

## **SECȚIUNEA 1**

# **IMPLICAȚII STRATEGICE ALE GLOBALIZĂRII ÎN TURISM**

## **GLOBALIZATION, SPORT AND TOURISM: THE CASE OF THE 2007 CRICKET WORLD CUP IN GUYANA**

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The Cricket World Cup is one of the most popular sport events in the world, attracting thousands of international spectators and over two billion television viewers from 200 countries. The competition to host the event is fierce despite bid, construction, and operations costs over \$US 100 million. This paper reveals the global nature of cricket and provides a consumer profile of international spectators to the 2007 Cricket World Cup Super Eight matches in Guyana based on 394 visitor interviews conducted during the tournament. A comparison of findings to the 2003 Cricket World Cup in South Africa is provided, and the impacts of globalization on cricket and the Cricket World Cup are discussed.

Keywords: Cricket World Cup, sport tourism, globalization, mega-events.

## **GLOBAL TOURISM EDUCATION POLICIES – A MAJOR CONCERN**

**Prof. univ. dr. MARIUS DAN DALOTĂ**

*Universitatea Româno-Americană București*

The paper stresses on global tourism education policies and on aspects concerning specialists and human resources training in this industry, focusing on some directions to present and future tourism education.

## **THE SYSTEM OF ROMANIAN OFFICIAL STATISTICS IN THE TOURISM INDUSTRY AND THE BEST PRACTICES CODE OF EUROPEAN STATISTICS**

**Prof. univ. dr. CONSTANTIN SECAREANU**

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The paper presents the National Statistical System in the field of tourism from the perspective of the principles of European Best Practices Code. The main statistical surveys in this field are analysed from the planning and primary data collection stages to the dissemination of results, taking into account their advantages and limits as well as the potential associated risks.

## **RISK PHENOMENA IN TOURISM**

**Prof. univ. dr. MIHAELA DINU**

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The population becomes often helpless when faced with disasters, situation when losses of human lives and material damages occur. To the extent to which their repetition in time has become significant, the local, regional and international bodies have begun to take steps in order to prevent them. Decade after decade, the inventory of natural disasters showed that they affected an increasingly large number of the globe population, and the economic damages grew, both in developed countries and in developing ones. Tourism has become a mass phenomenon, a movement gathering more than 800 millions of people who move everywhere on the globe. Some of them are affected by natural disasters. This is the reason why the International Tourism Organization and the International Weather Organization signed a collaboration convention (1993), for drafting some special studies on natural disaster prevention in tourist destinations. Tourism is often localized in areas repeatedly exposed to natural hazards, like beaches and shores, mountain regions. Tourists may become victims of natural hazards, causing a negative impact which, on the long term, affects the image of the destination area. The prevention and warning measures may be less expensive than the occurrence of natural disasters. The tourist organization, tour operators, managers of tourist resorts and other categories involved in tourism industry have to be involved in the prevention of damages and their impact. An area prepared to face disasters offers safety to international tourists who are warned about what might happen.

## **INOVAȚIILE ȘI COMPETITIVITATEA PE PIAȚA TURISMULUI GLOBAL**

**Conf. Univ. dr. DANIELA FIROIU**

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Într-o economie globalizată, inovațiile devin o determinantă a competitivității. Schimbarea de conținut a ofertelor turistice, ca rezultat al procesului de globalizare din industrie, a adus noi provocări în dezvoltare a firmelor din domeniu. Politicile de dezvoltare pe termen scurt și mediu vor trebui regândite într-un cadru nou. O politică reală bazată pe inovații are nevoie de o schimbare în politicile agenților economici și în strategiile pe care acestea le implică, printre care se află angajamentul managerial pentru strategiile transnaționale, dezvoltarea competențelor tehnologiei informației și procedurile care să susțină operațiunile transnaționale cum ar fi transferul de cunoștințe și de informații, conștientizarea diferitelor politici naționale privind competitivitatea economică și socială.

## **CHARACTERISTICS OF THE TOURISM IN EUROPEAN UNION AND ROMANIA**

**Lect. univ. dr. MĂDĂLINA ANDREI**

**Conf. univ. dr. LILIANA GURAN**

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Tourism is an important branch of the permanently developing European economy. Its contribution grew constantly in the last decades as the Europeans have more money and need of recreation.

All EU countries have important and various resources for tourism, based on which they develop optimal conditions for specific activities offered to national and international tourists. These are financial resources (high incomes and revenues), which sustain longer and more frequent movements inside and outside the national territories, and also a large variety of high quality products offered in very good conditions on the on the European market.

Romania has a high but insufficiently used tourism potential that, taking into account a correct future development of this sector, can evolve in a good direction. Influenced by the integration process and impeded by the recent join, the Romanian national policy for tourism develop new strategies to improve the tourism circulation on the national territory, the quality of the services and to diversify the offer. It is therefore important to analyze and compare the tourism phenomena in Romania and EU.

## **TURISMUL – POTENȚIAL POL DE COMPETITIVITATE AL ECONOMIEI ROMÂNEȘTI**

**Lect. univ. drd. IRINA ȘTEFANA CIBOTARIU**

*Universitatea „Ștefan cel Mare” Suceava, Facultatea de Științe Economice și Administrație Publică*

As regards the potential poles of concurrency of Romanian economy, the following fields might register in future among these: agriculture, industrial high branches, scientific research, some branches of easy and processing of woods industry, tourism etc.

The tourism, for which we have natural conditions from among the most favorable, an especial anthropogenic potential, might register on mean term among the concurrency poles of the Romanian economy. We'll suggest some strategies that could be considered for its development and its becoming a real competitor on the world market.

## **EFFECTUL DE ANTRENARE ÎN ACTIVITATEA TURISTICĂ**

**Lect. univ. drd. IRINA ȘTEFANA CIBOTARIU**

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Being the most important industry in the world, tourism is often seen as a salutary solution for helping the economic development of a country leading to an increase in the life standards.

The multiplier of external trade has special signification on analyzing the fluctuations analysis over international trade. The applicability of training effect in the tourism activity is referring to correlation existed between this activity and the structure of request and consumption (as parts of tourist's market).

## **PERSPECTIVELE TURISMULUI SOCIAL DIN ROMÂNIA, PRIN PRISMA MODELULUI SOCIAL EUROPEAN**

**Lect. univ. dr. NICOLETA ROSSELA DUMITRU**

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Committee on Social Cohesion, Social Policy and Public Health has provided a set of common denominators which, in their entirety, define the European Social Model as „a set of principles and values, common to all European regions, based on some principles, like: solidarity, social justice, social cohesion, equal access to employment, in particular for the young and the

disabled, equal access to health and protection, universal access to education, tourism and vacations etc.

Referring to the perspectives, these are mentioned in the thesis, in the context of the social European model, which is based on principles such as the de-nationalization of the social security, a higher degree of the society's responsibility, the subsidiary character, the welfare by the occupation and not by the non-occupation of a job, etc.

## **ASPECTE PRIVIND PROMOVAREA TURISMULUI SOCIAL ÎN ȚĂRILE DIN SPAȚIUL UNIUNII EUROPENE**

**Lect. univ. dr. NICOLETA ROSSELA DUMITRU**

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Modern social tourism is a factor of social cohesion, whose objectives is to allow access to tourism and vacations to the highest number of people. This implies engagement in the fight against exclusion caused by poverty, cultural differences or physical disabilities.

The economic aspects of social tourism should not be overlooked, since it is a phenomenon in continuous expansion, which involves important flows of people and investments and contributes to the development of the regions and local communities. In fact, to promote access to holidays for all, is to work towards a social Europe.

## **STRATEGIA GENERALĂ A DEZVOLTĂRII ECONOMICO-SOCIALE – ELEMENT DE REFERINȚĂ PENTRU STRATEGIA TURISMULUI**

**Lect. univ. drd. MARIAN BUSUIOC**

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În ultimele decenii, turismul s-a impus în epoca contemporană printr-o dezvoltare remarcabilă atât în țară cât și peste hotare, devenind un fenomen economico-social specific civilizației moderne. De aceea, industria turistică – alcătuită dintr-o sumă de activități sau din mai multe ramuri a căror funcție comună este satisfacerea nevoilor de consum ale turiștilor – a devenit o parte importantă a economiei.

## **ETEROGENITATEA RESURSELOR UMANE, FACTOR AL GLOBALIZĂRII ÎN INDUSTRIA TURISMULUI**

**Asist. univ. drd. CATRINEL RALUCA DRIDEA**

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In our days, the tourism organizations have a large variety of employees, and managing the diversity has become an increasing priority, in order to ensure the success in a competitive market. As a result, this paper tries to clarify and accentuate the basic concept and its implications in the hospitality firms.

A variety of employers represents a key factor in a strong development of any tourism organization. The study includes, also examples of strategic management regarding the employment diversity.

Keywords: employment variety, tourism organizations, labor efficiency, globalizations

## **THE IMPACT OF A SPORT EVENT ON THE ATTRACTIVENESS OF THE DESTINATION**

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With the tourism market becoming increasingly fragmented with a highly diverse range of tourist interests, needs and travel behaviour, the quest for travellers to explore newer experiences and challenges has led to a growing variety of sporting events. Several hybrid forms of sport and adventure tourism have emerged and are progressively being adopted by destinations as part of their destination branding, in the hope to enhance destination image, reputation and awareness.

However, while destinations are quick to add special interest tourist events as part of their overall product offerings, the degree of attractiveness and the role that the event attribute played in attracting participants or visitors to the destination should be an important consideration. With this in mind, a survey was carried out among participants (n=101) in the Action Asia Challenge (Macao). A correlation conducted on their travel behaviour, and participation and racing experience showed that while the Action Asia Challenge acted as a leading attribute in bringing the participant to Macao, return visitation and how quickly was based on the familiarity and previous visits to Macao suggesting a need for additional destination attributes to reinforce the attractiveness of Macao. The research also showed the potential to exclude tourist behaviour outside the events, and missed opportunity for flow-on benefits, concluding that if sport events are to be incorporated within the destination image formation process, their power as an attribute should be clearly understood among the various participant or visitor segments.

Key words: sport and adventure tourism, destination image, attributes

## **DEALING WITH CRISES - A RESPONSE TO 11 SEPTEMBER DISASTER**

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There have been many instances where the tourism industry in one or more countries has suffered an unexpected and sudden downturn in demand. Policy makers are faced with the predicament of if and how they should respond to such crises in the absence of research into the relative effectiveness of different responses. The downturn in tourism demand in the United States following September 11 is a particularly vivid example of tourism crisis.

The purpose of this paper is to analyze the effects of the September 11-induced tourism crisis and potential and actual policy responses to the crisis. We find that sector-specific targeted subsidies and tax reductions are the most efficient means of tourism crisis management.

Keywords: tourism crisis management, September 11, computable general equilibrium.

## **DINAMICA DIMENSIUNII INTERNATIONALE A TURISMULUI.**

## **SIGURANTA IN TURISM, RISC – PROTECTIE, ASIGURARE – REASIGURARE**

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**Drd. CONSTANTIN DINU**

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Lucrarea de fata isi propune sa depaseasca intru-catva spatiul “turism”, concentrandu-se mai mult asupra unui domeniu cu care acesta interactioneaza, cel al asigurarilor, si fara de care, cu certitudine, calitatea serviciilor in turism ar scadea.

In ultimele doua decenii, cel putin in constiinta romanilor, turismul a capatat o dimensiune internationala, sau, mai bine spus, se subliniaza mai mult aceasta coordonata a turismului.

Oportunitatile create inca de la inceputul anilor '90, deschiderea catre “lumea exterioara”, fie ca ea s-a petrecut ca urmare a dezvoltarii relatiilor contractuale, comerciale, de afaceri, “business”, sau, fie pur si simplu ca o dorinta, pentru unii, din ce in ce mai multi in ultima vreme, de explorare, cunoastere, autodepasire a limitelor si granitelor, au dus la dezvoltarea turismului in Romania.

Nu odata am demonstrat ca suntem un popor deosebit de ospitalier, care in permanenta are ceva de oferit, ceva de spus, pornind de la arta, continuand cu munca de zi cu zi, pana la domeniile de excelenta, aflat intr-un permanent proces de creatie, comunicare, miscare si adaptare la mersul firesc al lucrurilor si deopotriiva al vremurilor. Cu toate acestea posibilitatea de dezvoltare a acestei ramuri a economiei nationale este inca uriasa.

## **RISC SI ASIGURARE IN ACTIVITATEA DE TURISM**

**Drd. MIHAELA DINU**

**Drd. CONSTANTIN DINU**

*Academia de Studii Economice București*

In vasta piata a turismului, cu intreaga sa pleiada de jucatori prezenti, in prim plan se afla turistul inconjurat de prestatorii de servicii care doresc sa-i satisfaca cererile.

Turistul spune: “As vrea sa calatoresc”... Si isi alege o destinatie sau, dimpotriiva asteapta recomandarile avizate ale celui care vinde serviciul, sau produsul de turism. Si, desigur, vrea un pret cat mai mic, sau mai bine spus, un raport echitabil calitate – pret, servicii care sa ii satisfaca asteptarile, dar sa ii ofere si o siguranta a transportului, a sejurului, precum si a vietii sale.

## **TENDINȚELE ȘI DINAMICA STRATEGIILOR DE ADAPTARE A TOUR OPERATORILOR ȘI AGENȚIILOR DE TURISM LA MODIFICĂRILE PIEȚEI TURISTICE**

**Drd. DRAGOȘ RĂDUCANU**

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Tour operatorii reprezintă **creatorii de pachete turistice și organizatorii de călătorii turistice forfetare în special de tip leisure**, având rol de intermediere între furnizorii ofertei turistice și consumatori, prin producerea de pachete turistice rezultate din combinarea elementelor ofertei (servicii de cazare, transport, alimentație, agrement etc.) și distribuția acestora direct sau prin agenții de turism. Rolul tour operatorilor, se poate spune, este decisiv în transferarea produsului turistic de la furnizor la consumator, reprezentând veriga de bază din întreg lanțul turistic.

Agenția de turism are **rol de a consilia și asista clientul** în legătură cu produsele turistice, fie ele ale tour operatorilor sau ale altor furnizori.

## **TEHNOLOGII DE INFORMARE SI COMUNICARE UTILIZATE ÎN INDUSTRIA OSPITALITĂȚII PENTRU ÎMBUNĂȚĂȚIREA RELAȚIEI CU CLIEȚII**

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Hospitality is a sector which is involved in implementing new technologies of information and communication.

Due to the fact that millions of people travel every day, accurate communication, current and relevant information are essential for efficacious operation in the hospitality industry. The most important touristic sources of information are: Global Distribution System, Computer Rezervation System, The Internet and Customer Relationship Management Systems.

## **TURISMUL ROMÂNESC ȘI GLOBALIZAREA**

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Creation of a global society means that tourism businesses have the ability to operate globally and many have opted for a competitive strategy of internationalization. This process has led to the creation and operation of global tourism market where destinations, which are expected to compete on equal basis regardless of the country of origin, function interactively.

Since globalization has helped to create homogeneous tourist resorts and erase local standards, tourism offer has to clearly differentiate from others and aim to be based on brands. The fight for keeping the identity consists of building and promoting a national brand that will allow the individualization, the personification and the assurance of a specific attraction to the national offer for the foreign tourists.

This paper discusses the impact of globalization on the international tourism industry in Romania and abroad.

## **NECESITATEA DIVERSIFICĂRII FORMELOR DE TURISM ÎN CONTEXTUL DINAMICII TURISMULUI INTERNAȚIONAL**

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According to UNWTO, in the next few years, the leisure importance will increase as a result of changes regarding the leisure structure, work conditions, the way of life and due to other elements which influence the tourist life and activity in some proportions. As a general rule, the tourist activity also registers a continuously growing and transformation in the same time with other modifications, which take place in the economic and social life. This situation involve both sides of hospitality industry, the quantitative and qualitative one, characterized by the large number of accomplished journeys as well as new destinations with high potential included in tourist packages.



## **GLOBALIZAREA PROPUNE UN NOU STIL DE VIATA, E-TICKET :INVESTITII SCAZUTE, MARI BENEFICII**

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Globalization,demographic changes,advancements in technology and shift in consumers values systems toward the need for self development and natural living had shaped demand for a new tourist product.Key players in the European tourism and transportation industry have sought to replace paper ticketing with E-ticketing to improve customer convenience and reduce expenses for travel agencies .

Nowadays the possible tourists are more informed and more educated regarding the world wide destinations and they expect professional consultancy and services at high technological level.E-ticketing means better existing infrastructure to travel and customer focused technology.

## **SECȚIUNEA 2**

# **MANAGEMENT ȘI PERFORMANȚĂ ÎN FIRMELE DE TURISM**

## **DIVERSIFICATION AS A STRATEGY FOR THE EUROPEAN HOTEL INDUSTRY**

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The European hotel market is getting stronger. After the 9. 11q Madrid and London, and a few years of modest growth the region is benefiting from an expanding global economy, unprecedented availability of investment capital, a flourishing tourism industry and now appears to be reborn.

The dominant themes in Europe reflect overall trends in the hotel industry worldwide. The bigger trend in Europe is, after the experts' opinion, consolidation – as a large number of regional chains are ripe for the picking. European hotelkeeping continues to reflect strategic management techniques seen in other industries. Some of the big chains are focused on the burgeoning opportunities in Eastern Europe.

## **MANAGEMENT CONTROL AND REPORTING SYSTEM AND DECISION MAKING**

**Prof. univ. dr. MILENA FILIPOVA**

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The Management Control and Reporting system and decision making consist of:

- Breakdown of strategic targets to actionable operational goals;
- Reporting mechanisms to identify any gaps between target and actual outcome;
- Problem solving and decision making procedures to ensure timely corrective action at the appropriate level /i.e., as low in the organization as possible.

Main elements of a Management Control and Reporting system are - Forecast, Plan, Control and Report & Review.

## **QUALITY AS STRATEGIC OBJECTIVE OF TOURISM MANAGEMENT**

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**Conf. univ. dr. OANA VOICU**

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In today's stiff competition conditions it is not permitted that services companies ignore their clients, their requirements and reactions.

The studies on services quality and customer satisfaction lead frequently to confuse conclusions (results) as a consequence of the fact that clients don't express directly their dissatisfaction about the services.

From the services companies' managers point of view, the present economic reality obliges firms to rearrange their strategic objectives, as quality represents the level of perfection that the company wants to reach, in order to satisfy the clients preferences and also to remain competitive on the services market.

## **DETERMINANȚII STRATEGIEI DE FIRMĂ**

**Prof. univ. VASILE NEAGU**  
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**Ec. drd. ANDREEA ANTOANETA NEAGU**  
*Banca Națională a României*

This paper deals with the essential aspects regarding the relatively analytical treatment of the endogenous and exogenous determiners of tourism companies.

## **A NEW METHOD AIMED TO IMPROVE THE EDUCATIONAL SYSTEM OF TOURISM**

**Conf. univ. dr. RUXANDRA ALBU**  
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Electronic learning or E-learning is a general term used when referring to computer-enhanced learning. Organizations are adopting e-learning as the main delivery method to train employees. At the same time, educational institutions are moving toward the use of the Internet for delivery, both in classrooms and at a distance. Learners can use the Internet to access up-to-date and relevant learning materials and can communicate with experts in the field in which they are studying.

We consider that this new alternative of learning through its methods and techniques will improve considerable the educational system of tourism sector.

## **THE REGIONAL EVOLUTION OF THE TOURIST AGENCIES IN ROMANIA**

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The development of the touristic industry stands on the participation of the tourist agents too, as a means of capitalization of the tourist resources and structures. Their role derives from the fact that it sustains the organised tourism and offers each tourist a set of complete touristic services. In addition they are able to measure the level of the tourists' satisfaction and commitment after spending a holiday or have passed through a certain touristic destination. The political, economic and legislative changes which occurred after 1989 have quickened the number and the quality of the tourist agencies in Romania. In this context, it is interesting to approach the way in which they can be found centred or dispersed within the economic regions taking into consideration the direct relationship with the existing touristic resources and structures.

## **PROVOCARI ŞI RISCURI PE PIAŢA MUNCII DIN INDUSTRIA TURISMULUI**

**Conf. univ. dr. DANIELA FIROIU**  
**Asist. Univ. drd. CRISTINA MANIU**  
*Universitatea Româno-Americană Bucureşti*

In a globalized economy, the competences become a quantification of the competitiveness. The personnel and work models content change, as a result of the industry globalization, brought new challenges in the evolution of the human resources. The hotels qualification policies must be rethought in a new frame of consolidation of the personnel. It is the situation of the lot of the world regions where there is a qualified personnel deficit, personnel who can deal with positions created by an extensible industry. An international human resources policy needs a change of the personnel policies and strategies: the managerial commitment for the transnational strategies, the development of the information technology competences and the procedures which can support the transnational operations like the transfer of the knowledges and informations, the realization of the importance of the different national policies about health, safety, employment standards, discharge, discrimination, employees rights.

## **STRUCTURA ORGANIZATORICĂ ȘI ORGANIZAREA COMPARTIMENTULUI FINANCIAR - CONTABIL AL UNUI HOTEL**

**Lect. univ. dr. EMILIA GABROVEANU**  
*Universitatea Româno-Americană București*

As a human activity that results from the economic circumstances of the consumers, the tourism has an economic impact on the nations and regions.

Thus, its place within the national economy is highly appreciated due to its economical, social and political importance, as well as to its contribution to the overall development.

The profile and the organizational structure of any company have a significant impact on the accounting department.

Keywords: Organizational structure, Accounting department, Economic Analysis Department, Accounting, Internal Accounting Audit

## **RELATIONSHIP MARKETING AS STRATEGY FOR DEVELOPING AND MAINTAINING SUCCESSFUL CUSTOMER RELATIONSHIPS**

**Lect. univ. dr. MONICA PAULA RAȚIU**  
*Universitatea Româno - Americană București*

Relationship marketing is a practice that encompasses all marketing activities directed toward establishing, developing, and maintaining successful customer relationships. The focus of relationship marketing is on developing long-term relationships and improving corporate performance through customer loyalty and customer retention. It is a philosophy of doing business, a strategic orientation that focuses on keeping and improving relationships with current customers rather than on acquiring new customers.

At the core of relationship marketing is the notion of customer retention. According to some authors, relationship marketing involves the creation of new and mutual value between a supplier and individual customer. Novelty and mutuality deepen, extend and prolong relationships, creating yet more opportunities for customer and supplier to benefit one another.

Keywords: relationship marketing, customer relationship, improving relationships, mutual value, strategic orientation

## **MANAGEMENTUL SISTEMATIC AL FIDELIZĂRII CLIENTILOR – TEMELIA AFACERII DE SUCCES ÎN DOMENIUL SERVICIILOR**

**Lect. univ. dr. MONICA PAULA RAȚIU**

**Lect. univ. drd. COSTEL ILIUȚĂ NEGRICEA**

*Universitatea Româno-Americană București*

The importance of creating and maintaining customer loyalty is not new. Most corporate leaders think that “it costs more to find a new customer than to keep and grow an existing one”. Companies realize heavy investments in customer satisfaction efforts, rewards programs and CRM initiatives and infrastructure, and loyalty remains a major goal for almost every economic field.

Gaining and keeping loyal customers is increasingly recognized as the key to companies' success and our paper focuses on the conditions that must be fulfilled in order to achieve customer loyalty by offering high quality services.

Keywords: customer loyalty, customer satisfaction, CRM (customer relationship management), high quality services.

## **TRENDS IN AND THE DYNAMICS OF THE ADAPTATION STRATEGIES USED BY TOUR OPERATORS AND TRAVEL AGENCIES IN RESPONSE TO RECENT MARKET EVOLUTIONS**

**Lect. univ. drd. PATRICIA DODU**

*Universitatea Româno-Americană București*

The future trends affecting the travel industry, such as demographic developments, changes in consumer demand, changes in product development and distribution channels, but also the climate changes and new tourism flows can significantly transform the business travel in the coming years. Tour operators and travel agencies must understand these changes and adapt their business way of thinking to the needs of tomorrow's travelers: how people will travel, how they will want to spend their time on their trips and holidays, the future alternatives for transport, accommodations and other services available, the boost in those motivations for travel that are less important today, all these questions about tomorrow's travel must get an answer today. Identifying the business strategies to cope with all these evolutions and trends will be the best guarantee of success for the market players savvy enough to use them in their advantage.

## **IMPLICAȚIILE ȘI TENDINȚELE SECTORULUI MICE ÎN CADRUL INDUSTRIEI TURISMULUI ȘI CĂLĂTORIILOR**

**Lect. univ. drd. PATRICIA SILVIA DODU**

**Prep. univ. DOINA GRIGORAȘ**

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MICE means meetings, incentives, conferences and exhibitions and represents one of the fastest growing segments within the tourism industry generating millions in revenues for cities and countries. Europe and United States still remain the major markets worldwide in respect of the number of meetings, conferences and exhibitions. MICE tourism is fundamentally different from general business tourism as it has everything to do with tourism industry infrastructure, marketing

and perception and several crucial levers exist within the City's control to be able to expand demand in this sub sector.

## **CASA EUROPEANĂ A CALITĂȚII**

**Asist. univ. drd. ELENA ROXANA STAN**

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În contextul mondializării pieței și evoluției socio-culturale se manifesta tot mai puternic nevoia de calitate. Accederea României în Uniunea Europeană presupune acordarea unei importante majore creșterii calității produselor și serviciilor românești.

Lucrarea își propune să trateze probleme legate de competitivitatea firmelor și accesul cât mai ușor al produselor și serviciilor din România, pe piața Comunității Europene.

## **SATISFAȚIA MUNCII ȘI OBTINEREA PERFORMANȚELOR**

**Asist. univ. drd. CRISTIANA ȘTEFANIA MURGOCI**

***Universitatea Româno-Americană București***

Employee needs, satisfaction, non-work activities, and overall attitudes toward company and work were assessed through responses to questionnaires; and organizational variables were assessed through direct observation and evaluation. Needs were found to be primarily a function of individual variables. Satisfaction was found to be equally dependent upon individual variables and organizational variables. The bureaucratic structure, the technological structure, and size of the organization all had marked effect on satisfaction. Work-orientation of individuals tended to correlate highly with satisfactions. The utilization of non-work time also varied as a function of individual and organizational variables. Most significantly, the greater the structuring of employment work, the greater the time spent in non-work activities directly related to work.

## **SECȚIUNEA 3**

# **GLOBALIZARE – PREMISĂ A DEZVOLTĂRII SOCIETĂȚILOR VIRTUALE BAZATE PE CUNOAȘTERE ÎN INDUSTRIA TURISMULUI**



## **PRVIZIUNEA EVOLUȚIEI NUMĂRULUI SOSIRILOR ȘI IMPLICAȚII ASUPRA DINAMICII STRUCTURILOR DE PRIMIRE TURISTICE DIN JUDEȚUL BRAȘOV**

**Prof.univ.dr. MARIAN ZAHARIA**  
*Universitatea Româno-Americană*

Anticiparea viitorului, proces prin care se încearcă stabilirea cursului fenomenului turistic ce trebuie urmat, în scopul obținerii celor mai bune rezultate, pentru realizarea anumitor obiective, constituie o necesitate. Acest proces de previzionare stă la baza tuturor deciziilor privind strategia dezvoltării turismului Țării Bârsei.

Previziunea este privită ca o modalitate, un procedeu sau un ansamblu de procedee, cu ajutorul căreia realizăm cercetarea, analiza, cunoașterea, și descrierea realității obiective, în scopul anticipării, inițierii și organizării unei acțiuni viitoare pe bază de criterii de eficiență. Metoda nu se referă la o cunoaștere în mod pasiv a realității, ci arată care sunt cele mai bune căi de urmat.

Printre multiplele metode de previziune utilizate menționăm, atât metodele mecanice sau analitice, care permit obținerea unor valori absolute a indicatorilor studiați, cât și metoda lanțurilor Markov, care conduce la previzionarea modificărilor structurale ale indicatorilor supuși proceselor de analiză statistică.

Metodele mecanice utilizate în studierea viitorului, din punct de vedere turistic, al Țării Bârsei cuprind metoda sporului mediu și a indicelui mediu, în timp ce dintre cele analitice numai metoda trendului liniar este considerată cea mai sugestivă.

## **MUTAȚII STRUCTURALE ALE CERERII DE SERVICII TURISTICE ÎN JUDEȚUL BRAȘOV**

**Prof.univ.dr. MARIAN ZAHARIA**  
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**Lect.univ.dr. RODICA MANUELA GOGONEA**  
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Între dezvoltarea economico-socială care se îmbină armonios cu dezvoltarea turismului din Țara Bârsei există o relație de corespondență și reciprocitate. Afirmția este argumentată prin dubla implicare ce apare ca un circuit, în sensul că activitățile specifice turismului prin complexitatea lor, contribuie la dezvoltarea în ansamblu a regiunii, în timp ce această dezvoltare, va determina la rândul ei, o creștere a circulației turistice.

Elementele componente specifice turismului, din momentul derulării activităților turistice, prin ansamblul complex pe care-l creează, influențează evoluția altor domenii, determinând efecte de bază ale economiei naționale. Aceste elemente, prin interacțiunea lor, determină efecte imediate sau pe termen lung, de natură economică, socială, culturală etc, care se manifestă nu numai la nivel național dar și zonal, putând evidenția pe această bază influența turismului în dezvoltarea economico-socială a Țării Bârsei.

## **OPORTUNITATEA ECONOMICĂ A FIRMEI DE TURISM**

**Prof. univ. VASILE NEAGU**  
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**Ec. drd. ANDREEA ANTOANETA NEAGU**  
*Banca Națională a României*

Considering the concept of economic opportunity, this paper deals with the importance of economic opportunity, and with its main sources, which are classified according to their nature.

Special emphasis is laid on the approach of its main stages, which are briefly described to highlight the economic opportunity within tourism companies. The paper also focuses on the main barriers in tourism which can occur in the process of managing economic opportunities.

## **POUR UNE DIVERSIFICATION DES TYPES DE TOURISME EN TUNISIE**

**Prof. univ. dr. TATIANA MOȘTEANU**

**Prof. univ. dr. PAUL TĂNĂSESCU**

**Prof. univ. dr. ILEANA CONSTANTINESCU**

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On sait que le tourisme constitue en Tunisie la deuxième source de devises après le pétrole. La recette annuelle constitue environ 10% du PIB.

Mais on sait en même temps que les offres touristiques invitent les touristes soit à la plage au bord de la mer Méditerranée soit dans des circuits au cadre de ce pays.

Dans notre communication scientifique nous voulons proposer une plus grande diversité des types de tourisme en Tunisie.

Etant donné la beauté du pays et les infrastructures hôtelières excellentes, on pourrait développer en Tunisie le tourisme d'affaires surtout aussi pour le fait que les prix dans les hôtels et les restaurants sont plus petits que dans les pays occidentaux.

On pourrait également développer le tourisme religieux qui invite les étrangers à connaître les mosquées musulmanes avec leur architecture dentelée.

Un autre type de tourisme intéressant qui pourrait être développé en Tunisie est le tourisme culturel pour faire connaître des poètes, des romanciers tunisiens, les villes/villages où ils sont nés et où ils ont vécu. C'est une occasion de faire connaître aussi des architectes tunisiens par leurs ouvrages et également le folklore tunisien avec les chansons, les danses et quelques ensembles folkloriques et aussi les bazars pittoresques.

## **POUR UN ELARGISSEMENT DU MARCHÉ DU LIVRE FRANCOPHONE EN TUNISIE**

**Prof. univ. dr. TATIANA MOȘTEANU**

**Prof. univ. dr. PAUL TĂNĂSESCU**

**Prof. univ. dr. ILEANA CONSTANTINESCU**

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En parallèle avec le développement du tourisme par types de tourisme y compris le tourisme d'affaires, on pourra assister à un développement du marché du livre francophone en Tunisie. Nous pensons, par exemple, à des manuels de français sur objectifs spécifiques y compris le français des affaires élaborés, par exemple, en Roumanie. Evidemment ces manuels peuvent être accompagnés de dictionnaires ou de recueils d'exercices. Il existe déjà en Roumanie une maison d'édition Milena Press de Bucarest qui a publié et mis en vente sur le marché roumain de pareils ouvrages. Les prix pratiqués seront plus petits par rapport aux prix des manuels ou des dictionnaires français imprimés en France et grâce à de pareils ouvrages et au tourisme, on pourra créer en Tunisie des cours de français sur objectifs spécifiques destinés aux touristes qui recevront à la fin des attestations de

stage. Cela pourrait contribuer à un tourisme d'études combiné avec des excursions, des visites d'entreprises dans le domaine de l'agroalimentaire, de la mécanique qui sont des domaines importants en Tunisie. On pourra donc organiser plusieurs centres de distribution des livres de divers pays francophones en Tunisie et comme ça l'espace loué par chaque maison d'édition sera moins cher.

La Tunisie pourra devenir ainsi un grand foyer de la culture francophone et même un centre d'études par des cours d'été soit consacrés à des langages de spécialité soit à des littératures francophones. Cela va contribuer au développement du tourisme culturel et du tourisme d'études et également au développement du tourisme d'affaires en sachant qu'il y a beaucoup d'hommes d'affaires dans le monde qui ne maîtrisent pas très bien le langage français des affaires.

## **QUELQUES CONSIDÉRATIONS SUR LA POÉSIE BÈLGE**

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**Asist. univ. drd. EDUARD BUCESCU**

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In our paper we intend to present the Belgian poetry as a fecund diversity dedicated to human fraternity. In this respect, we may say that the Belgian poetry is a vast symphony in a European capital, Brussels.

Keywords: fraternité, matière, espaces, symphonie, imagination.

## **SA NE TEMEM SAU NU DE GLOBALIZARE ÎN TURISM?**

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*Universitatea din Craiova, Centrul Universitar Drobeta Turnu Severin*

In the context of Romania's recent adherence to the European Union, the tourism represents one of the real opportunities that the near future offers to our country.

Or, the gained experience, existent facilities and prices competitiveness are factors that recommend Romania as an attractive destination but, in the same time, the imperative action of all the ones involved in tourism will have to focus on the offered services considered to be of the best quality (conformable with the ones of other European countries) and on maintaining a natural environment – its raw material – in complete harmony being known the fact that then when the environment and tourism coexists in harmony, the environment takes benefit of the tourism (and vice versa!).

The importance of this reciprocal relation also reflects itself in the positive actions of preserving the tourism potential or rehabilitating the environment, but we must not overlook the destructive actions of some tourism activities such as: the excessive use of some environment components (water, air, soil etc) in recreational purposes amplified by an irrational intervention, often brutal, of humans upon the environment and its natural resources.

In this purpose, the lasting tourism is and will remain in harmony with the environment and place population and culture, in such a way that its development will take place in their profit and not their disadvantage.

Key words: tourism, lasting, change of mentality, major way of intervention

## **SECURITY AND SAFETY FEATURES NEW TO WINDOWS VISTA**

**Conf. univ. dr. CEZAR MIHĂLCESCU**

**Prep. univ. BEATRICE CIOLACU**

**Prep. univ. FLORENTINA PAVEL**

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Windows Vista is intended to be a technology-based release, to provide a solid base to include technologies, many of which will be related to how the system functions, and hence not readily visible to the user. Improved security was a primary design goal for Vista. Microsoft's Trustworthy Computing initiative, which aims to improve public trust in its products, has had a direct effect on its development. This effort has resulted in a number of new security and safety features.

## **SEMANTIC WEB TECHNOLOGIES FOR TOURISM INFORMATION SYSTEMS**

**Conf. univ. dr. CEZAR MIHĂLCESCU**

**Prep. univ. BEATRICE CIOLACU**

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Tourism has become an extremely dynamic system that must respond quickly with flexible service configurations to significant environmental changes such as fast altering customer behaviors. The area of tourism is highly dynamic area that currently already extensively uses the available Internet technologies. However, the shortcomings of the existing technology are that information finding and extraction as well as the interpretation of the information contained in the web sources is left to the human user

The Semantic Web as the next generation web is the vision of having background knowledge about the meaning of web sources stored in a machine-processable and –interpretable way.. In this paper it is shown how the vision of the Semantic Web and already existing Semantic Web technologies can be used for next-generation tourism information systems.

## **CONTRIBUȚIA ELEMENTULUI MAUR-BERBER ÎN FORMAREA POPORULUI ROMÂN**

**Lect. univ. dr. ADRIAN DAMȘESCU**

**Prof. univ. dr. ILEANA CONSTANTINESCU**

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L'idée dominante de notre communication scientifique est que parmi ceux qui se sont établis dans l'ancienne Dacie à la fin de l'Empire Romain il y avait beaucoup de Maures et de Berbères. Cela se reflète dans les similitudes des costumes populaires, des danses populaires, de la gastronomie, parfois identiques, et aussi au niveau lexical.

## **NECESITATEA DEZVOLTĂRII TURISMULUI DIN ȚARA BÂRSEI ȘI PERSPECTIVE ALE INTEGRĂRII ACESTUIA PE PIAȚA TURISTICĂ EUROPEANĂ**

**Lect. univ. drd. ADINA CAMARDA**

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Conturat în timp istoric, potențialul turistic și antropic al Țării Bârsei își extinde cadrul prin ascesiunea creativă a omului în concordanță cu cerințele civilizației moderne.

Prezentarea patrimoniului turistic al acestei regiuni, prin punctarea principalelor componente ale potențialului natural și antropic, precum și a unor caracteristici corespunzătoare acestora, confirmă că zona dispune de un bogat și valoros potențial turistic, cu o imensă posibilitate de valorificare.

Astfel, dezvoltarea regională durabilă a turismului în Țara Bârsei, include pe de o parte evidențierea posibilităților de valorificare a componentelor fondului turistic existent în zonă, pe de altă parte aplicarea unui model managerial care să întrepătrundă toate elementele componente ale unei piețe turistice adaptate cerințelor și standardelor internaționale.

## **GLOBALIZATION AND THE TOURISM INDUSTRY: NEW EUROPEAN POLICIES AND MEASURES**

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*Universitatea Româno-Americană București*

**SIMONA ENACHE**

The link between globalization and tourism goes beyond cross-border flows of customers and purchasing power as aspects such as outsourcing, transnational ownership structures and investments, cross-border marketing cooperation, the purchase and sale of know-how, the free movement of labor and especially, E-studies and research are extremely important as well. Moreover, a knowledge-based community, be it the most competitive in the world or not, if we are to refer to European Union's aims for 2010, takes into account, especially, the new technologies, innovation, research and technological transfer among its member states. This paper, first, identifies how globalization reflects in the tourism industry, and, then, tries to present the instruments, both public and private, (e-MBAs, e-studies, work force, innovation, macroeconomic policies), through which this undergoing irrevocable process supports and promotes tourism at a global level. The paper uses not only theoretical arguments, but also present a short case study based on the new policies and measures taken at the European level in order to proactively include and benefit or fight the globalization impact on the European tourism industry.

## **REGIONAL COOPERATION – THE SUCCES OF DEVELOPING TURISM AND TRAVEL INDUSTRY IN DENMARK**

**Prep. univ. GINA SZTRUTEN**

**Conf. univ. dr. MIHAI SEBEA**

At the beginning of the 3rd millennium the society is a post industrial one, where the role and place of services, innovations and knowledge expands considerably, leading to a modern civilization of informatics. A distinct role in the field of services is allocated to tourism.

Living in a world with strong globalization issues, where Europe tends to a regional economical and monetary union, the Kingdom of Denmark is an interesting topic of conversation.

The geographical position between Scandinavia and Europe and the archipelago design have favored economic growth and constituted an important premises in the development of tourism circulation.

In global economics, tourism as a current mass phenomena, gains great importance in promoting and improving national economics, through important contribution in creating the GDP, increase the volume of export, labor employment, and improving relations between countries and so on. In other words, tourism boosts national economy development in a more and more competitive environment, locally and globally.

Today tourism represents a global phenomenon and it is a sector with a fast growth in world economics. Tourism can play a significant role in the social and economical development of each country, and regional economic cooperation is one of the solutions of contributing to the desired social and economical development.

Denmark is a northern country with an unfriendly climate for littoral tourism, Copenhagen represents the only cultural tourist interest center, as so regional globalization is a saving alternative for the Danish tourism development.

The great majority of tourist flows concentrates primarily within national territory, where the existence of internal tourist markets is a primordial condition for the internationalization of that market. Than after the national territory, tourist fluxes extend in the immediate national vicinity and than regional. In the same way Danish officials thought , beginning to create politics of national level in tourism development, and than continued by proving once more the liability of regional cooperation for the social and economical success of Danish tourism.

The Danish government, the non-governmental organizations and the private sector in the “North Sea” region, respond to these challenges through regional programs such as:

- ”The declaration regarding Tourism Policy in Denmark”,
- “Towards a sustainable Nordic Tourism”,
- “Sustainable tourism development and recreational use in the Wadden Sea Region”,
- Northern Countries seen from a bicycle,
- Cruises – another segment of regional cooperation.

## **TEHNOLOGII MODERNE UTILIZATE IN EXPLOATAREA SPATIILOR DE CAZARE**

**Ec. ELENA FLORENTINA DOSAN**

***TULIP INN BUCHAREST CITY HOTEL***

This study presents some elements, which implemented in the tourism industry, increase the efficiency regarding all the internal operations, ensuring the performance. A good managing program and a high level of standards compose a performing business. This performance must be felt in the first place by the client, because the client ensure the success of the business, and in the second place by the staff, involved in all internal operations. As they said, everything in tourism industry was already invented, but the differences belong to the quality of the services and to the personal touch of every hotel.

## **SECȚIUNEA 4**

# **MODELE EUROPENE DE DEZVOLTARE A INFRASTRUCTURII ȘI ADMINISTRARE A STAȚIUNILOR TURISTICE**

## **TEHNICI DE PROMOVARE ȘI REZERVARE COMPUTERIZATĂ A SERVICIILOR TURISTICE**

**Prof. univ. dr. MIHAI PAPUC**

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This paper is focused on managers 'as well as tourists' needs and interests concerning the development computerized systems for tourist services' reservation.

Keywords: Global Distribution System (GDS), Central Rezervation System (CRS), Central Rezervation Office (CRO), Regional Tourism Organisation (RTO), Destination integrated computer information reservation management systems (DICIRMS).

## **NECESITATEA ALINIERII OFERTEI BALNEARE ROMÂNEȘTI LA TENDINȚELE OFERTEI ȘI CERERII MANIFESTATE PE PLAN INTERNAȚIONAL**

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The balneary touring from Romania is for one involved in the organization and this development forms of an objective major tourings. A capitalization strategic potenciales a balneary Roumanian touring shall permit of this repozition on the market intern and international. This success shares depends on the implication determinately the factors from level macro and economic, and the economic effects the social and shall be important, don't merely for Romania, but also for the states ale UE, whith member are from 01. 01.2007.

The definiteness of proper strategies of balneary touring from România, be due to start up from hello know potential touristic a balneary, the current degree of capitalization, as well as conjuncture economics, social and the politic which influence progress of Roumanian at large touring and balneary in particular.

Keywords: balneary touring, management, influence progress

## **ORIENTAREA BALNEOLOGIEI DIN ROMÂNIA SPRE EXIGENȚELE STATELOR UNIUNII EUROPENE**

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"The necessity of health" represents the premise demonstrated the application for activities balneo-touristice. The health, as per definition Organization Mondiales of Health's, is „a condition of welfare the physics, mental from except the absence his complaint infirmity”. Through this the fact, in the analysis complete the state of health, must directed to all this slops: logic, psychologic, social, homely, ecologic, etc.. Double the subordination being, against society and, in the same time, against the biosphere, does as tear the equilibrium his man his man generate the state of the complaint. In his necessity of health, of the complaint, being leans towards maximize it „his state of good".

Keywords: necessity of health, balneary-touristic, his state of good.



## **CRIZA FEUDALISMULUI ȘI ÎNCEPUTURILE LIBERALISMULUI ÎN PRINCIPATELE ROMÂNE – INFLUENȚE ASUPRA PATRIMONIULUI CULTURAL**

**Lect. univ. dr. DIANA-MIHAELA POCIOVĂLIȘTEANU**

***Universitatea „Constantin Brâncuși” din Tg-Jiu, Facultatea de Științe Economice***

În istoria românilor, epoca modernă debutează cu Revoluția din 1821 condusă de Tudor Vladimirescu, în Țara Românească și Moldova, și Răscoala lui Horea, Cloșca și Crișan, în Transilvania.

Idei liberale existau în țările române încă de la sfârșitul secolului al XVIII-lea, însă „răspândirea iluminismului și liberalismului în toate țările românești a continuat și în primele decenii ale secolului al XIX-lea”. Toate acestea s-au reflectat mai ales în învățământ, prin înființarea de școli în limba română, în dezvoltarea culturii autohtone, precum și în evoluția ideilor marilor cărturari patrioți ai vremii în direcția promovării progresului și modernismului în societatea românească.

## **THE INDICATORS OF RURAL TOURISTIC ACTIVITY'S QUALITY**

**Lect. univ. dr. RODICA MANUELA GOGONEA**

***Academia de Studii Economice București***

The necessity of coordinating the efforts both at the regional level as well as at the national level in order to accomplish important projects in the field of rural tourism is correlated with the process of measuring the activities that are involved in the practice of this type of tourism.

The tourism's measurement in the view of the lasting development supposes the approach and the application of certain principles and models which constitute the foundation of the formation and use of a set of indicators as complete as possible.

Adapted to the new interior and international demands, this indicators' system applied to rural tourism has been originally established starting by pointing out the indicators used in tourism, outlined in conformity with the classification methodology corresponding to the EUROSTAT demands.

This includes as of the indicators of rural touristic activity's quality.

## **ONLINE TRACES OF THE ROMANIAN ENVIRONMENTAL NGOS - THEIR STATE AND PERSPECTIVES.**

**Lect. univ. dr. ALEXANDRA ZBUCHEA**

***SNSPA***

The Romanian nonprofit sector is largely recognized in terms of its role within the contemporary society. The public administration openly supports NGOs, the legislation was modified according to the European one and a stable frame has been set so the NGOs could freely pursue their mission. The environment preservation seems to be highly regarded by the Romanian civil society, as almost 20% of the NGOs are involved in this field. Nevertheless the impact of the activity of these organizations is not as visible as it should be. The present research aims only to point out the online visibility of the part of the nonprofit sector in Romania that deals with environment protection. The final part suggests some ways of improving the current state as to increase their impact.

## **CRIZELE ÎN TURISM SI IMPACTUL LOR ASUPRA DESTINAȚIILOR**

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Today, tourism represents one of the most vulnerable industries to all kind of crises. From natural disasters to epidemics and terrorist attacks, there are a variety of events that had devastating impacts on the tourism industry. Crises affects tourism in any geographical region, as crises respect no political or cultural boundaries. The touristic destinations are vulnerable to this crises with an impact on a short or long term, and so, crises management has become particularly important for those destinations and poorer countries heavily dependant on tourism as a source of income since they are the one who suffer most when negative events occur.

## **DEZVOLTAREA DURABILĂ A TURISMULUI ȘI ROLUL STRATEGIILOR ÎN ACEST PROCES**

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Tourism represents a rapidly growing sector and has become one of the largest industries in the world. It's impact is extremely varied because it plays an important role in the social economic and political development in destination countries and it contributes to a broader cultural understanding. On the other hand, as a tool to create jobs it has not fulfilled it's expectations. At the same time, complains from tourist destinations concerning massive negative impacts upon environment, culture and residents' ways of life have given rise to a demand for a more sustainable development in tourism. This paper focuses on what the tourism industry itself can do in order to increase its sustainability and suggest possible tourism initiatives to help solve these problems.

## **DEZVOLTAREA INTEGRATĂ A TURISMULUI ÎN JUDEȚUL CONSTANȚA**

**CRISTIAN BRAGHINĂ**  
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Turismul, pentru județul Constanța, reprezintă una din cele mai importante ramuri ale economiei locale, atât prin prisma veniturilor realizate, cât și prin personalul ce este angrenat în această sector economic. Dispunând de resurse turistice variate, începând cu cele naturale (plaja, marea, apele minerale și nămolurile terapeutice, rezervațiile de floră și faună de pe tot cuprinsul județului) și terminând cu cele antropice (dispune de un bogat patrimoniu cultural), județul Constanța oferă premisele unei dezvoltări integrate prin valorizarea optimă a complexului de resurse amintite mai sus. Dezvoltarea integrată a turismului în județul Constanța presupune

elaborarea unor strategii locale bazate pe o bună cunoaștere a resurselor existente, și pe dezvoltarea culturii antreprenoriale ca fundament al dezvoltării activităților turistice.

## **TURISMUL ROMÂNESC ȘI COMPETIȚIA EUROPEANĂ**

**Asist. univ. drd. ZAHEU IOANA**

***Universitatea Româno-Americană București***

Romania has represented a successful destination within the international tourism; it had an internal tourism based on a legal framework (the Law of tourism) ever since the inter-war period. The significant development of the accommodation capacities was achieved in the early '60s, especially on the Black Sea littoral. In the '70s Romania was an important tourism destination for Germany, Great Britain, the Scandinavian countries, France, Italy, Austria, and Belgium. After 1980 Romania was confronted with a strong decline of the number of foreign tourists, and this tendency was maintained till the '90s caused by the lack of funds for investments meant for development, by the slow and complicated privatization process, by applying inadequate fiscal obligations, by the lack of some facilities in the field of the banking credits.

Taking the example of the developed countries where tourism participates with a very important percentage to the national wealth, Romania strives to reinstate an economic field with real chances of development and to turn tourism into the prosperous industry that can compensate the losses caused by rhythm and substance in the other economic branches. Romania has resources to achieve high quality tourism.

**Keywords:** tourist destination, international tourism, tourist traffic, Romanian tourism reform process.

## **IMPACT OF TOURISM ON THE EGYPTIAN ECONOMY**

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**Asist. univ. drd. ȘTEFAN ALEXANDRU IONESCU**

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The Mediterranean Sea, known as Mare Nostrum in the Roman period, floods the beaches of three continents: Europe, Africa and Asia. The riverain states benefit from the special beauty and richness of the fields, but mostly from the sunny climate known all over the world.

The statistics show that this area is visited by 1/3 of the international tourist traffic every year. If we consider that most of the tourists come here for the heliomarine therapy and other related activities, we can say the Mediterranean beach is by far the first estival destination.

Politically speaking, we can observe three beach locations: the European states, the African states and the Middle East states.

Egypt attracts through the Nile Valley, where over five million tourists rediscover the relics of the ancient world every year. The traditional tourist offer also comprises the cities of Cairo, Port Said and Alexandria, which bring massive flows of tourists.

## **PARTICULARITĂȚI ȘI TENDINȚE ALE EVOLUȚIEI TURISMULUI ÎN JUDEȚUL BUZĂU**

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One might say that Buzau County is an exact copy of Romania. It would be right to say this, because Buzau County combines harmoniously the mountains with the hills and the plains. The natural touristic potential is characterised by natural sightseeing spots such as: 'the muddy volcanoes', 'the salt cave' from Meledic, etc. To these we can also add those made by men: religious monuments, vestiges made in stone, archaeological sites carving camps. The questionnaires applied to more than 50% of all accommodation units in the area proved that in Buzau County there are different types of tourism: balneary and climatic, transit, educational, cultural. Even though this region has a varied and rich touristic potential, it isn't well promoted. If this were put to good use it could bring great benefits to the local community allowing both an economic and social development.

### **ANALIZA CORELAȚIEI DINTRE CAPACITATEA DE CAZARE EXISTENTĂ ȘI NUMĂRUL TURIȘTILOR SOSIȚI ÎN STRUCTURILE DE PRIMIRE TURISTICĂ DIN ROMÂNIA (2000 - 2005)**

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In the actual stage tourism represents a phenomenon strongly imposed through its content and role, because of the communion between its shape and the characteristics of economic-social evolving.

Romania's progress demands to be included the principals of sustainable development in its development strategy. Within this framework the importance of studying and analyzing the tourism evolution can be noted.

The need of knowledge regarding the fluctuations caused by the results of the tourism related activities allowed the approach of the issue related to the correlation stage of the accommodation capacity and the number of tourists arrived within the accommodation structures in Romania during the 2000-2005 period.

The mutual involvement relationship, existence, direction form and intensity of the connection between the two indicators are analyzed within this paper.

The conclusions following the analysis of the obtained results, shape as an upper phase in filling in the image of the Romanian tourism, bearing in mind the establishment and application of sustainable development strategies.

Development, transformation and increasing Romanian tourism on a superior level of competitiveness represents a priority objective for the alignment of this component to tertiary sector of international standards.

### **SCENARIOS CONCERNING THE TOURISM EVOLUTION IN ROMANIA DURING THE PERIOD 2006-2009**

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The paper presents the Romanian tourism evolution during the period 2006-2009 realizing estimations of tourism weight in total GDP, using an econometric model with simultaneous equations which have as key element the investments. On those dynamics depends, in a large measure, the economic growth dynamics. We realize three scenarios of tourism evolution based on the results obtained by estimations namely: the optimist scenario, the pessimist and moderate scenario, and with the help of those we will realize forecasts of tourism future evolution in Romania.