

REVIVING TOURISM SERVICES THROUGH BUSINESS TOURISM

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Abstract

The objective of this article is to shed insight on the tourism assistance and services that can be developed to optimize the tourism flow. This article will expose the fact that tourism combines several services, such as transport, accommodation, food, recreation, events, that make up the integrated tourism product and its marketing arrangements. Part of tourism services are designed to cover basic, everyday needs like rest, food, and another part is dedicated to specific necessities and particularities of tourism services (recreation, treatment, travel arrangements, etc.).

The dynamism of tourism leads to the need for improvement of existing tourism services and develop new forms of tourism. Meanwhile developing tourism assistance and services leads to regional economic growth and professional development of people. Tourism plays an important role in the development of Romania's economic future and it is important to ensure that tourism resources are fully valued.

Business trips or trips to congresses, conferences, meetings, etc. continue to develop, with increasing benefits for organizers. Many people who are involved in such activities are, in the same time, "holiday" tourists who want to discover the area that they are visiting.

Tourism products and services are designed and developed to meet the needs of existing and potential customers. Tourists are becoming more experienced and sophisticated and expect high quality attractions, utilities and services, and rates / prices suited to their travels quality.

Provided that everything mentioned above is the main reason or motivation to develop tourism and its services for visitors to events in which they participate; we will analyze possible options for improving the above mentioned services.

Keywords : *tourism, tourism assistance and services, tourism products*

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