The ecotourism services quality. Assessment methods and strategies to improve it in Romania

Alina Gheorghe, PhD candidate
e-mail: alina.gheorghe87@yahoo.com

Prof. Maria Ioncică, PhD
e-mail: maria.ioncica@com.ase.ro

Brief presentation of the research project
The research activity will be represented in two reports: the first will contain three chapters of the thesis and it will focus on the features of service quality in ecotourism and Europe Management System quality assurance in Ecotourism. The second report will focus on assessing the quality of ecotourism services, quality improvement strategies and perspectives in evaluating the quality of ecotourism. The thesis structure is presented below:

Introduction
The State of knowledge in the field of study
I. The concept of ecotourism and the services offered by it
II. Characteristics of service quality in ecotourism
III. European Management System certification of quality in Ecotourism
IV. Assessment of the quality of ecotourism—the current state of innovation and opportunities
V. Strategies to improve the quality of ecotourism services
VI. Prospects for the quality evaluation of ecotourism services and development of strategies for their improvement in Salaj County

Conclusions
Bibliography
Annexes

Keywords: strategies, innovation, development, ecotourism services, quality

Research methods
The research methodology consisted in Romanian and foreign bibliographical sources consulted, in physical form and online in relation to the issues dealt with in the first three chapters. There were summarized and clarified the main concepts, features, principles related to ecotourism, services quality and management system for quality assurance in ecotourism. For 2014 I decided to realize the SWOT analysis of ecotourism in Salaj County and at the same time, I decided to establish functional relationships between different variables characterizing ecotourism services in this county of Romania.
Research outputs and their implementation

Dissemination of research results for the first year as a PhD student is evidenced through the following publications in indexed volumes in international databases:


- Alina Gheorghe, „Possibilities to Improve the Quality of Accommodation and Eco-Tourism Services through the Online Software”, Proceedings of the International Symposium „Romanian Economy in the Globalization Conjuncture on Crisis Background” organized by Artifex University from Bucharest in collaboration with Christian University Dimitrie Cantemir in Bucharest, Academy of Economic Studies of Bucharest, Academy of Economic Studies of Moldova, Universita degli Studi di Perugia, Universita degli Studi di Messina, Romanian Academy, Center for Monetary and financial Research "Victor Slăvescu", Valahia University of Targoviste, Polytechnic University of Czestochowa, Poland, University of Petroșani, Technical University of Kosice, Slovakia, 15-16 November 2012 Bucharest, Romania, ISSN 1018-046X.


I approached this issue with pragmatism, because I think that there are counties in the country (for example, Salaj County where I intend to perform the analysis) that feature a special ecotourism potential, leading to a responsible and sustainable ecotourism through the diversification of services, and increased worldwide interest for this kind of activity, it is recommended as a task for the future, because a growing number of tourists practicing ecotourism activity and want to get involved in shares of nature conservation, appreciation and promotion of the traditional way of life, local customs and traditions. In this paper I wish to realize the systematization of theoretical elements relating to the chosen theme and an application designed to bring more knowledge, an innovation in the field of ecotourism services in Romania. I will outline the development and implementation strategies to improve the quality of ecotourism services in Romania, identifying a series of indicators which express their appreciation for the quality of the data using the computer software EVIEWS 7.
Auxiliary elements that may support the research

This year, in the first semester I attended the following courses: Research in tourism marketing, the master of Research Management and Marketing in Travel and Tourism, Strategic Management of the Research Master's of Business Administration in Tourism. In the second semester I attended courses on Strategies of Development of Tertiary Sector and Research Methods of the Research Master's of Business Administration in Tourism. At the same time, in the first semester of the academic year 2012-2013, I participated in a series of scientific seminars of the Doctoral School: Business Administration, as follows: 26 oct. 2012-Future ICT, 23 nov. 2012-Quantitative and Qualitative Methods of Research in the Field of Business Administration, 25 Jan 2013-Corporate Entrepreneurship. Over the course of the second semester doctoral seminars at which I took part are, as follows: febr. 22, 2013-Corporate Social Entrepreneurship, 29 March 2013-Communication in the Business World (Blue Ocean Strategy), 26 April 2013-Integrated Management of Processes for Improving Performance in Business.

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