

## ***Mures County***

### ***Tourism Strategy***



**Does your region have a strategic plan for tourism?**

Yes

**Date of the latest version:**

2003

**Main topics, most important objectives in this plan:**

#### **I. Analysis of the tourism in Mures County**

- The tourism potential of the county
- Forms of tourism practiced in the county
- Tourism in the county in statistical numbers
- SWOT analysis

#### **II. Action plan for the development of tourism in Mures County**

- Context of policies
- Planning of the actions

Annexes: maps and tables with the most important objectives by categories.