

EDITORIAL

EDUCATION FOR PRACTICE, INNOVATION AND CREATIVITY IN TOURISM SCHOOLS AND UNIVERSITIES

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Education and creativity is central to the core tourism industry in continuous segment change area, with a market economy based on competitiveness. In this case, lack of education, lack of creativity leads to default, which can lead to underdevelopment in competitiveness and straight a catastrophe in tourist activities. So the creative potential is one of the most complex and sophisticated qualities which combined with education helps the development of the travel sectors development activities, representing one of the boldest goals. Since in tourism there is a need to permanently create new products and services, education and creativity expresses a particular important impact in the area of tourism development.

Between education and creativity there is an interdependence without which you cannot get effective results, so the two functions as a whole lead to efficient results in tourism activities.

One of the most popular definitions of education given is that of Platon, which defined education as "the art of forming good habits or develop skills for native virtue of those who have them." The most important features of education are focus on human society, skills development and opened horizons, to further develop a state or situation reached.

Also, creativity leads to different approaches, according to Băloiu L.M., Frasinianu I., (2004), creativity is "the production or disclosure of a new fact, law, relationship, device, product, process or system that is based on available knowledge but not deriving directly, or through simple logical process of information to our fingertips. We could say that it is based on intuitive processes. Creativity is a process of thinking closer to reality, but are carried out against the accepted rules ". There are actually three types of factors that influence creativity, namely: the nature of psychiatric disorders (intellectual, affective, motivational, volitional, attitudinal), - the nature of social (socio-cultural, educational) -to biological nature (age, state of health).

The process of education, creativity and innovation in tourism

The new vision of education as a means proposing tourism intrinsic and extrinsic knowledge, the goal is the same - knowledge. The context in which school education is combined with tourism is the most represented of extracurricular activities. Education acts upon the mentality of man, who must realize that it needs to change the environment to regain physical energy and mental, to live new experiences, to know new things, since our environment influences us and changes us. Education tourism itself is an interdisciplinary education as it is pointed out by the Tourism Association academic goals².

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² The Association for Tourism in Higher Education is the subject association for tourism in higher education in the UK. Its objectives include promoting the development and recognition of tourism as a subject of study in

Addressing tourism knowledge in education can be done by three functions, namely: selecting, processing and transmission of values from teacher to student; conscious and progressive development of student potential; preparing students for active integration in tourism.

In tourism, the creative process is non-linear, so it unfolds in four successive stages: searching instinct, intuition, awareness and logical definition of new ideas.

The instinctive search is associated with the identification of new ideas still in the sphere of the subconscious. A second stage, intuition represents the link between the subconscious-conscious and the environment. The awareness identifies different stands interferences by screening ideas, ie removing those who have no applicability in tourism activity and define logical ideas following their transformation into operational processes.

Regarding the sources of creativity in tourism, which stands at the confluence of three essential components, namely: knowledge acquired, entire contribution previously-revealed following an individual creative effort; creative thinking, how people react to problems; Creativity is considered key motivation-which is remarkable passion and intrinsic interest to work.

Tourism area is always forced to seek ways to improve quality and reputation, it is characterized by minimal cost and maximum profit. One of the approaches in this regard is the ability to create and launch new tourism services and develop innovations. Qualitative services with a note of creativity have become a strategic weapon for tourism, in order to enhance profitability.

And now – practice in tourism. Talent and dedication

Improving and diversifying tourism service providers is ongoing concern and have as object of activity the adaptation to the most varied demands, increased tourist traffic, and increasing consumer demands.

After 2000 there were several actions aimed at strengthening ties between education and the business environment. The objectives include the development of cooperation between universities and businesses, upgrading academic programs to meet the needs of SMEs and strengthening the academic, administrative and finance at university level. Local Agency for Employment offering specialized courses in entrepreneurship and organizes teams that functions as a kind of business incubators. This initiative contributes to international assistance programs (PHARE). The programs of these courses are often the result of collaboration between the Romanian universities and other European countries. Relations between universities and businesses working for the good of both

the UK at foundation degree, undergraduate, postgraduate and doctoral levels, and encouraging high standards in learning, teaching and research. To this end, it works with other bodies concerned with higher education in the UK such as the Quality Assurance Agency and the Higher Education Academy; it is a Learned Society of the Academy for the Social Sciences. The Association vigorously responds to government initiatives and consultation documents in order to represent and promote the best interests of the subject, and of issues that affect the development and administration of tourism in the UK. For example, making representation to the Department of Culture Media and Sport Select Committee on Tourism; to the Sector Skills Agency for Tourism, on the importance of management and leadership education in tourism; and to government on the Tourism Statistics consultation, and the review of the assessment and financing of academic research. It also works with the subject associations for Hospitality, Leisure, Sport and Events Management in order to make rigorous representation across these cognate subject areas.

Moreover, the Association also initiates and develops relationships with relevant bodies in order to seek recognition and funding appropriate to the level of maturity of the subject as an area of study, but also in line with its importance as an activity, and an industry, both in the UK and internationally. For example, the Association has established links with a range of organizations, from government policy makers, to industry leaders, to European and International educational organizations such as the Association for Tourism and Leisure Education (ATLAS) and the Council for Australasian University Tourism and Hospitality Education (CAUTHE), in recognition of the immense challenges the world faces, and the responsibility that tourism educators have, in working towards more responsible and sustainable travel and tourism behavior's (<http://athe.org.uk/>)

parties, provide students the opportunity to gain experience working with teachers to resolve certain problems they face in their field of activity. Romanian Business School of the Chamber of Commerce and Industry established in 1992 offers entrepreneurial education and business in various forms. The school offers SME managers training programs at university in economics, business and law, postgraduate and continuing education training for potential and existing entrepreneurs. Training programs are designed according to local market demand of labor.

Creativity can lead to differentiation which in turn helps services realize applying a pro-active strategy on the market and to analyze the long-term satisfaction level of the travel market. In this regard, education has a defining role and its process that encourages creativity and implements innovations benefit economically from tourism.

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