

ONE STEP CLOSER TO CITY BRANDING THROUGH CULTURE: CONSUMER PREFERENCES FOR CULTURAL TOURISM SERVICES IN ALBA IULIA - CUSTOMIZATION ON NATIONAL MUSEUM OF UNIFICATION

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ABSTRACT: This paper approaches aspects regarding consumer preferences for cultural tourism services and museum tours. The objectives of the current study aim to know the current interest for different types of tourism, to determine the visiting frequency of the National Museum of Unification by Romanian tourists, to identify the positive and negative aspects noticed by tourists during their visit at the National Museum of Unification and to identify the activities that should be organized by this museum across the year, in order to increase the tourist flows, comparing to the tourist flows of previous years.

Key words: cultural tourism, services, consumer, marketing;

JEL codes: M31, M30, Z19