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National Network for Rural Development

NATIONAL INSTITUTE FOR RESEARCH AND DEVELOPMENT IN TOURISM
Bucharest

NATIONAL ASSOCIATION FOR CULTURAL AND ECOLOGICAL RURAL TOURISM

EUROMONTANA - ASOCIATION EUROPÉENNE POUR LES ZONES DE MONTAGNE

GENERAL ASSOCIATION OF ECONOMISTS OF ROMANIA
Branch of Iași

22nd International Conference

***ROMANIAN RURAL TOURISM
IN INTERNATIONAL CONTEXT.
PRESENT AND PROSPECTS***



30 September 2020
Online

ACADEMIA ROMÂNĂ – FILIALA IAȘI
Institutul de Cercetări Economice și Sociale „Gh. Zane”

ACADEMIA ROMÂNĂ
Institutul Național de Cercetări Economice „Costin C. Kirițescu”
Centrul de Economie Montană, Vatra Dornei

MINISTERUL AGRICULTURII ȘI DEZVOLTĂRII RURALE
Agenția Națională a Zonei Montane, Vatra Dornei

MINISTERUL AGRICULTURII ȘI DEZVOLTĂRII RURALE
Rețeaua Națională de Dezvoltare Rurală

INSTITUTUL NAȚIONAL DE CERCETARE-DEZVOLTARE ÎN TURISM
București

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MONTAGNE

ASOCIAȚIA GENERALĂ A ECONOMIȘTILOR DIN ROMÂNIA
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TURISMUL RURAL ROMÂNESC
ÎN CONTEXT INTERNAȚIONAL.
ACTUALITATE ȘI PERSPECTIVE

Ediția a XXII-a

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Aim of the Conference

The International Conference on Romanian Rural Tourism in International Context. Present and Prospects (RoRuT) aims to provide a platform for economists, social scientists, policy analysts, managers, and practitioners from all academic and professional backgrounds worldwide to present, discuss, and share new issues, research findings, and developments in the fields of tourism, hospitality, and rural studies.

RoRuT intends to explore some of the main concerns of both tourism researchers and practitioners, focusing on the following thematic areas: tourism management, tourism marketing, tourism policy, sustainable tourism, Romanian rural tourism, rural development, cultural tourism, nature-based tourism, health tourism, hospitality, digital tourism, cross-border cooperation, tourism economics.

Organizing Committee

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President, Iași Branch of General Association of Economists of Romania, Iași

Parallel Sessions

Session 1

10:00 - 13:15

[Connect online](#)

Chair

Dr. Gina-Ionela BUTNARU

Diana-Elena ALEXANDRU, Vasile ZOTIC, Istvan-Oliver EGRESI, Ștefan DEZSI, Alexandru-Sabin NICULA

Monastic accommodation facilities and their complementarity with tourism infrastructure in Romania

Natalia ANTOCI

Particularities of tourism hotel services in the Republic of Moldova

Manuela APETREI, Carmen CĂTUNĂ, Ioan SURDU

Marketing aspects and concepts in mountain agritourism

Stanislav ARMANOV

The role of tourist agropensions in the promotion and development of rural tourism in the Republic of Moldova

Vasile AVĂDĂNEI, Lazăr LATU, Lidia AVĂDĂNEI, Gabriela MARIAN, Elena DAVID

Experiences and lessons learned on the organization of rural mountain space for tourism

Vasile AVĂDĂNEI, Ioan SURDU, Lidia AVĂDĂNEI

Interferences of rural tourism and agritourism with causes and consequences of climate change. The influence of greenhouse gases

Mariana BĂLAN

The potential benefits of speleological tourism for local economies, communities and the environment

Gina Ionela BUTNARU, Geanina BRÎNZĂ, Alexandru ANICHIȚI

The effects of the COVID-19 pandemic on businesses in the field of rural tourism

Laetitia CASANGIU

The food museums of Parma, landmarks of local gastronomic tourism

Irina-Adriana CHIURCIU, Elena SOARE, Aurelia-Ioana CHEREJI, Elena COFAS, Andreea-Roxana FIRĂȚOIU

Analysis regarding the evolution of agrotourism pensions in Romania between 2010 and 2019

Raluca Irina CLIPA, Mihaela IFRIM

A reappraisal of urban tourism regarding agglomeration economies and diseconomies

Emanuela-Adina COCIȘ, Ioan SURDU

Beauty and the Beast: A critical analysis of the relationship between tourism and waste management in Romania's mountain area

Session 2

10:00 -13:00

[Connect online](#)

Chair

Dr. Alina-Petronela HALLER

Ion CRISTEA, Silviu GURLUI

Pollution, global warming and rural tourism

Benedicta DROBOTĂ, Elena LEONTE, Aurel CHIRAN,
Dănuț UNGUREANU

Sustainable tourism strategies in north-east Romania

Elena FUIOR, Tatiana ZAVAȚKI, Ion MAXIM

Tourism industry in the Republic of Moldova: Concept, strategies, opportunities

Svetlana GOROBIEVSCHI, Tatiana COLUN

The impact of informatization on tourism development and economic growth

Svetlana GOROBIEVSCHI, Diana MUNTEANU

Increasing transport quality in the Republic of Moldova by using an intelligent road traffic monitoring system

Alina-Petronela HALLER

The role of tourism in the economic growth of CEE states

Valentin ILIESCU, Mariana MANDRA, Alexandru GRIBINCEA

The prospects of leisure and medical tourism

Elena-Manuela IȘTOC

Responsible rural tourism: An opportunity for preservation and valorization of traditional architecture in Romanian villages

Elisabeta JABA, Christiana Brigitte SANDU, Mariana HATMANU

Nomograms for a comparative study of drivers for corporate environmental responsibility of SMEs

Corina MATEI GHERMAN

Price, an important attribute of tourism company

Cosmin Nicolae MIREA, Puiu NISTOREANU

The correlation between regional tourist and the South-Muntenia community

Session 3

10:00 - 13:00

[Connect online](#)

Chair

Dr. Dănuț UNGUREANU

Aura SABIESCU

Cultural tourism: Romania, a promising tourist attraction. Rural tourism: The case of Maramureș

Angela SECRIERU, Ion Profir PÂRȚACHI

Strengthening the right to rest and leisure in the Republic of Moldova through the efficient management of public expenditure on tourism

Gheorghe SĂVOIU

Romanian Orthodox Church, an economic subject with impact on tourism and its behavioral ambiguity in contrast to that of other churches in European Union

Gheorghe SĂVOIU, Ligian TUDOROIU

Financial and statistical EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortization) indicators in the Romanian tourism

Oana Ramona SOCOLIUC

Institutional underpinnings for sustainable practices in agriculture: The case of cooperatives from Romania

Maria STOIAN, Alina MĂRCUȚĂ, Cristina TINDECHE,
Liviu MĂRCUȚĂ

*Tourists' perception with regard to the quality of services offered by
rural tourism. Case study: Romania*

Georgia-Daniela TACU HÂRȘAN

*The role of cultural tourism in sustainable development: A theoretical
approach*

Vasile TODINCĂ, Maria Flavia POP

*Romanian village on the Roșia Valley between survival and hope.
"The place from where god has forgotten to leave"*

Tatiana TOFAN

The role of public policies in rural tourism development

Dănuț UNGUREANU, Dana Alina UNGUREANU

*Possible complementary tourist activities in mountain rural
household*

Tatiana ZAVAȚKI, Ion MAXIM, Elena FUIOR

Tourist clusters and the dominants

Book Launch

13:30 - 14:00

[Connect online](#)

Chair

Dr. Dănuț UNGUREANU

Vasile AVĂDĂNEI, Lidia AVĂDĂNEI

✧ *Ia – ADN-ul civilizației montane românești*, Piatra Neamț, 2019

The book was published in 2019, through a project funded by the Neamț County Council.

On January 16, 2020 it received the Award of the Romanian Association of Tourism Journalists and Writers – Art and Identity Section.



Abstracts

Diana-Elena ALEXANDRU, Vasile ZOTIC, Istvan-Oliver EGRESI, Ștefan DEZSI, Alexandru-Sabin NICULA

Monastic Accommodation Facilities and Their Complementarity with Tourism Infrastructure in Romania

The degree of tourism development and the tourism demand from a territory depends on the resources as well as on the available support infrastructure. At territorial level, one can observe concentrations of resources, of complementary infrastructures, but also of tourism activity in different forms. The present study aims to illustrate the spatial concentration and the complementarity degree of touristic accommodation capacity offered by uncertified operating accommodation structures, connected to the monastic settlements, in relation to the operative touristic accommodation capacity existent in 2019 in Romania's territorial administrative units, in order to sustain the touristic activity through: 1) identifying and analyzing the spatial distribution of the accommodation structures affiliated to the monastic settlements; 2) identifying and analyzing the spatial distribution of certified accommodation structures; 3) calculating the operative accommodation capacity of all structures with touristic accommodation function existent at national level. Methodologically it was appealed to the Geographic Information Systems methods of assessment and interpolation (IDW index). The data regarding the certified accommodation infrastructure in 2019 were collected from scientific works in conjunction with the data existing within the Ministry of Economy, Energy and Business Environment. The results show spatial differentiations at local level regarding the complementarity degree and the capacity to support the touristic circulation by the infrastructure with the function of accommodation affiliated to the monastic settlements.

Natalia ANTOCI

Particularities of Tourism Hotel Services in the Republic of Moldova

In this research, the author wishes to emphasize the importance of the hotel industry in the development of Moldovan tourism industry. Underlining the main weaknesses the hotel industry faces: discrepancies in the quality of services, confused and inadequate legal framework, uneven and inefficient distribution of accommodations. Optimizing the quality of hotel services is impossible without: a favorable legislative framework, support and involvement of the competent authorities, integration into the international hotel industry and improving the investment climate.

Manuela APETREI, Carmen CĂTUNĂ, Ioan SURDU

Marketing Aspects and Concepts in Mountain Agritourism

Romania has a huge chance, unfortunately not enough harnessed: through the attractive valences specific to mountain agritourism (natural resources of great beauty, authentic mountain rural life enhanced by artifacts still existing in the mountain area and used in daily practices, unique ethnographic elements, accommodation units - a true balsam for the soul that carries in it the famously mountain air or the smell of smoke from the stoves, as well as the gastronomic heritage regarded as a socio-cultural heritage) has the possibility to unite the old times with the new ones. Thus, the main challenge is the awareness of the value of the agritouristic heritage as well as the solutions of valorization. For this reason, one of the solutions consists in the skillful use of neuromarketing and gastrophysical knowledge for enhancing mountain food, which eliminates the banal idea for a particular product or food, transforming them not only into food, but also into the aspiration and symbol that gives a certain sense to the consumer in the construction of personal identity in the process of individualization. In addition to these aspects, the knowledge of gastrophysics are of real use in the prevention of food waste, an extremely worrying phenomenon that has acquired surprising dimensions lately.

Stanislav ARMANOV

The Role of Tourist Agropensions in the Promotion and Development of Rural Tourism in the Republic of Moldova

Since ancient times, the Republic of Moldova has been of interest due to the natural environment (forests, lakes, fertile soils), the life in its majority being carried out in rural areas. The development of agro-tourism in the localities of the Republic of Moldova is favored by the fact that a large part of the territory of the country belongs to the agricultural lands. Being an agricultural country until now, the villages are a favorable environment for the development of agro-tourism. At the same time, it is necessary that depending on the area in which the tourism activity is carried out: north, center or south, the type of activity or leisure in the field can be organized. In this context, the development of agro-pensions is able to give the Moldovan rural environment another “face”, which would contribute to boosting tourism in these areas with a rather accelerated tempo, and would lay the basis for new tourist destinations throughout the country. Moldovan agro-tourism should become an activity to boost the villages, in the context in which the localities “suffer” due to the migration of the population that has been quite large in recent years. The agro-pensions are mostly family-owned businesses; they can capitalize on the hospitality of the local police and highlight the village’s attractions. The contribution they can make to the promotion and development of the rural environment is summarized in: bringing additional financial funds to the peasant households and to the locality as a whole; job creation; they also highlight the activity of other subjects of the locality (the popular craftsmen, beekeepers, existing creative groups), the promotion of the locality by placing the advertising of the agro-pensions on specialized search pages, or editing the advertising materials, etc.

**Vasile AVĂDĂNEI, Lazăr LATU, Lidia AVĂDĂNEI,
Gabriela MARIAN, Elena DAVID**

*Experiences and Lessons Learned on the Organization of Rural
Mountain Space for Tourism*

Rural entrepreneurial enthusiasm has long been supported by a set of measures and policies that, in some places, have exceeded critical profitability thresholds, and in other places have caused stagnation and business abandonment. For a real and sustainable tourism policy, a much more complex approach is needed: diagnostic analysis, local factors (favorable and unfavorable), political and fiscal risks, innovation, learning, etc. In this paper we present the experience of a complex and laborious analysis performed by the group of authors in the mountainous area of Neamț County. All 23 administrative units - mountain territories were explored (21 communes, 1 city, 1 municipality). Local realities, local entrepreneurship, the availability entrepreneurs to innovate were put face to face. A lot of information about rural life was gathered, attractions with tourist potential, food and ways of preparation, integration of inhabitants in a complex way of life with scientific, technological, emotional and spiritual components, availability of commercial involvement to capitalize their products. Fitting tourist mountain region is a challenge for rural villagers who are willing to play tourist and commercial roles, as well as potential visitors are looking for levers to disconnect from everyday stress. The challenge is to drive agility in adapting to exploit opportunities: a kind of DevOps. (DevOps is a set of practices that combines software development - Dev - and information-technology operations - Ops - which aims to shorten the systems development life cycle and provide continuous delivery with high software quality.)

Vasile AVĂDĂNEI, Ioan SURDU, Lidia AVĂDĂNEI

*Interferences of Rural Tourism and Agritourism with Causes and
Consequences of Climate Change. The Influence of Greenhouse Gases*

Rural tourism and agritourism are a particular interest in the services sector in the mountain area due to exceptional attributes associated with consumption: healthy food, clean air, clean water, etc. In the rural mountain area, there are economic activities and actions that produce

chemical and biochemical pollution. They have a lower intensity compared that in the urban environment. This paper highlights the particularities generated by greenhouse gas emissions produced in the mountain areas and their impact on tourism, analyzed in terms of the people perception involved such as: memories, experiences, desire to come back, impressions and dissemination (indirect marketing). The main sources of pollution generating greenhouse gases studied are: animal husbandry for meat and milk (support for mountain gastronomy), traction animals (support for equestrian tourism), vegetable waste resulting from agro-zootechnical activities and from food production, urban (domestic) waste.

Mariana BĂLAN

The Potential Benefits of Speleological Tourism for Local Economies, Communities and the Environment

Tourism is one of the sectors with the fastest growth in the world, while adventure tourism in general and speleological tourism, in particular, are the most accelerated categories. This form of tourism represents a special attraction for lovers of caves, grottos, adventures and other special karst forms. Due to the magnitude that this form of tourism has taken, during the last two decades, it is necessary to introduce, in the internal and international circuit, the caves that are still in conservation and to design an exciting and attractive offer. Speleological tourism, as an instrument of economic growth, it can be described as an extension of economic activity in a specific area with implications in the creation of new jobs, the increase of the average incomes of the population in that area. Also, the public can be aware of the many goods and services offered by biological diversity and the need to respect traditional knowledge and practices. The role of speleological tourism in the economic development of rural areas and its impact on local society, economy and the environment are still not fully understood, even if adventure tourism has been enthusiastically adopted by many countries around the world. So far, in Romania, over 12000 caves have been discovered and inventoried, but the potential is greater. This fact places Romania in the second place in Europe among the countries with the most caves. However, speleological tourism in Romania still has a long way to go till reaching the level of development and organization of this

type of tourism on the European continent. The paper presents a brief analysis of the development of speleological tourism at global, European and national level, as well as the economic, social and ecological effects generated by its practice in specific areas.

Gina Ionela BUTNARU, Geanina BRÎNZĂ, Alexandru ANICHIȚI

The Effects of the COVID-19 Pandemic on Businesses in the Field of Rural Tourism

The main purpose of this paper is to identify and explore the effects of the COVID-19 pandemic on the rural tourism businesses. The COVID-19 pandemic has strongly influenced people's lives and their behaviour in their spare time. The widespread pandemic has given rise to significant challenges for the development and sustainability of tourism, agritourism and the business from the rural areas. The research methodology focuses on the identification of scientific literature in the field of agritourism businesses of the COVID-19 pandemic effect on those businesses, as well as the frameworks proposed by the decisionmakers at the European level on how will those businesses have to adapt in order to survive in this new type of business environment. The results of this research underline the fact that all the agritourism business will need to adapt in order to survive and the policymakers will have to come with initiatives and focus their attention towards supporting and developing the operations of rural businesses during COVID-19 pandemic.

Laetitia CASANGIU

The Food Museums of Parma, Landmarks of Local Gastronomic Tourism

The role played by gastronomy in tourism has been affirmed for some centuries, since the memoirs of early travellers first started to contain references to the culinary specialities of the places they visited. Nevertheless, gastronomic tourism has only been established as an independent branch of the tourism industry in the last years, constituting an interesting subject of studies for specialists. In this study we aim to present an example of good practice from the Province of

Parma, Italy, by bringing to the public's attention the museums dedicated to the best-known local food products, and by highlighting their importance in promoting the local culture, history, scenery and territorial diversity: the Parmigiano Reggiano cheese Museum, the Parma Ham Museum, the Culatello di Zibello Ham Museum, the Felino Salami Museum, the Borgotaro mushroom Museum, the Pasta Museum, the Wine Museum and the Tomato Museum.

Raluca Irina CLIPA, Mihaela IFRIM

A Reappraisal of Urban Tourism regarding Agglomeration Economies and Diseconomies

In the last decade, as a result of the pressure from tourism on local resources such as housing and urban space, criticism from environmentalists, urban residents and even academics have emerged regarding the overtourism. In their opinion, the costs of urban agglomeration generated by overtourism outweigh the benefits of urban tourism, which attracts public policy measures to reduce costs. But with the onset of the COVID-19 pandemic, urban tourism has been one of the sectors that has suffered the most, due to travel restrictions, social distancing and limiting the activity of companies providing tourism services. The paper weighs the benefits and costs of urban tourism as benefits and costs of agglomeration and highlights a compromise that arises in connection with urban tourism: if tourism develops in big cities, the local economy thrives, but costs are generated on social and environmental sustainability impact of urban tourism. If, on the contrary, the aim is to restrict urban tourism, the quality of life in big cities can be improved, but at the cost of reducing economic prosperity. The conclusion of the paper is that the pandemic crisis draws attention to the much stronger economic losses of the restriction of urban tourism, than the positive social and environmental effects. This conclusion opens a new avenue of research regarding policies to limit agglomeration costs, which should not consist of physical restrictions, but of the nature of the incentives that policy makers can offer to economic actors.

Emanuela-Adina COCIȘ, Ioan SURDU

“Beauty and the Beast”: A Critical Analysis of the Relationship between Tourism and Waste Management in Romania’s Mountain Area

When discussing about waste management, the attitudes and actions of the communities members, citizens and decision makers can bring both benefits and disservices to tourism, depending in which way they are applied, regardless the geographical area. The aim of this paper is to carry out an actual analysis regarding the inadequate waste management approach in various romanian mountain areas, with negative influences on tourism. Both information from bibliographical sources and observations or data collected from the field were analyzed and synthesized. The research results highlight the fact that nowadays, the touristic mountain areas are facing a series of malfunctions related to waste management generated by: the placement of non-compliant landfills without respecting an accurate territorial-spatial planning, excavated and cleared areas, polluted waters, waste abandoned randomly, etc., fact that leads to the environmental degradation, with a direct influence on tourism activities, the two being in an interdependence relationship. Taking into account The European Green Deal principles, the paper attempts to propose some possible action ways to solve the current problems regarding waste management, in order to ensure the desideratum: “to protect, conserve and enhance the EU’s natural capital, and protect the health and well-being of citizens from environment-related risks and impacts”.

Ion CRISTEA, Silviu GURLUI

Pollution, Global Warming and Rural Tourism

The study aims to analyze, from multiple points of view, the influence of pollution and global warming on rural tourism.

**Benedicta DROBOTĂ, Elena LEONTE, Aurel CHIRAN,
Dănuț UNGUREANU**

Sustainable Tourism Strategies in North-East Romania

Tourism plays a very important role in economy and have a big impact also on social and environment level. Sustainable tourism can be a solution to preserve the natural resources, local culture and traditions and improve the quality of life. UNWTO define sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” The paper aims to assess different sustainable tourism strategies worldwide and current trends, with applicability in North-East of Romania. In addition, more sustainable strategies will be proposed for tourism sector, to adapt to the latest crisis of Coronavirus and applied restrictions, in order to avoid unemployment and assure the needed cash flow.

Elena FUIOR, Tatiana ZAVAȚKI, Ion MAXIM

Tourism Industry in the Republic of Moldova: Concept, Strategies, Opportunities

In the modern world, tourism is seen as a socio-economic phenomenon that has a direct and indirect impact on the development of all related infrastructure. However, in the Republic of Moldova, tourism has not yet reached a level of development adequate to its potential opportunities. Tourist facilities remain unclaimed due to the underdeveloped infrastructure of tourism services, imperfect mechanisms of state regulation at various levels of government, lack of motivation for private investment in tourism markets and effective methods of economic analysis of the tourism industry. Issues of managing the tourism complex, adapting foreign experience in tourism development are actively discussed by modern researchers. However, on tourism there is a rather voluminous spectrum of insufficiently developed issues. The paper analyzes the theoretical and practical foundations of sustainable management strategies in the context of the development of domestic and inbound tourism in the Republic of Moldova, identifies the benefits of tourism as a system object, identifies the main patterns and trends in the development of the tourism

economy in the country, the possibility of creating stimulating conditions and improving mechanisms for regulating tourism development with aim to maximize the potential of the country.

Svetlana GOROBIEVSCHI, Tatiana COLUN

The Impact of Informatization on Tourism Development and Economic Growth

In the modern economic sphere, information technology plays an important role. Modern society is under the enormous influence of such information technologies as television, internet, mobile communications, specialized information programs (electronic banking transfers, accounting programs, electronic systems for monitoring the transport of resources, etc.). Due to the close interdependence of information technologies, the mutual understanding of economic counterparts - individuals, households, firms, state - is simplified, leading to an increase in general welfare. The stimulating effect of information technologies on tourism development is also noted. Tourism, in all its forms (business, cultural-historical, educational, ecological, etc.), represents a possibility of establishing and developing international economic relations, and highlighting the development prospects of tourism of the Republic of Moldova for its deeper integration, in the regional and global market, by implementing information technologies, it must be a priority.

Svetlana GOROBIEVSCHI, Diana MUNTEANU

Increasing Transport Quality in the Republic of Moldova by Using an Intelligent Road Traffic Monitoring System

Economic developments are closely linked to the possibilities of transporting the products of economic activities and the formation of ever closer relations between different economic entities at different stages of economic cycles. The authors of the article examine the need for continuous improvement of means of transport and the creation of new transport networks by implementing and using an intelligent road traffic monitoring system, which is a specific process for developing national and international economic relations. Taking into account that the notified system represents the state information resource that

includes the totality of the systematized information regarding the cases of violation of the road traffic safety norms. The main objective of the paper is to develop a quality assessment model and identify methods, techniques and procedures based on new information and communication technologies, aimed at increasing the quality of road transport services. The implementation of the new road management system at national level is to be achieved through the prism of appropriate European policies and strategies and through the prism of appropriate European policies and certain strategies, as well as concrete action plans, so the research in the field comes to support this desideratum.

Alina-Petronela HALLER

The Role of Tourism in the Economic Growth of CEE States

The importance of tourism leads us to analyze the extent to which the revenues from international tourism influence the capacity of CEE (Central and Eastern European) countries to reduce the development gaps of this sector in the European context and the extent to which the economic growth is sensitive to changes in tourist flows and tourism revenue. Studying the GDP and the revenues from international tourism for the period 1995-2017, we find that the CEE countries have rehabilitated their tourism sector amid the increase in revenue generated by international tourism. The CEE growth gaps reduction is explained to 78% by the ability to attract income from the international tourism, with unconditional convergence manifesting itself in all the countries in the target group, in a slow cadence, with an estimated time to halve the gap with the European equilibrium state of over 49 years. Bulgaria, Romania and Slovakia have achieved the best performances in terms of convergence of the tourism sector. The tendency of Slovenia and Hungary is similar only that these countries have not experienced periods of divergence in the chosen temporary horizon. The sensitivity analysis was carried out with the coefficients of elasticity of GDP per capita to the variation of international flows of tourists and that of net exports of the international tourism per capita. We note a close link between GDP per capita and the international tourist flows, with the exception of Slovenia, Denmark, Latvia and Sweden, with only one CEE country and the rest are part of the NC

(Nordic Countries). Of the CEE group, the most sensitive values of the GDP per capita to the variation of the number of foreign tourists are to be found in the Czech Republic and Romania, followed by Bulgaria and Hungary, and the most rigid GDP per capita to the variation of international tourist flows are to be found in the NC (Nordic Countries) both as a group and separately. The coefficient of elasticity of the GDP per capita depending on the variation of net exports from the international tourism indicates a relatively high dependence of the economic growth on the independent variable, especially in the case of Hungary, the Czech Republic and Slovenia in the CEE group, the Mediterranean and Western European countries, but also in Finland, Sweden and Denmark, except in the case of Lithuania and Slovenia.

Valentin ILIESCU, Mariana MANDRA, Alexandru GRIBINCEA

The Prospects of Leisure and Medical Tourism

Tourism for health, invigoration and relaxation or incentive programs for employees and managers, personalized fitness, wellness and beauty programs are in constant demand on the market. The tourist packages, which incorporate (along with all-inclusive accommodation services, catering, entertainment, sports and other activities) spa therapies, respond to a growing volume of requests from both individual tourists and offices and travel agencies across Europe. Based on the concept of spa, a real interdisciplinary humanistic spa field has been developed (philosophy, psychology, aesthetics, medicine, cosmetology, physical and spiritual activities, nutrition) as well as a real spa service industry represented by establishments with specific destination for relaxation and beauty, with a welcoming atmosphere, teams of specialists and arrangements, equipment, therapies and professional spa products that meet well-defined luxury standards.

Elena-Manuela IȘTOC

Responsible Rural Tourism: An Opportunity for Preservation and Valorization of Traditional Architecture in Romanian Villages

Romanian villages are a treasure trove of material and immaterial cultural heritage. This heritage can be a development engine.

Nowadays, more and more people looking for authenticity are turning to their roots, seeking an identity in the rural world. Despite its special value, traditional Romanian rural architecture is threatened in several directions. The global economic, cultural and architectural melting-pot of the agricultural sector, the migration of people from villages to cities and the socio-economic conditions are the main responsible for the evolution of the rural habitat. Instead of repairing old buildings or remaining faithful to local tradition when new ones are built, most of the time, buildings with dubious influences, without features, often unsightly and inadequate, are chosen. Rural depopulation, itself in part a result of the homogenizing industrialization of agriculture, may leave buildings disused and abandoned to people who do not see or care about their inherent value. Deterioration of traditions, culture, and heritage in Romanian villages is often cited as a looming crisis. But it is our responsibility to recognize the value of the past and to protect and promote this heritage, as an essential factor in economic, social and cultural development. And through the development of responsible tourism, opportunities for protecting, preserving and promoting traditional architecture increase. This research focuses on the connection between traditional architecture and socioeconomic renewal in declining rural areas and how responsible rural tourism may draw upon, and contribute to the protection of traditional architecture. The symbiosis between built heritage and responsible tourism could be a key aspect for sustainable development in Romanian rural areas.

Elisabeta JABA, Christiana Brigitte SANDU, Mariana HATMANU

Nomograms for a Comparative Study of Drivers for Corporate Environmental Responsibility of SMEs

The objectives of the paper are related to statistical procedures applicable to solving prediction problems encountered in the process of supporting the decision on sustainable development. The study was conducted on a sample consisting of 3,242 enterprises that have been surveyed within the Flash Eurobarometer 381 Survey: SMEs, Resource Efficiency and Green Markets. Logistic regression models and nomograms were used in the research for estimating the importance of

the effect of drivers for corporate environmental responsibility (CER). The statistical analysis have been applied for two groups of EU countries characterised by a different level of social and economic development background, namely EU15 and EU-NMS13. The results of the research are materialised in the proposal of models and their application in estimating the effect of drivers for CER and the chance of SMEs producing green products and services to make their development more efficient.

Corina MATEI GHERMAN

Price, an Important Attribute of Tourism Company

The price is a market product resulting from the confrontation between supply and demand. As market instrument, it is an important element in determining the market coordinates of tourism companies and has special implications on the volume as well as on the market structure.

Cosmin Nicolae MIREA, Puiu NISTOREANU

The Correlation between Regional Tourist and the South-Muntenia Community

The tourist–local community interaction has been the subject of many previous researches. Mutual observance of expectations certainly leads to obtaining the expected socio-economic benefits. Through this research I want to find out if there is a correlation between the presence of tourists in a region (using the number of tourist arrivals in accommodation units), the standard of living of the local South Muntenia community (using as indicators the average total monthly income / household and the average total monthly expenses / household) and the labor force in the south-muntenia community (using as an indicator the unemployment rate among people aged 15 and over 15). The research is based on the statistical analysis of the mentioned indicators. The correlation between the indicators is achieved through the Pearson correlation coefficient.

Aura SABIESCU

Cultural Tourism: Romania, a Promising Tourist Attraction. Rural Tourism: The Case of Maramureș

Romania holds a cultural, historical and ethno-folkloric patrimony of considerable value which advantages the increase of the tourism attractiveness. The tourism industry in our country had its starting point back in the 19th century. At that time, there appeared multiple associations which were organizing activities in the touristic domain within different geographical areas, concurrently seeking to attract tourists from all kinds of social categories and also engaging in establishing such objectives in this regard. The development of the cultural tourism entails the recognition, restauration and the renovation of historic buildings and, mainly, of the existent historical patrimony, the entire process being accompanied by the recognition and the encouragement of local traditions, subsequently stimulating this development by means of cultural products. Romania has followed some essential steps in order to be seen as a destination of cultural interest, and not only environmentally, considering the fact that a large number of sites and attractions with a stark impact from a historical and aesthetical perspective. For Romania, cultural tourism is regarded as an essential matter, whereas most itineraries suggested by various tour operators from Italy are focusing especially on this field. Most known and popular tourist attractions seen in the Italian market are Transylvania and its three main cities (Sibiu, Brașov, Sighișoara), Bukovina with its painted monasteries, along with city-break destinations, which enhance the tourist activity in important urban centers, generally bringing into focus the cultural and historical aspects of these cities. Many cultural itineraries have their point of departure right from the capital, due to its historic center including the ruins of the Old Princely Court, the suggestive Village Museum, which portrays the traditional lifestyle from different regions, along with theatres, museums and landmarks. Another place which can be considered a tourist attraction is the well-known The People's House (which, although it might seem eerie due to its size, it contains visible Romanian artisanal elements, including marble, glassware products and carpets). The tour continues from Bucharest to Sinaia, offering the opportunity to explore the lands of royal castles, and finally reaching

Transylvania, a true land of fairy tales, with its Bran Castle, the famous Râșnov Fortress and other churches and medieval buildings. The trip is followed by a sightseeing of the main urban centers in Brașov, such as the Black Church, with its towers and strongholds; Sibiu, along with the Astra National Museum and the Brukenthal National Museum (being the first museum built in Central and Eastern Europe), and Sighișoara, a hidden gem destination in Romania, which presents a well-defined medieval center, along with the Clock Tower, watching over the entire city. The tour continues from Transylvania towards the north, from where you can enter in two regions: Maramureș, being famous for its art of wood craft which can be mainly observed within the building of various churches and doorways, and Bukovina, a region gifted with veritable masterpieces illustrated in mural painting found in monasteries (for example, Voroneț, also known as the “Sistine Chapel of the East”, Moldovița, Sucevița, Arbore, Probota, and many others). Maramureș holds specific chapels built entirely of wood, presenting high steeples rising to almost 230 feet in height (70 meters) (for example, Bârsana, Surdești, Rogoz, Desești, Ieud), but also the Merry Cemetery in Săpânța which is highlighted by its vibrant colours, telling the story of those who have passed away using the inscriptions on their tombstone in a humorous and ironic manner. Those who are specifically interested in finding out more about the Romanian cultural patrimony are invited to visit the 30 main destinations in Romania included in the UNESCO List, in which, apart from the monasteries, churches and the urban centers previously mentioned, there are also included the Dacian settlements in Orăștie Mountains (Sarmisegethusa Regia). Cultural tourism is a constant developing market. The World Tourism Organization estimates a yearly increase of travelling for cultural interests up to 10-15%, in the context of a 4-5% average increase in the tourism industry generally. Since most of the main tourist attractions are located in cities, the cultural tourism is often associated with urban tourism.

Angela SECRIERU, Ion Profir PÂRȚACHI

Strengthening the Right to Rest and Leisure in the Republic of Moldova through the Efficient Management of Public Expenditure on Tourism

Tourism represents one of the methods by which the right to rest and leisure can be realised; and thus, it is a pre-requisite for the personal growth of people. In this work, we demonstrate that the Tourism Competitiveness Index has a strong positive influence on the Human Development Index. In what follows, we evaluate the development of tourism in the Republic of Moldova through the lens of the quality of tourism public expenditure management. We perform an analysis of the quality of travel and tourism policies as measured by The Report on the Competitiveness of Tourism and the Position Occupied by the Republic of Moldova and the Close Relationship to the Degree of Socio-Economic Development of the Country. To conclude, we mention the necessity of governmental aid for the tourism sector, especially now-a-days, when the sector is heavily afflicted by the crisis caused by the current pandemic of COVID-19.

Gheorghe SĂVOIU

Romanian Orthodox Church, an Economic Subject with Impact on Tourism and Its Behavioral Ambiguity in Contrast to That of Other Churches in European Union

The modern Romanian society experiences a continuous change, adaptation and integration in the space of the European Union (EU), and the population multiplies the spiritual needs, and so becomes more and more diversified and complex. Reforming religious traditions of the Middle Ages and the interruption of the obsolete superstitions, derived from some of these traditions are a necessity for Romania's inhabitants and economy. Starting from the idea that the Orthodox church is also an economic subject to general European regulations, which aim remains the real integration and faster convergence of our country in EU, the synchronization with the requirements of technological progress and of the permanent education identifies in this paper some essential aspects and trends. The research itself, but especially the discussions related to the specificity of the association of the tourism

with religious impact or the related aspects to the economy of the Romanian churches, analyzes and presents statistical information or data regarding the extent to which the behavior of such an economic subject as the Orthodox Church is already. Is this economic behavior of the Orthodox Romanian Church (ORC) clearer, more correct and unambiguous one, which adapts or not, especially with regard to the calculation of GDP, specific taxes and revenues, ethics and integrity of ORC's representatives, in contrast to other churches in the European Union (EU)?

Gheorghe SĂVOIU, Ligian TUDOROIU

Financial and Statistical EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortization) Indicators in the Romanian Tourism

EBITDA (the abbreviation or the acronym for Earnings Before Interest, Taxes, Depreciation and Amortization) financial and statistical indicators are a real and viable solution even in the unstable context of Romanian tourism (especially in mountain tourism). The sections of the paper develop an original topics with a significant potential impact, starting from the introduction, to results and discussions, then passing through a section of literature review and through a purely methodological one. An indicator approach scheme can be a good application model in the very near future for creative entrepreneurs with a good opportunity or chance of becoming leaders in the Romanian (mountain) tourism market. The conclusions are simple and natural, emphasizing the dependence on pre- and post- project indicators of all those managers or entrepreneurs included in the market economy competition.

Oana Ramona SOCOLIUC

Institutional Underpinnings for Sustainable Practices in Agriculture: The Case of Cooperatives from Romania

In a world governed by sustainable development onbjectives and policies designed in order to achieve such purpose, the importance of institutions, perceived from the perspective of good practices become nodal for the long run prosperity, irrespective of the economic sector

that is addressed. In such circumstances, we emphasise the major importance of the primary sector in the national matrix of sustainable development, by paying a particular attention to the existing set of institutions which shape the agricultural profile from Romania, able to determine sustainable practices. The aim of this paper is to explore the manner in which the existing institutional underpinnings from our country, disregarding their formal or informal character, is able to uphold agricultural cooperatives. Despite their negative connotations coming from the USSR experience, cooperatives remain a successful patterns of economic activity strongly validated by the western world, consequently, their major potential of enhancing growth and development can be also exploited by a country like Romania, where there is a significant potential in this respect.

**Maria STOIAN, Alina MĂRCUȚĂ, Cristina TINDECHE,
Liviu MĂRCUȚĂ**

*Tourists' Perception with Regard to the Quality of Services Offered by
Rural Tourism. Case Study: Romania*

In this paper we propose to analyze the perception of tourists regarding the quality of services offered by rural tourism in Romania. Starting from the fact that the profile of the tourist consumer of rural tourism is in a continuous change, considering that it is increasingly adapted to the concept of sustainability, environmental protection, return to nature, to authentic cultural values, to the way of traditional life, we tried to find out what his preferences are. The modern tourist wants from rural tourism more than just a trip, visiting places and staying to high standards. He wants to be able to experiment, to participate in local cultural events, to be an integral part of the household where he is staying and to have authentic gastronomic and sensory experiences. Through the results obtained from the study, we considered that we can come to the support of the pension owners, who could thus find the right solutions for satisfying the demands of the rural tourism consumers.

Vasile TODINĂ, Maria Flavia POP

*Romanian Village on the Roșia Valley between Survival and Hope.
“The Place from Where God has Forgotten to Leave”*

This study is the effect of the research undertaken in the contemporary universe of the romanian village in the area of Roșia Valley in Bihor County, a place which had been submissived, during the last decades, to some mutations within all the levels of the society. It could be noted that, in comparison with the traditional village, a series of mutations occur, that these changes are completely foreign and unknown to the every day life of the romanian peasant. Through our investigations, we also tried to point out only some of the main disorders which supervine to a situation of “illness”, with important social changes. All these due to the major transformations which also happened in other social and economic sectors from outside the village but which influenced it, generating phenomena with which the village has never dealt before in the course of its history. This situation has led the village to depression, discouragement and despair.

Tatiana TOFAN

The Role of Public Policies in Rural Tourism Development

In this article, the author studied and analyzed the public policies that contribute to the development of rural tourism in the Republic of Moldova. Likewise, the stages of public policy adoption in the given field were studied and analyzed, with the obtained results.

Dănuț UNGUREANU, Dana Alina UNGUREANU

Possible Complementary Tourist Activities in Mountain Rural Household

The mountain area benefits from a significant natural and cultural potential, being a special source of resources that can be capitalized through tourism. Rural tourism and agrotourism are opportunities for the development of mountain communities, but also sources of income for rural residents. Along with the wonderful natural landscape and leisure opportunities, accommodation and meals play an important role in choosing a tourist destination. Accommodation for tourists can be

done in guesthouses, or in mountain households. Finally, they will have to adapt in order to receive tourists. Also, with small investments, Local Gastronomic Points can be set up, through which the farmer can make the most of his agri-food products from the household, and the tourist can enjoy traditional culinary experiences specific to the place. The high quality mountain product can thus be capitalized on through the short food chain. All these advantages can only be beneficial for all those involved in these activities: tourists and farmers.

Tatiana ZAVATKI, Ion MAXIM, Elena FUIOR

Tourist Clusters and the Dominants

Understanding the usefulness and necessity of tourism development leads to the expansion of this activity. Based on the theoretical justification of the tourist-recreational education system, attempts are made to integrated tourism design. Increasingly, there are options for planning the development of not individual tourist sites, but their combinations; there is a tendency to form a tourist and recreational environment in vast spaces. With the development of scientific knowledge of tourism, it is considered as a system object. Accordingly, the study of systems of various kinds is carried out as part of a system analysis, the essence of which is the approach to any area of human life or activity as a specific system. The application of a systematic approach to the study of tourism as a complex system is not only expedient, but also necessary. The application of a systematic approach to the study of tourism as a complex system is not only expedient, but also necessary. This method is effective in researching tourism management issues at various levels.

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