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Sommario/riassunto	By the end of the 1970s Romania tourism was blooming and the hotel industry appeared to be strong and healthy... That bright period is still vivid in the minds of several generations of Romanians including the present politicians, whi believed that foreign tourist did not forgot their time spent in Romania, experiencing its bveautifl landscapes and Romanians traditional hospitality. In this respect, the book's aim is to analyse the evolution of the Romanian tourism and hotel industry after 1990s until now. Does Romanian tourism reach the level of development from the golden age of 1970s? How well developed is the Romanian hotel industry? Has Romania managed to buid a country brand and differentiate with certain forms of tourism from other coutries competing in this area? By adressing and debating this issues

the book Romania as a tourist destination and the Romanian hotel industry is must reading for practioners in the tourism business, like business managers, owners, consultants, corporate financiers, private investors and should also be of particular interest to academic community especially students in the business and tourism subject related areas.
