

Tourism potential value assessment model for rural-mountain and boundary contact areas. Case study: Cluj County, the district of Ciceu and the balneal area of Bacău County (Romania)

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Abstract: This paper aimed to develop a specific assessment method focused on the tourism potential of the rural-mountain and boundary contact areas. Once elaborated, the model was employed within three appropriate territories of Cluj, Bistrița and Bacău counties (Romania), whose investigated administrative units, were repeatedly ranked into hierarchical order according to the different tourist categories, invested with numerical values. In order to reach its goals, several objectives were assigned, from awarding the components of the primary and secondary tourism supply certain scores, proposing scales and calculating values, to comparing the results and identifying best rated tourism potential categories, units and areas. With respect to the research methodology, the most commonly used methods dealt with observation, analysis and synthesis along with comparison, cartographical, statistical and mathematical techniques. Therefore, main results regarded both proposal and testing the evaluation model, highlighting values and ranging territorial units in concordance with the tourist attractiveness power.

Keywords: *tourist resources, tourism infrastructure, tourist categories, tourism supply, territorial-administrative units*

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