

Conferences

The 2011 International Conference on Tourism

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On 10th of November 2011, the Department of Tourism and Geography from the Faculty of Commerce, Bucharest Academy of Economic Studies (ASE), organized the third edition of the International Conference on Tourism. The first edition was held in 2007 in Bucharest and the second in 2009 in Messina, Italy, both of them having wide recognition and participation. The series of conferences organized by the Tourism and Geography Department aims to bring together every two years renowned practitioners, professors, researchers, PhD students, authors from the tourism field in order to elaborate a snap-shot of the current situation and to evaluate future trends.

The experience of great collaboration with University of Messina made us opt again for a dual management for the event, this time together with the National Institute for Research and Development in Tourism from Bucharest (INCDT). The year 2011 has a special meaning for both organizations: there are 40 years since INCDT was established and also 60 years since the Faculty of Commerce was founded.

The conference was attended by prominent members of the two organizations and authors from other universities, research centers and entities: University of Craiova, University of Architecture and Urbanism - Bucharest, "Dimitrie Cantemir" Christian University, Bucharest, Stefan cel Mare University-Suceava, Ministry of Regional Development and Tourism, National Institute for Research and Development in Tourism - Bucharest, National Institute for Recovery, Physical Medicine and Balneoclimatology - Bucharest, Horia Hulubei National Institute of Physics and Nuclear Engineering-Bucharest, and National Council of Private SMEs from Romania. As host, ASE has received over 60 participants whom it addresses through his vice-rectors and the management team of the Faculty of Commerce.

Conference's papers were grouped in two sections: "Current Issues of Protected Areas Management" and "Tourism Today: Concerns, Challenges, and Trends". The first section targeted the complex subject of protected areas, from issues concerning planning, sustainability, and visitors monitoring to management instruments. The second section encompassed diverse themes such as the competitiveness of tourism destinations, regional development, and human resources in tourism. The study cases were centered not only on landmarks of Romanian tourism (Predeal, Danube), but also on future destinations (Movila Miresii, Brăila county, for example).

The intricate approach that used various scientific tools of the tourism issues enhanced the value of the information presented at the conference. As a result, in order to benefit from a larger dissemination, the best articles will be published in CACTUS journal. The result of the peer review process is the selection of nine articles for the current issue.

The 2011 International Conference on Tourism has fulfilled its objectives, thus becoming the third brick of a march that is intended to become of reference in scientific activity in tourism area.

Papers presented at international conferences, with program committee, outside Romania

Mauritius, International Tourism Sustainability Conference, 2011

21-24 September 2011, Intercontinental Hotel, Mauritius Resort, Balaclava Fort

The development of the national system of protected areas - a way to mitigate the climate change rhythm

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Abstract

Climate change is one of the main threats of the contemporary society, economy and environment. As a result, this issue is on the priority agenda of international organizations and governments worldwide. In this context, lately there have been several events focused on the analysis of climate changes and their causes, on the extent of the phenomenon, and on identifying the solutions to slow or prevent them.

Climate change is a disturbing factor for tourism activity; deterioration of environmental quality or changing the duration of tourist season are only two of the major effects of climate changes that affect satisfaction of tourists and tourism businesses efficiency.

Meanwhile, tourism is also a vector of climate change, contributing, according to experts, with approximately 5% of global CO₂ emissions; transports, and particularly the airlines, hotel accommodations, the occurrence and development of new destinations etc., have an important role in determining climate change. But, tourism has the necessary means to reduce the action of the factors generating climate change: use of alternative sources of energy and saving the energy; technologies with reduced environmental impact in the hotels and restaurants businesses; controlled development of destinations and tourism flow.

One way to mitigate the contribution of tourism to climate change is, in our opinion, encouraging tourism in protected areas. By increasing the number and surfaces of these areas, through specific design, by educating tourists and, especially, by implementing appropriate management, tourism can contribute to reduce negative environmental impact and climate change. In line with these concerns and recommendations of Djerba and Davos Declarations, also in Romania there are concerns in reducing tourism's contribution to climate change. Accepting, however, that our country is at the beginning, this paper aims, through a statistical and field research, to reveal the relationship between the development of tourism in protected areas and climate change and to prepare proposals for an appropriate strategy in the field.

This work - **The development of the national system of protected areas - a way to mitigate the climate change rhythm** – was supported by CNCISIS –UEFISCDI, project number PNII – IDEI ID_1811/2008, financing contract 891/2008.

Management's role in sustainable tourism development in protected areas

Rodica Minciu, Prof., PhD, Mihaela Padurean, Assoc. Prof, PhD, Delia Popescu, Assoc.Prof, PhD, Hornoiu Remus Ion, Assist. Prof, PhD, Bucharest Academy of Economic Studies, Faculty of Commerce, Tourism-Services Department

Abstract

Creation/ establishment of protected areas has watched as the main objective, environmental conservation and biodiversity and their potential exploitation for the benefit of communities, especially in cases where protected areas include or are located in the vicinity of human settlements. In these circumstances, it becomes necessary to achieve a balance between protection and exploitation / protected areas by promoting resource recovery activities with low environmental impact by identifying and implementing the most effective methods and tools for space management.

Tourism, through its sustainable forms - ecotourism, rural tourism, green, cultural – are among the activities that can provide / favours a sustainable recovery potential protected areas, according to its appropriate management.

Taking as a point of reference both recommendations / documents on the IUCN protected areas management and field experience in various countries, a significant number of areas protected by their governments, have developed management plans for sustainable development as the main tools in these areas.

In line with these developments and requirements, and in particular the recommendations of the European Union, whose membership is from January 1, 2007, Romania has created and developed a national system of protected areas, has adopted numerous regulations to encourage this process and started implementation of modern management methods and tools in these areas.

Undoubtedly, there are still many problems caused by lack of resources - human, material, financial - or lack of experience to put their stamp on a relatively slow pace of implementing the requirements of a proper management of all protected areas and whose solution requires a greater involvement of all stakeholders.

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1811/2008, “Implementation dynamic of the communitarian politics in valorisation through tourism of the Romanian protected areas and the projection of an integrate management architecture of these protected areas”.

South Africa

International Conference, 15-19 November 2010, Mbombela-Nelspruit-South Africa, Global Sustainable Tourism

The protected areas in Romania – an instrument of sustainable tourism development and climatic changes prevention

Rodica Minciu, Prof., PhD, Mihaela Padurean, Assoc. Prof, PhD, Delia Popescu, Assoc.Prof, PhD, Hornoiu Remus Ion, Assist. Prof, PhD, Bucharest Academy of Economic Studies, Faculty of Commerce, Tourism-Services Department

Abstract

Holding attractive, rich and various environments, with a diversity of relief forms, flora and fauna, thanks to its geographical position, Romania has an important experience and tradition in the designation of protected areas. The statistics show 1384 protected areas in 2008, totalizing 2,432,222 ha, which means 10.2 % of total surface. In the recent years, this list was completed by more protected areas, but our country is still far from the EU average and expectations (10 -15%). Tourism is one of the core activities developed in protected areas, and its policy and planning must face a choice of whether concentrating or disperse recreational use.

Zoning is the main method to deploy visitors and hence it is critical in achieving the appropriate combination of concentration or dispersal, as a way to implement the sustainable development conditions. The zoning system depends on the category of protected area (IUCN category and other international designation), but also on the management objective. Climate change means that establishing corridors for species in order to move between islands of biodiversity is no longer sufficient. Biodiversity preservation must be integrated into territorial planning in order to maintain our green infrastructure and to ensure that protected areas can fully contribute to maintaining the health of ecosystems in the wider landscape. In comparison to other countries, from Europe or other continents, and analyzing the number of protected areas, the total area or the percentage of protected areas of a territory, we can say that Romania is far from countries like Germany, France, Poland, Kenya or Canada, but the ascendant trend of environmental preservation and the European requirements can reduce this discrepancy. Romania has up-graded environmental infrastructure and legislation, to meet the EU and IUCN standards.

This paper proposes a comparison between different countries and Romania, regarding not only the surface of the protected areas, but also the policy and planning of these areas, facing an option between concentrating or dispersing leisure use. Another challenge of this paper is to demonstrate, through research, that protected areas represent a tool for sustainable development of tourism and climate change prevention. This work - The Protected Areas in Romania – an Instrument of Sustainable Tourism Development and of Climate Changes Prevention - was supported by CNCSIS – UEFISCSU, project number PNII – IDEI ID_1811/2008, financing contract no. 891/2008.

Assessing Tourists' Perceptions on Sustainable Tourism in Protected Natural Areas – A Scientific Research of the Romanian Case

Remus Ion Hornoiu, Assist. Prof, PhD, Rodica Minciu, Prof., PhD, Mihaela Padurean, Assoc. Prof, PhD, Delia Popescu, Assoc. Prof, PhD

Abstract

For the purpose of identifying the level of tourism in the protected natural areas of Romania and, based on it, of marking out its place within the rationales of tourists, a field research was performed, regarding the potential tourists. *The Methodology* grounding the investigation within tourists is according to the standards related to the development of the field research and took into consideration, as topic, the knowledge of types of activities they consider attractive for the holidays to come in protected areas. *The purpose of the research* consisted of determining the tendencies registered in the evolution of tourism flows related to practicing the tourism in protected natural areas and the *objectives to be achieved* were related to: - setting the level of tourism in protected areas at the level of tourists; - knowing the information sources regarding the tourism offer in protected areas and the accommodation modalities used by tourists; - indicating the dimension of the group of travelers in case of tourism in protected areas; - identifying the categories of actions attended by tourists in their last holidays in protected areas. Taking into account the conditions above and the specific of the researched issue, as *method to gather* information, we chose the survey, which involved the use, as a tool for collecting data, of a questionnaire which includes especially closed questions in order to enable the use of statistical-mathematical analyses in order to mark out correlations and the reports created amongst different variables included in the research. Further, some of the questions use the same Likert scale with 5 answer variants, precisely in order to enable the understanding, reading and reducing the fill in time of the questionnaire. We have chosen to work under the conditions of a trust level of 0.05 corresponding to a probability of results guarantee of 95% and of an error margin of $\pm 5\%$. The questionnaire was first tested during the spring edition of 2009 Bucharest Tourism Fair, and the revised questionnaire was administered in the autumn edition of the Tourism Fair of Romania 2009, on a sample of 1350 tourists, its statistic importance being made in relation to the attributes of the investigated phenomenon. As regarding the estimation of the information obtained value, it was considered that they are important to know the tourists' perceptions on sustainable tourism in protected natural areas, useful in formulating the main trends among them.

This work - Assessing tourists' perceptions on sustainable tourism in protected natural areas – a scientific research of the Romanian case - was supported by CNCSIS – UEFISCSU, project number PNII – IDEI ID_1811/2008, financing contract no. 891/2008.

International Conference on Business Hospitality and Tourism Management, October 12-14, 2011, Engendering Growth: Sustainable Development in Business, Hospitality and Tourism Management, Nelspruit, Jamaica

Journeys in natural areas – expression of sustainable development of tourism

Remus Ion Hornoïu, Assist. Prof, PhD, Rodica Minciu, Prof., PhD, Mihaela Padurean, Assoc. Prof, PhD, Delia Popescu, Assoc. Prof, PhD

Abstract

Among many activities within the natural areas, and in respect of the main purpose of their creation, tourism has a major importance, taking in consideration its complex effects on these areas. This paper aims to bring closer to our attentions the problems raised by tourism activities in natural areas, to establish the boundaries that must not be crossed in order to preserve the natural and cultural heritage.

This work - *Journeys in natural areas – expression of sustainable development of tourism* - was supported by CNCSIS – UEFISCSU, project number PNII – IDEI ID_1811/2008, financing contract no. 891/2008.

Sustainable development of urban tourist destinations in the surroundings of natural protected areas

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The ever increasing tourism phenomenon in protected areas has facilitated the local communities to also become more attractive, thus turning them into preferred travel destinations. The specific concerns related to the development of infrastructure, services, natural resources conservation occupy an ever higher place in the attention of local authorities. Therefore the need to balance these concerns with the needs of local people appears, in order to ensure a suitable living environment for them. In this regard, an important tool for achieving sustainable development is the loading capacity (optimal reception) as a guarantee of balanced development of tourism in natural protected areas.

This work - *The Protected Areas in Romania – an Instrument of Sustainable Tourism Development and of Climate Changes Prevention* - was supported by CNCSIS – UEFISCSU, project number PNII – IDEI ID_1811/2008, financing contract no. 891/2008.

In the context of the increasing competition on a global scale in the matter of rising the number of visitors, tourist cities are facing a series of problems related, on the one hand, to ensuring optimal living conditions for the inhabitants and, on the other hand, to attaining a balance between the natural resources and the built environment, between the flows of tourists and inhabitants' circulation, between the advantages offered by tourism for local communities and the negative impact that tourism could have on the environment in the conditions in which the tourism activity would not be planned and developed in accordance with the present and future requirements.

In Europe, tourism in urban space represents approximately 30% from the total trips and approximately 20% from the total accommodations, many cities having multiple possibilities to spend the spare time, from visiting cultural and historical objectives up to shopping, sports and recreational activities, visits to relatives and friends, etc. Taking into account all these valences of tourist cities, three categories have been delimited: *large metropolises*, as main destinations for business and cultural tourism; *middle-sized cities* specialized in certain domains of urban tourism; *small towns*, with an emphasized historical character, this category including spa resorts (Vichy, Vittel, Karlovy Vary, etc.) or the ones situated in the proximity of tourist attractions with a unique character.

With regard to sustainable development of tourism, there is an array of instruments that can be used, which are related to planning the space in the sense of organization and control, the carrying capacity, by this we are referring to the maximum number of visitors that a destination can accept without causing damages to the environment and without bringing prejudices to the local communities, the environment management system with the role of improving the environment performances, as well as integrated quality management, instrument that involves establishing standards with the purpose of increasing the quality of tourism services.

Under these conditions, an important role in ensuring the sustainability of the urban space is constituted by the *carrying capacity* as an instrument of touristic planning policy, by what the general framework for implementing the measures and actions for the touristic set up and development in a certain region taking into account the particularities of each and every region. Therefore, establishing limits in touristic set up of space or in the dimension of flows of visitors does not have to be reduced only to a number, for instance the number of visitors that can have access to an area at a certain moment, but it is necessary to impose a maximum limit as well as a minimum level necessary to support the activities of local communities. In addition, it is necessary to differentiate the approach of the carrying capacity in terms of the typology of tourism destinations.

Consequently, *sea-coast areas* are associated to mass tourism and intensive set up of the infrastructure and space and the carrying capacity evaluation will include aspects related to the density of tourist circulation, the degree of beach and tourism infrastructure usage, marine water pollution, etc.

In protected area, touristic set-ups are submitted to severe control and extremely restrictive management. The carrying capacity must firstly take into account the dimensioning of tourist flows, but also choosing optimal solutions for concentrating or, on the contrary, dispersing the equipment, at the same time tending to the protection of the natural environment and functioning of the ecosystems, but also to the degree of anticipation for the needs and attaining the tourists' satisfaction.

In rural areas, the carrying capacity aims at dimensioning the flows of visitors by taking into account the consequences of touristic circulation on the local culture and economy.

The tourism mountain areas are, generally, intensively developed and mainly address mass tourism, especially in the centers built for winter sports. In this situation, the carrying capacity refers to dimensioning the mechanical installations and the slopes, as well as the impact of the latter on the microclimate, particularly through the disappearance of the ground cover and the use of artificial snow, all of the above contributing to the degradation of the natural landscape.

In the matter of tourism in *cultural centers*, motivated by the existence of cultural and historical heritage, traditions, life style, events, it can be regarded as a mass phenomenon when it is associated to visiting monuments, museums, and it is characterized through a short duration of the stay; in this case, the carrying capacity will be established by taking into consideration the urban traffic, the use of terrains, waste management, circulation in historic centers, etc.

Whatever the practiced form of tourism may be, the carrying capacity assessment can contribute to the sustained development of tourism activity at a local level by integrating this concept into the local tourism management.



APPLYING SOCIAL MEDIA METHODS IN THE REGIONAL TOURISM DEVELOPMENT. CHALLENGES FOR THE BLACK SEA COUNTRIES

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ABSTRACT

The Black Sea space has an outstanding economic potential that overcomes the physical link secured by the waterway for merchandise transport between Western, Central and South Europe (so named Silk Road). *The paper targets* on the role played by the social media in the valorisation of the urban and cultural heritage in the countries that border the Black Sea (Bulgaria, Georgia, Romania, Russian Federation, Turkey and Ukraine).

All efforts made to analyze the tourism activity in the countries mentioned above are justified by the tremendous potential due to the natural and cultural resources that are largely miscellaneous and of high quality and by the scarcity of information about them. Those features turn the listed countries into attractive destinations for the tourists, only if the social media methods will replace well enough the missing, yet, of other mobility means: railways, roads and high roads, air plane connections. Under these conditions, to be at the front of the line, a tourism agent must be able to impress the general public and what better way to do this than by applying non-traditional selling steps -social media methods (primarily [internet](#) or cellular phone based applications and [tools to share information, websites](#), like Facebook and [Twitter](#); as well as bookmarking [sites](#) like Digg or Reddit). Therefore, *the authors' interest focused on two issues:*

- a. the existent tourism status quo in those countries, as well as
- b. to the chance given by the social media that this tourism destination become better known on the international tourism markets.

The paper brings an original contribution by integrating economic, social and environmental aspects manifesting in the Black Sea space in the general context of international cooperation and of the transformation processes brought by European Union enlargement and international economic crisis.

Given the exploratory nature of this research, inductive social science research techniques were employed.

Qualitative research methods were preferred because no other investigation of this nature had previously been undertaken, and qualitative methods particularly oriented toward exploration and discovery of social phenomena through the use of inductive processes.

Analysis of the data revealed that only a few respondents claimed the tourism heritage in their country or city, they came from all walks of life (professional status, official position in tourism infrastructure, authority position, age, gender). The authorities stress factors such as the lack of security, the lack of salubrity, and the general poor state of the social media methods. They consider that “That part of Europe is not yet ready to receive tourists and even risks giving a negative image that would stigmatize one particular culture, country, and city!”

KEYWORDS: *Black Sea Countries, Black Sea Tourism, Social Media Methods*

MODELS OF DEPENDANCIES BETWEEN CORPORATE SOCIAL MEDIA (CSM) AND RESPONSIBILITY (CSR) METHODS APPLIED IN TOURISM OPERATIONS

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ABSTRACT

The paper is focused on two main objectives. *The first goal* was to point out the existent dependences between the general economic growth, and tourism corporations and stakeholders, through the corporate media and social responsibility. *The second goal* was to carry out an analysis model in main components and a hierarchical classification which has confirmed moreover that the large tourism operators (mainly travel tour-operators) are the cause and explanation of their involvement in the social media principles and methods, in order to reshape the international tourism market in their favour, damaging the small tourism firms, with less power of communication.

The findings presented in this paper are derived from a series of research initiatives conducted in 2010. *Initially*, a secondary analysis of data associated with several interviews administrated to the corporate tourism operators from Romania and Hungary being involved in CSR and CSM activities. *The second phase* focused on identifying the number and content of CSR activities realised in the last 3 years and number and content of CSM methods, applied in the same laps of time, in order to improve their visibility and communication among and potential tourists through the travel products. Based on the findings emanating from this second phase of the research program, a semistandardized survey of select outbound tour operators from these countries was undertaken. The focus of the closed-and open-ended questions employed in this personal interview survey centered on the preferred strategies of these tour operators in promoting and selling through such methods, the awareness and satisfaction levels among outbound tour operators concerning these experiences, tour operator expectations concerning the product requirements needed to compete successfully for European business, and the preferred approaches suggested by tour operators for partnering with other corporations in the field (hotel and restaurant chain). In total, interviews were conducted with 20 select outbound tour operators from these two countries: 15 from Romania and 9 from Hungary.

While the findings emanating from this research cannot be generalized to the broader population of all European tour operators, they do provide insights into the structure and perspectives of many influential tour operators interested in applying CSR and CSM methods. They also offered to the authors' a new understanding of the two concepts: the touroperators are more interested and involved in CSM operations than in CSR activities.

KEYWORDS: *Tourism Corporation, Corporate Social Media (CSM), Corporate Social Responsibility (CSR)*