourism, an economic and social activity that has many other activities in the forefront of the human being and is closely related to the trade activity. The commerce activity was born out of the necessity of man to satisfy his primary needs and here we can exemplify through the first form of commerce, the barter, and then, in order to increase his living standards, reaching the commercial exchanges which are based on coin. Along with trade activity, tourism was born. The man must move in order to make a trade exchange, change the fur of the hunted animals, or later buy silk from the Orient to get dressed.

Long time ago merchants went on long trips on commercial routes, with requiring overnight stops, where needed inns that provided a bed and a table, and if we extrapolated from the old days to the present and this type of tourism can be likened to business tourism from today.

With the development of human, of science, of culture and the emergence of increasingly performing means of transport, starting with horses and camels, trains, cars, trains, planes, etc. people have developed business tourism and had emerged a number of new needs: the need for rest, recreation, treatment, knowledge, etc. These necessities have led to the construction of some places to provide accommodation and food in accordance with the growing the demands of

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