

## CONTENTS

---

### I. EDITORIAL

---

#### **Gabriela Țigu**

Transforming tourism for tomorrow ..... 4

---

### II. ARTICLES

---

#### **1. Maria Dărăbanț, Vlad Diaconescu**

Tourist in my town: how attractive is the city for its inhabitants? ..... 6

#### **2. Maria-Cristina Iorgulescu, Luciana-Floriana Holostencu, Mădălina-Ionela Iordache, Mădălina-Lavinia Țălă, Ileana Vălimăreanu (Mircioi), Georgiana-Geanina Bursuc**

Students' difficulties into understanding first-year subjects: a premise for university drop-out. Case study: The Bucharest University of Economic Studies, The Faculty of Business and Tourism ..... 14

#### **3. Mihaela Parteca, Jacqueline-Nathalie Harba, Gabriela Țigu, Emanuela Anton**

Employee skills demand in the hospitality industry: seasonal vs. non-seasonal tourist destinations ..... 28

#### **4. Carmen Florentina Vlăsceanu**

Measuring service quality and customer satisfaction performance metrics in cruising industry ..... 36

---

### III. STUDENT'S CORNER

---

#### **Georgiana Ionela Bădulescu, Cătălina Iuliana Bădulescu**

Young employees – work satisfaction and motivation ..... 46

---

### IV. INDUSTRY VIEWPOINT

---

#### **Gabriela Țigu, Oana Diana Crismariu, Dan Anghelușcă,**

#### **Miguel Angel Gonzalez Suarez**

Exploring sustainable tourism in Tenerife, Spain ..... 54