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## **MANAGEMENT OF THE NORTHERN-EASTERN REGION OF ROMANIA VIEWED FROM THE PERSPECTIVE OF ECOTOURISM DEVELOPMENT**

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### **Abstract**

Tourism and services are important components of any developed European society. The Northern-Eastern Region of Romania (NER), which comprises six counties with various problems, is lacking of good promotion and there are major gaps between the component counties. The failures of the communication and promotion system are caused by an insufficient development of the domestic network of tourist information offices within the towns and villages. The limited financial resources of the local government for the co-financing of tourism promotion actions and/or activities in their localities, area or region result into a stagnation of the touristic activity in that area. A remarkable local development fact is the funds provided to the local government by the Ministry of Culture for the renovation of various historical monuments and by the Ministry of Regional Development for infrastructure reconstruction.

*Key words:* ecotourism, management, rural tourism, sustainable tourism

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