



13-14 November 2025

COOPERATION BETWEEN GUESTHOUSES, TRAVEL AGENCIES, AND LOCAL AUTHORITIES – A TOOL FOR THE DEVELOPMENT OF REGIONAL TOURIST DESTINATIONS

NĂDĂBAN VALENTIN¹, TODA MĂDĂLINA¹, KARANCSONY LAVINIA¹,
BRAD IOAN¹, GHERMAN REMUS^{1*}

¹ University of Life Sciences "King Mihai I" from Timisoara

*Corresponding author's e-mail: remusgherman@usvt.ro

Abstract: *The paper analyzes the role of inter-institutional and economic collaboration in strengthening the competitiveness and sustainability of Romanian tourism. The study is based on the premise that modern tourism development cannot be achieved in isolation, but rather through strategic cooperation among public, private, and community actors. The main forms of cooperation in tourism — horizontal, vertical, public–private, inter-institutional, and international — are presented, along with well-established organizational models such as the tourism cluster, Destination Management Organizations (DMOs), public–private partnerships (PPPs), and local cooperatives. .*

• Introduction

In the contemporary economy, the development of tourism no longer depends exclusively on the individual initiative of enterprises, but rather on their ability to cooperate. Partnership relations between guesthouses, travel agencies, and local authorities have become an essential form of economic and social cooperation, capable of generating synergies and stimulating the sustainable development of tourist destinations.

Tourism represents a sector of exclusive importance for the economic development of every region. It is one of the largest industries and a significant component of the global economy.

Romanian rural tourism and ecotourism are based on the cooperation of local actors—a complex process involving the coordination of services, promotion, and investments. Without such collaboration, natural and cultural resources cannot be efficiently valorized.

• Material and method

The main purpose of this research is to analyze how cooperation between guesthouses, travel agencies, and local authorities contributes to the sustainable and competitive development of regional tourist destinations in Romania. The study aims to identify effective models of collaboration, the resulting economic and institutional advantages, and the overall impact on local communities.

The research was conducted based on the documentary method, designed to provide an integrated perspective on the phenomenon of tourism cooperation. A bibliographic and documentary analysis was used, allowing the identification of theoretical models of cooperation such as Public–Private Partnerships (PPP), Destination Management Organizations (DMO), tourism clusters, networks, and local cooperatives.

• Results and discussions

Tourism is a complex economic sector with an interdependent structure, where success largely depends on the capacity of stakeholders to cooperate. This collaboration manifests in various forms, from voluntary alliances among private operators to institutionalized partnerships between the public and private sectors.

1. Horizontal Cooperation
 2. Vertical cooperation
 3. Public–private cooperation (PPP)
 4. Inter-institutional and community cooperation
 5. International cooperation
 6. The role of cooperation in regional development
- Depending on their organizational structure, objectives, and level of integration, Romanian and European literature distinguishes several main models of tourism cooperation:

1. The tourism cluster model
2. The destination management organization model (DMO / OMD)
3. The public–private partnership model (PPP)
4. The model of tourism cooperatives and local associations
5. The network model
6. The cross-border cooperation model
7. Strategic implications

• Conclusions

Cooperation between guesthouses, travel agencies, and local authorities represents an essential condition for the sustainable, integrated, and competitive development of Romania's regional tourist destinations. In an economic context characterized by globalization and intense competition, the success of a tourist region no longer depends solely on the individual quality of services but rather on the ability of local actors to collaborate and generate synergies.