

THE ANALYSIS OF TOURISTIC AND AGROTOURISTIC OFFER IN “VARTOP – ARIEȘENI” AREA FROM APUSENI MOUNTAINS

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Abstract

It is essential, in tourism and agrotourism development in Vârtop-Arieșeni area, as well as in other parts of the country, to insurance the tourist satisfaction that will bring gratitude for the investors in the field from a financial point of view. The satisfaction of the tourist it is possible to achieve by improving services according to the U. E. standards. The developing process of the tourism and agrotourism may be supported by an adequate promotion policy on an internal plan, as well as on an external plan.

Key words: mountain, agrotourism, Vârtop-Arieșeni, services.