

## National Projects

### Promoting the Tourism Potential of Dâmbovița County

The Academic Research Association in Tourism and Services "CACTUS" undertook in April-July 2011 a market research as part of the project "Promoting the tourism potential of Dâmbovița county". The project is financed through the Regional Operational Program 2007-2013, Priority axis 5 – Sustainable development and tourism promotion, Key area of intervention 5.3 – Promoting the tourism potential and creating the necessary infrastructure in order to raise Romania's attractiveness as a tourism destination; the project beneficiary is Dâmbovița County Council. The market research had five objectives: to identify the macro environment of Dâmbovița county, to analyze the main coordinates of Dâmbovița tourism market, to position Dâmbovița County in the tourism activity of South Muntenia and Romania, to undertake a market research regarding the profile of the tourist and to create the foundation for specific marketing activities and promotion strategies. Following the literature review and the market analysis, the research team developed profiles for the mountain and the cultural tourist, as they represented the main part of the demand for tourism in Dâmbovița. The starting point for establishing the marketing strategy was a complex SWOT analysis. Based on the findings, key aspects of tourism branding, target markets and promotional mix emerged. The study identified as strategic directions cultural and heritage tourism, business tourism (including conferences), adventure and sport tourism. Main markets to be considered for demand are Germany, Austria, Italy, France, UK/Ireland, Hungary, China and Japan. Dâmbovița County needs a well-defined brand, stable over the time, as well as a deeper understanding of the demand typology in order to create adequate products. The scientific intercession reached valuable conclusions and recommendations, useful for the local authority and for other counties as a best practice example.