

# THE ROLE OF TOURIST SERVICES IN THE SUSTAINABLE DEVELOPMENT OF ARAD AND TIMIȘ COUNTIES

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**Abstract:** *Due to the increased economic and social dynamics and also the increase of the urbanization degree, the tourism has become an engine of sustainable development and growth and thus a more detailed analysis is imposed. The paper aims to analyze and highlight, through the perspective of general and specific component elements (elements of differentiation of the tourist offer, natural, cultural – historical values, statistical-economic indicators of the activity in the tourism sector) the potential that tourism has in the sustainable development of Timiș and Arad counties in the West Region. In order to achieve this approach, the development strategies of the two counties are analyzed and specific indicators of tourism activity are compared. The data are obtained from the NIS and from the financial statements of the economic operators in the tourism sector. This potential study can influence the regional development policies, in the elaboration of joint projects and common strategies (regional, economic and social) for the realization of a cultural and tourist pole on the Timișoara - Arad axis.*

**Key words:** *tourism; sustainable development; strategy; number of tourists*

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