

**Vineri, 28 mai 2010**

**9<sup>00</sup> – 9<sup>30</sup> DESCHIDERA FESTIVĂ**

**CUVÂNT DE DESCHIDERE:**

1. Drd. ing. **Dănuț Gițan**, director general al C.E.F.ID.E.C.,  
Vatra Dornei
2. Dr. ing. **Gheorghe Pogon**, director general al Agenției  
Naționale a Zonei Montane, Alba Iulia
3. Ing. **Ioan Moraru**, primarul Municipiului Vatra Dornei
4. Prof. univ. dr. **Teodor Dima**, membru corespondent al  
Academiei Române, director al Institutului de  
Cercetări Economice și Sociale „Gh. Zane” Iași
5. **Ovidiu Teodorescu**, director general al I.N.C.D.T.  
București
6. Jurist **Niculina Vasiliuț**, președinte ANTREC Bucovina
7. Dr. ing. **Dănuț Ungureanu**, expert în turism rural,  
CEFIDEC, Vatra Dornei

**9<sup>40</sup> – 12<sup>00</sup> COMUNICĂRI ȘTIINȚIFICE**

**– PRIMA PARTE –**

**Sala: Amfiteatrul Munților**

**Moderatori:**

Prof. univ. dr. **Vasile Glăvan**

Prof. univ. dr. **Puiu Nistoreanu**

Dr. ing. **Dănuț Gițan**

Cercet. șt. pr. I dr. **Ion Talabă**

1. **Gheorghe Săvoiu, Victoria Firescu, Mariana Bănuță, Viorel Crăciunescu** – *Mitologie românească și turism rural; Romanian mythologicality and mountain tourism of rural origin/extraction.*
2. **Mirela Stanciu, Gheorghe Săvoiu, Iulian Vlad, Amalia Pavelescu, Marcel Pomohaci, Gligor Ciortea** – *Valorificarea prin turism rural a patrimoniului natural și antropic al satelor pastorale de pe „Drumul regelui”; The valorisation trough rural tourism the natural and anthropic heritage of pastoral villages on the „King Road”.*
3. **M. Freppaz, G. Filippa, A. Caimi, E. Zanini** (Italia) – *Turismul durabil în nord-vestul Alpilor: impactul sporturilor de iarnă asupra terenurilor arabile; Sustainable tourism in north-western Alps: winter sports impact on pasture lands.*
4. **Tamara Mitrofanenko** (Ucraina) – *Educația ca o componentă importantă a strategiilor naționale și regionale pentru dezvoltarea turismului rural. Studiu de caz: Ghidul Educațional al*

*Școlilor din Carpați; Education as an important component of National and Regional Strategies for development of rural tourism: Carpathian Mountains ESD Training Tool Kit Case Study.*

5. **Gabriela Oanță** (Spania), **Francesco Sindico** (Marea Britanie) – *Tratatul Lisabona și consecințele sale asupra dezvoltării rurale și turismului sustenabil. Studiu de caz: România; The Lisbon Treaty and its consequences for rural development and sustainable tourism: A case study of Romania.*
6. **Vasile Glăvan, Florica Ilinca, Aurora Petrilă** – *Amenajarea și echiparea spațiului rural. O condiție pentru dezvoltarea funcției turistice a acestuia; The rural space arrangement and equipping. A condition for the development of its touristic function.*
7. **Gina Ionela Butnaru, Ana Maria Balan** – *O incursiune virtuală în tradiționalismul zonei și modernitatea unităților de cazare din Șirnea, primul sat turistic românesc; A virtual raid into the area's traditionalism and into the hostel's modernity in Șirnea, the first Romanian luxury.*
8. **Maria Osipova** – *Turismul rural în regiunea Odessa; Rural tourism in Odessa region.*
9. **Gheorghe Pogan** – *Agroturismul – o șansă pentru dezvoltarea durabilă a comunităților montane.*
10. **Viorel Chiriță, Irina Chiriță** – *Managementul integrat al ariilor protejate și administrațiilor locale – dimensiune actuală în regiunile de dezvoltare.*

11. **Sebastian Doboș, Daniela Matei** – *Turismul rural în Moldova între istorie și actualitate.*
12. **C.C. Merce, Victoria Popa, E. Merce, Iulia Mureșan** – *Stări și tendințe ale activității turistice în județul Alba; State of fact and trends of tourism activity in Alba county.*
13. **Bogdan Gabriel Nistoreanu, Mihai Ovidiu Tănase, Puiu Nistoreanu** – *O abordare holistică a ospitalității – pornind de la tradiție și ajungând la percepția modernă (sinuoasa devenire a industriei ospitalității).*
14. **Serghei Hakman** – *Problema dezvoltării turismului rural în Regiunea Cernăuți, Ucraina.*
15. **Ion Talabă, Ioana Dornescu** – *Evaluarea elementelor de patrimoniu din gospodăriile țărănești cu scopul de creștere a atractivității turistice în rural.*

**12<sup>00</sup> – 14<sup>40</sup> COMUNICĂRI ȘTIINȚIFICE**

**– PARTEA A DOUA –**

**Secțiunea A**

**Sala: Amfiteatrul Munților**

**Moderatori:**

Cercet. șt. pr. I dr. **Ion Talabă**

Prof. univ. dr. **Vasile Glăvan**

Prof. univ. dr. **Puiu Nistoreanu**

Prof. univ. dr. **Gheorghe Săvoiu**

1. **Ayuk Pauline Batey** – *Extinderea orizonturilor ecoturismului în dezvoltarea rurală durabilă în Camerun; Rural tourism perspectives. Case study for developing nations.*
2. **Marian Zaharia, Rodica-Manuela Gogonea** – *Analiza econometrică a dezvoltării structurilor turistice în zona montană a României, între anii 1990-2009; Econometric analyzes of the development of the tourist accommodation structure in Romanian mountain area, during 1990-2009.*
3. **Rodica-Manuela Gogonea, Marian Zaharia** – *Utilizarea metodei ANOVA în studiul circulației turiștilor din zona montană în perioada 1990-2009; Using ANOVA in the tourist flow study in the mountain area during 1990-2009.*
4. **Ioan Gontariu, Marinela Cureleț, Amalia Buculei** – *Eficiența socio-economică a turismului rural sub impactul dezvoltării și utilizării durabile a resurselor naturale; Socio-economic efficiency of rural tourism, the impact of development and sustainable use of natural resources.*
5. **Ioan Gontariu, Mariana Cureleț, Amalia Buculei** – *Interdependența dintre globalizare, protecția mediului și turismul durabil în zonele natural protejate; Interrelationship between globalisation, environmental protection and sustainable tourism in protected natural areas.*
6. **Ioan Bordean, Anca Turtureanu, Cornelia Tureac, Mariana Trandafir, Filip Alin Constantin** – *Strategii de promovare a Deltei Dunării; Strategies to promote the Danube Delta.*

7. **Rodica Pripoaie, Anca Turtureanu, Mariana Trandafir, Loredana Igescu** – *Turismul rural și agroturismul. Componente ale dezvoltării durabile în zonele rurale; Rural tourism and agro-tourism. Components of sustainable development in rural areas.*
8. **Cornelia Tureac, Rodica Pripoaie, Ioan Bordean, Filip Alin Constantin, Valentin Curteanu** – *Turismul de afaceri versus turismul rural; Bussines tourism versus rural tourism.*
9. **Ioan Bordean, Cornelia Tureac, Anca Turtureanu, Rodica Pripoaie, Valentin Curteanu** – *România – destinație a turismului de afaceri; Romania – business travel destination.*
10. **Cornelia Tureac, Ioan Bordean, Anca Turtureanu, Mariana Trandafir, Rodica Pripoaie** – *Turismul rural – agroturismul; Rural tourism – the agro-tourism.*
11. **Gheorghe Săvoiu, Mirela Stanciu, Marian Țaicu** – *Restituirea turistică a stânelor mutătoare, vadurilor, plaiurilor și drumurilor oilor – extinderi ale obârșiilor pastorale Carpatice ale spațiului mitic românesc; Tourism restitution of the moveable sheepfolds of fords, lawn-covered flatland and sheep's paths – as extension of the Carpathian pastoral sources of the Romanian mythical space.*
12. **Gheorghe Săvoiu, Mirela Stanciu, Iulian Vlad** – *Elemente utile în programele turistice din arealul rural montan extrase din calendarul religios local, metamorfozat prin specificul activităților de păstorit transhumanizat sau*

*sedentar; Useful elements in the tourists programmes in the mountain rural area, culled from the local religious calendar, metamorphosed through the specificity of the activities of transhumant or sedentary pasturing.*

13. **Gheorghe Săvoiu, Victoria Firescu, Mariana Bănuță** – *Unele aspecte statistice și contabile privind costurile și eficiența produselor tradiționale de stână; Some aspects of statistical and accounting costs and effectiveness of the traditional sheepfold's products.*
14. **Gheorghe Săvoiu** – *Necesitatea/Nevoia de repere statuare și arhitecturale mărturisitoare ale eposului pastoral în munții României – recuperarea cu impact turistic a baladei „Miorița”; The need for status – forming and architectural landmarks, witnessing to the pastoral balladry in Rumanian's mountains – The recuperation of the folk ballad „Miorița”, and its touristic impact.*
15. **Gabriela Neacșu, Camelia Boarcaș** – *Localitatea Corbu – o nouă destinație turistică; Village Corbu – a new touristic destination.*

**Secțiunea B**  
**Sala de Consiliu**

**Moderatori:**

Cercet. șt. pr. I dr. ec. ing. **Dorian Vlădeanu**

Dr. ing. **Dănuț Gițan**

Prof. univ. dr. habilitat **Simion Certan**

Cercet. șt. pr. III dr. **Ovidiu Gherasim**

Conf. univ. dr. **Costică Nan**

1. **Ovidiu Gherasim, Georgiana Manole, Costică Nan** – *Considerații privind simularea și prognoza fenomenelor economico-financiare; Considerations about simulation and forecasting of economical-financial phenomenon.*
2. **Ioan Alecu, Ion Antonescu, Dumitru Ciciureanu, Dinu Ilinca, Iulian Cucos** – *Estimarea potențialului cinegetic al mediului în scopul realizării autonomiei cinegetice a construcțiilor montane; Estimation of environment energy potential for gaining of Energetic autonomy of Mountain Dwelling Buildings.*
3. **Mioara Bocănici** – *Produsele agricole valorizate prin turism – între valorizarea adărgată și siguranța alimentară; Agricultural products valued by tourism – between added value and safety.*
4. **Svetlana Gorobievschi** (Republica Moldova) – *Rolul potențialului public-privat în managementul rural din R. Moldova; Public – private role in rural management in Moldova.*

5. **Dănuț Gîțan** – *Externalități pozitive ale zonelor montane – concept, legătura cu turismul rural și agroturismul; Mountain area's positive externalities – concept, connection with rural tourism and agro-tourism.*
6. **Ioan Plăiaș, Marinela Ghereș, Iuliana Pop** – *Conturarea profilului consumatorului de turism rural – primul pas spre dezvoltarea durabilă; Outlining the profile of the consumer of rural tourism – the first step to sustainable development.*
7. **Radu Răchieru** – *Aspecte privind evoluția resurselor umane în turism. Studiu de caz: zona metropolitană a județului Iași; Aspects of human resources development in tourism. Case study: Iași, Metropolitan Area.*
8. **Bogdan Onete, Beatrice Sion, Remus Negoii** – *Site-ul ca model conceptual – aplicații în turism; The site – as conceptual model – application in tourism.*
9. **Bogdan Onete, Beatrice Sion, Remus Negoii** – *Sisteme informatice pentru turism – posibilități de utilizare în turismul rural; Information systems for tourism – possibilities for use in rural tourism.*
10. **Carmen Raluca Ionescu** – *Posibilități de dezvoltare durabilă și de amenajare a teritoriului în zonele rurale; Sustainable development and area furnishing opportunities in rural environment.*
11. **Vasile Cristia, Carmen Raluca Ionescu** – *Programe și proiecte de dezvoltare și amenajare a*

*teritoriului; Programs and projects of spatial development and furnishing.*

12. **Gabriela Prelipceanu, Codruța-Petronela Bouaru** – *„Înverzirea” activităților turistice; „Greening” tourism activities.*
13. **Alexandru Gribincea, Igor Barcari, Aurelia Duca-Gribincea** (R. Moldova) – *Parteneriatul comercial internațional și extinderea zonelor protejate din Republica Moldova; International collaboration in training and extension of Moldova Republic of natural protected areas.*
14. **Svetlana Lazăr** (R. Moldova) – *Valorificarea tradițiilor autentice în oferta turistică rurală – cheia spre succes; Taking advantage of authentic traditions in rural tourism supply – the key to success.*
15. **Larisa Dragolea, Dănuț Ungureanu, Denisa Cotîrlea** – *Potențialul turistic al României: turism rural în zona montană – pe exemplul județului Alba, comuna Arieșeni; The Romanian tourism potential: rural tourism in the mountain area – the case of Alba County, Arieșeni.*
16. **Alina Botezat** – *Explicarea diferențelor între diferite zone turistice cu ajutorul descoperirii Blinder-Oxaca; Explaining the differences between different tourism areas using Blinder-Oxaca decomposition.*
17. **Alina Petronela Haller** – *Efectele liberalizării schimburilor internaționale asupra eficienței antreprenorilor din turism în mediul rural; The effects of the efficiency in rural tourism environment.*

14<sup>40</sup> – 15<sup>00</sup>    **Discuții asupra studiilor prezentate**

15<sup>00</sup> – 15<sup>30</sup>    **Pauză de masă**

15<sup>30</sup> – 20<sup>00</sup>    **COMUNICĂRI ȘTIINȚIFICE**

– **PARTEA a III-a –**

**Secțiunea A**

**Sala: Amfiteatrul Munților**

**Moderatori:**

Cercet. șt. pr. I dr. **Ion Talabă**

Prof. univ. dr. **Vasile Glăvan**

Prof. univ. dr. **Puiu Nistoreanu**

Prof. univ. dr. **Gheorghe Săvoiu**

1. **Gheorghe Antoniu, Cristina Voya** – *„Arignaming experience” – un exemplu posibil de urmat la amenajarea zonelor miniere cu potențial turistic și agroturistic; „Arignaming experience” – a possible example to follow for the furnishing of mining areas with touristic potential.*
2. **Daniela Matei** – *Studiu privind o posibilă zonare agroturistică a județului Iași; Case study regarding a potential agro-tourism zoning of Iași County.*
3. **Irina Manolescu, Anca-Codruța Manolache** – *Tehnici inovative în dezvoltarea resurselor umane în organizațiile turistice din mediul rural; Innovative techniques in developing human resources in tourism organisations from the rural area.*

4. **Mirela Stanciu, Gheorghe Săvoiu, Iulian Vlad, Marcel Pomohaci, Camelia Sand, Amelia Pavelescu, Dionisie Turcu** – *Analiza factorilor favorizanți pentru dezvoltarea turismului rural și agroturismului în comuna Rășinari; The analysis of the favourable factors for the future development of agro-tourism and rural tourism in Rășinari village.*
5. **Alina Petronela Haller** – *Attracting the foreign tourist in the Romanian rural environment as a consequence of the economic liberalisation.*
6. **Alina Petronela Haller** – *Efectele liberalizării schimburilor internaționale asupra eficienței antreprenorilor din turism în mediul rural; The effects of the international trade liberalization on the entrepreneurs efficiency in rural tourism environment.*
7. **Gina Ionela Butnaru** – *Calitatea în turismul rural prin prisma barierelor pe care le întâmpină clienții unei structuri de primire turistică; Quality in rural tourism considering the obstacle met by the clients of a tourist accommodation structure.*
8. **Ioan Chereji** – *Agroturismul în zona Valea Iadului – Bihor; The agro-tourism in the Valea Iadului, Region Bihor.*
9. **Marilena Doncean** – *Gândirea creativă – o necesitate pentru existența unui turism rural competitiv; Creative thinking – a necessity for the existence of a competitive rural tourism.*
10. **Mihai Ovidiu Tănase, Bogdan Gabriel Nistoreanu, Puiu Nistoreanu** – *De la bucatele de altă dată la preparatele culinare tradiționale din viața*

*noastre cea de toate zilele sau cum poate deveni tradiția valoare adăugată; From the dishes of times past, to the traditional culinary dishes in our everyday life or how tradition can become added value.*

11. **Maria Niță, Ilie Niță** – *Drumeția – modalitate principală de practicare a turismului rural; Hiking – main form of rural tourism.*
12. **Lucian Tanasă** – *Promovarea cicloturismului în ariile protejate din județul Neamț. Studiu de caz: Velotransmontana; The promotion of the rural bike tourism within the protected areas in Neamț County. Case study: Velotransmontana.*
13. **Irina Manolescu, Irina Bedrule-Grigoruță** – *Surse pentru îmbunătățirea calității în serviciile turistice; Sources for quality improvement in tourism services.*
14. **Gheorghe Săvoiu** – *Eficiența Advertisingului centrat pe firma tradițională – cazul emblematiceii taverne grecești; Efficiency of touristic advertising centred on the traditional brand or firm – the case of the emblematic Greek „Tavern”.*
15. **Lucian Tanasă, Krisztina Melinda Dobay, Ioan Sebastian Brumă** – *Strategia de marketing în turismul de tranzit specific spațiului rural românesc. Studiu de caz: Complexul turistic Mariko Inn, județul Neamț; Transit tourism marketing strategy specific to the Romanian rural area, case study: Mariko Inn tourist complex, Neamț county.*

16. **Corina Matei-Gherman** – *Concurența fără frontiere – revoluția marketingului turistic; Competition no limit – revolution tourism marketing.*
17. **Corina Matei-Gherman, Victor Gherman** – *Managementul marketingului turistic – o abordare spre excelență; Management – a tourism marketing approach to excellence.*
18. **Corina Matei-Gherman, Victor Gherman** – *Amplasarea construcțiilor turistice în rural – o nouă dimensiune a confortului psihic; Construction location attractions a new of confort psychic dimension.*
19. **Tatiana Darii, V. Sverdlic** (R. Moldova) – *Drumurile vinului ca instrument de dezvoltare regională în Republica Moldova; Wine routes as a tool of regional development in Moldova.*
20. **Victoria Trofimov, Oxana Livețchi** (R. Moldova) – *Turismul rural în Republica Moldova. Perfecționarea infrastructurii prin prisma exigențelor biodiversității ca element al dezvoltării durabile; Rural tourism in Republic of Moldova. Infrastructure improvement requirements in terms of biodiversity as a part of sustainable development.*
21. **Ilie Niță** – *Turismul rural – un model de a restabili legătura cu natura; Rural tourism – a model for the rest in connection with nature.*
22. **Daniela Matei** – *Studiul asupra activităților neagricole din județul Iași și a posibilităților actuale de dezvoltare; Study on non-agricultural activities in Iași County and on the present development possibilities.*

23. **Ion Talabă** – *Multiplicarea formelor de poluare a ruralului prin dezvoltarea activităților turistice; Multiplying of pollution's forms by developing rural tourism activities.*
24. **Elena Monica Talabă** – *Mărul discordiei – zonă de tensiune între cercetarea calitativă și cantitativă; Quantitative vs. Qualitative research – a controversial issue.*
25. **Elena Monica Talabă** – *Riscul de (ne)marketing; (Non)Marketing risk.*

**Secțiunea B**  
**Sala de Consiliu**

**Moderatori:**

Cercet. șt. pr. I dr. ec. ing. **Dorian Vlădeanu**

Dr. ing. **Dănuț Gițan**

Prof. univ. dr. habilitat **Simion Certan**

Cercet. șt. pr. III dr. **Ovidiu Gherasim**

Conf. univ. dr. **Costică Nan**

1. **Cătălina Lache** – *Aspecte ale comportamentului consumatorilor români de produse turistice în contextul crizei economice globale; Aspects of consumer behaviour of Romanian touristic products in the context of global economic crisis.*
2. **Liliana Popescu, Romeo Cătălin Crețu** – *Analiza principalelor prevederi ale legislației țărilor europene referitoare la turismul rural; The analysis of the main European union member*

*states legislation provision regarding rural tourism.*

3. **Romeo Cătălin Crețu, Raluca Florentina Crețu** – *Monitoringul resurselor agroturistice din județul Bacău; Monitoring of agro-tourist resources in the Buzău county.*
4. **Svetlana Lazăr** (R. Moldova) – *Oportunitățile dezvoltării clusterului turistic rural. Experiența Republicii Moldova; Rural touristic cluster development. Republic of Moldova experience.*
5. **Liliana-Teodora Pascariu** – *Procedura contestării contractelor de achiziție publică – o frână în implementarea proiectelor de dezvoltare a turismului rural?; The review procedures concerning the award of Republic contracts – a brake for the implementation of development projects in rural tourism?*
6. **Dănuț Ungureanu, Rodica Ungureanu** – *Dezvoltarea turismului rural prin politici regionale specifice: Planul Regional de Acțiune pentru Turism Nord-Est 2008-2013.*
7. **Krisztina Melinda Dobay, Lucian Tanasă, Sebastian Brumă** – *De la agricultura ecologică la turism gastronomic pentru dezvoltarea durabilă a spațiului rural; From organic farming towards gastronomic tourism for the sustainable development of the rural space.*
8. **Ana Maria Bălan** – *Dezvoltarea durabilă a turismului rural – element cheie al tranziției de la origini și tradiție la prezent și modernitate; The sustainable development of rural tourism – a key of the transition from origins and traditional to present and modernity.*

9. **Dorian Vlădeanu, Sorin Nicolae, Adriana Mareș** – *Estimarea cheltuielilor de exploatare în serviciile de alimentare cu apă și canalizare în mediul rural; Forecasting of current expenses for water distribution and sewerage services in rural area.*
10. **Alina-Cristina Niculescu** – *Marketingul și analiza SWOT – concepte fundamentale în dezvoltarea turismului ecologic; Marketing and SWOT analysis – basic concepts in ecological tourism development.*
11. **Agwesip Ikaih Patiece** (Camerun) – *Perspectivile turismului rural. Studiu de caz pentru țările în curs de dezvoltare; Broadening the horizon of ecotourism in sustainable rural development in Cameroon.*
12. **Radu Răchieru** – *Migrația forței de muncă și efectele acesteia asupra activităților turistice în spațiul rural; Labour migration and its effects on tourism activity in rural areas.*
13. **Corina Matei-Gherman** – *Strategii de marketing în turismul rural; Marketing strategies in rural tourism.*
14. **Adina Tofan, Mihaela Zărnescu, Laura Avram** – *Evaluarea turismului rural în zona Rucăr Dragoslavele; Assesment in rural area Rucăr Dragoslavele.*
15. **Nicoleta Grigorcea (Bălășel)** – *Turismul rural românesc și creșterea economică; Romanian rural tourism and economic growth.*
16. **Nicoleta Grigorcea (Bălășel)** – *Contextul istoric, actualitate și perspective în turismul rural românesc;*

*Background, currency and perspectives in Romanian rural tourism.*

17. **Romeo Ionescu** – *Impactul crizei globale asupra turismului rural în România; The impact of the global crisis on tourism in Romania.*
18. **Cristina Tindeche** – *Căi de creștere a eficienței economice la nivelul unităților agroturistice; Ways for increasing economic efficiency at the agro-tourisms companies.*
19. **Cristina Tindeche** – *Analiza echilibrului financiar la nivelul unei societăți de turism; The financial balance analysis at the level of the tourism company.*
20. **Gheorghe Gemene** – *Posibilități de dezvoltare a turismului rural în microzona Hârlău, județul Iași; Opportunities for developing the rural tourism in the micro-region Hârlău, Iași County.*
21. **Fănică Ungureanu-Racoviță** – *Marketingul modern și turismul rural; Modern marketing and rural tourism.*
22. **Gheorghe Gemene** – *Impactul măsurilor din Planul Național de Dezvoltare Rurală asupra turismului rural; The impact of the measures from the National Plan of Rural Development on the rural tourism.*
23. **Raluca Maria Apetrei, Ion Talabă** – *Turismul rural: fenomen, activitate și acțiune socială; Rural tourism: phenomenon, action and social work.*
24. **Fănică Ungureanu Racoviță** – *Horaița, obiectiv de pelerinaj; contribuție la dezvoltarea turistului rural; Horaița: pilgrimage objective – contribution to the rural tourism development.*

25. **Gheorghe Doncean** – *Vopsirea naturală a materialelor textile folosite în pensiunile turistice rurale; The natural painting of textiles used in rural touristic guest houses.*
26. **Serghei Hakman** (Ucraina) – *Titlu rezervat.*
27. **Maria Porchuk** (Ucraina) – *Titlu rezervat.*
28. **Brândușa Dăscălescu** – *Titlu rezervat.*

**Sâmbătă, 29 mai 2010**

- 8<sup>30</sup> – 9<sup>00</sup>      Mic dejun**
- 9<sup>30</sup> – 17<sup>00</sup>      Aplicație practică pe teren pentru vizitarea a  
2-4 pensiuni agroturistice din Coșna**

### **LISTA PARTICIPANȚILOR**

1. **Alecu Ciprian Ionel** – cercet. șt. pr. III dr., ICES „Gh. Zane”, Filiala Iași a Academiei Române
2. **Alecu Ioan** – ing., Universitatea Tehnică „Gh. Asachi” Iași
3. **Antonescu Ion** – ing., Universitatea Tehnică „Gh. Asachi” Iași
4. **Antoniou Cristina** – economist, Voya, Irlanda
5. **Antoniou Gheorghe** – prof. univ. dr., consultant Universitatea Tehnică „Gh. Asachi” Iași
6. **Apetrei Raluca Maria** – ing. Alcatel-Lucent România
7. **Avram Laura** – asist. univ. drd., Universitatea „Spiru Haret” Câmpulung Muscel
8. **Ayuk Pauline Batey** – cercet. șt. CIG Camerun
9. **Bălan Ana Maria** – economist drd., F.E.A.A., Universitatea „Al. I. Cuza” Iași
10. **Bănuță Mariana** – lect. univ. dr., Universitatea din Pitești

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## **ABSTRACTS**

### **RURAL TOURISM AND AGROTOURISM COMPONENTS OF SUSTAINABLE DEVELOPMENT IN RURAL AREAS**

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*Touristic activities have an extremely favourable impact on the level of development of a area, they represent an stimulating factor of de economic system, a way of diversification of economic structure, a way of capitalization of resources and an lever mitigation an alternative of intrregional imbalances .For the romanian rural area an development and growth of living standards could be there , where the natural is auspicious,the practice of rural tourism and an agrotourism. The practice of these activities have positive impacts on the social and economic life of the inhabitants of the rural area by creating jobs,difersification of the local economy, improvement of the life quality, envirnmental protection. Rural tourism beyond stimulate the area economy, contribute to recovery of the history,culture and of the habits village.*

**Key words:** *rural tourism, agroutourism, sustainable development*

### **AGROTOURISM – A CHANCE FOR SUSTAINABLE DEVELOPMENT OF MOUNTAIN COMMUNITIES**

*Gheorghe POGAN*  
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**“Munții sunt prietenii oamenilor,  
dar nu toți oamenii sunt prietenii munților”**

*Agri-tourism comes as a complementary activity that uses the surplus of accommodation spaces existing in farms, prepared and improved for guests; is an ensamble of goods and services provided by the famers for people’s consumption who, for a period of time come to the rural area to relax, rest and enjoy themselves, to make tranzactions or business, to get initiated in the art of traditional crafts, to study and many other specific activities.*

*The mountain farm remains a very strong symbol for the inhabitants of the urban area, by the house of the farmers, the one who knows the secrets of nature, knows the best places in the area for fishing, picking mushrooms, activities that are so appreciated by the consumers; it is the place where domestic animals are bred, animals that the city dwellers lost contact with, it is the place where you can eat fresh fruits.*

**Key words:** *mountain tourism, agri-tourism, rural development*

## **INTERRELATIONSHIPS BETWEEN GLOBALIZATION, ENVIRONMENTAL PROTECTION AND SUSTAINABLE TOURISM IN PROTECTED NATURAL AREAS**

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*New challenges globalization act together with increased trade, investment and technology between different regions. Many hazards have a regional or even planetary and uncontrolled expansion of cultural patterns of questionable quality without a loss of national and cultural traditions of peoples, threatening originality. The positive is that the globalization process, enhance the interaction between countries which in turn opens up new possibilities for development of human civilization.*

*Sustainable tourism is based on a common partnership between policy makers and tourism activities taking place in certain protected areas. Reflecting the convergence of concepts of sustainable tourism and environmental protection allows the use of biological diversity, thus contributing to its preservation.*

**Key words:** *globalization, sustainable tourism, natural areas protected*

## **„GREENING” TOURISM ACTIVITIES**

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*In the last period have been more action at both global and continental, national and regional, to impose a tourist movement somehow managed to stop the "killer wave" of mass tourism, and such concerns have arisen for managing the application and, respectively, the number of visitors.*

*Intensification of economic activities, including the tourism involves risks becoming higher for the environment and human health, but globally have imposed certain "standards" in terms of production and marketing of tourism services.*

**Key words:** *„greening” tourism activities, rural tourism*

## **RESOURCES FOR SUSTAINABLE DEVELOPMENT AND THE GROWTH OF TOURISTS ATTRACTIVENESS IN DORNA COUNTRY**

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*The human component is more and more part of Dorna depression's tourism patrimony, due to its diversity, originality and even uniqueness, at national or even world level. On the other hand, one can notice a concentration of this patrimony on this Carpathian intra-mountain depression, developed even from the Middle Ages as a "country" with crystallized social-economical structure.*

*The cultural-historical tourism objectives are the result of a long and continuous inhabiting of Carpathian territory, when, gradually, a material civilization, organically integrated with the one of the surrounding areas, has taken shape and become unique. These objectives has been classified by years and by initial functionality. Most of the times, their conservation degree is inverse proportionally with the age.*

*As time goes by, agri-tourism has more and more followers: on one hand there are the people who want to spend their vacations in nature and on the other there are the people (investors or simply farmers) who offer agri-tourism services.*

*Exceptional landscapes, traditions and customs that are still preserved in the mountain villages, the crafts that are waiting to be passed on to the new generations, together with the Romanian hospitality, the traditional*

*cuisine and the farm's natural products, all these are strong points that attract tourists and generate sustainable development of the rural areas.*

***Key Words:** agricultural tourism, Dorna depression, anthropic potential*

## **FROM ORGANIC FARMING TOWARDS GASTRONOMIC TOURISM FOR THE SUSTAINABLE DEVELOPMENT OF THE RURAL SPACE**

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*Although the first organic products were identified since 1928, the consumer demand for organic food has been extensively studied only since the late 1980's because of growing consumer interest in these products.*

*In most of the countries the consumer demand is still growing. In 2007, the global organic food market increased with the growth rate of about 19%. According to a Report on the Emerging Organic Foods Market, the global organic food market is expected to reach 70.2 Billion USD by the end of 2010.*

*But who are the consumers? In early studies, the consumer of organic products was identified as a female between 30 and 60 years, living in a city or a large town, with an average or above average education, with higher income. Recent studies have shown that age, gender and income are no longer distinguishing characteristics of organic consumers. The age differences between the typical consumers across countries reflects the cultural differences (18-49 in USA, 30-40 in Japan, 25-50 in the Netherlands etc.). The most important motivations for organic purchases are: health, taste and environmental concerns. With slightly differences in ranking, the reasons for purchasing organic food are similar across countries all over the world.*

*Nowadays the organic food consumption is a lifestyle choice. Besides the well known reasons for organic purchases mentioned above, the recent studies showed that the consumers are motivated by animal welfare, food as enjoyment and trust. Sensory appeal is an increasingly important factor for Canadian and American consumers. In Europe, the pleasure of eating good food has also grown as importance in choosing organic food.*

*The aim of this paper is to show that the profile of organic food consumer and the profile of the consumer of tourism for food and wine are similar. Also we observed that there is a strong relation between the organic food, traditional local food and the desire of the consumer for buying*

*organic local food. If we consider that tourism for food and wine is growing exponentially as food has become an important factor in the search for identity, we can state that in the near future the marketing strategies for organic food are going to become important “push” factors both for food and tourism industries.*

*As an ultimate result, by developing organic farming, local food systems, gastronomic tourism, as integrated systems, in well delimited rural areas, we are ensuring, in fact, the sustainable development of the rural space.*

**Key words:** Sustainable Development; Organic Farming; Local Food Systems; Gastronomic Tourism, Consumer Behavior

## **OPPORTUNITIES FOR DEVELOPING THE RURAL TOURISM IN MICROREGION OF HÎRLĂU, IASSY COUNTRY**

**Gheorghe GEMENE**  
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*The study explores the possibility of agrotourism development in the microregion Hîrlău, on the bases of a projects with European financing.*

**Key words:** rural tourism, agrotourism, development, microregion.

## **TOURISM OF REGRESSION – A POSSIBLE APPROACH**

**Georgiana TACU**  
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*The author proposes another possible denomination, a much broader one, for that of rural tourism – "tourism of regression" – and by that she intends to say that the way in which rural tourism is regarded, especially the Romania, is rather inappropriate.*

**Key words:** tourism, rural tourism, tourism of regression

## **A VIRTUAL RAID INTO THE AREA'S TRADITIONALISM AND INTO THE HOSTEL'S MODERNITY IN ȘIRNEA, THE FIRST ROMANIAN LUXURY**

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*In general, in the recent years the field of tourism has been shaped with new values, by practicing a form of tourism appropriates to the modern age from today – the rural tourism.*

*As a form of tourism that takes into account, primarily, the recovery of natural, human and cultural tourism resources, the rural tourism is*

*relatively young in Romania; quickly, it became a complex, a well articulated activity, with interest to meet the economic, cultural, social and spiritual needs of tourists and its evolution in Romania with successes and also decay, never experienced periods of extinction. Taking place in the rural areas, this form of tourism focuses on the facilities and equipment of interest - villas, hostels, including agro- farm, to increase the visitor's comfort.*

*Existed since ancient times, the Romanian rural areas are tourism products from the rural tourism and still retain a varied customs, folklore and other craft elements of ethnography that can exploit the strategy of organization and the development of the rural tourism.*

*The first touristic villages were endorsed in 1973, when a total of 14 villages were selected as representative for Romania. One of them is found in the Transylvania region, being considered the village where was born the rural tourism - Șirnea.*

*Located in Brasov County, the village has a great tourism potential, marked by the traditional of the place, but also by the modernity of the accommodation units, evidenced in houses and hostels. Here, the tradition is united with the modernity and from almost 50 years since it was declared luxury, Șirnea stands out with traditional civilization and traditions, known from generations, which by their novelty represent a special attraction for the Romanian or for the foreign tourists.*

*The village has a great attachment to tradition, is a rural village where the old blends with the new, or in other words, the traditional meets the modernity, forming the architecture from the first luxury of our country.*

*Therefore, the purpose of this article is to “enter” in the traditional and in the modern aspects of this village, with concrete examples of great interest.*

**Key words:** *luxury, rural tourism, Șirnea, traditional, modernity.*

## **THE SUSTAINABLE DEVELOPMENT OF RURAL TOURISM- A KEY OF THE TRANSITION FROM ORIGINS AND TRADITIONAL TO PRESENT AND MODERNITY**

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*The concept of sustainable development was born 30 years ago. Encountered in many sectors, the sustainable development began to be reflected in tourism, also. We can talk about what is called sustainable tourism.*

*Sustainable tourism involves the capacity of tourist destinations to permanently maintain on a competitive level, to attract visitors for the first time and after that, to obtain their loyalty. Also, the sustainable development implies the maintainance of the uniqueness for destinations, in cultural context and the maintainance of a permanent balance with the environment.*

*As regards tourism in Romania, it is noted that our country has great touristic vocation. In order to develop the Romanian tourism (in particular) and the national economy (in general) with the contribution of the rural tourism, is of utmost interest the best use of tourism resources available to Romania.*

*It is an important step that the popularity of rural tourism has increased in the recent years. In the context of the talk about sustainable development of rural tourism in our country, is interesting to have in view the beginnings of this form of tourism. We will return to its origins in the past, to observe the development of rural tourism over the time, from the traditional past to the modern present, where an important role is played by the phenomenon of sustainable development, maintained above, that influence the current character of the rural tourism.*

*Thus, this article aims to make a foray into the mysteries of rural tourism, and to discern a small part of which means this type of tourism, mainly emphasis placed on its evolution over time- from the origins marked by traditional to until now, where the traditional blends with modernity and creates the rural tourism from today. It will be analyzed the relationship between traditional- sustainable development- modernism, to understand better the role of sustainable development in the transition from traditional to modern.*

*But where are found the beginnings of this form of tourism? In what measure the today's modernity influence the rural tourism? How to characterize it from beginning, and which are the currently characteristics?*

*What trends and development prospects can be expected in future, in the context in which we have in view the sustainable development of the rural tourism?*

*The role of this article is to offer the answers to these questions.*

**Key words:** *rural tourism, sustainable development, traditional, modernity.*

## **TOURISM RESTITUTION OF THE MOVEABLE SHEEPFOLDS, OF FORDS, LAWN-COVERED FLATLANDS AND SHEEP'S PATHS – AS EXTENSIONS OF THE CARPATHIAN PASTORAL SOURCES OF THE ROMANIAN MYTHICAL SPACE**

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*Cardinally and universally recognized, space, time, causality and finality remain the essential categories of mythical reflection. The space of Romania's mountain goes beyond the "hearth-focus/centre" or the "inherited estate / plot of land", and virtually identifies itself with the geographical bounds of the rural Carpathian mountainous area. The pastoral tradition and source (or origin) bring about a process of expansion, a seasonal oscillation that is also known as transhumance, whose axis, or pendulum-like support, remains the sheepfold (which can become itself "moveable"). Transhumant pasturing has been, ever since its first manifestations, circular; it reconstitutes itself like a roundabout horizon line, rebaptizing, through the word, the relief in its fords, the flatlands and the sheep's paths and ways, which also confers upon it tourist potentiality, but at the same time, and to the same extent, monumentality or historicity. The traditional Romanian shepherd who guards the circular precinct, i.e. the "round dance / hora" of the stone fortress or the Carpathian arc, is a foot traveller or a trekker, within an endlessly "undulating space", culturally consecrated by the Romanian poet Lucian Blaga in an inimitable spirit. The present paper identifies a multitude of useful implications that the traditional character of the ford and the mountain flatland devolve on the village mountain. The authors of the paper try to delimit some influences and tendencies of pasturing / shepherding in saving and preserving, in modern agricultural tourism, a number of traditions, places, cultural and linguistic elements endangered to the point of annihilation or desertification on an average or long term.*

**Key words:** *moveable sheepfold, sheep's ford, sheep's flatland, sheep's path or way, transhumance, traditional type of trekking.*

## **VALORIZATION THROUGH ROURAL TOURISM THE NATURAL AND ANTHROPIC HERITAGE OF PASTORAL VILLAGES ON THE KING' ROAD"**

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Kings Road was created to improve road links across the Charpatian Mountains, between Transylvania and parts of the country.

This way through villages Săliște, Tilișca, Rod, Poiana and Jina (Sibiu county) and Șugag (Alba county). Then it made contact with “high road” ob Sebe; Valley upstream to Lotrului originate from there, over Latoriței, Parângului and Căpățâni mountains, until the Novaci village (Gorj county).

The road was inaugurated in 1935 by King Carol II and was considered a great technical achievement, with important economic, strategic and military goal.

Rehabilitation of the road which cross three counties would lead to exploitation by roural tourism the natural and anthropogenic heritage of pastoral villages crossed by it.

**Key words:** *thematic tourism, pastoral villages, attractions, traditions*

## **A HOLISTIC APPROACH TO HOSPITALITY – STARTING FROM TRADITION AND UP TO THE MODERN PERCEPTION (THE SINUOUS TRANSFORMATION OF THE HOSPITALITY INDUSTRY)**

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*We have become grumpy, cold and hurried. On the street we seldom see smiles. Few of us stop and think of others, we become selfish, insensitive and cruel. Politeness and common sense are already aged words, unfitting, and hospitality may seem as being “taken out of the closet”, flimsy or stale, nowadays representing an aged concept, used every now and then by the practitioners of rural tourism or by the more experienced workers of the touristic industry. Everybody is so occupied to earn as much as possible, in order to secure a decent living for themselves and possibly one or two more generations that we forget to take a look towards those around us or even worse to the ones we stand to gain from. It was said, they still say, about Romania that it is a hospitable and welcoming country. We can see regrettably, more and more, that these terms only keep a partial backing.*

*We play the perfect hosts only when we stand to gain something, when we want to give off a good impression and when all that interests us is profit which we could earn from our efforts to pull a hypocrite smile. Especially in the world of tourism, it is time to appeal to a smile, kindness, courtesy and normality. We make the present undertaking encouraged by the Christian orthodox tradition, by George Paul Meiu concerns for hospitality and not last by Yves Cinotti from France, convinced that the effort of each one of us matters.*

**Key words:** host, hospitality, tradition, tourism, rural tourism, Christianity

## **FROM THE DISHES OF TIMES PAST, TO THE TRADITIONAL CULINARY DISHES IN OUR EVERYDAY LIFE OR HOW TRADITION CAN BECOME ADDED VALUE**

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*Alimentation is individualized as a distinct component of the economy, oriented towards satisfying consumption needs, mainly, of the food the general population consumes, having an important role in the economic and social life. The apparition of this activity is the result of deepening of the division of work, and its development in a sustained rhythm is the direct consequence of the modifications that intervene in the conception and mentality of the modern human being, in what regards life style and satisfying needs. From an economic and social viewpoint – but especially from the point of view of touristic techniques, food and drinks are points of attraction as important as cultural and historical values. Even more the tradition becomes added value. The local / traditional product demand and offer is rising exponentially, in touristic units and also in the specialized shops in the big cities. The correct usage of the local culinary traditions has the power to promote a country, an area, a touristic or nutrition unit, by placing it on the map of touristic attraction points. We can affirm that the culinary tourism can bring a major contribution to the development of tourism in any region. In these conditions, culinary tourism becomes an opportunity for the development of the hospitality sector in Romania. The possibilities are many. Already, in all the regions of our country manifestations having a gastronomic character have begun to unfold, manifestations such as festivals, fairs and expositions.*

**Key words:** *culinary dishes, gastronomy, tradition, tourism, cultural tourism, rural tourism*

## **THE LOCATION OF CONSTRUCTION IN RURAL AREA - A NEW DIMENSION OF PSYCHICAL COMFORT**

*Corina MATEI-GHERMAN*  
*dr.ec.*  
*Victor GHERMAN*  
*ing.dpl.*

*In general, everything is as energy issues, be they two-dimensional such as desene, photos, etc. ,or three dimensional such as housing objects, etc., emit waves form as the shape of the object emitting these waves.*

*Waves affect people as interfering and the environment, affecting the "good" or "bad". Apart from waves in outer space there are other forces acting on the human being on earth, widely perceived by the ancient Oriental peoples, the Chinese, the Japanese realized that the physical world which straddles the current of invisible nature, positive and negative load energy and focus manifested in certain parts of the earth. Scientific Locating these areas loaded with positive energies, is recommended for placement of construction and tourism (hotel, hostel, agrotourism) mountain and beyond (the tourist will be loaded with positive energy).*

**Key words:** *wave the form, wave human, sightseeing location.*

**USEFUL ELEMENTS IN THE TOURIST PROGRAMMES IN THE MOUNTAIN RURAL AREA, CULLED FROM THE LOCAL RELIGIOUS CALENDAR, METAMORPHOSED THROUGH THE SPECIFICITY OF THE ACTIVITIES OF TRANSHUMANT OR SEDENTARY PASTURING**

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*The time of the Romanian mountain village is a religious one, which is also deeply humanized, in the sense of being "alive", or not fixed within the classic limits. The immemorial, apparently lost, yet perennially revived, feast of the Nedeea (a late-summer shepherds' festival), projected into the future, and turning into a fusion of religiousness and superstitions, idealising and impregnated with the devouring praxis, the time of today's Romanian rural feasts and fairs, could be successfully integratd into domestic and international tourist programmes, not only into the economy of the rural community. The time of Romanian mountain village, restored through subjectivism and pluridimensionalization, seems to geenrate, through its cyclicity, ostentatiously discriminatory with respect to "annual" memory, revealed by the evanescence of the year as the time-unit of that calendar which integrates within it the Romanian peasant, who has somewhat managed to survive contemporary bustle, both the Homo religiosus, and the Homo faber... That religious, occupational, and touristic calendar manages to cover,through the repetitive, cyclic course of its festivals, feasts, commemorations, consecrations, superstitions and rest periods, while relaxing with its own contents, the fissured and condensed urban time of the town tourist. A welcome, synthetic case study, conducted in the village of Vaideeni, in the Vâlcea district (judet), re-opens Pandora's box, whence the hope thus buds of reviving Romanian mountain tourism, which can,*

*objectively and in a fully rational manner, pervade the agro-touristic product, but also the reminiscences of a temporally spiralled thought, which seemed to have vanished from the Western tourist's memory, intensely and obsessively concerned with the same eternal, and yet atemporal, "carpe diem".*

**Key words:** *religious time, the traditional calendar, the calendar cycles, time-shaped superstitions.*

## **MULTIPLYING OF POLLUTION'S FORMS BY DEVELOPING RURAL TOURISM ACTIVITIES**

**Ion TALABĂ**  
**Cercet. șt. pr. I dr.**  
**ICES „Gh. Zane” Iași**

*This study aims at being a warning sign for the aggressiveness that operates nowadays on the Romanian rural and highlights some ways through which more and more the traditions are altered.*

*At the same time, the study tries to present some possible measures designed to slow the pollution process and to limit its effects.*

**Key words:** *pollution, development, activity, resource*

## **THE EFFECTS OF THE INTERNATIONAL TRADE LIBERALIZATION ON THE ENTREPRENEURS EFFICIENCY IN RURAL TOURISM ENVIRONMENT**

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*The beginning of the liberalization process had occurred for the late XIXth century. Today, the liberalization is a process in an increasingly dynamic, affecting all socio-economic sectors, including tourism.*

*The rural areas are not avoided from the effects of liberalization, so the entrepreneurs are forced to adapt to the new challenges to be able to attract and to retain foreign tourists.*

**Key words:** *liberalization, efficiency, rural tourism*

## CONCEPTUAL BOUNDARIES OF RELIGIOUS TOURISM IN RURAL AREAS

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*There is a void of information and basic theoretical elements essential to provide regulatory support for religious tourism development areas.*

*In this area, it is noted that practice far ahead of theoretical approaches. The current trends and attempts to resolve this situation are dispersed and unrelated sporadic, failing to capture the real image of religious tourism, with particular difficulties and its potential, the definition of principles and regularities it, regardless of the religious dimension of the tourist.*

*There is also a great restraint in using the term religious tourism especially because connotations that implies the company contingencies.*

*We propose a theoretical development of the main concepts involved: rural tourism, religious tourism, pilgrimages.*

**Key words:** *religious tourism, rural tourism, religious tourism forms*

## MARKETING STRATEGIES IN THE RURAL TOURISM

**Corina MATEI-GHERMAN**  
*dr. ec.*

*The definition of rural tourism product is the most important activity. For tourists, the years ago travel was a novelty, a desire and holidays were a something usual. The behavior was not a critical factor and an incentive for improvement. For tourists/new tourists who have money, holidays in the countryside are an extension of everyday life and sometimes exclusive meet expectations. This type of tourist package tour offers prefer not standardized, its focus on the quiet hills holidays in rural areas, prefer spontaneity, unpredictability and as central to quality of service.*

**Key words:** *efficiency, marketing strategy, competition, innovation*

## STRATEGIES TO PROMOTE THE DANUBE DELTA

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**Alin Constantin FILIP**

*The paper proposes a comprehensive approach to the concept of image in the specific context of major tourist areas, strategic, for Romania, the Danube Delta. Choosing this theme was motivated by the observation that the tourism potential of the area is far from operated in a satisfactory manner and at full capacity, one of the major causes being partly the negative image. The survey is the Danube Delta Reserve, whose universal value was recognized by its inclusion in the global network of biosphere reserves as the largest reserve of this type under the "Man and Biosphere", launched by UNESCO in 1970. Based on a complex analysis of strengths and weaknesses of tourism in the Danube Delta and the opportunities and risks in the exogenous environment are rising some proposals to improve the promotion of tourism in this area through the adoption and implementation of proper strategies.*

*Implementation of objectives, measures and project management needs to ensure optimal conditions in each administrative component of the Euro area, and the experience gained in recent years has shown that a coherent framework and precisely matched by ensuring adequate financing and staff suitable trained are the conditions that may generate good results within the shortest possible time.*

**Key words:** *ecotourism, promotion, image.*

## **PUBLIC-PRIVATE PARTNERSHIP ROLE IN RURAL MANAGEMENT IN REPUBLIC OF MOLDOVA**

**Svetlana GOROBIEVSCHI,**  
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*The article described the current problems of rural communities in Moldova in transition stage. The author examines rural management activities and determine its problems. Among the key problems is that the problem of rural migration to cities and abroad. The author proposes the development of public-private partnership in local government activities in full efficiency to achieve local objectives.*

**Keywords:** *local community, local authorities, public services, management areas, rural population migration, demographic issues, public-private partnership.*

## **QUALITY IN RURAL TOURISM CONSIDERING THE OBSTACLES MET BY THE CLIENTS OF A TOURIST ACCOMMODATION STRUCTURE**

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*Universitatea „Al.I.Cuza” din Iași*

*As in any field of activity, in rural tourism appear too a series of problems concerning communication between the client and the service provider.*

*In a tourist accommodation structure, the obstacles met by the clients can be of two kinds: obstacles created by internal factors, i.e. coming from the interior of the structure, and obstacles created by external factors, i.e. coming from outside the structure, which cannot be controlled.*

*In rural tourism there are a series of very important obstacles as follows: infrastructure, economic interests, political relationships, permeability of the borders and of risk areas [Rotariu I., 2004, pp.106-108].*

*The subject concerning „Quality in tourism considering the obstacles met by the clients of a tourist accommodation structure” has the purpose to identify the obstacles met by clients when they choose a tourist accommodation structure, with obstacles mainly in regard with clients with disabilities, as well as to identify the measures concerning the elimination of such obstacles.*

**Key words:** *rural tourism, quality, obstacles, clients, tourist accommodation structures*

## **ASPECTS OF HUMAN RESOURCES DEVELOPMENT IN TOURISM CASE STUDY: IAȘI METROPOLITAN AREA**

*Radu RACHIERU*

*Academia Română, Filiala Iași*

*Among the issues that directly concern rural space, the ones that refer to human resources, in particular the evolution of the workforce in the rural tourism sector are, or have become, in the last decade, essential.*

*This is due to the fact that changes in the employed population structure of the total rural population are subject to varied transformations, mainly due to internal and international migrations.*

*Given these aspects, we have set the objective of making a case study regarding the enhancement of human resources management in the rural areas of Iași Metropolitan Area, emphasizing on tourism workforce.*

**Key words:** *human resources, workforce, tourism*

## **(NON)MARKETING RISK**

*Monica Elena TALABĂ*  
*drd. FEAA –UAIC Iași*

*This paper aims to focus on the risks arising from the fact that the marketing practices are either not used or are used in an inappropriate manner.*

*The consequences for a company that does not apply marketing procedures are multiple and can lead to market exit. In this study, the highlight of some aspects regarding the (non)marketing is made based on observing the behaviour of some Romanian firms from the North-East region.*

**Keywords:** *risk, marketing, practices.*

### **OUTLINING THE PROFILE OF THE CONSUMER OF RURAL TOURISM - THE FIRST STEP TO SUSTAINABLE DEVELOPMENT -**

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*As the world stands today on the edge of economic collapse, for a country like Romania, rural tourism could mean the link between financial recovery and future success. This key to development indicates new ways of overcoming the crisis and it should be taken into considerations in those countries with the needed touristic potential.*

*A lot of terms can be used to define today's rural tourism: confusion, conflict, failure, but the word that should be heard more often is lying covered in dust in dictionaries. We are talking about PROGRESS. This concept automatically relates to future which can only be built by the present. And what does rural tourism offer today? A magnificent landscape, tourist attractions that are worth-visiting, authentic traditions...Should this be enough? Many say "no". The reason for this remains the type of such consumer who still is the unknown in the equation. His demands are still a mystery, this is why the offer remains poorly represented.*

*This research has been undertaken on the example of the Apuseni Mountains and the first objective is to identify the features that outline the consumer of rural tourism by shaping his profile. Within this framework, the*

*attitude towards received services and the expectations of tourists will be revealed.*

*The study then shifts its attention to target a series of proposals, to adapt the possibilities of promoting rural tourism to the identified profile.*

*Rural tourism is not only a point of interest but also a viable economic component and a key to sustainable development.*

**Key words:** *rural tourism, consumer, strategies*

## **BUSSINES TOURISM VERSUS RURAL TOURISM**

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*While the auto industry or the metallurgical one suffers profoundly from the economic rebound at global level, the tourism continues to show a profitable business. True is that not all countries earn from the tourism in time of crisis, but only those where the prices and services were quickly adapted to the context, and the offers present a wide range of possibilities. The management has a variety of sizes and also more understandings – which, most often, they complement each other. The tourism is part of the tertiary sector, a highly complex and dynamic sector. In addition the touristic activity is, in turn, made of many “actors” that participate in “playing” the piece the “Tourism”. The methodology is used by analyzing the statistical data provided by the authorized institutions to provide an overview of the comparison between the business tourism and rural tourism. The increasing of the incomes and purchasing power, increasing the duration of free time by reducing the working week and by increasing the holidays, the average life expectancy increase, led to the displacement of hundred of millions of people from different parts of the world, both within the countries of residence as and over their borders, to relax, to recover the work capacity, but also form the desire of knowledge. In conclusion we wish to emphasize which kind of tourism was the most used, and on which segment there are more opportunities of development taking into account of the previous years of the both mentioned segments, as well as and their importance within the development of the economic, social and cultural contexts.*

*The tourism development both as way of spending pleasantly and instructively the leisure, as well as required service activities in various*

*stages of a touristic travel, is one of the current civilization characteristics with extensive views of evolution, being in the same time the consequence and cause of some economic, social, cultural and environment changes.*

**Key words:** *tourism, business, rural, touristic, economic*

## **NO LIMIT COMPETITION – THE REVOLUTION OF TOURISM MARKETING**

**Corina MATEI- GHERMAN**  
*dr.ec.*

*Witnessing in recent years to change the external and internal market, where leaders once considered invincible have given way, following a competition acercebe, difficult to predict, have created new areas of global geopolitical influence (China, India, Brazil) which have complicated the old position players on the global market and the extension of competition to "hardness" has no limits.*

**Key words:** *globalization, competition, revolution, tourism marketing*

## **MANAGEMENT - A TOURISM MARKETING APPROACH TO EXCELLENCE**

**Corina MATEI –GHERMAN**  
*dr.ec.*  
**Victor GHERMAN**  
*dpl. Ing*

*A new type of client dominates the market. Currently the tourism industry has reached maturity and limit switch in older, with a strong note of conservatism, in blocking the development of an organizational system and manages with difficulty to provide experience and satisfaction with traditional methods it uses, made a new client, informed, educated, cultivated, motivated, with many expectations, demanding, assisted by specialists, all other customers of 60-80 years ago, for which everything is reduced only at cost.*

**Key words:** *performance, bid, culture, new-type customer, marketing management*

## USING ANOVA STUDY IN RURAL TOURIST FLOW IN THE PERIOD 1997-2008

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Marian ZAHARIA, Professor, Petroleum&Gas University Ploiești  
Cristina OPREA, Assistent Petroleum&Gas University Ploiești*

*The paper presents an analysis of the rural tourist flow, highlighting the evolution of the number of tourist arrivals and overnight stays registered in the tourist accommodation structures, in Romania, in the period 1997 to 2008.*

*The study envisages the trends of the two indicators of the tourist flow for two categories of tourists (Romanian and foreign) and the structural changes made during that period.*

*Presentation of underlying trends in tourist flow in the rural area is supported by an analysis of the interdependence of these two indicators (the number of tourist arrivals and the number of overnight stays) and accommodation capacity in operation, using ANOVA parametric correlation*

*In conclusion, the results of the analysis represent a image of the tourist movements in the rural area, given the prospects for sustainable development in rural tourism plan, which must involve management approach integrating environmental and economic.*

***Cuvinte cheie:** ANOVA, structuri de primire turistică, turism rural*

### INFORMATION SYSTEMS FOR TOURISM - possibilities for use in rural tourism -

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*Information systems as part of the company's information system, comprising both the manual and automated phases of collection and registration information, analysis and processing information.*

*This systems process information and provide written or visual reports. Using medium and large tourist reception, but also travel agencies.*

*These systems are designed for recording guests, rooms for management and management for tourism marketing products or receipts records.*

***Key words:** electronic systems, Internet, electronic commerce, management, tourism, rural tourism*

## THE SITE- AS CONCEPTUAL MODEL – APPLICATIONS IN TOURISM

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*Electronic commerce is defined as the activity of purchase sales, products and services marketing through an electronic system such as Internet. It involves electronic management data, distribution, e-marketing, online marketing, online transactions, electronic exchange data, automated inventory management systems used in automatic data collection.*

*Use electronic communication technologies such as Internet, extranet, e-mail, e-books, databases and mobile.*

**Key words:** *Internet, electronic commerce, email, system's theory, tourism*

## ECONOMETRIC ANALYSIS OF THE DEVELOPMENT OF TOURIST RURAL STRUCTURES IN ROMANIA

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**Rodica-Manuela GOGONEA**  
*Conf.univ.dr., ASE București*

**Cristina OPREA, Asist.univ.drd., Universitatea Petrol-Gaze Ploiești**

*Adapting of the technical and material structure on tourism demand is one of the basic features of tourism; tourist accommodation is a key element of the rural tourism offer. Accommodation capacity in operation, an essential element in the unfolding process of accommodation, is an indicator with profound implications in determining the efficiency of the rural tourist activity.*

*The paper, first examines the evolution of the tourist arrival structures in the categories of comfort in rural area during 1997-2009, and on the other hand, it highlights the changes and trends in investment options in the development of tourist accommodation structures in rural area. It's also studied the evolution of the occupancy rates of accommodation structures in rural area in this period.*

*As a conclusion, planning, rational exploitation and conservation of the environment in rural territories, in accordance with the prospects of tourist development, shall meet the requirements of future tourist flows and*

they become a priority direction in the development in rural tourism Romania.

**Key words:** *econometric analysis, accommodation capacity, rural tourism*

## **SOME ASPECTS OF STATISTICAL AND ACCOUNTING COSTS AND EFFECTIVENESS OF THE TRADITIONAL SHEEPFOLD'S PRODUCTS**

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*Victoria FIRESCU, conf. univ. dr.*  
*Mariana BĂNUȚĂ, lect. univ. dr.*  
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*The first part of the paper describes the evolution to contemporary food crisis. Authors use in the introduction the tradition of Malthusian theory or ideas about how absence or reduction of food could be dangerous than everything, for mankind. Major advances in the fight against extreme poverty from 1990 to 2005, for example, are likely to have stalled. A decrease in international food prices in the second half of 2008 has failed to translate into more affordable food for most people around the world. And from now on, the global financial crisis with the food crisis will have a more difficult impact over poverty. Failure to implement strong actions in the fight against hunger could give way to a long-lasting food crisis. The essential part of this paper seeks to define statistical and accounting costs and effectiveness of traditional sheep's products.*

**Key words:** *food crisis, Malthusian theory, food, cost and effectiveness, traditional agricultural products.*

## **FORECASTING OF CURRENT EXPENSES FOR WATER DISTRIBUTION AND SEWERAGE SERVICES IN RURAL AREA**

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*Abandoned from all point of views, rural area is, in fact, a powerful generator of ideas, of theoretical and practical treatments, beyond of general and erroneus concept that this type of administrative environment*

would “swallow” anything, the sufficiency of “specialists” and precariousness of solutions being much more than the necessary of restoring the right place of rural life.

This study analyses some problems which disagree with mentioned type of treatment, besides emphasizing an increasing difficulty in implementation of some feasible solutions.

**Key words:** expenses forecasting, water distribution services, rural area.

## **ESTIMATION OF ENVIRONMENT ENERGY POTENTIAL FOR GAINING OF ENERGETIC AUTONOMY OF MOUNTAIN DWELLING BUILDINGS**

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The paper presents the main technical and economic aspects of estimation of environment energy potential of a specific location of a mountain dwelling building, needed for installing a renewable energy source capable to obtain the energetic autonomy of the building.

**Key words:** renewable energy source, geothermal, solar, photovoltaic.

## **QUANTITATIVE VS. QUALITATIVE RESEARCH – A CONTROVERSIAL ISSUE**

**Monica Elena TALABĂ**  
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Although the mixed methods, combining qualitative and quantitative methods, are very used in current research, the controversy regarding the use of qualitative research at the expense of using quantitative research does not cease to provoke heated discussion.

This paper aims to review the main issues underlying the controversy quality – quantity in research and tries to identify the controversial issues and the new approaches, using a sampling of mixed methods in marketing research.

**Keywords:** *qualitative research, quantitative research, mixed methods, controversy*

## **MARKETING AND SWOT ANALYSIS - BASIC CONCEPTS IN ECOLOGICAL TOURISM DEVELOPMENT**

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*Tourism is dependent on weather conditions and, especially, on the state of environment. The evolution of tourist areas depends, directly and objectively on its quality and freshness. The practice of sustainable tourism activities ensure the exploitation of resources while maintaining environmental integrity.*

**Key words:** *rural tourism, environment, sustainable development.*

## **CONSIDERATIONS ABOUT SIMULATION AND FORECASTING OF ECONOMICAL-FINANCIAL PHENOMENON**

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*Georgiana MANOLE*  
*drd.*  
*consilier parlamentar*  
*Costică NAN*  
*dr. ing*  
*Regia Autonomă Județeană de Apă, Constanța*

*The last two decades has put Romania in front of many undesirable "news". One of these was the emptying of basic concepts in science and economical-financial practice (e.g. strategy, economical politics, prognoses etc.) Such a practice is one of the composition results about an increasing deprofessionalization for those who having power of decisions.*

*For emphasizing (once again) the necessity of reprofessionalization of the entire decisional area from local and central administration, the authors of this paperwork accentuate some of the minimal theoretical elements required for the prognoses background in the socio-productive systems.*

**Keywords:** *simulation, forecast*

## **THE HERITAGE ASSESSMENT OF RURAL HOUSES IN ORDER TO INCREASE THE ATTRACTIVENESS OF TOURIST AREAS**

**Ion TALABĂ**  
*cercet. șt. pr. I dr.*

*Although the elements of the heritage of rural houses show interest in terms of tourist attraction, increasing thus the attractiveness of rural places, they are so far inventoried in an infinitesimal share and evaluated even to a smaller degree.*

*Therefore, this study aims only at presenting the problem and not evaluating it completely, because the assessment process is so complex that requires a multidisciplinary approach, which will constitute later the subject of a book.*

**Keywords:** *heritage, rural house, attractiveness, assessment*

**Editarea acestui program s-a realizat prin  
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**Organizatorii și participanții la această importantă  
manifestare științifică sunt onorați să aducă sincere  
mulțumiri următorilor sponsori pentru ajutorul acordat**

**Primăria Municipiului Vatra Dornei**

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