

INTEGRATED QUALITY MANAGEMENT FOR TOURISM DEVELOPMENT IN PROTECTED AREAS. THE CASE OF RETEZAT NATIONAL PARK

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Abstract: *The study focuses on the concept of Integrated Quality Management in tourist destinations and the particularities of the application for tourism development in protected areas. It concentrates on the necessity of an Integrated Quality Management approach in these types of tourist destinations, outlining the main methods of application in Retezat National Park, Romania. In order to achieve its development goals, the region must position itself as a destination that can satisfy the specific interests and desires of the specific market segments.*

Key words: *ecotourism, sustainability, nature conservation, certification.*

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