

Involvement of the Romanian Public Authorities in the Management of the Tourist Destination. Case Study Deva Municipality

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Abstract

The management of the tourist destination has gained at the international level a special importance in local or regional tourism and economic development since the concept of Destination Management Organisation (DMO) has been defined. Public authorities everywhere, either manage tourist destinations themselves or do so through public/private partnerships. There are rare cases where tourist destinations are managed exclusively by the private sector. In Romania, DMOs are at the beginning of the road with no more than 15 functional organisations. Thus, the management of tourist destinations is mainly carried out by local and central public authorities. Despite the natural and anthropogenic tourist heritage that put it on some of the top spots in Europe, Romania has much more modest tourist performances than other countries with incomparably smaller heritage. Is it the fault of the public authorities? We will try to answer this question and analyse how the involvement of public authorities positively or negatively affects the performance of tourist destinations by carrying out a case study in the tourist destination Deva Municipality in Transylvania.

Keywords: Destination management, DMO, Tourism, Romania, Public Authorities