

SAFETY AS AN ESSENTIAL COMPONENT IN THE CONCEPT OF TOURIST QUALITY

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Tourism as an activity is a social, cultural and economic phenomenon in close relation with the movement of people from their place of origin to other places. This is done for many different reasons and, in many cases, with a free selection of the destination due to multiple factors. The World Tourism Organisation recommends to adopt a global approach of tourism development, management and supervision, because of the effects this activity has not only in natural surroundings but also in built areas as well as in the local population of the areas tourists visit and in the visitors themselves. This paper tries to relate the concept of tourist safety with the conventionally accepted standards of quality, not only in the tourist destinations, but also in the facilities of residence and/or lodging.

KEY WORDS: *tourist safety, tourist quality, development, satisfaction, sustainability.*