

TOURISM – A MODERN ECONOMIC INSTRUMENT FOR A COUNTRY'S GROWTH IN THE BLACK SEA AREA

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Extended Abstract:

It is a matter of common knowledge that international tourism is a modern economic instrument for a country's growth, associated both with benefits but also with problems that call for thorough planning and competent management. Certain forms of regulated control in the special areas of tourist expansion in the field of operating standards and practice are urgently required by the countries in the Black Sea Area.

The analysis of the tourist growth in the Black Sea Area is necessary consequent upon the rising share held by the tourist industry in the world economy and it tries to spotlight the situation existing in the countries in the area, as well as the ways by which a common strategy for economic cooperation in the Black Sea Area could increase tourist promotion in the area as well as in the whole region.

The Black Sea Area countries boast a remarkable cultural and ethnic diversity, a rich historical and architectural heritage as well as various natural resources. Some of them dispose of potentialities to become very popular tourist destinations. Most countries in the area were closed to international tourism during the Cold War decades, which prevented them from being overexploited touristically and consequently at present they can become very attractive and popular destinations, ensuring the development and implementation of appropriate policies and strategies to capitalize on their potentialities.

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