

CULTURAL MARKETING IMPLICATIONS ON ALBA COUNTY DEVELOPMENT

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ABSTRACT: In nowadays, cultural productions are more and more important for a local community development. On one hand, cultural events could have a direct effect on tourism by attracting tourists to a particular destination and, on the other hand, these events are projecting a positive image to the destination. Local authorities includes such products in their regional development policies.

The purpose of this paper is to analyze how cultural marketing activities could influence tourism development in Alba County.

Keywords: cultural marketing, tourism development, tourist motivation

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