

# **THE OPINION OF PUBLIC AUTHORITIES REGARDING TOURISM DEVELOPMENT IN ALBA COUNTY**

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*ABSTRACT: Tourism could be one of the most important factor in sustainable development. The aim of this paper is to find the opinion of public authorities regarding the tourism development and promotion in Alba County. A qualitative research was conducted among experts in tourism from Alba County Council. The results show the need for establishing concrete strategic development objectives and the necessity of identifying tools in tourism development and promotion.*

*Keywords: tourism development, tourism development strategy*

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