

TOTAL QUALITY MANAGEMENT IN RURAL DESTINATIONS

Adina CANDREA*

Abstract: *The paper characterizes the total management of quality for rural destinations outlining the different factors that influence the perception of the quality of tourism services by the consumers. After presenting the main strategies used in the European Union the study case reveals the application of these techniques in Bregenzerwald-Austria.*

Key words: *strategy, leadership, partnership, environment, quality.*

* Dept. of Management and Economic Informatics, *Transilvania University of Braşov.*