

**EVALUAREA POTENȚIALULUI DE ATRACTIVITATE ȘI REGIONAREA
TURISTICĂ A ȚĂRII ZARANDULUI**

Nicoleta DAVID

*Universitatea "Babeș-Bolyai" Cluj - Napoca, Facultatea de Geografie,
str. Clinicilor 5-7, 400006, Cluj - Napoca, România*

ABSTRACT – *Evaluation of the Attractive Potential and Tourism Regionalization of the Land of Zarand. The Land of Zarand represents a well-structured territorial system, in which the tourist component appears as relevant. The author assesses the natural and the anthropic potential of the region, assigning values to each objective, and obtaining, thus, their value hierarchy. In the end, the spatial grouping of the objectives allows the delimitation of three tourist zones, each of them having its own attractive particularities and its own perspectives of future development.*