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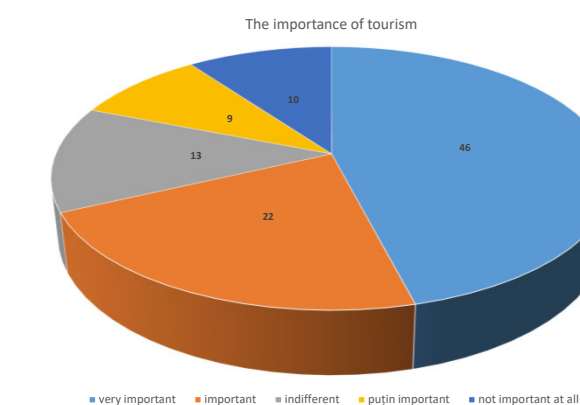
PREFERENCES OF CONSUMERS OF TOURIST SERVICES

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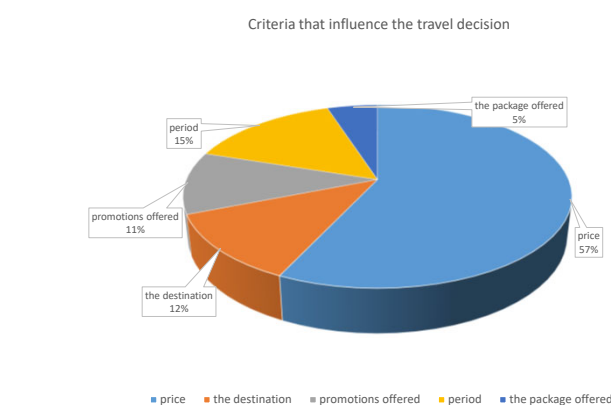
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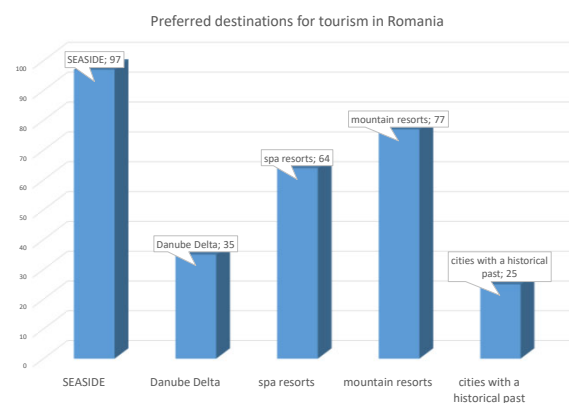
Abstract: The touristic activity highlights its potential truth by attracting after itself pretensions impressed mainly in the space: geographically by setting up large regions to receive important flows of tourists; economic by valuing important natural, material and human resources alongside the creation of a new professional branch; socio-cultural through complex reactions that develop between tourists and locals, on the one hand, and between tourists and tourism service providers, on the other. More and more countries are starting to enjoy the benefits brought by tourism: new jobs are created; new unexploited resources are found; the balance of external payments is balanced; the infrastructure improves. In addition, through tourism, countries redefine their national identity, thus improving their international image.



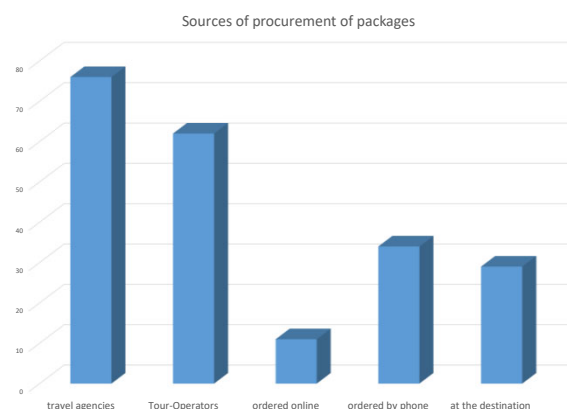
The importance of tourism for the inhabitants



Criteria influencing the travel decision



Preferred destinations for tourism in Romania



Sources of procurement of packages

As long as service consumers have multiple choices for what they want at their fingertips, experiencing an abundant economy, their behavior will be of importance to marketers' studies. The main limitations or obstacles faced by tourists, especially those from rural areas, when they want to decide on a trip are financial ones. The development of tourist products and service packages with the most affordable rates is required, perhaps even in the off-season to allow these members of society to be actively involved in tourism. This would also have a positive effect on tourism service providers, because in certain seasons they don't have as many guests, which is why they have to lay off staff or sometimes even close.