

Urban Tourism and Cultural Agglomerations

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Abstract: Cultural resources determine touristical interest for a city. However, the spontaneous organization of the tourism industry in that space can lead to a loss of competitiveness of the urban region, and in particular to a decline in the same factors that made the city attractive in the first place. More than that, the inner organization of the cultural-tourist industry is often not consistent with the features of "flexibility" and "quality" which are required in a harshly competitive market. The spatial management of tourism, as well as the development of "clusters", are spearheads of a wide-ranging strategy for the industry at large. The strength and weaknesses of different approaches to tourism policy are analyzed here and suggestions for improvement are provided.