

THE ANALYSIS OF THE TOURIST FLOW AND OCCUPANCY RATE AS REGARDS THE CAPACITY OF TOURIST ACCOMMODATION IN THE BRASOV COUNTY

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Abstract: *The geographical position of the Brasov County in the mountain area of central Romania facilitates the tourism development in many forms. The development and promotion of its resources are not sufficient for the potential they can offer. The analysis of the tourist flow and of the occupancy rate as regards the capacity of tourist accommodation underline the extent to which this potential is exploited by Romanian and foreign tourists visiting us, and the efforts made by our authorities to promote this county nationally and internationally with a view to attracting an important number of tourists.*

Key words: *tourist flow, occupancy rate.*

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