

DESTINATION MANAGEMENT ORGANISATIONS IN ROMANIA. DEVELOPMENT AND CURRENT STATUS

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Abstract

Traditional Romanian destinations have evolved after 1990, following an intuitive path, addressing the interests of markets that were targeted in the past, developing mostly the "inherited" products. Lacking a vision, the development was intuitive and chaotic. The move to professional management of destinations was (and still is) an on-going process. Despite some contradictions between different stakeholders, starting with year 2000, several tourism associations (DMO – Destination Management Organisations) appeared in different destinations of Romania, partly having as catalisator external factors (like foreign technical agencies - USAID, GIZ) or the Tourism Ministry. Nowadays in almost all areas do exist DMOs, with different membership structures and different management approaches. The present paper is presenting the evolution of DMOs from Romania in main tourism destinations, by tracking their evolution and analysing the current status of their development. The final purpose is, by comparing existing models, to propose a DMM Model (Destination Management Map) as practical tool that could be used as a management guideline for DMOs. The model is developed for the particular cases identified in Romania, taking into consideration the specificities of Romanian managerial culture and the management style encountered in tourism destination organisations.

Keywords

Destination management, destination management organisation, tourism associations, tourism stakeholders, destination management map

JEL Classification

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