

NON-FORMAL EDUCATION AND PROMOTION TOURISM

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Abstract

The tourism sector is growing rapidly worldwide from the last two decades while globalization has brought a rapid increase in this area. Being an intensive work-market based on services, the continuous need for increasing the level of education with the formation of professional aptitudes, and promotion quality is a vital position in achieve the excellence in the tourism field.

The present study is based on theorizing the role of non-formal education in promoting the tourism destination. In recent years, the non-formal education has drawn extensive attention with ample amount of opportunities both for the destination marketers as well for the potential tourists. The role played by non-formal education programs for youth in the promotion of tourism destination across the Romania has been catching the attention to fully explore this segment.

Comprehensive results are obtained by using questionnaire-based interviews, business survey data analysis and a literature search.

The study concludes with the suggestions and recommendations for utilizing and exploring the various tools to promote the tourism destination via non-formal education programs.

Keywords

Tourism, non-formal education, promotion, youth NGO , tourism destination

JEL Classification

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