

## PHD THESIS AND THEIR RESEARCH RESULTS

### STATISTICAL AND MATHEMATICAL MODELING OF THE FACTORS INFLUENCING THE DEVELOPMENT OF SUSTAINABLE TOURISM

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The doctoral dissertation implied both a systemization of information and theoretical and methodological approaches regarding sustainable development, as well as the advancement and application of certain statistical and mathematical methods for modeling the factors influencing the sustainable development of tourism at the level of the European Union. Starting from the concept of tourism sustainable development, which implies the satisfaction of all economic, social, leisure needs of tourists, maintaining ecological integrity, biological and cultural diversity, the application of the two descriptive methods (analysis per main components and typological analysis) of data analysis for the economic, tourist and environmental dimension at the level of the European Union was considered necessary. Another important approach was represented by the forecast through the Markov chain method of European tourism movement. Joining the rank of international and Romanian research, the doctoral dissertation is conceived so as to render an overview of the European sustainable development, and is also aiming at the application of a set of statistical and mathematical methods in order to model the factors that influence the sustainable development of tourism in the countries of the European Union.

### RESEARCH ON THE IMPORTANCE OF FRANCHISING IN GENERAL AND SECTORAL ECONOMIC GROWTH

**DENISA ELENA PARPANDEL**  
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The doctorate thesis "Research on the Importance of Franchising in General and Sectoral Economic Growth" has been a complex scientific endeavour, synthesis and systematization of information, of the theoretical and methodological approaches regarding the definitive aspects and the institutionalization of franchise operations, expansion typologies and means, franchise structural and contractual approach, as well as identifying the strategic choices of launching franchise on foreign markets, along with the analysis of franchise market in the context of the economic crisis, elaborated *a comparative analysis* of franchise advantages and disadvantages to franchisers and franchisees, the assessment of franchisers and franchisees with a view to improving the development of franchise business.

## **DEVELOPMENT AND DIVERSIFICATION OF TOURISM SERVICES. A STRATEGIC APPROACH IN INTERNATIONAL CONTEXT**

**ANDREEA DANIELA MORARU (ANGHEL)**  
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The goal of the thesis is to emphasize the necessity for strategic approach in tourism services in Romania, their constant development and diversification being the only option for good tourism potential valorisation, for destination competitiveness growth and maximisation of benefits.

The doctoral dissertation is structured in five chapters, the first four chapters aiming at reasoning the strategic approach of tourism services development and diversification processes, while the fifth chapter represents a case study focusing on tourism services on the Romanian seaside.

In Romania tourism activity does not reach the level allowed by its valuable tourism potential, a strategic approach at tourism services level being called for. Development and diversification of tourism services as strategic approaches are recommended by services intrinsic characteristics and are sustained by a series of considerations related to international context reshaping, influenced by economic instability and uncertainty. After analysing the tourism environment and activity evolution in Romania, and considering the suitable strategic approaches, a number of strategic orientations for tourism services development and diversification were identified: strategic options at a business level, and those related to the marketing mix respectively. The differentiated implementation of strategies at every tourism service category level led to the enrichment of tourism services ensemble, function of each category peculiarities.

The final chapter consists of a case study offering a real and timely, up-to-date image of tourists' opinion regarding tourism services on the Romanian seaside. It is an attempt to raise awareness on the importance of tourism services for the development of national tourism and further more, for the development of the country's economy. The results of the survey and the recommendations formulated based on these results bring to light several issues of contemporary Romanian tourism, both from well-known and newer, modern angles.

## **IMPROVING THE MANAGEMENT RELATIONSHIPS IN TOURISM**

**CORNELIA PAULINA PODINĂ**  
**Scientific Coordinator: Prof. PhD MARIA IONCICĂ**

The purpose of this paper is to investigate the management relationships' typology and the ways through which they can be improved. All scientific approaches concerning Romanian tourism, hence our research on tourism management relationships needs to refer to the current status of Romanian tourism, the difficulties that the tourism in our country faces, as well as the perspectives offered by Romania's adhesion to the European Union and the bases for a joint tourism policy, at a European level.

Tourism agency – tourism activity investigation and analysis field defines this economic entity operating in the tourism field. Its purpose is analyzed from the point of view of adhesion to professional and owners'

associations, with reference to their market operating method, and the future perspectives of this tourism operator.

In this paper, the tourism management relationships improvement was approached from the point of view of a qualitative marketing survey, based on the Brainstorming session. The ideas generated by the session attendees allowed for the identification and validation of specific management relationships, both at a macroeconomic, and at a microeconomic level. These aspects, as well as the ways to improve the tourism agencies' management relationships also were approached.

### **POLITICS AND STRATEGIES IN THE ROMANIAN AND EUROPEAN RAILWAYS**

**ANCA CÂRJAN (GHIȚULESCU)**  
**Scientific Coordinator: Prof. PhD GABRIELA STĂNCIULESCU**

This thesis "Strategies and policies in the Romanian and European rail transportation" accomplishment represented a profoundly and distinctive scientific approach, based both on extensive documentation, consolidation and systematization of information, and theoretical and methodological approaches, in defining transport issues. Thereby, this thesis concept begins with a foray on the occurrence and development of rail transportation, in terms of nationally and internationally issues, upon the typologies and the particularities of vehicles, on the modalities of investments and ways of accessing funding to support and develop the future of the European rail system corridors.

Optimizing the unconventional corridors - as a whole - across Europe, and then upon the IV Pan-European corridor at national level - in Romania - is to look forward, for a period of at least twenty years and see the rail network capacity how is being fold over the needs and criteria set by the European Union, through simple natural mechanisms for responding to requests of passengers or of those strategic changes appeared in the each Member State system.

### **WAYS OF APPROACHING RELIGIOUS TOURISM THROUGH THE OFFER OF MONASTIC SETTLEMENTS AND THE SPECIFICITY OF TRAVELERS' DEMAND FOR THESE DESTINATIONS**

**ALEXANDRA-MARIA ȚÎRCĂ**  
**Scientific Coordinator: Prof. PhD GABRIELA STĂNCIULESCU**

The main purpose of this *Doctoral Thesis* was to identify the ways in which religious tourism can be approached through the offer of monastic settlements, especially those of Orthodox Christian denomination, and also to determine the specifics of the tourist demand for those particular destinations. The author's contributions were focused on both the theory and the practical side of the research, but mainly on the two empirical studies using on a questionnaire based research conducted on 139 monastery abbots, respectively

on 1600 subjects who were representative of the specific demand for Romania's religious destinations. The research results have quantified the real dimensions of the religious tourism market, its development and its range; and also the motivations, behaviour and perceptions of both the religious destination's representatives and the public were analyzed, the final conclusion being the proposal of a very interesting and practical model identifying the main factors involved when choosing a pilgrimage place as a tourist destination. Joining the rank of international and Romanian research papers that are focused on the subject of religious travel, this paper is an important step forward, with relevant and credible results that are representative for the whole country and which are also important valuable references for any international studies regarding the issue of religious tourism.