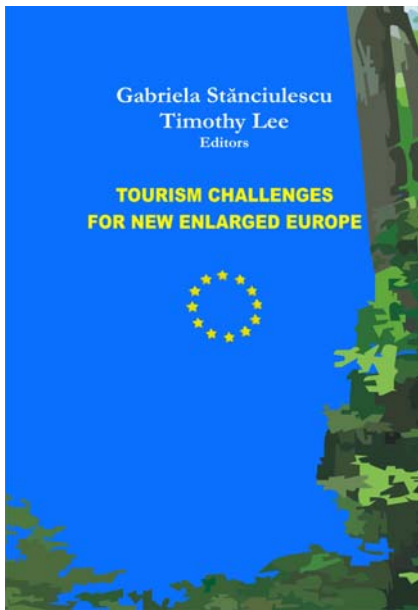


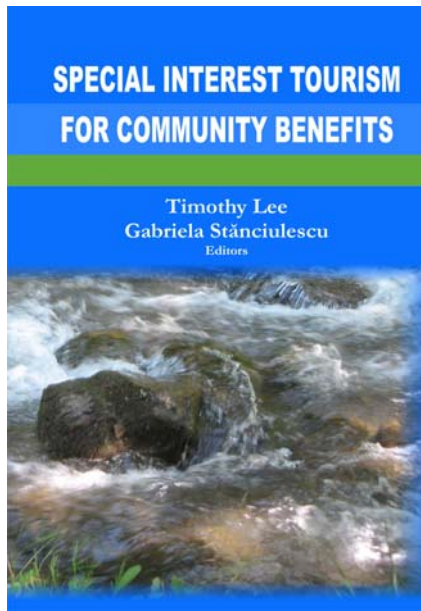
## Books Published by Romanian Publishing Houses



***Tourism Challenges for New Enlarged Europe***  
 Gabriela STĂNCIULESCU, Timothy LEE (Editors)  
 ASE Publishing House, Bucharest 2011, 183 pages  
 ISBN 978-606-505-402

What influences the European tourism and hospitality industry? This book examines the current situation for the Central and Eastern-bloc countries as a result of their joining the European Union. The book identifies the challenges and opportunities the continent faces in the today's tourism/hospitality industry with several case studies. The book begins by investigating whether the European tourism industry is set up for sustainable growth. This is followed in Chapter 2 with a deep and systematic examination of the tourist resources of ten typical tourist destinations on the continent. Chapter 3 examines the tourism industry of three small member countries in the European Union, Cyprus, Luxembourg and Malta. Chapter 4 provides a substantial description of the business plan for a travel agency, using as an example the Star Company in Romania. This chapter offers an analysis of the marketing, operational and financial plans, and human resources management of the company.

The following three chapters (Chapters 5 to 7) focus on city branding together with urban development. Chapter 5 examines the marketing approaches from theoretical and practical points of view when promoting a city as a holistic tourism product. Chapter 6 moves on to sustainable urban development in different European cities. The next chapter provides an extensive comparison of the general tourism industry between two selected cities in Europe, Timisoara in Romania and Liverpool in England. It offers a parallel analysis of the main demographic factors, celebrities and current challenges of the two destinations in relation to their urban marketing and tourism developments. Chapter 8 deals with the evolving tourist packages in the changing tourism climate on the continent. It considers the payment system, service level and other complexities in the tourism industry. Chapter 9 deals with the computer reservation system (CRS) and global distribution system (GDS) in the industry. The chapter introduces one of the two leading tourism distribution systems, SABRE Holdings and Amadeus. Chapter 10 provides a clear understanding of the tourism entities and tourist behavior. It concludes with a discussion of the different approaches in tourism package buying processes. The final chapter (Ch 11) demonstrates the impact of information technologies in relation to a country's tourism products. The chapter provides case studies mainly from Romania. While there are no golden rules for the forms of tourism considered in this book, yet if read with care by both academics and industry participants, most should garner either useful insights into the circumstances and challenges of the niche tourism markets today or, alternately, ways to improve the effectiveness of their academic activities in the related fields. It is my hope that this book will stimulate more scholarly debates regarding the nature of the topics covered in the book. Finally, I thank the many people who have helped in the editing of this book. Any shortcomings in the book are entirely my own responsibility.



***Special Interest Tourism for Community Benefits***  
 Timothy LEE, Gabriela STĂNCIULESCU (Editors)  
 ASE Publishing House, Bucharest 2011, 133 pages,  
 ISBN 978-606-505-404-2

This book aims to demonstrate the importance and significance of rural tourism, a form of leisure travel seldom considered or explored.

Chapter 1 begins by summarizing the concepts which govern rural tourism. In this context, 'tourism' refers to recreational activities conducted by people outside their usual everyday lives. More specifically, agrotourism refers to leisure activities tied closely to rural tourism, given this form of travel links urban residents and a rural landscape by opening farms to non-rural visitors. Similarly, ecotourism is also closely related to rural tourism as a form of leisure travel, designing tourism specifically for natural environmental areas. This chapter aims to clarify the differences between rural space and rural tourism; while rural space indicates areas distinct from urban, seaside, or mountain areas, rural tourism refers specifically to the use of rural space for travel related to pleasure and/or recreation.

Chapter 2 goes on to present an overview of rural tourism on five different continents: Europe, North America, Asia, Africa, and Australia. In Europe, rural tourism has been developed largely in northern countries, where nature tourism has traditionally been important.

Chapter 3 considers the legislation behind organizing and developing tourism activities in Romania. The country's Govern Ordinance 58/1998 is aimed at uniting tourism with the goods and services offered for consumption to persons travelling outside their usual environment, and for a period less than one year. To develop a rural tourism guesthouse in Romania, a person needs to identify and complete the requisite documents. In this country there are two programs which finance rural tourism activities: the National Program for Rural Development (PNDR), and the Regional Operational Program (POR). In turn, Chapter 4 considers the similarities and differences between rural tourism in Romania versus in Australia. In doing so it investigates the number of overnight stays, arrivals, and the average length of stay at guest houses in Romania and Australia.

The following three chapters focus on volunteer tourism. Chapter 5 firstly discusses the definition and developmental background of volunteer tourism. In turn it considers the impacts of volunteer tourism on local communities, and concludes by dealing with the motivational factors behind volunteer tourism on a continent by continent basis. Chapter 6 considers the practical management of volunteer tourism, including policies, recruitment, selection, training, and the value adding of particular forms of tourism. Chapter 7 substantially demonstrates the six international organizations which promote and implement volunteer tourism, followed by an account of the four leading Romanian organizations facilitating volunteer tourism.

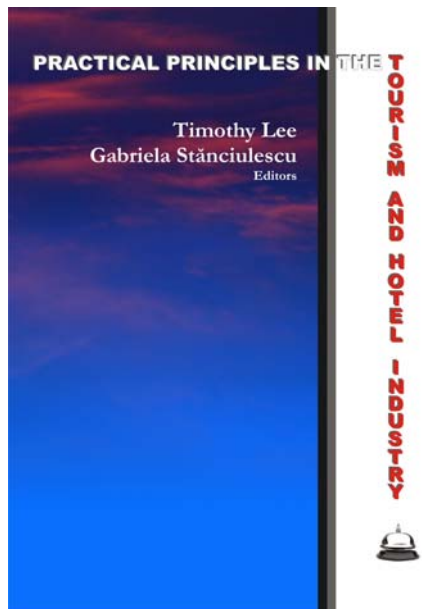
Chapter 8 focuses on medical tourism from two distinct perspectives: the typology of medical tourism, and the nature of medical tourism. The definitions and typologies applied to the concepts of both medical tourism and health related tourism are investigated, and the various categorizations compared. The characteristics of medical tourism which distinguish it from other tourism activities are

also detailed. The chapter concludes with an account of the managerial implications of these characteristics.

Chapter 9 examines event tourism in terms of its benefits to local communities. Three key types of benefits are identified: economic, social, and environmental benefits. The chapter concludes by describing actual examples of such benefits.

Chapter 10 concludes the book by defining food tourism in terms of its basic elements, its development, and the categorization of food tourists. It further illustrates stakeholders in the food tourism industry, and interesting mechanisms in the destination branding of food tourism.

While there are no golden rules to the forms of tourism considered in this book, if read with care by both academics and industry participants most should garner either useful insights into the circumstances and challenges of niche tourism markets today, or alternately, ways to improve the effectiveness of their academic activities in related fields.



***Practical Principles in the Tourism and Hotel Industry***

Timothy LEE, Gabriela STĂNCIULESCU (Editors)  
ASE Publishing House, Bucharest 2011, 128 pages,  
ISBN 978-606-505-403-5

What influences theories and principles in the tourism and hospitality industry? This might be one of the deepest and most common questions in the tourism and hospitality studies. This book demonstrates the fundamental knowledge of the tourism/hospitality industry with a couple of common principles that are widely applied. It begins by introducing the basic concept of tourism and global organisations in the international tourism industry in Chapter 1. This is followed in Chapter 2 with a discussion on the different levels of tourism entrepreneurs with classifications by objectives, then a critical analysis of the life cycles of the tourism companies. Chapter 3 examines the current situations of the tourism industry in Europe with a wide range of relevant statistical figures. It investigates the advantages and strengths in the tourism industry on the continent. Following the discussion in Chapter 3, the next chapter provides a substantial comparison of the general tourism industry between Poland and Romania. It offers an interesting analysis of the main economic indicators, the experiences in the European Union, and the main indicators in the tourism industry of the two East European countries.

The following four chapters (Chapters 5 to 8) focus on yield management, which is one of the most common and most widely-applied principles worldwide in the contemporary tourism and hospitality industry. In this sense, Chapters 5 and 6 examine, from the theoretical and practical points of view, the formal and informal organization of the front office service, to resolve issues, such as the organizational structure, the specifics of the front office work, customer cycle, the technology of reservations operations and guests registration, that provide various services to the guests. The chapters also emphasize the overwhelming importance of the front office staff for delivering services to the customers.

Chapter 5 begins with the development history of yield management and the main areas where the principle is implemented. Chapter 6 moves the focus to the Front Office in terms of accepting the

yield management. Despite any trends and attempts to diminish or to change the role and the place of the hotel activity in the hierarchy, Reception remains the vital centre, the real solver of problems for the clients' interactions with other departments and also for the interdepartmental relations. The front office worker is responsible for creating a favourable image of the hotel in the minds of the potential clients, guests and different contributors. The chapter examines the importance, fundamental activities, and organisations of the Front Office in the hotel industry.

Chapter 7 analyses in parallel the informational systems and the computer systems in the front office department. It focuses particularly on the specific rules of personnel behaviour in the front office at the Capitol Hotel and their continual upgrading. The chapter then analyzes, from the information system point of view, the interpersonal communications within this service and with other compartments and hotel departments. This section of the paper also highlights the need for using computerized systems for the management of the front office activity.

Chapter 8 deals with the aspects of the management of the income obtained from the accommodation department. Here, strategies and tactics are presented and analyzed in detail, as are the approaches for optimizing the revenues at the front office service level. It also considered a practical example of implementing the Yield Management concept in the Capitol Hotel. The chapter concludes with an emphasis on the importance of the customers' loyalty and of the ways of implementing it in the front office department at the Capitol Hotel. Understanding the importance of the issues in this book is an essential for developing an efficient hotel operation by taking into consideration the accommodation department and, in particular, the front office service as the one providing the hotel with the largest share of revenue. Chapters 9 and 10 provide a clear understanding of another principle that shows a growing familiarity in the tourism and hospitality industry, the servicescape. Chapter 9 describes the classification of the servicescape elements and the actual application area of the servicescape principle in the tourism and hospitality industry. The final, Chapter 10, deals mainly with the diverse range of the effects of the servicescape, the moderating factors, and concludes with a managerial implication for the industry through the topic's concept.

It is my hope that this book will stimulate a more scholarly debate regarding the nature of the topics covered in the book. Finally, I must thank the many people who have helped in the writing of this book. Any shortcomings in the book are entirely my own responsibility.

*Timothy Lee, Brisbane, Australia, December 2010*