

TERRITORIAL ATTRACTIVENESS – A LONG-TERM ISSUE FOR PUBLIC POLICIES

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ABSTRACT: *The present day world crisis characterizes itself by the fact that in spite of the accurate perception of its dimensions and implications, the true solutions fail to surface. Whereas in the recent past only technology and industry focused the attention through their dynamic and the part played in the economic development, time and space – revised in our time's spirit – offer another matrix, where a leading position is given to creativity and knowledge, which are considered to be more important factors than capital, labor and raw materials.*

A delicate issue is that technology, information, markets are global, but people are local! The space of flows (global) is in interaction with the space of places (local) and the cities gain an increasingly dual (local-global) function. Understanding and working in these conditions and in respect to is a real and difficult challenge for all administrative structures.

Strictly applying the enforced regulations, even if it is a mandatory act (like all rules of public law), not everything is limited to it: modeling urban spaces and adapting to the general dynamics requires more than a blind compliance, meaningless to the fine perception of the phenomena that occur in this area; it requires a good understanding of what "urban body" means.

KEYWORDS: *public policies; administrative structures; globalization; urban planning; territorial development.*

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