

## **METHODS OF CAPITALIZING A POTENTIAL GORJEAN TOURIST THROUGH RESPECTING PRINCIPLES OF SUSTAINABLE DEVELOPMENT**

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### **ABSTRACT:**

Nowadays, Gorj County benefits of a natural and anthropogenic exception tourism potential, which favors the development and practice of complex and varied touristic activities.

Anyway the analysis of the current situation shows a tourism development inferior to the existing potential.

The present paper focuses on highlighting the need for a significant effort and focus to sustainable tourism development of local actors, starting from the idea that gorjean tourism can be regenerated and transformed, preserving local identity by applying a sustainable management of natural resources and protected spaces.

This fact implies the necessity of a significant effort, concentrated towards development. Increasing the contribution of tourism in Gorj County can be based on a solid basis, outlining a unitary concept of sustainable tourism, differentiated by quality, respect towards nature and accessibility for tourists.