

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

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Candidate's background

graduated in 2008, The Management – Marketing Faculty at the Artifex University from Bucharest, specialization: Management, general average of 9.53. Engaged in university education system. I practice the research activity in the field of ecotourism services with a heightened interest, motivated as well, because it is a booming industry in Romania and development opportunities concerning this domain are promising.

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, “*The Analysis and Quality Improvement of Eco-Tourism Services by Using The Supply-Demand Interface Platform*”, HRMARS, IJARBSS, indexed in UlrichWeb (Global Serial Directory), USA, Cabell's Directories, USA, ProQuest, United Kingdom, Index Copernicus, Poland, EBSCO, Gale/Cengage Learning, Database of Open Access Journals (DOAJ), Journal Seek, Academic Resources (ourGlocal.com), Open J-Gate, German National Serials Database, Norwegian Association of Higher Education Institutions, Germany BUH Bibliothekssystem Universität Hamburg, Germany BSZ Bibliotheksservice-Zentrum Baden-Württemberg, vol. III, number 5, mai 2013, ISSN 2222-6990.
- Alina Gheorghe, „*Improvement of ecotourism services quality in Salaj and their diversification*”, HRMARS, IJ-ARBSS-indexed in UlrichWeb (Global Serial Directory), USA, Cabell's Directories, USA, ProQuest, United Kingdom, Index Copernicus, Poland, EBSCO, Gale/Cengage Learning, Database of Open Access Journals (DOAJ), Journal Seek, Academic Resources (ourGlocal.com), Open J-Gate, German National Serials Database, Norwegian Association of Higher Education Institutions, Germany BUH Bibliothekssystem Universität Hamburg, Germany BSZ Bibliotheksservice-Zentrum Baden-Württemberg, vol. II, number 11, novembre 2012, ISSN 2222-6990.
- Alina Gheorghe, Sorin Gresoi, „*Interdependencies between sustainable development and ecology*”, HRMARS, IJ-ARAFMS, indexed in Cabell's Directories, Index Copernicus, Poland, Gale/Cengage Learning, Journal Seek, Academic Resources (ourGlocal.com), German National Serials Database, vol. I, number 1, novembre 2011, ISSN: 2225-8329.
- Alina Gheorghe, “*Possibilities to Improve the Quality of Accommodation and Eco-Tourism Services throught 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.
- Alina Gheorghe, Sorin Gresoi, „*Customers and the Market Needs in a Different Light: BLUE OCEAN STRATEGY*”, Proceedings of the International Symposium „Global Economic Crisis-Status and Perspectives, 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, mai 2012, pp 395-400, 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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