

## CONTEMPORARY APPROACHES AND CHALLENGES OF TOURISM SUSTAINABILITY

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**The 4th International Conference on Tourism – 2013 CACTUS  
13th – 16th of November, 2013**

Tourism and Geography Department , Faculty of Commerce , Academy of Economic Studies and Academic Association for Research in Tourism and Services ( CACTUS ) annual conference has established itself as one of the major Tourism Business Administration, Management, and Marketing conferences of its kind Romania, in terms of size, quality of content, and standing reputation of attendees. Many papers are published in Special Issues in leading journals, and are driving international research and teaching programs.

Our goal was/and is to create a friendly and approachable academy and environment, a strong network, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business practitioners) are guiding and mentoring each other. We differentiate as we assist participants to network and publish their valuable work . Our participants also form specialized teams applying and getting involved in EU project funding.

The Welcome messages were presented by Gabriela Țigu – Vice-rector of ASE Bucharest, and Rodica Pamfilie – Dean, Faculty of Commerce

Keynote speaker was professor John Tribe

### Day 1 Papers' presentation and discussions

Section A1 TOURISM: ECONOMY AND MANAGEMENT Chair: prof.Gabriela Țigu	Section B GEOGRAPHY OF TOURISM Chair: prof. Silviu Neaguț	Section C1 QUALITY MANAGEMENT IN TOURISM Chair: prof.Rodica Pamfilie
SUSTAINABILITY OF THE TOURISM INDUSTRY, BASED ON FINANCIAL KPI 'S -AN EMPIRICAL RESEARCH <i>Adriana Dutescu</i> <i>Andreea Gabriela Ponorică</i> <i>Adriana Florina Popa</i>	Neguț Silviu Vlăsceanu Gheorghe Neacșu Marius	CUSTOMER BEHAVIOUR IN TOURISM. THE CASE OF TOURISTS' BEHAVIOUR REGARDING THE ROMANIAN SEASIDE  <i>Dragoș Răducan</i> <i>Andreea Marin Pantelescu</i>

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<p>DEVELOPMENT OF THE STRUCTURE OF TOURIST ACCOMMODATION IN BIHOR COUNTY</p> <p>(Skype)</p> <p><i>Daniela Emilia Roşca</i> <i>Eva Pontos</i></p>	<p>RURAL TOURISM IN LĂPUŞ LAND (MARAMUREŞ COUNTY, ROMANIA) – EVOLUTION, CHARACTERISTICS AND PERSPECTIVES FOR SUSTAINABLE DEVELOPMENT</p> <p><i>Ştefan Dezsi</i> <i>Jozsef Benedek</i> <i>Alexandru Sabin Bădărău</i> <i>Raularian Rusu</i></p>	<p>CREATIVITY – SOURCE OF COMPETITIVE ADVANTAGE IN THE VALUE CHAIN OF TOURISM ENTERPRISES</p> <p><i>Aurelia Felicia Stăncioiu</i> <i>Nicolae Teodorescu</i> <i>Anamaria Răvar</i> <i>Andreea Botos</i></p>
<p>MARKETING COMMUNICATION TOOLS – IMPORTANT MEANS TO PROMOTE THE IMAGE IN TOURISM ACTIVITY</p> <p><i>Silvia Muhcină</i> <i>Veronica Popovici</i> <i>Norina Popovici</i></p>	<p>SUSTAINABLE DEVELOPMENT OF TOURISM VERSUS ITS CYCLICAL MOVEMENTS AND THEIR TRANSMISSION MECHANISM IN GDP</p> <p><i>Mitica Pepi</i></p>	<p>EVALUATING THE DEGREE OF UNDERSTANDING OF THE CONCEPT OF “TOURIST ECO-GUESTHOUSE” AND “GREEN VILLAGE” IN MĂRGINIMEA SIBIULUI</p> <p><i>Virgil Nicula</i> <i>Elena Roxana Popşa</i></p>
<p>MANAGING SUSTAINABLE TOURISM DEVELOPMENT IN URBAN AREAS: CASE STUDY ON BUCHAREST AS A TOURIST DESTINATION</p> <p><i>Andreea Zamfir</i></p>	<p>CRUISE TOURISM IN THE BLACK SEA. DEVELOPMENT TRENDS AND ECONOMIC BENEFITS</p> <p><i>Vasileios Stelios Tselentis</i> <i>Amalia Venera Todoruţ</i></p>	<p>TOURIST DESTINATIONS DEVELOPMENT ANALYSIS MODELS. A CASE STUDY: BRASOV AREA</p> <p><i>Ruxandra-Gabriela Albu Nicoleta-Laurenţia Petcu</i></p>
<p>AN EMPIRICAL RESEARCH ON STRATEGIC MANAGEMENT ISSUES WITHIN THE ROMANIAN HOTEL INDUSTRY</p> <p><i>Ovidiu-Niculae Bordean</i> <i>Anca Borza</i></p>	<p>THE OLTENIA - SOUTH WEST DEVELOPMENT REGION POTENTIAL FOR ACHIEVING A SUSTAINABLE VINEYARD AND WINERY TOURISM</p> <p><i>Sorin Avram</i> <i>Silvia-Mihaela Pavel</i> <i>Costela Iordache</i></p>	<p>AN EMPIRICAL STUDY REGARDING THE IMPACT OF SERVICE QUALITY ON BRAND LOYALTY IN TRADITIONAL TRAVEL AGENCIES</p> <p><i>Ovidiu Moisescu</i> <i>Oana Gica</i></p>

## Day 2

<p>Section A2 TOURISM: ECONOMY AND MANAGEMENT I Chair : Prof. John Tribe</p>	<p>Section A3 TOURISM: ECONOMY AND MANAGEMENT II Chair: Prof. Gabriela Stănciulescu</p>	<p>Section A4 TOURISM: ECONOMY AND MANAGEMENT III Chair: prof. Delia Popescu</p>
<p>THE ROLE OF CROSS-TRAINING IN REDUCING THE LEVEL OF LABOR TURNOVER APPLIED STUDY ON SOME HOTELS IN TRIPOLI - LIBYA</p>	<p>STRATEGIC ANALYSIS OF THE ROMANIAN LONG LIFE LEARNING SYSTEM IN TOURISM</p>	<p>TOURIST ARRIVALS IN THE LIGHT OF SUSTAINABLE DEVELOPMENT</p> <p><i>Delia Popescu</i> <i>Andreea Săseanu</i></p>

Atiya Abuharris	<i>Tiberiu Foriș</i>	<i>Daniel Bulin</i>
VISITING AUTHENTICITY IN L.A. GANG TOURS: TOURISTS AT THE BACKSTAGE <i>Zerva Konstantina</i>	ANALYSIS OF ROMANIA'S AND TRANSYLVANIA'S TOURIST SUPPLY DEVELOPMENT AND PERFORMANCES <i>Monica Maria Coroș Adina Letiția Negrușă</i>	APPROACH OF QUALITY IN TOURISM CASE STUDY: TOURISM AGENCY AND TOURISM GUIDE <i>Anca Atanase Ion Schileru</i>
BUSINESS TOURISM COMPETITIVENESS MODEL: COMPETITIVENESS OF SERBIA AS A BUSINESS TOURISM DESTINATION <i>Dario Simicevic Snezana Stetic Sanja Pavlovic Sara Stanic</i>	CONSIDERATIONS ON THE EFFECTS OF ECONOMIC CRISIS ON TOURISM <i>Cipriana Sava</i>	THE ETHICS OF ONLINE TOURISTIC COUNSELING: A MATTER OF USERS SATISFACTION <i>Puiu Nistoreanu Gabriel Cristian Sabou Denisa Vlad</i>
THE SUFFICIENCY ECONOMY PHILOSOPHY APPLICATION AND THE BUSINESS SUCCESS FOR TOURISM INDUSTRY IN THE NORTH OF THAILAND <i>Bung-on Chartrungruang</i>	TOURISTS LOYALTY WITH A TOURISTIC DESTINATION <i>Andreea Cipriana Muntean Filimon Stremțan</i>	SOCIAL MEDIA: A TOOL FOR PERSONAL OR FOR BUSINESS COMUNICATIONAL PURPOSES? <i>Rodica Pamfilie Irina Maiorescu Răzvan Dina Daniel Zgură</i>
RESIDENTS' PERCEPTION OF TOURISM IMPACT ON THE PHYSICAL ENVIRONMENT OF REDEMPTION CAMP, OGUN STATE, NIGERA <i>Adeleke Bola Olusola</i>	ORGANIZATIONAL COMMUNICATION IN THE ROMANIAN TOURISM AND HOSPITALITY INDUSTRY: TO BE OR TO SURVIVE? <i>Dan Popescu Cristina State Livia Toanca</i>	Hornoiu Remus, Pădurean Ana Mihaela, Nica Ana Maria Tănase Mihai

## Day 2

Section A5 TOURISM: ECONOMY AND MANAGEMENT I Chair prof. Puiu Nistoreanu	Section A6 TOURISM: ECONOMY AND MANAGEMENT II Chair: prof. Gabriela Țigu	Section A7 TOURISM: ECONOMY AND MANAGEMENT III Chair: prof. Delia Popescu
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<p>ARE BUSINESS MASTER STUDENTS REALLY PREPARED TO ESTABLISH AND RUN BUSINESSES IN SUSTAINABLE TOURISM? AN EMPIRICAL ANALYSIS</p> <p><i>Alina Bădulescu Daniel Bădulescu Dorin Paul Bac Sebastian Sipos-Gug</i></p>	<p>A NEW PERSPECTIVE ABOUT THE TOURISM INDUSTRY</p> <p><i>Nora Codruța Curta Dan Maniu Dușe</i></p>	<p>CHARACTERISTICS OF INNOVATIVE ENTREPRENEURS IN RURAL TOURISM</p> <p><i>Valentin Toader Adina Letiția Negrușă Aurelian Sofică Rozalia Veronica Rus</i></p>
<p>ANALYSIS OF TOURISM STUDENTS PERCEIVED SATISFACTION ON THE EDUCATIONAL TRAINING: ANY LINK TO THE CAREER PATH?</p> <p><i>Ovidiu-Niculae Bordean Eugenia Campeanu-Sonea Adrian Sonea</i></p>	<p>ANALYSIS OF MEDICAL TOURISM FOR CARDIOVASCULAR DISEASES</p> <p><i>Cătălina Liliana Andrei Gabriela Țigu Raluca Mariana Drăgoescu, Crina Julieta Sinescu</i></p>	<p>SUSTAINABLE TOURISM UNDER THE INFLUENCE OF EU FUNDS IN SUCEAVA COUNTY</p> <p><i>Cristian-Valentin Hapenciuc Pavel Stanciu Andrei-Alexandru Moroșan Gabriela Arionesei</i></p>
<p>TRAVEL &amp; TOURISM COMPETITIVENESS INDEX – REGIONAL EMPIRICAL ANALYSIS FOR ROMANIA</p> <p><i>Țigu Gabriela Mahika Cristina Bran Florina</i></p>	<p>ECONOMIC EFFECTIVENESS INDICATORS OF TOURISM. MULTIFACTOR ANALYSIS</p> <p><i>Bob Constantin Ionescu Alexandru Zurub Hosney</i></p>	<p>COMPETITIVE INTELLIGENCE, A POWERFULL IT TOOLKIT FOR TRANSFORMING INFORMATION IN ITTELLIGENCE IN TOURISM SERVICES MANAGEMENT</p> <p><i>Traian Surcel Mihaela Muntean</i></p>
<p>FITTING HOTEL STRATEGIES TO CURRENT MARKET DEMENDS IN CLUJ-NAPOCA</p> <p><i>Smaranda Cosma Adina Negrușă</i></p>	<p>THE IMPACT OF MANAGEMENT AND ORGANIZATIONAL CULTURE ON CREATIVITY IN THE HOSPITALITY INDUSTRY</p> <p><i>Olimpia State Maria-Cristina Iorgulescu</i></p>	<p>INVESTIGATING POTENTIAL STRATEGIES FOR INCREASING COMPETITIVENESS OF TOURISM AT THE BLACK SEA SHORE</p> <p><i>Adina-Roxana Munteanu Raluca-Daniela Rizea Roxana Sârbu</i></p>
<p>HEALTH, SPA, WELLNESS - TOURISM. WHAT'S THE DIFFERENCE ?</p> <p><i>Dan Mihnea Diaconescu Cecilia Stănciulescu</i></p>	<p>ITB BERLIN 2013- ILLUSTRATIVE EVENT FOR THE PROMOTION OF RESPONSIBLE TOURISM: REVIEW AND PERSPECTIVES OF INTERNATIONAL TOURISM REGARDING DISORDERLY GLOBAL ECONOMY</p> <p><i>Ioan Cosmescu</i></p>	<p>COMPARATIVE ANALYSIS ON HOTEL CLASSIFICATION AND QUALITY MARK IN HOSPITALITY</p> <p><i>Diana Foriș</i></p>

	<i>Cosmin Tileagă</i>	
EUROPEAN CULTURAL HERITAGE CASE STUDY: SIGHISOARA AND VERONA CITIES  <i>Stan Timea Anca</i> <i>Stănciulescu Gabriela</i> <i>Ion Andrei</i>	THE STUDY OF ORGANIZATIONAL IMAGE AND PROMOTION ACTIVITY IN HOTEL UNITS  <i>Janetta Sirbu</i>	TOURISM AND SUSTAINABLE REGIONAL DEVELOPMENT IN ROMANIA AND FRANCE: AN APPROACH FROM THE PERSPECTIVE OF NEW ECONOMIC GEOGRAPHY  <i>Gabriela Carmen Pascariu</i> <i>Ramona Țigănașu</i>
STUDY REGARDING HOTEL CHAINS OPTIONS FOR PENETRATION INTO ROMANIAN HOTEL MARKET  <i>Smaranda Cosma</i> <i>Cristina Fleșeriu</i> <i>Marius Bota</i>		BUSINESS ENVIRONMENT AND STRATEGIC PLANNING DIMENSIONS DURING THE CRISIS  <i>Claudia E. Țuclea</i> <i>Dragoș C. Vasile</i> <i>Andreea F. Șchiopu</i>

The Romanian Tourism Employers' Federation, Department of Research and Development, launched a Press Release about “the most important themes Scientific Conference on Tourism” as they appreciated, as follows:

“More than 100 professors, specialized in tourism from more than ten countries including the UK, Italy , Spain , Greece and Malaysia participated in the November 13-16 Bran most important scientific conference on topics from tourism in this year (2013 ), organized by the Academy of Economic Studies and Academic Association for Research in Tourism and Services ( CACTUS ) .

Tourism and Geography Department, Faculty of Commerce , Academy of Economic Studies and Academic Association for Research in Tourism and Services (CACTUS) organized the 4th edition of the International Tourism Conference .

Through sustained work were those of prominent representatives of Romanian Tourism Employers Federation (FPTR) which supports steady academia continuous attempt to bring theory to practice.

The special guest of the conference is Professor John Tribe, Director of the Department of Tourism at the University of Surrey, UK. Studies undertaken by it, bachelor, master and doctorate were conducted in the University of London. He is a member of the Higher Education Academy, Association for Tourism in Higher Education and the Academy for the Study of Tourism . His research on sustainability and education have led to the establishment of numerous books based on strategy , economics , education and tourism management . He was a specialist on tourism to the UK government in 2008 under Project Research Assessment Exercise (RAE) and is a member of the sub- panel 26 2014 Research Excellence Framework (REF). Is the editor of Annals of Tourism Research and the Journal of Hospitality, Leisure Sport and Tourism Education (JOHLSTE) .

The main themes of the conference tackled on : Tourism, Economics and Management, Geography of Tourism and Quality Management in Tourism .

In the same period, the Department of Tourism and Geography participated with business partners at Tourism Fair of Romania, where, in addition to building a stand will hold Saturday, November 16, 2013 , a workshop on " Wine Tasting that exercise culture "