

ROMANIAN ACADEMY – BRANCH OF IAȘI
“Gh. Zane” Institute for Economic and Social Research

MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT
National Agency for Mountain Areas, Vatra Dornei

ROMANIAN ACADEMY
“Costin C. Kirițescu” National Institute for Economic Research
Centre of Mountain Economy, Vatra Dornei

24th International Conference

***TOURISM AND RURAL SPACE
IN NATIONAL AND INTERNATIONAL
CONTEXT***



27 May 2022
Online

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

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

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

Conferința științifică internațională

TURISM ȘI SPAȚIU RURAL
ÎN CONTEXT NAȚIONAL
ȘI INTERNAȚIONAL

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Aim of the Conference

The International Conference on Tourism and Rural Space in National and International Context (TARS) 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.

TARS 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, rural development, cultural tourism, nature-based tourism, health tourism, hospitality, digital tourism, cross-border cooperation, tourism economics.

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Romanian Academy - Branch of Iași*

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Opening Ceremony

Speeches and Messages

9⁰⁰ - 9³⁰

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Kirițescu” National Institute for Economic Research, Romanian Academy,
Romania*

Plenary Session

Keynote Speaker

9³⁰ - 10⁰⁰

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Dr. Gül ERKOL BAYRAM

Head of Department of Tour Guiding, School of Tourism and
Hospitality Management, Sinop University, Sinop, Turkey

✧ *Natural vs. Virtual Experiences: Where Will We Want to
Travel?*

Parallel Sessions

Session 1

10⁰⁰ - 12⁴⁵

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Chairs

Dr. Nataliya Nechayeva Yuriychuk

Dr. Serhii Hakman

Konon BAGRII

SWOT analysis as a basis for formation of strategies in the process of tourism development management in Ukraine

Elif BAK ATEŞ

Bibliometric analysis of studies published on alternative tourism in tourism literature

Cristina BALINT

The effects of the COVID-19 pandemic on the Romanian tourist sector

Füsun BAYKAL, Ferdi AKBAŞ

Potential of using natural resources of Manisa (Turkey) in adventure tourism

Zhanna BUCHKO, Tetiana SKUTAR

Cultural heritage objects of Ukraine in the conditions of war

Teodora CAPOTĂ, Lucian CUIBUS

Romanians' hospitality: From "good host" to sustainable development. A conceptual roadmap of rural tourism

Thomas DAX, Oliver TAMME

Sustainable mountain tourism in the Alps: Analysis of the alternative tourism model of “mountaineering villages”

Serhii HAKMAN, Nataliya NECHAYEVA YURIYCHUK

Tourism as a tool for creating a prosperous community in the context of global challenges and threats

Yulia MANACHYNSKA, Svitlana LUCHYK, Olena MOSHKOVSKA, Volodymyr YEVDOSHCHAK

Cost-oriented management of agritourism social infrastructure in Ukraine

Nishant SUTARE, Vilas RATHOD, Manisha SUTARE, Chandrashekhar WANKHEDE

Entrepreneurial challenges faced by Travel and Tourism students in agritourism business

Session 2

10⁰⁰ - 13⁰⁰

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Chair

Dr. Gül Erkol Bayram

Yavuz ÇETİN, Ali Turan BAYRAM

A research on students' views on electronic recreation activities and level of fear of missing out

Ved Pal Singh DESWAL

An analysis of rural development: Glimpses from India

Laura DIACONU MAXIM

Empirical study regarding the aviation market's responses to the current pandemic

Laura DIACONU MAXIM, Cristian C. POPESCU

Higher education in the era of COVID-19 pandemic: Threats and opportunities

Aslı Sultan EREN, Kübra GÜNDOĞDU

Investigation of studies on Romanian rural tourism with bibliometric analysis

Laura GASCÓN HERRERO

A picture of tourism situation in mountain areas: The case of Teruel Province

Buse KEKEÇ, Defne EĞİRMEN, Duygu AYAZ, Gül ERKOL
BAYRAM

Conceptual analysis of recreational activities in rural tourism: A study in Sinop Province

Alexandru-Sabin NICULA, Larisa-Loredana DRAGOLEA,
Emanuela-Adina COCIŞ, Vasile SURD

The smart village and future challenges: Towards an ontological and epistemological rethinking

Cornelia POP, Monica-Maria COROŞ, Maria-Andrada
GEORGESCU

Wine routes in rural Romania

Melike SAK, Hasibe YAZIT, Gül ERKOL BAYRAM

The relationship between communication skills and tourism perceptions of local people: The case of Sinop

Brankica TODORVIĆ

Branding as a part of tourist destination development

Session 3

10⁰⁰ - 12⁴⁵

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Chair

Dr. Alina-Petronela Haller

Melania COMAN, Rodica TRIFĂNESCU, Irina COLCERU
*Merging tourism information centers and sustainable mobility
information centers as drivers for tourism development at local level*

Alina-Petronela HALLER

Sustainable tourism in the countries bordering the Black Sea

Mihaela IFRIM, Iuliana Claudia STOIAN BOBÂLCĂ, Raluca
Irina CLIPA, Anca Elena LUNGU

*Environmental policy in EU. An analysis of students' perceptions on
European Green Deal*

Laura Joana PAPANIKOLOPOULOU ARCO

The earthquake impact on tourism industry: The Kos case

Lucian ROȘU

*Territorial tourism resistance in the COVID-19 era. Spatial
evidences, opportunities and challenges in North-East Romania*

Hatice SARI GÖK

Light pollution and astro-tourism: The case of Melik Plateau

Simona SPÂNU, Virgil NICULA

The cultural tourism of Blaj

Georgia-Daniela TACU HÂRŞAN

Sustainable tourism and the environment in Bulgaria, Romania and Turkey

Desislava VARADZHAKOVA, Stefan GENCHEV

*Main characteristics of the accommodation facilities in rural areas:
The case study of Bulgarian North-West Region*

Vimal Chandra VERMA

COVID-19 outbreak and religious tourism in India: A review

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10⁰⁰ - 13¹⁵

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Chair

Dr. Elena Fuior

Manuela APETREI

Harnessing in gastronomy of mountain products by fruiting the umami taste

Vasile AVĂDĂNEI, Ioan SURDU, Lidia AVĂDĂNEI

Paradigm adjustments in rural mountain tourism as a result of mountain product applications and Local Gastronomic Points

Mariana BĂLAN

Evolution of religious tourism: Concept, segmentation and development of new identities

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Ecotourism development strategies in terms of eco-brand clusters

Nicoleta CIUBOTĂ

Creative tourism: A new perspective in learning and development

Corina CĂUȘAN

Analysis and management of the health care system in rural areas of the Republic of Moldova

Gheorghe DONCEAN, Marilena DONCEAN, Alina SUSLENCO

Voroneț blue vs. Bârsana blue: An algorithm regarding color dynamics

Elena FUIOR, Tatiana ZAVAȚKI, Inga ZUGRAV

Problems of assessing tourist potential in the Republic of Moldova

Ioan GONTARIU, Ana-Maria GONTARIU, Dan HOFFMAN

Promoting and capitalizing on religious tourism in Bucovina

Vasile TODINCĂ, Maria Delia RADU, Maria Flavia POP

The villages of Țara Crișurilor (Romania) at the crossroads of the great storms of history: Malignant changes

Vasile TODINCĂ, Maria Delia RADU, Maria Flavia POP, Andreea Maria POP

The Romanian villages of Țara Crișurilor (Romania) between sacred and profane time: Winter holidays as a tourist attraction

Tatiana ZAVAȚKI, Elena FUIOR, Ion MAXIM

Cluster approach as a tool for the development of tourism industry

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Chair

Dr. Gina-Ionela Butnaru

Alexandru ANICHIȚI, Gina-Ionela BUTNARU

Religious tourism in Suceava County

Geanina BRÎNZĂ, Alexandra Gabriela BURLACU, Gina-Ionela BUTNARU

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Larisa-Loredana DRAGOLEA, Gina-Ionela BUTNARU, Dănuț UNGUREANU

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Luminița Neli HÎNGAN

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Florica Teodora HUS

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Tatiana IAȚIȘIN

Vitivinicultural tourism: Current trends

Elena-Manuela IȘTOC

Regenerative tourism: A possible response for the recovery of rural destinations

Olesea LUNGU

State aid: Mechanism for relaunching regional development

Andreea Maria POP

Possibilities for tourist capitalization of the ethnographic potential of the upper basin of the Crișul Negru river

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Chair

Dr. Dănuț Ungureanu

Danaia BEȚIVU

Sustainability of river tourism in the European Union during the COVID-19 pandemic

Ilian GALBEN, Petru ROȘCA

Marketing activity in tourism and the tourism market

Ivan MOROZ

Tourist flows from the basin of the lower course of the Dniester river

Teodor PĂDURARU

Romanian village at risk of extinction

Ileana POP NEMEȘ

Perenity and authenticity of Maramureș villages: Landmarks of sustainable tourism

Marius POPESCU

Cultural trails in rural area of southern Dobrogea

Mirela STOICAN, Oana Nicole STOICAN, Daniela VĂRVĂRUC, Claudia Cornelia ENACHE

Capitalizing on the tourist potential of the mineral waters in Ținutul Secuiesc (Romania) in the context of green tourism

Ion TALABĂ

Effects of the COVID-19 pandemic on Romanian rural tourism

Daniela VĂRVĂRUC, Mirela STOICAN, Oana Nicole STOICAN

Mansions in the Dealu Mare area: The role and effects of visiting on personal knowledge and development

Dănuț UNGUREANU, Veronica ȚĂRAN BACIU

Massif Committees, territorial structures organized at the level of mountain groups in the mountain area with an advisory role in the implementation of policies and strategies for the development and protection of the mountain environment

Dănuț UNGUREANU, Veronica ȚĂRAN BACIU

Capitalization of specific traditional gastronomy through Local Gastronomic Points: New opportunity for rural tourism

Abstracts

Alexandru ANICHIȚI, Gina-Ionela BUTNARU

Religious Tourism in Suceava County

Suceava County represents one of the most endowed administrative-territorial units from the touristic point of view, very important for the attractiveness of the area being “The eight Romanian Orthodox Churches of Moldavia”. These UNESCO Heritage Sites are known for having their external walls covered in unique fresco paintings and are a landmark of Romanian culture and history. The objective of this paper is to identify the importance of these churches. To achieve this objective we carried out qualitative research, based on reviewing secondary data available in the specialized literature.

Manuela APETREI

Harnessing in Gastronomy of Mountain Products by Fruiting the Umami Taste

Taste is one of the five main senses and is connected to the sensations that result from the food and drink we eat. Known as the fifth taste, umami is one of the most present in the dishes we are eating daily. According to officials at the Umami Information Center (UIC), umami refers to the taste of glutamate, inosinate or guanylate. But beware: when it comes to umami and the “delicious” taste of glutamate, it's about that glutamate that we found naturally in foods such as seaweed, soy, ripened cheese, green tea, seafood, tomatoes, mushrooms, potatoes, etc. Umami taste is a sensory biomarker of food proteins. The degree of multiplication of the umami taste can increase up to eight times for the total taste of the ingredients taken separately. The harmonious combination of different foods containing umami allows the creation of a high-level gastronomic experience, without the support of very sophisticated recipes. Owners of food establishments that use raw materials from the mountain area can successfully use this information to combine foods, so that they become even tastier and more attractive to consumers (use of grated Emmentaler for gratin dishes, dried tomatoes in various sauces, berries in various desserts, etc.).

Vasile AVĂDĂNEI, Ioan SURDU, Lidia AVĂDĂNEI

Paradigm Adjustments in Rural Mountain Tourism as a Result of Mountain Product Applications and Local Gastronomic Points

For the post-COVID-19 era we aim to identify solutions for social resilience and the reconstruction of interpersonal relationships affected by the constraints of interaction. An important role is expected from rural mountain tourism, which retains traditional elements that mitigate the shocks of change during the transition to post-modern society and can serve as a special strategy. Relatively recently, the forms of support for mountain rural tourism have appeared: mountain product, local gastronomic point. They aim to increase mobility and interactions between hosts and guests. In this paper we aim to study how the interaction interface between the two parties on the cultural medium changes. There are elements of cultural, emotional, spiritual interaction that must be well prepared to mitigate shocks. In the two forms of tourism, the action moves to the owner's yard, which implies an invasion of the family universe: in addition to the prepared food, the guests look for information about the host family, about the culture, customs, traditions, etc., the hosts care about their image and prepare a hospitable environment. All this is done with the efforts and compromises of the hosts to give up the privacy of the house. At the same time, the host must strive to communicate culture and civilization. A specific theoretical approach to the phenomena is needed to highlight the cultural and emotional peculiarities of describing in detail elements of the continuum of domestic activity to turn them into elements of tourist attraction and to capitalize on the diversity of hospitality.

Konon BAGRII

SWOT Analysis as a Basis for Formation of Strategies in the Process of Tourism Development Management in Ukraine

In the current conditions of the COVID-19 pandemic, the tourism industry of Ukraine needs more than ever strategic development and the development of a universal scheme of strategic management of tourism development. Prospects for the use of SWOT analysis as an effective management tool will contribute to the implementation in

accordance with the selected priorities of regulation and management of tourism development. The study considers the theoretical foundations of using SWOT analysis as one of the tools of strategic analysis. Based on the results of strategic analysis, priorities for tourism development are developed, as well as strategies for counteracting negative factors. Peculiarities and significance of SWOT analysis as a tool for tourism development management in Ukraine in the conditions of the COVID-19 pandemic have been studied. In accordance with the selected priorities, modern management concepts for the development of the industry are being implemented. Its main advantages and disadvantages for optimizing the management of tourism and recreation are noted. Factors influencing the development of the tourism industry of Ukraine and Romania based on the use of SWOT analysis are summarized. In the current conditions of the COVID-19 pandemic, special attention should be paid to the development of management tools in tourism. One of such effective tools is SWOT analysis, the results of which are the basis for determining the strategic directions of development of the tourism industry and optimizing the management of tourism and recreation.

Elif BAK ATEŞ

Bibliometric Analysis of Studies Published on Alternative Tourism in Tourism Literature

The ever-growing and changing tourism sector offers alternative touristic products and promote. In parallel with the developments in the world, besides coastal tourism shaped by the sea-sand-sun trio, many alternative tourism types are coming out in Turkey. In the study, it is aimed to examine the bibliometric profiles of the articles titled “alternative tourism” within the framework of the determined parameters. In this context, the articles published between 2000-2022 were derived from the Google Scholar database. 42 articles accessed as a result of the searches; lay with different variables with frequency analysis and graphics. The articles were examined on the basis of criteria such as the year they were published, the journal they were published in, the research method and research variables. As a result of this evaluation, it was seen that the most articles on alternative tourism were published in 2008. It has been determined that the research variables

are mostly alternative tourism potential and centers. Theoretical studies are relatively more numerous than empirical studies. In terms of the findings, it is thought that the study will provide an important and comprehensive resource that researchers can benefit from. Other findings of the study show that the number of studies on alternative tourism has increased in recent years.

Cristina BALINT

The Effects of the COVID-19 Pandemic on the Romanian Tourist Sector

Tourism is considered one of the most important economic sectors, due to its multiple roles, namely: economic, social, cultural, educational and political role. The tourism also is considered to be one of the most important sectors for supporting and developing a country's economic through the fact that people have traveled for a long period of time and still continue to do it also nowadays more often. The COVID-19 pandemic has caused several global damages and has spread rapidly, affecting all the sectors, and especially the tourism one. The development of this sector is closely linked to the ability of people to travel, which is why the restrictions imposed by the authorities for stopping the virus to spread, have reduced seriously the evolution of the tourism. The purpose of this paper is to reflect the effects of the pandemic on the Romanian tourism, and, at the same time, to highlight the relevance and the sensibility of this sector crisis events. This article analyzes the situation of the tourism in Romania, both in the pre-pandemic period and during it, following the number of international arrivals and the tourism receipts, but also the evolution of the establishments of tourist reception with accommodation functions. The data provided by the World Tourism Organization (UNTWO), World Health Organization (WHO), the World Bank and the National Institute of Statistics (INS) were used in order to observe the impact of the pandemic on the Romanian tourism, and the research was based on the analysis and interpretation of the obtained data. As a conclusion, in the end, the effects of the pandemic and the impact that the possible crisis situations have on the Romanian touristic sector can be observed.

Füsun BAYKAL, Ferdi AKBAŞ

Potential of Using Natural Resources of Manisa (Turkey) in Adventure Tourism

The subject and purpose of this paper is to analyze the natural attractions of the province of Manisa, where adventure tourism in Turkey can take action immediately with small initiatives. The study was prepared by two methods: qualitative research and geographical area research. Qualitative data were used by making in-depth descriptions and interpretations with the tourism geography approach, and thematic systematic flow was provided from the theory to the findings in the content. Types, components, activities and effects in adventure tourism constitutes the theoretical framework of the study. Geographical field research was carried out in the form of field observations with the competence given by the geographer identity of the authors. The design of this qualitative research is a situation analysis. The findings related to Manisa have been shaped upon the current situation and potential of adventure tourism (Spil Mountain National Park, Kula-Salihli Geopark, Gediz River, Gölarmara Lake, hiking routes, etc.). The study has gained originality with the suggestions developed within the scope of the components, activities, appropriate areas, and research projects by synthesizing the subjects in theoretical framework with Manisa. The contribution of the study to the research region, literature and tourism geography is to reveal that adventure tourism can be more successful if it is integrated with other tourism types that intersect with it on the basis of space and activities than being implemented by itself. Indeed, the adventure tourism in Manisa has the capacity to integrate with geotourism, mountain tourism, sports tourism and exploration tourism.

Mariana BĂLAN

Evolution of Religious Tourism: Concept, Segmentation and Development of New Identities

During the last decades of the 21st century, world tourism has diversified its forms of manifestation internationally, trying to capitalize on the most valuable cultural and religious objectives in the religious cultural heritage of a country. Between tourism and culture,

respectively between tourism and religion there are countless interactions and combinations based on the relationship between the cultural objective / sacred place and the motivation of the tourist according to which several aspects can be analyzed. Tourism, in general, be it religious or cultural, is the way in which a country becomes known to the world, and through which other people can see the natural resources, the tourist potential and the riches of that country. Romania has a cultural-historical and ethnofolkloric heritage of great value as well as tourist attractiveness and it is blessed with thousands of holy places and religious monuments, some dating back to the early Christian centuries. This paper presents a brief analysis of the evolution of religious tourism and the way existing concepts, paradigms and practices related to this type of tourism have evolved and changed over time. The performed analyzes show that the concept of religious tourism is gradually transformed and modernized over the years, going through phases of segmentation, creation of new market niches and development of new identities. The regions with cultural-religious tourist potential in Romania are also presented, as well as the activities that can grow and help the development of this type of tourism in our country.

Danaia BEȚIVU

Sustainability of River Tourism in the European Union during the COVID-19 Pandemic

Since 2020, the world has been shaken by the spread of the COVID-19 which has been affecting the population of the entire planet. The COVID-19 pandemic has marked both EU Member States and global activity, imposing radical economic and social decisions. To manage the COVID-19 crisis and to ensure public health, at EU level restrictive measures have been adopted in relation to the access of third-country nationals to the territory of the Member States or to free movement within the EU, and coordination of recovery consular activity or visa procedures, in accordance with EU decisions on the access of foreign nationals to EU territory. Those repressive measures to prevent COVID-19 infection have caused negative effects and have shrined world economy. The tourism industry has been severely affected by traffic and travel restrictions due to the coronavirus crisis. This article

aims to study how river tourism has manifested itself and to evaluate its sustainability as an alternative form of tourism in conditions of crisis in public health.

Geanina BRÎNZĂ, Alexandra Gabriela BURLACU, Gina-Ionela BUTNARU

COVID-19: Implications for Rural Tourism

In 2022, it is considered that there is a possibility of returning to international travel, although there still is the risk of getting infected with the SARS-CoV-2 virus. The vaccine was launched on a large scale at the beginning of 2021 and the treatments against the SARS-CoV2 virus were improved. As result of this situation, a relaxation of the travel conditions is expected starting with the beginning of 2022 but the restrictions imposed still exist and this leads to limitations when it comes to travelling. Rural tourism increased in comparison to the international one, but it did not yet reach the rapid development that would show an obvious economic evolution. Rural tourism was regarded as the most attractive alternative following the outbreak of the COVID-19 pandemic. Agritourism businesses continue to adapt to the COVID-19 era and learn from the feedbacks offered by consumers. Therefore, the aspects regarding climate concerns, the necessary support for the economy, the needs of the local tourist societies and the new technologies represent the main issues that shall lead towards recovery strategies in the field of tourism. The pandemic led to cooperation, respectively to recovery strategies that generate the perspective of a much more durable sector, more technologically advanced and resilient to future crises. The development of rural tourism is correlated with e-commerce and this supports the analysis of online offers and transactions. This article aims at analysing the effects of the COVID-19 pandemic on rural tourism businesses. It also pursues the perspectives of economic recovery and the identification of the risks and opportunities on the rural tourism.

Zhanna BUCHKO, Tetiana SKUTAR

Cultural Heritage Objects of Ukraine in the Conditions of War

Since the beginning of the full-scale war in Ukraine (February 24, 2022), in two months almost 300 cultural heritage objects have been damaged and destroyed, which are important tourist sites and have historical, local lore, architectural and sacred value. Among them there are more than 10 monuments of national importance. Crimes of the Russian military have been recorded in 11 regions of Ukraine and in Kyiv. Architectural monuments of Kharkiv region suffered the most (more than a third of all recorded cases). More than 60 valuable objects were damaged in Donetsk region, more than 50 in Kyiv region. About a third of all objects damaged due to the Russian invasion are sacred buildings which belong to different religious denominations. The destruction of cultural heritage objects is a war crime under the 1954 Hague Convention and requires an appropriate response from the entire civilized world.

Adriana BUZDUGAN

Ecotourism Development Strategies in Terms of Eco-Brand Clusters

The environment is a key factor in the success of the tourism industry. If we consider nature a product of the tourism industry, it is obvious that the product will no longer be purchased by consumers, if it starts to have a low quality. That is why all stakeholders in tourism should be aware of the importance of conserving the environment and natural resources. Hence, the need to promote and stimulate the consumption of ecotourism. Tourism specialists attribute the emergence of alternative forms of tourism, such as sustainable tourism, cultural tourism, adventure tourism, ecotourism, etc., the significant negative impact of mass tourism on the environment, economy and socio-cultural elements of society. Among the forms of alternative tourism, ecotourism is distinguished as an option for mass tourism that leads to economic development using and protecting the natural resources of an area. Ecotourism combines the pleasure of discovering and learning about spectacular wildlife, flora and cultural sites with educational, environmental and local community benefits. Ecotourism, which is properly designed and managed, leads to a balance between nature

conservation and the need to develop tourism. Due to the growing demand, the eco-tourism market is becoming more and more diverse, so for businesses operating or seeking to operate in this market, the need to know the behavior of ecotourists is becoming increasingly important to manage more effectively both ecotourists and their experience.

Teodora CAPOTĂ, Lucian CUIBUS

Romanians' Hospitality: From "Good Host" to Sustainable Development. A Conceptual Roadmap of Rural Tourism

The new rural development paradigm is built, among others, on a multi-sectoral approach, so that all economic sectors can contribute to productive growth. Along with agriculture and rural industry, services participate in the process of integration into the sustainable development of rural areas. Of the latter, rural tourism plays an important role; the scientific literature in the field analyzes in depth its interdisciplinary and multifaceted nature, but understanding the concept in relation to the characteristics of the Romanian countryside can determine new directions for designing effective rural development strategies. Currently, the statistical research that underpins Romania's public policies is focused on rural areas as resources for national tourism and not on tourism as a resource for rural development. Thus, the tourism activity is analyzed according to tourist destinations (divided into: spas; seaside resorts; mountain resorts; Danube Delta region; Bucharest and county seats; other localities and tourist routes), to the type of accommodation facilities (e.g. holiday villages, tourist guest houses, inns, etc.), and the tourists accommodation capacity. In order to bring tourism into the heart of the countryside however, it is necessary to map and conceptualize the elements that shape the universe of representations related to this subject. This paper proposes a conceptual map of rural tourism, which includes ethnographic, sociological, but also economic or specific European policy references, supported by several case studies, which illustrate a series of adaptations of traditional household activities to sustainable development.

Corina CĂUȘAN

Analysis and Management of the Health Care System in Rural Areas of the Republic of Moldova

The good level of public health indispensably contributes to the economic growth and development of human society. At the same time, the quality of life from the public health point of view, disseminates physical, psychological and social repercussions of pathology on one individual's life. In modern conditions, achieving an adequate level of quality of medical care is one of the priority tasks for ensuring the effective functioning of the health care system in any state. In this regard, a special attention is paid to the study of various aspects of the health system in the rural sector, and the management of the quality of health care, which is reflected in the increasing number of publications on this theme. The problems of quality and efficiency of health care are among the most urgent, directly related to the final results, of the system and the costs of always limited resources, of medical insurance allocations, efficiency of allocations. In modern conditions, achieving an adequate level of quality of medical care is one of the priority tasks for ensuring the effective functioning of the health care system in any state.

Yavuz ÇETİN, Ali Turan BAYRAM

A Research on Students' Views on Electronic Recreation Activities and Level of Fear of Missing Out

The aim of the study is to determine the participation of students in electronic recreation activities and their level of fear of missing out. As a research method, the survey, as a quantitative method, was applied. The population of the research consists of 12664 students studying at Sinop University. A questionnaire was applied to 260 of the students. As a result of the study, it has been determined that electronic recreation activities are more preferred for socializing and it is seen that the level of fear of missing out on those who participate in these electronic recreation activities is not high in general.

Nicoleta CIUBOTĂ

Creative Tourism: A New Perspective in Learning and Development

All forms of tourism have developed from the desire for knowledge and education manifested over time by various civilizations. Human history shows us that tourism did not appear out of pleasure but initially it was a business, quite rudimentary, a religious form of tourism, due to the pilgrims, then a health tourism and later multi-interest travel appeared. with cultural, intellectual and sports interests. The current form of educational tourism has developed more and more, new technologies have been discovered and so the desire for continuous assimilation of concepts, techniques, strategies and their application in their home environment. Then the desire for self-education outside the strictly educational environment created the premises for a new form of tourism, creative tourism, through interactive workshops and informal learning experiences.

Melania COMAN, Rodica TRIFĂNESCU, Irina COLCERU

Merging Tourism Information Centers and sustainable Mobility Information Centers as Drivers for Tourism Development at Local Level

The paper proposes a comparative study of the current practices pertaining to travel and mobility for tourism, focusing on the sources of information regarding sustainable mobility and touristic arrangements, which can ultimately become an innovative touristic experience in and of itself. As tourism is evolving towards a more digitalized approach and as tourists attempt to rediscover the world after the COVID-19 pandemic, new trends in how vacations are planned and implemented emerge. Moreover, further focus is placed on reducing the negative impacts tourism has on the environment, while still maintaining the health and safety of tourists. Transport is an integral part of this, which is why sustainable mobility and eco-friendly transport means should be considered when approaching the development of safe and environmentally friendly touristic products and offers. Also, for local public authorities and for relevant agencies, a key element in supporting local tourism businesses and connected industries, it is no longer enough to provide basic information on the sights and venues to be

seen; they also need to provide challenging routes, a diversity of transport and travel means, and a mix of experiences throughout the entire vacation planning and implementation process. As such, the merging of the Tourism Information Center with the Mobility Center is an opportunity to create tourists' curiosity and a lasting impression, thus benefitting the visitors, the travel and tourism businesses and local economy.

Thomas DAX, Oliver TAMME

Sustainable Mountain Tourism in the Alps: Analysis of the Alternative Tourism Model of "Mountaineering Villages"

The Alpine range is one of the best known regions of relentless tourism growth. While it attracted outstanding numbers of tourists through both, summer and winter season, main destination areas are distributed very unevenly across the different parts of the mountain area. This led to a significant concentration of tourism intensity in some regions and even local "hot-spots" with a rising concern for negative effects on environmental performance. Alpine stakeholder groups (CIPRA) therefore advocated very early to address the issues of "overtourism" in this sensitive mountain context and succeeded in convincing politicians to agree on the Alpine Convention (1991), a policy agreement concerned with a whole set of sustainable development issues, including sustainable tourism pathways. Against the persisting mainstream of large-scale mountain tourism in large parts of the Western Alps, but also in Western Austria, few actions towards sustainable mountain tourism were elaborated. Since 2005 small communities have elaborated the concept of "Mountaineering Villages", first as an initiative of the Austrian Alpine Club within the framework of the Alpine Convention's activities. It seeks to promote low-intensity tourism strategies in high mountain areas, benefitting from unique mountaineering options. Due to its close interrelation with landscape development and land use, linkages to agriculture and local development of agritourism activities are an important element in these local initiatives. Aspects of enabling nature "experience" and emotional encounters with natural resources and mountain assets are considered instrumental for the attraction and success of the alternative tourism scheme. Spreading from a number of committed communities, at

present 22 villages in Austria and increasingly also mountain communities in Italy, Switzerland, Slovenia and Germany are engaged in this concept. At present the association of the Mountaineering Villages extends to 36 municipalities. The paper will analyze how this small niche activity of mountain tourism achieves to address the specific assets of mountains, linking outdoor activities such as climbing, hiking, and nature exploration with landscape development, preservation of nature protection areas and adapted land management. It appears crucial that this link of agricultural activities, agritourism and other forms of rural and mountain tourism shape a specific profile of small-scale communities. Local strategies oriented at sustainable mountain development concepts are assessed as pivotal to provide targeted and ecologically-beneficial approaches of mountain tourism. These might serve as insightful models against growth-dependent large-scale tourism stereotypes.

Ved Pal Singh DESWAL

An Analysis of Rural Development: Glimpses from India

India is an agrarian country. The soul of India lives in its villages. The territory of the country comprises 6,64,369 villages. Approximately 65 % of the population lives in villages. Hence it becomes important to uplift the conditions of these villagers. To achieve this objective, the Government of India need to allocate more funds towards education, civic amenities (especially pure drinking water and management of waste), medical facilities and the policies of economic well being. Many programmes, schemes and projects have been started for the betterment/ upliftment of the living standards of the residents of these villages. India got freedom on 15th August 1947 and a rule of law was implemented. More than 73 years have passed than also we, the villagers are lagging behind in all kinds of services including food, health, education, and hygiene conditions. The objective of my paper is to seek the answer of the following questions arising in my mind: What is rural development?; Why the people from rural are unable to enjoy the equal status with urban area?; Why the young generation is moving towards urban area from villagers?; What kind of policies, welfare legislations are framed to remove the gap of services between urban and rural area?; What kind of special schemes are implemented to raise the

living standards of villagers?; Why there is ignorance on the part of villagers regarding their rights, schemes implemented for them?; What is the role of the Government to ensure that people are not migrating to cities?; What is the role of educational institutions' in improving the living standards of the students belonging to rural area? There is no doubt in narrating that the Government has done a very little for the development of the living standards of these villagers. The policies are not implemented properly. In the era of digitalisation there is no boundary, no caste, and no class which is free from any type of discrimination in the effective implementation of the policies. Time has come to realise the fruits of technology. We need to join our hands with all the four pillars of the democracy, i.e., Parliament, Executive, Judiciary and Media. We need to create proper co-ordination to remove the pitfalls of the enforcement of the policies. We must bring the principle of polluter pays into force.

Laura DIACONU MAXIM

Empirical Study regarding the Aviation Market's Responses to the Current Pandemic

The 2019 coronavirus pandemic has brought unprecedented negative impact to the aviation industry. The travel bans and repeated lockdowns imposed around the world to enforce social distancing measures for preventing further rapid spread of the disease generated significant losses in travel and hospitality industry, in general, and for airlines, in particular. Therefore, the purpose of the present paper is to investigate the European airlines' reactions to the COVID-19 crisis, during 2020 and 2021, by taking into account the typical crisis response strategies: retrenchment, persevering, innovating and exit. Meanwhile, the study analyses the implications of government support of the air transport industry during this downturn period. Our results suggest that the increase of government influence on many major European carriers changed the strategic priorities and decision making process. Yet, we noticed that the strategic responses were different for the low-cost airlines than for the traditional carriers. Another finding of the study underlines that the consolidation process that took place in the beginning of the 21st century among the continental European aviation market was significantly altered in the context of pandemic.

Gheorghe DONCEAN, Marilena DONCEAN, Alina SUSLENCO

Voroneț Blue vs Bârsana Blue: An Algorithm regarding Color Dynamics

The blue of Voroneț (bright azurium), wraps the Monastery walls in a unique way. Starting from the expression of faith by truth, the Voroneț blue in Bucovina gives the color of the sky of that time. In this study, a comparison is made between “Voroneț blue” and the contemporary “Bârsana blue” (Marsamureș), mathematically, in CIE Lab color space, changing the blue color evolution curve to ancient, medieval, contemporary, future periods. The scientific assumptions underlying the blue color dynamics are the basis for changing the color of the sky by moving the magnetic poles and spectral shifting by changing the planet's ecological status. The colorimetric worsening of our planet requires radical high-level measures, such as: applying green (green) technologies by reducing emissions of noxes and restoring the ozone layer; program for afforestation of arid land and reduction of the share of felling; finding non-traditional energy sources, with traditional resources being used up (oil, coal, etc.); the elimination of coal-fired power plants – sources generating noxes; avoiding the food crisis (the population will reach nine billion three hundred million in 2050); ecosystem restoration measures.

Larisa-Loredana DRAGOLEA, Gina-Ionela BUTNARU, Dănuț UNGUREANU

Impact of the COVID-19 Pandemic on the Rural Tourism Labour Market

The main purpose of the paper is to identify and explore the effects of the COVID-19 pandemic on the rural tourism labour market. The labour market is constantly changing both in terms of vision and practices, being characterized by major or minor fluctuations, depending on the field and internal and external conditions. In tourism in general and in rural tourism in particular there are multiple particularities of the workforce, namely its recruitment, motivation, training and retention. The COVID-19 pandemic put the tourism sector in a particularly critical situation, in which accommodation or

service units were closed and the workforce had to adapt, either through its own decisions and initiatives or through centralized support provided by the employer. Suddenly, there occurred a forced professional reconversion for a large part of tourism employees, without support or coordination from the competent institutions. This article illustrates the particularities regarding the following aspects: human resources; the impact of lockdown and restrictions on accommodation units from the perspective of the employees' activity; measures taken by providers to retain employees; the approach and vision of the relevant Ministry towards future risk avoidance strategies for tourism workers in general and those in rural tourism in particular.

Aslı Sultan EREN, Kübra GÜNDOĞDU

Investigation of Studies on Romanian Rural Tourism with Bibliometric Analysis

Rural tourism, which emerged when people struggling with stress in crowded city life went to rural areas in line with their desire to discover themselves, to be intertwined with nature and to return to their essence, offers the local people employment opportunities in many different areas. In addition, doing many activities increases the touristic attraction of rural tourism. It has been frequently preferred by people in recent years. Based on the importance of rural tourism, this study aims to examine the studies on Romanian rural tourism with the bibliometric analysis method. Bibliometric analysis; It allows to examine the characteristics of the studies such as method, technique and density. This analysis provides an opportunity to predict what the current situation of rural tourism studies is and how it will be shaped in the future. This situation reveals that the study will make an important contribution to the literature. 47 articles written in English were used as data in the study. As the study continues, the results will be included in the full text.

Elena FUIOR, Tatiana ZAVAŢKI, Inga ZUGRAV

Problems of Assessing Tourist Potential in the Republic of Moldova

Today, the international tourism market is one of the largest and most dynamically developing world markets for services, and in many

countries of the world, the tourism industry, which has a high investment multiplier, is developing rapidly. A feature of the economic development of the states of the world community is the large-scale use of innovations in the tourism industry, which has a significant share in the total gross product of developed countries. The tourism business is basing on a complex system of relationships between providers and consumers of relevant services, between travel agencies and their competitors, as well as between business partners. The importance of tourism for the economy of any country is analyzing from the standpoint of its relative share in the global volume, as well as the importance of tourism activities for the economy of each individual direction. Despite significant potential, Moldova belongs to the region with untapped opportunities for tourism development. Lack of resources does not allow tourism firms to successfully implement a strategy for managing financial flows, and therefore there is a need to develop and implement new mechanisms and forms of financial resource management, establish criteria and performance indicators, measure and rank the influence of external and internal factors on the implementation of the adopted strategy, etc. In this regard, the study aims to identify possible ways to develop tourism and, in particular, in the Republic of Moldova. The work carried out a comprehensive analysis of the influence of various factors on the development of international tourism and their classification, taking into account foreign and national research experience, highlighted the factors affecting the tourism potential, made conclusions about the importance of economic, infrastructural, technological, natural-recreational and cultural-historical factors and the influence of each of them is substantiated. In conclusion, measures are proposed aimed at increasing the tourism potential by reducing the cost of tourist destinations, developing infrastructure, improving the conditions for doing business in the country, developing and implementing a strategy and technology for managing financial resources.

Ilian GALBEN, Petru ROȘCA

Marketing Activity in Tourism and the Tourism Market

In this article the authors explored various aspects of marketing in the field of tourism, the pole and importance of marketing in tourism and

the tourist market are described, the peculiarities of tourism services, the system of firm strategies, strategies for entering the market are characterized, the fields of marketing activity in tourism companies, conducting research in the field and promoting marketing policies within tourism companies, some recommendations are formulated regarding the improvement of marketing activities in the field of tourism.

Laura GASCÓN HERRERO

A Picture of Tourism Situation in Mountain Areas: The Case of Teruel Province

The article presents the tourism phenomenon in a large province of Spain, Teruel, very depopulated and with much heritage that suffered very much from the impact of the COVID-19 pandemic. We have achieved a presentation of tourism evolution using a SWOT analysis and an important amount of news to update the information. This activity is part of to an Interreg Europe project and tries to disseminate the results in a wider area. RAMSAT project from the 4th call of Interreg Europe is focus on sustainable tourism in high territories. Mountains have always had a symbolic and metaphorical meaning, evoking an experience of spiritual elevation. In the latest years, they have become more and more a tourism destination because of their landscape, an opportunity to escape from the increasingly urbanized environments. However, this considerable potential for tourism often remains misused, and mass tourism harms the fragile biodiversity and the uniqueness of these areas, or unused, with the local population and businesses left alone and unable to benefit from it. RAMSAT is designed to protect the natural and cultural heritage of Remote and Mountainous areas through Sustainable Alternative Tourism.

Ioan GONTARIU, Ana-Maria GONTARIU, Dan HOFFMAN

Promoting and Capitalizing on Religious Tourism in Bucovina

Somewhere in northern Romania there is a corner of heaven called Bucovina. This is not a metaphor: we assure you that a trip to these lands can be turned into an experience of the sacred. Here, each of the

countless hypostases of beauty speaks of God. It is natural that, on reaching this holy land, you do not enter one of the churches or monasteries that stand in your way. It is almost impossible not to be overwhelmed by the beauty of the frescoes, painted in unmistakable shades of blue, red, yellow and green, which completely cover the outer walls of the monasteries, and not to forever remember these old images that recompose sacred and profane history. of the world. Bucovina is a living space, as real and authentic as possible: this old Romanian historical province overlaps with the current territory of Suceava County, located in the northwest of Moldova. What will immediately catch your eye when you visit these places is the large number of holy places, scattered almost everywhere. Most of them are hundreds of years old. Nowhere in Romania will you find gathered, on such a small space, several churches, monasteries and hermitages.

Doina GURIȚĂ, Corina MATEI GHERMAN

Cultural Stereotypes in Tourism

We find this article useful in the socio-economic context of large-scale tourism globally because stereotyping can be a way of knowing and supporting the realization of travel packages as long as it is formulated correctly, ethically and without harming the image of the clientele. Stereotype is a schematic image in people's perception of people and events worldwide. We unconsciously make stereotypes and apply those taken involuntarily when we see a person with unfamiliar features, characteristic of a foreign nationality, but we are not aware that we are foreigners in the city or country of residence of that tourist in Romania.

Viorica GUȚAN, Gheorghe Adrian ZUGRAVU

Evolution of Tourism Development in the Republic of Moldova

Tourism provides a tremendous impact on the key sections of the economy, such as transport and communications, building, agriculture, catering, production and selling of goods, equipment, souvenirs, cultural, sporting and entertainment events, medical services and others, in other words, acting as a kind of catalyst for socio-economic development. The development of the tourism industry is influenced by scientific and technological progress, the increasing quality of life of

the population, increased leisure and holiday time, economic and political stability and a range of other factors. This paper is devoted to the research and analysis of tourism development in the Republic of Moldova in the period between 2018-2020. The aim of this paper is to study the indicators of tourism development and evolution in Moldova, to identify the main problems and dysfunctions of tourism development. In order to achieve the mentioned aim, statistical data on the dynamics of the types of tourist establishments with lodging functions, the dynamics of the number of tourists, hosted in collective structures for the reception of tourists with lodging functions, the number of foreign visitors who arrived in the country and the number of Moldovan visitors who went abroad were collected and analyzed. In conclusion, the author formulates some recommendations and guidelines for the development of tourism in order to increase the competitiveness of tourism in the Republic of Moldova and increase the gross domestic product derived from tourism.

Serhii HAKMAN, Nataliya NECHAYEVA YURIYCHUK

Tourism as a Tool for Creating a Prosperous Community in the Context of Global Challenges and Threats

The Russian-Ukrainian war became a challenge to the development of both Ukraine and the entire democratic world. However, despite the fact that the war itself began in 2014, our country has been done the reform of the decentralization of power before the start of Russia's large-scale invasion of Ukraine. On authors opinion, the role and place of tourism in building a prosperous community in the face of global challenges and threats is one of the important spheres of research. The war in Ukraine completely changed the socio-political and socio-economic situation. The active military actions of the Russian side have led to huge losses in all spheres of life, as well as to the intensification of migration flows both within the state and abroad. In a short period of time, millions of Ukrainians were forced to leave their homeland, and millions changed their place of residence in Ukraine itself. Many of them, as well as many foreigners who do not know either Ukraine or Romania, often get the impression of one or another region of Ukraine or another state, based on stereotypes formed by stories. And in most cases, these opinions can be prejudices based on the changed image of

the country and its people. Many times, guided by stereotypes, foreigners say of Romania that it is the land of Dracula, that it is the land of thieves, gypsies and stray dogs. Or that the capital of Romania is Budapest. And it is quite difficult to explain to those who have never been to Ukraine that Western Ukrainians are extremely hospitable and tolerant people, that winter in Ukraine does not last the whole year, that not all men here think only of vodka, that not all girls want to go out to marry old but rich foreigners. Moreover, before Russia's full-scale war in Ukraine, it was sometimes difficult to convince that the Ukrainians were a separate nation with a different path than Russia. There are many examples of stereotypes that destroy our lives and prospects for future development. With this in mind, tourism, as an opportunity to get to know another country directly through the prism of personal experience, is an important tool not only for strengthening personal interaction, but also for further community development. Every community in Ukraine has its own tourist potential - natural, human, infrastructural, the use of which is the key to further reconstruction and development of the Ukrainian state.

Alina-Petronela HALLER

Sustainable Tourism in the Countries Bordering the Black Sea

Tourism is an important activity, but with harmful effects on the environment. Sustainability is the imperative of the moment, because climate change requires complex measures to protect the environment. The effects of economic activity on the ecosystem led us to analyze the extent to which tourism influences sustainability in three countries bordering the Black Sea, Bulgaria, Romania and Turkey. We evaluated, for the period 2005-2020, with the help of the cross-sectional time-series data methodology, the link between the environmental variables (greenhouse gas emissions) and the variables specific to tourism activity (international tourism expenditures, international tourism receipts, international tourism receipts for travel items, international tourism, number of arrivals). The results show that for the three countries, total tourism revenues have negative effects on the environment, and revenues from the sale of goods to tourists have positive effects. A common feature of the three countries is that revenues from the sale of goods to tourists ensure sustainability, while total revenues from

international tourism do not. In the case of Bulgaria, it has been shown that over the period under study, international tourism expenditures tend to reduce emissions and contribute to increasing sustainability, while increasing total revenues from international tourism adversely affects the environment. In Romania, the total revenues from international tourism contribute positively to reducing the amount of emissions, while the number of arrivals has the opposite action. The number of arrivals is also helping to increase emissions in Turkey, where the positive effect is due to international tourism receipts for travel items. Some variables specific to tourism activity are sustainable, while others are not. The analysis allows the identification of less sustainable factors, which is a lever for the policy of each country and allows the adoption of appropriate measures for the development of sustainable tourism.

Luminița Neli HÎNGAN

Bilbor, a Tourist Product in Full Ascension

The paper focuses on Bilbor's main tourist attractions. There are plenty, but the notorious ones are sparkling water springs, churches and administrative buildings (school, library and town hall), which were declared historical monuments. To this we can add the protected reservations, military monuments and hiking trails. Another attractive component is represented by traditional architecture, which has regressed in Bilbor, a phenomenon encountered in most Romanian rural communities. This is due to locals adapting to modern building designs and construction materials. Tourists are welcomed in beautiful guest houses, in a wonderful natural setting and with enticing traditional gastronomy.

Florica Teodora HUS

Prisaca Beiușului: The Village with Traditional Household Crafts for Rural Tourism. The Evolution of Hemp from Seed to Finished Product

The paper is a foray in time in order to understand the mystery of one of the oldest handicrafts still alive in Prisaca village, Bihor County (Romania), that is, the cultivation of hemp and the processing of it.

This handicraft, once present in all the households, today is only found in a few ones and this could be a very good reason to attract tourists who can learn about it and, moreover, witness the way in which hemp transforms itself from flex into products such as table cloths, towels, saddlebags and traditional costumes.

Tatiana IATÎȘIN

Vitivinicultural Tourism: Current Trends

Tourism is the only sector of economic activity that has experienced almost uninterrupted growth, despite occasional shocks, expanding, diversifying and becoming one of the largest and fastest growing sectors worldwide. Vitivinicultural tourism is establishing itself worldwide as a growth driver for both the wine sector and the tourism industry. The Republic of Moldova is recognised worldwide as a developed vitivinicultural country. This paper aims to present current local trends as well as the economic and social importance of vitivinicultural tourism. The paper is based on reports in the field, scientific works of foreign and domestic researchers, articles, studies of experts in the field.

Mihaela IFRIM, Iuliana Claudia STOIAN BOBÂLCĂ, Raluca Irina CLIPA, Anca Elena LUNGU

Environmental Policy in EU. An Analysis of Students' Perceptions on European Green Deal

The pursuit of sustainable development has been a constant in the last decade's literature and political interest. The replacement of non-renewable energy sources with alternative ones and the shaping of a common environmental policy is a major concern of the European Union, materialized in the launch of European Green Deal. The need for a new environmental policy is even more pronounced in the context of the challenges that political events instigated by Russia bring to European states in terms of energy supply. The paper aims to analyze the effects of European Green Deal on the performance of the involved actors, the competitiveness of states and their trade relations, interpreted through the perception of students specializing in Economics. The study is based on an online quantitative survey of 206 students using exploratory factor analysis. Our findings identified the

environmental benefits as well as the costs that European Green Deal will impose on economic actors, related to competition, international trade and financial issues. The limits of research and the political implications of the analysis are also discussed.

Elena-Manuela IȘTOC

Regenerative Tourism: A Possible Response for the Recovery of Rural Destinations

COVID-19 has caused significant losses and failures around the world and continues to do so. This pandemic has affected tourism in a way that has never been seen before, causing long-term difficulties for most tourist destinations. We have had to rethink the way we travel, on the one hand, and the way we manage and market our tourist destinations, on the other. This paper focuses on the characteristics of regenerative tourism and examines how this can be used as a tool for tourism recovery and sustainable development of rural destinations.

Buse KEKEÇ, Defne EĞİRMEN, Duygu AYAZ, Gül ERKOL BAYRAM

Conceptual Analysis of Recreational Activities in Rural Tourism: A Study in Sinop Province

Sinop province has a very convenient structure in terms of the use and development of rural tourism activities. The city, which home to different bird species, lakes, waterfalls, nature park, plateaus and many other natural beauties in the region, is also rich in cultural and historical terms. The aim of the study is to examine and develop rural tourism recreational activities in the province of Sinop. The study aims to increase the demand for rural tourism, to ensure the development of rural facilities, and to evaluate the infrastructure and superstructure by examining the recreational activities carried out within the scope of rural tourism in the province of Sinop from a conceptual perspective. The research is important in terms of supporting the socio-cultural and economic development of the people of the region, strengthening the relationship with the tourist, contributing to the development of the region. It is important in terms of contributing to the development of

the region, its sustainability and the correct use of productive natural areas that can be brought into tourism.

Olesea LUNGU

State Aid: Mechanism for Relaunching Regional Development

Regional development is a priority direction of state policy. In order to achieve the desired level of regional development, the state can provide support measures to undertakings in order to attract investment, create jobs, creation/support of small and medium-sized enterprises. Thus, in 2020 about 30% of the value of state aid reported in the Republic of Moldova was oriented towards regional development. This state aid mostly has been granted to attract investment to developing regions in order to reduce regional inequities. However, the provision of state aid may distort the competition environment and it can have an impact on the efficiency of the use of public resources. That is to say, the granting of State aid is to be carried out under certain conditions which would ensure that the performance indicators established for regional development are met. An important role is to monitor state aid provider to undertakings. The monitoring process involves verifying the conformity of the implementation of existing aid with the provisions of legal acts according to which they were offered and the authorization decisions issued. Thus, the monitoring of state aid is carried out in order to ensure the achievement of the objectives for which the support measure was offered quantification of the results obtained and identification of the risks that may cause their non-fulfillment.

Yulia MANACHYNSKA, Svitlana LUCHYK, Olena MOSHKOVSKA, Volodymyr YEVDOSHCHAK

Cost-Oriented Management of Agritourism Social Infrastructure in Ukraine

In the current conditions of declining tourism activity due to the corona virus pandemic, Ukraine agritourism needs an appropriate level of investment support from real and potential investors. An effective form of development of agritourism is its development as one of the types of subsidiary production of agricultural enterprises. That is, the agricultural enterprise must be socially responsible and develop

infrastructure for tourism. The purpose of the study is to implement N-dimensional model of cost-oriented management based on actuarial accounting at domestic agricultural enterprises in rural areas, the content of which will provide investors with an objective assessment of their value through the prism of actuarial reporting. The object of the study is the process of cost-oriented management of rural agribusiness based on the Actuarial Balance Sheet. The research methodology is based on the application of the 3D-recording method, discounted valuation and 5D-actuarial reporting in displaying information from the actuarial accounting system. Inventions and conclusions. The results of the study showed that agricultural enterprises need to attract investment not only in the development of agricultural production, but also in the development of infrastructure for tourism which could attract tourists and prolong their stay in rural areas. The innovation and value of the results confirmed the effectiveness of the proposed N-dimensional model for cost-oriented management of agritourism social infrastructure on the grounds of accounting and information base of N-dimensional actuarial reporting.

Ivan MOROZ

Tourist Flows from the Basin of the Lower Course of the Dniester River

Tourism, speaking of the flows and intensity of tourists, is a very dynamic component in time and space. The lower basin of the Dniester river has been permanently attractive to various groups of tourists and visitors both from the country and abroad since the earliest times of the development of the tourism industry in the region. The number, density, distribution, structure by age, ethnolinguistic structure, gender structure, confessional affiliation of tourists in this region is very inhomogeneous in rural areas, as well as more varied in urban ones. Here are some of the largest and most important tourist attractions, such as Kishinev, Tiraspol, Bender and other localities with tourist attractions and equipped infrastructure being some of the most important in the country.

Alexandru-Sabin NICULA, Larisa-Loredana DRAGOLEA, Emanuela-Adina COCIȘ, Vasile SURD

The Smart Village and Future Challenges: Towards an Ontological and Epistemological Rethinking

Following the structural and social-economic mutations of the post-socialist Romanian village areas, it is imperative to develop a transdisciplinary ontological and epistemological query of its current and future trajectories. Aided by GIS and the relevant scientific literature, our study emphasizes the current status and future tendencies of Romanian villages and proposes a theoretical and practical analytic matrix of the smart village. Furthermore, it focuses on identifying the functionality of the “smart” attribute within the national network of rural areas as well as their resilience to future shocks.

Laura Joana PAPANIKOLOPOULOU ARCO

The Earthquake Impact on Tourism Industry: The Kos Case

Earthquakes, like other natural disasters, affect the development of the area, the environment, the economy, society and tourism. The objective of this study is to know the impact of earthquakes on tourism. Specifically, the impact of the 2017 earthquake that hit the island of Kos in Greece, affecting local tourism, is studied. The island of Kos is very touristy and the earthquake occurred in July at the height of the tourist season. The main source of income for citizens in this area is based on tourism. During this event, citizens, in their social network accounts, show their concern for the future of tourism in the area. The methodology used is based on the observation of the publications of local users on Twitter and articles in the digital and printed press that address this issue. Data mining from two different sources is performed to understand the general perspective of the media and the vision of citizens. The results show the concern of the natives towards the tourist impact and the attempt to protect and care for the tourists who are in the area during the earthquake.

Andreea Maria POP

Possibilities for Tourist Capitalization of the Ethnographic Potential of the Upper Basin of the Crișul Negru River

This area, of the upper basin of the Crișul Negru river, is characterized by a great variety of popular creations, valuable from an ethnographic and folkloric point of view. The popular creations materialized in late houses, wooden churches, crafts, and traditional dress attest to the antiquity and continuity of the Romanian language and people in these lands, and those inscribed in songs, stories, snobs, riddles, customs and habits, have emerged as valuable manifestations of human communities, ensuring their uninterrupted survival over time. Given the richness, originality, diversity and authenticity of the popular material and spiritual culture in the area, as well as the desire for integration into the European context, it is obvious that a viable tourist offer cannot ignore the ethnographic element.

Cornelia POP, Monica-Maria COROȘ, Maria-Andrada GEORGESCU

Wine Routes in Rural Romania

In Europe, and therefore in many European countries, wine tourism has been associated with and developed as wine routes (or roads). The academic literature has shown the power of wine routes, as a distinctive tourism product, to generate benefits for wine tourism destinations. A wine route has the capacity to boost tourist arrivals, increase destination competitiveness through distinctive features, and have an impact on further sustainable development. In 2019, Romania ranked 10th worldwide, and 4th within the European Union (EU) based on the vineyard cultivated surface (ha); it also ranked 13th worldwide, and 6th in the EU in terms of wine production, according to the International Organization for Vine and Wine (OIV) statistics. Furthermore, Romania used to occupy similar positions during the past decades. Nonetheless, various estimations show a modest level of wine tourism in Romania, regardless of the initial efforts launched about 2 decades ago under the form of the program *Romania – Land of Wine* in 2002/2003, with the sub-program *Wine Route/Road*. The program was under the patronage of the Ministry of Tourism of 2002/2003, which

recognized the huge potential of this form of tourism and tried to create the base for its development, mainly within rural areas. The results were modest and in 2007, the Master plan for Romanian Tourism Development while briefly mentioning the wine tourism, did not indicate any functional wine route/road. At a 20-year distance from the launching of the above-mentioned program, the present paper tries to identify (as much as possible) the existing wine routes in the rural areas of Romania and to evaluate if the communes along these wine routes enjoy a better position, from the perspective of their tourism supply and demand, compared to other communes associated with vineyards and wineries, but not included in any wine routes.

Ileana POP NEMEȘ

Perenity and Authenticity of Maramureș Villages: Landmarks of Sustainable Tourism

The anthropic tourist fund is the one that has contributed to the notoriety of Maramures in the field of tourism. The countless attractive anthropic elements in the villages: Costeni and Cușeni in the Land of Lăpuș, as well as Desești and the Oak Valley in the historic Maramureș, will be presented in detail to highlight their cultural and touristic value. Elements of great attractiveness are numerous, but the notoriety is held by the churches and the Maramureș traditional gates, which is why I analyzed in detail these sights. Another high attractive component is the traditional architecture, which has recently suffered a regression in the rural area of Maramureș due to the penetration of modern elements (building materials, modern plans, etc.). Human society is constantly changing, so that the rural environment of Maramureș also undergoes profound changes due to the current tendencies of structural changes in the rural environments.

Marius POPESCU

Cultural Trails in Rural Area of Southern Dobrogea

Situated between the Danube and the Black Sea coast, southern Dobrogea is a region full of nature and history. This region is a multicultural geographic area with many cultural attractions and traditions that can be used for rural tourism. The forms of cultural

tourism that can be developed within this area are the following: cultural-ethnographical tourism, cultural-historical tourism, cultural-religious tourism and cultural-scientific tourism. These forms of tourism can be developed individually or combined with other types, by organizing thematic routes. The valuation of these cultural resources is an opportunity for the sustainable tourism development in rural area of southern Dobrogea, but also it is an alternative to the classic seaside tourism from the Black Sea coast, which, in fact, has a seasonal character.

Lucian ROȘU

Territorial Tourism Resistance in the COVID-19 era. Spatial Evidences, Opportunities and Challenges in North-East Romania

This research quantitatively analyzes the resistance of tourism to COVID-19 and its spatial distribution in North-East Romania. After two years of punitive measures and restrictions, the shock received by the tourism system has felt different from one territory to another, revealing different responses to the pandemic conditions. Our research data takes into consideration the evaluation of overnights for each month for each locality in the North East of Romania for the last two years in order to understand spatially and temporarily how the COVID-19 impacts the touristic system. Few results can be easily driven from the research, namely: (a) there is a heterogeneous response to crisis; (b) the territorial concentration of demand decreased; (c) emergent destinations occurred due to local factors and as an intelligent response to crisis using smart marketing; and (d) rural tourism highlights an high resistance to crisis while urban tourism has to rethink its strategies for a more sustainable way of doing tourism. Spatial analysis reveals patterns of resistance to tourism and we think that different strategies adopted to minimize the negative effects plays a minor role in becoming attractive to tourists. In the future, cities have to readapt using degrowth strategies while rural areas will still be dominant poles of attraction for domestic demand.

Melike SAK, Hasibe YAZIT, Gül ERKOL BAYRAM

The Relationship between Communication Skills and Tourism Perceptions of Local People: The Case of Sinop

Local people are one of the important drivers of tourism. They have a significant role on tourist behavior for having a positive destination image and repeat visits. This situation emphasizes the importance of the communication of the local people with the tourists. Tourism perception of the local people is seen as an indicator of its contribution to tourism development. The local people's positive perception of tourism will enable tourists to be satisfied with this region and contribute to the touristic development of the region. It is thought that tourists from the local people who can develop effective communication skills and positive tourism perception will also be satisfied. In this context, the aim of the research is to determine the relationship between communication skills and tourism perception. In the scope of the research, a questionnaire was applied to 500 people residing in the city of Sinop. The data obtained were evaluated with the SPSS program and the relationship between the communication skills of the local people and their perception of tourism was tested. According to the results, a positive and negative relationship was determined between the communication skills of the local people and the sub-dimensions of tourism perceptions. Some suggestions were made according to the results of the research.

Hatice SARI GÖK

Light Pollution and Astro-Tourism: The Case of Melik Plateau

The sky, the stars, the rainbow, and the universe have always piqued people's interest, from ancient times to the present. The night sky can be enjoyed in all its glory in large rural areas that are not harmed by light pollution. For sky observations, places with less light pollution are favored due to heavy light pollution in cities. The concept of astro-tourism was born as a result of this event's transformation into a tourism activity. Astro-tourism is a sort of nature-based tourism that involves traveling to locations where there is no light pollution to observe the sky and celestial occurrences. The Melik Plateau in Isparta province has been named the darkest place among Turkey's National

Parks, with little light and air pollution. As a result, the goal of this study is to determine the current state of astro-tourism activities on the Melik Plateau. For this purpose, a SWOT analysis was made regarding the astro-tourism activities of Melik Plateau.

Simona SPÂNU, Virgil NICULA

The Cultural Tourism of Blaj

Blaj is a city with two defining dimensions: history and culture. It is the city that stands as the symbol of some of the most important moments in the history of the Romanians, the main events that marked the existence of this small town being related to its role as a religious, educational, and cultural center of both Transylvania and Romania. A tourism analysis was made in order to define sustainable directions for the development of the cultural tourism of Blaj and it was based on the answers of 151 respondents and on discussions with key people from the local administration, culture, education and religious groups. The measures suggested for supporting the capacity of the tourism sector contribute to promoting the role of culture in the sustainable development through creative economy, by increasing access to culture, increasing the diversity of cultural expressions and the integration of Romanian culture in the international cultural tourism circuit.

Mirela STOICAN, Oana Nicole STOICAN, Daniela VĂRVĂRUC, Claudia Cornelia ENACHE

Capitalizing on the Tourist Potential of the Mineral Waters in Ținutul Secuiesc (Romania) in the Context of Green Tourism

Utilizing the potential of mineral waters is an opportunity for Romanian tourism. The current economic context has led to major changes in the behavior of tourists, therefore, the richness of mineral water concentrated in well-defined areas could contribute to relocations of tourist flows. Through the real implementation of the “Green Roads” program, the conservation and capitalization of the cultural and natural heritage can be promoted based on the principles of sustainable development. This paper focuses on water resources and the use of mineral waters in Ținutul Secuiesc, human nutrition and spa treatments. Mineral water is characterized by its purity at source, its

content in minerals, trace elements and other constituents, its conservation and healing properties being recognized by the Ministry of Health, following clinical and pharmacological studies. Starting from the medical benefits of mineral waters, this paper aims to present the potential of the Ținutul Secuiesc in Romania, in terms of mineral waters, as well as ways to include them in green tourist circuits.

**Nishant SUTARE, Vilas RATHOD, Manisha SUTARE,
Chandrashekhar WANKHEDE**

***Entrepreneurial Challenges Faced by Travel and Tourism Students
in Agritourism Business***

Agritourism is an emerging term which is associated with the various agricultural related activities like farm visits, community participation, farm stays, etc. In short, agritourism means visiting the rural area specifically related with the agricultural area, enjoying the rural lifestyle along with understanding the uniqueness of the rural area. In the last decade, entrepreneurship in the rural hospitality and tourism sector has gotten a lot of attention. The goal of this research is to follow the issues that students confront when establishing agritourism businesses. This topic focuses on the major and minor issues that students experience when starting a business and running it, as well as entrepreneurial literature, by reviewing numerous thematic research areas, finding research gaps, and anticipating future research paths on the topic.

Ion TALABĂ

Effects of the COVID-19 Pandemic on Romanian Rural Tourism

The study analyzes the negative effects of the COVID-19 pandemic and the measures that must be taken to reduce them and to restore the entire tourism system.

Vasile TODINCĂ, Maria Delia RADU, Maria Flavia POP

***The Villages of Țara Crișurilor (Romania) at the Crossroads of the
Great Storms of History: Malignant Changes***

This work carries the print of the great sufferings of the traditional village along history. These unwanted events brought suffering, despair

and sadness. One of the worst temporal sequences, which wrote and rewrote its history. We remind some of them: plague or the “black death”, cholera, typhus, Spanish flu, typhoid fever, leprosy, scarlet fever, the wars, famine and others. On these mutations and their consequences, we will refer in our study. We used archive data and also information we gathered in our field research which we hand in to those who are interested.

Vasile TODINĂ, Maria Delia RADU, Maria Flavia POP, Andreea Maria POP

The Romanian Villages of Țara Crișurilor (Romania) between Sacred and Profane Time: Winter Holidays as a Tourist Attraction

Our article focuses on rural people, who have a sense of the sacred time, a sense that helps them be aware of the sacrality of the festivals in general, and of the Christmas festival in this instance, a dynamic holiday, marked by traditions, songs, good wishes and joy, a celebration of the spirit, happiness, gratitude. Christmas festival is anchored in the traditions of the Romanian people, giving out a festive mutter of enthusiasm, it creates an opening to the transcendental, which brings to life the grace of a gentle and prestigious sublimation. It is an earthly anticipation of Heaven.

Brankica TODORVIĆ

Branding as a Part of Tourist Destination Development

Destination branding is of special importance to the development of tourism in accordance with the requirements of tourist demand. The brand builds loyalty and reduces the risk associated with the intangibility of tourism products. In addition to the growth of tourist demand, the number of protected areas within which tourism is developing in accordance with the prescribed protection system is also increasing. The objectives of the analysis in the paper are: importance of tourist destinations and protected areas as brands; opportunities for tourism development in protected areas; and elements of branding in the tourist region of Western Serbia.

Dănuț UNGUREANU, Veronica ȚĂRAN BACIU

Massif Committees, Territorial Structures Organized at the Level of Mountain Groups in the Mountain Area with an Advisory Role in the Implementation of Policies and Strategies for the Development and Protection of the Mountain Environment

In the Mountain Law no. 197/2018, article 2, para. (6) specifies that “the mountainous area of Romania includes 9 groups of mountains, according to the annex that is an integral part of this law”, and art. 4 para. (1) states that “for each group of mountains, a Massif Committee is set up, with an advisory role in the implementation of development policies and strategies and the protection of the mountain environment, at the level of the respective territory”. The composition of the Massif Committees is provided in art. 2 para. (1) of H.G. no. 332/2019 on establishing the composition, responsibilities and responsibilities of the Massif Committee and the National Mountain Council, as subsequently amended and supplemented. The Massif Committees will have to identify, at the level of each group of mountains, county or mountain basin, the problems faced by the mountain communities and to elaborate public policy proposals in the field of protection and sustainable development of the mountain area, investment programmes, proposals to amend the legislation, which, with the support of the National Mountain Council, should be promoted and approved by the Government or the Parliament, in order to contribute to the increase of the living standard of the mountain populations.

Dănuț UNGUREANU, Veronica ȚĂRAN BACIU

Capitalization of Specific Traditional Gastronomy through Local Gastronomic Points: New Opportunity for Rural Tourism

The development of rural communities and local tourism can also be achieved by setting up Local Gastronomic Points (LGP) in Romanian villages, places where you can consume specific local products, obtained according to traditional methods. In this way, the products from the peasant household, from the local community can be capitalized on, the meal is served in an authentic setting, and the village becomes a place of socialization and cultural communion. The Local Gastronomic Point is an efficient way to capitalize on the products of the peasant household

in family-type public catering units, taking into account the specificity of each tourist area / region with known gastronomic traditions. Unlike restaurants or boarding houses, the Local Gastronomic Points offer the possibility to tourists to benefit from traditional, local dishes, produced and served directly by family members in their own household, respecting the hygiene conditions, without affecting the health of consumers. LGPs do not compete with other catering establishments due to their small size, limited gastronomic offer, limited number of guests that can be served, and their location only in rural areas. Up to 12 people can dine here. This new type of food unit was regulated by Order no. 106/2019 amending and supplementing the Veterinary Sanitary and Food Safety Regulation on the veterinary sanitary registration procedure and for the safety of food and the activities of obtaining and selling directly and / or in retail trade of foodstuffs of animal or non-animal origin, as well as the activities of production, processing, storage, transport and marketing of food products of non-animal origin, approved by the Order of the President of the National Sanitary Veterinary and Food Safety Authority no. 111/2008.

Desislava VARADZHAKOVA, Stefan GENCHEV

Main Characteristics of the Accommodation Facilities in Rural Areas: The Case Study of Bulgarian North-West Region

Tourism sector is very important for the Bulgarian economy. Before the pandemic of COVID-19 it generates between 10% and 12% of the country's GDP. The present paper discusses the specifics of the tourism business in the rural areas. For the purpose of the study the research object are the accommodation facilities in these areas. The North-West region of Bulgaria is chosen as a researched area because it is the least economically developed area in the country. There are 46 rural areas, evenly distributed in the five provinces of the region. The main types of accommodation, their characteristics, their territorial location compared to major urban centers and their relationship with the number of tourist attractions in the researched areas are identified. The main goal of the paper is to explore the potential for development of tourism in rural areas, based on a study of the accommodation facilities in the rural areas in the North-West region of Bulgaria. The research includes an analysis of the disparities between the different rural areas,

the possible reasons for them, as well as the opportunities for tourism development. The conclusions that have been made can become the basis for the development of tourism products and regional strategies for the development of specialized and alternative types of tourism.

Daniela VĂRVĂRUC, Mirela STOICAN, Oana Nicole STOICAN

Mansions in the Dealu Mare Area: The Role and Effects of Visiting on Personal Knowledge and Development

Capitalizing on cultural tourism potential is an alternative for continuous personal development and training. The knowledge of the historical past, of the architectural styles, the framing of the buildings in the specifics of the natural environment and of the community offers the possibility of discovery and knowledge in the context of the personal evolution of the tourists. The research revealed an increased interest of tourists for the cultural heritage, represented by mansions with historical and architectural value in the Dealu Mare area, but also the impact that their visit has on knowledge and personal development. The need for the sustained involvement of local government or legal bodies in order to restore and promote them was noted. The results obtained will contribute to the awareness of the cultural importance of the Dealu Mare area through the presence of mansions and the identification of opportunities for promotion and capitalization in order to attract a considerable number of tourists concerned about continuous development and personal training.

Vimal Chandra VERMA

COVID-19 Outbreak and Religious Tourism in India: A Review

The COVID-19 pandemic was a very difficult time for the human society. The impact of the pandemic was not restricted to human health and mortality but it was also responsible for disrupting the global economy. The impact of pandemic could be seen in all the sectors, industries and businesses. The schools were shut down, the transportation was restricted, flights were cancelled and people were locked down in their homes. Since tourism industry depends upon domestic and international travel, the impact of COVID-19 on tourism

industry was the worst. The present study discusses the impact of the pandemic on tourism in general and focuses on religious tourism which is a very important sector for India.

Tatiana ZAVATKI, Elena FUIOR, Ion MAXIM

Cluster Approach as a Tool for the Development of Tourism Industry

In many countries, tourism is one of the most actively developing areas of business activity. The tourism industry is a complex system covering various sectors of the economy, and its functioning leads to an increase in foreign exchange earnings, the creation of new jobs, the development of social and industrial infrastructure and integration into all sectors. In a dynamic world economy, the most effective for the territory is the cluster approach, in which the development of tourism takes place within the framework of a single system of integrated socio-economic development. The clustering of the tourism industry contributes to an increase in the level of economic development not only of a separate territory, but also of the whole country as a whole. Tourism clusters are forming based on tourism assets, which include enterprises of various sectors that are involved in serving tourists. The article considers the tourism industry as one of the most developing sectors of the economy, stimulating the development of other sectors of the national economy. The necessity of using the cluster approach for the development of innovative entrepreneurship is substantiating. Approaches to determining the features of the functioning of tourist clusters are studies, the concept is considering, as well as the main characteristics of the cluster approach to the development of tourism. The participants of the tourism industry cluster, their functions, as well as the directions of the impact of tourism clusters on the economic space of the territory, as well as the main problems of the formation and development of tourism clusters are identifying and structuring. The main reasons for the creation of clusters in tourism are considered and the main problems of the cluster approach to the development of tourism are highlighting. The purpose of creating a tourist cluster has been determined. The advantages of the cluster organization of the tourism sector of the economy are revealing. Based on the accepted methodology of cluster analysis and the general principles of cluster theory, proposals are madding to develop a number of provisions to

substantiate the effectiveness of the cluster approach to the development of the tourism complex.

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