

SIBIU 2007 EUROPEAN CULTURAL CAPITAL PROGRAM: THE COMMUNICATION MANAGEMENT

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***Abstract:** This paper is a case study: the town of Sibiu – Transylvania – Romania. A good communication is compulsory to boost a tourist destination for the both major actors: the organizers and the population – the potential tourists. We argue that the communication is the key tool to have good results in organizing an event as The European Cultural Capital.*

*Key words: communication, tourist destination, communication management
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