

FACULTY OF BUSINESS AND TOURISM – 70

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Within the current Bucharest University of Economic Studies (ASE), in 1951, the Faculty of Commerce and Cooperation was established. In fact, commerce had been a defining field of study since the beginning of the institution, the initial name of today's ASE, in 1913, being the Academy of High Commercial and Industrial Studies. In the academic year 1947-1948, within the Academy, faculties were established for the first time – the Faculty of Commercial Sciences and, respectively, the Faculty of Cooperative Sciences – which, however, will not last. Only the new faculty, founded in 1951, acquired the consecration, under the name of the Faculty of Commerce, with the following sections: Internal Trade Economy, External Trade Economy and Commodity Science. Later, in 1977, the specialization Economy of Foodstuffs and Tourism Services was introduced, which, since 1990, has been found under the name of Tourism-Services.

During this period, the first reference works for later study directions were published. Thus, pioneering books at the time of appearance, published in established publishing houses, were: I. Ionescu-Muscel and B. Cotigaru, *Elements of Commodity Science*, Scientific Publishing House, 1956-1964 (3 volumes); N. Lisandru, *Management and planning of commercial units*, Didactic and Pedagogical Publishing House, 1974; C. Florescu (editor), *Marketing*, Didactic and Pedagogical Publishing House, 1975; Rodica Bărănescu, *Tourism and food service*, Didactic and Pedagogical Publishing House, 1975.

In 1991, the old major specialization focused on External Trade Economy, renamed International Economic Relations, has separated and emerged as a distinct faculty. In fact, a Faculty of External Commerce, in ASE, also functioned separately in 1955-1957 and 1971-1974, respectively. In turn, the newer specialization in Marketing, which, since 1990, had taken root, was reorganized as an independent faculty in 2003.

Over time, not a few of the former students of the Faculty of Commerce have asserted themselves in different compartments of economic and social life. Among many others, we can mention people with public recognition (including graduates of External Trade Economy major) such as: academics Mugur Isărescu and Daniel Dăianu, Varujan Vosganian, Eugen Ovidiu Chirovici, Florin Pogonaru, Hildegard Puwak, Anca Vlad, Viorel Cataramă, Corn Găină, Dumitru Burtea, Florian Serac, Mircea and Răzvan Lucescu, Mircea Sandu, Gheorghe Hagi, Cătălin Tolontan, Smiley.

With the adoption of the "Bologna process" and the restructuring of three-cycle higher education – bachelor's, master's and doctorate – in 2005, the specializations of the Faculty of Commerce were brought together in a single bachelor's degree program, entitled Business Administration in Commerce, Tourism, Services, Commodity Science and Quality Management. At the same time, older and newer specialization directions were imposed, in the form of master's degree programs, introduced since 2000; currently, the faculty proposes seven such master's programs. The field of doctoral studies of the doctoral supervisors within the faculty team is Business Administration. This confirms the shift of the center of gravity of the study programs of the faculty from the branch of commerce, with wholesale and retail, having as object goods, to the field of commercial transactions, with products and services, as well as business and... geopolitics. Tourism, for more than four decades, remains a constant in study programs. The agreement of this evolution with the title was made by changing the name of the faculty, in 2014, from Commerce, to Business and Tourism. Since 2017, the postgraduate studies program Strategic Hospitality Management has been organized, based on a partnership with the Ecole hôtelière de Lausanne, the most prestigious profile school in the world.

Since the establishment of the faculty, in 1951, at the helm, as deans, the following professors have been successively: Gheorghe Barbu (1951-1952), Nicolae Djamo (1952-1955), Iacob Ionașcu (1955; 1957-1958), Nicolae Lisandru (1955-1957), Constantin Georgescu (1958-1963), Tiberiu Pavel (1963-1966), Constantin Florescu (1966-1968), Alexandru Albu (1968-1971; 1974-1976), Eugen Barat (1971- 1974), Alexandru Puiu (1974-1981), Petre Băetoni (1981-1989), Virgil Gheorghiu (1989-1990), Iacob

Kerbalek (1990-1992), Iacob Cătoiu (1992-2003), Ion Diaconescu (2003-2004), Gabriela Stănciulescu (2004-2008), Rodica Pamfilie (2008-2020). Currently, the dean of the faculty is Prof. Gabriela Țigu.

By applying the provisions of Law no. 1/2011 of national education and the merging of teachers, the old departments were reconsidered as: Business, Consumer Sciences and Quality Management Department (director prof. Bogdan Onete), respectively Tourism and Geography Department (director prof. Delia Popescu). Over time, important professors have left their mark on the destiny of the faculty; among the professors with scope were: prof. Victor Tufescu (1908-2000), geographer, academician, after being purged and arrested in the 1950s; Prof. Vasile Mercioiu (1928-2003), vice-rector and head of the Marketing - Internal Trade Economy Department, whose book on the *Management of Commercial Enterprises* was translated in Chinese (!); Prof. Dumitru Dima (1929-2019), head of the team and of the Commodity Science Department for almost three decades; Prof. Radu Emilian (1938-2019), founder of the Tourism-Services Department, which he led until 2008.

The current Faculty of Business and Tourism has two research centers: "Business Administration" (director prof. Marieta Olaru) and, respectively, the Academic Research Center in Tourism and Services "CACTUS" (director prof. Mădălina Țală). Also, each of the two departments organizes an international conference, namely: BASIQ International Conference on "New Trends in Sustainable Business and Consumption" (annually) and, respectively, International Conference on Tourism (in odd years).

The 8th International Conference on Tourism was held recently, on October 21-22, 2021, in online format. Starting with the 2007 edition – then with 68 scientific communications – the event took place, successively, in Bucharest, but also in Messina, in Italy (2009), Bran and Predeal. Since its fourth edition, in 2013, it has benefited from the support of the Academic Association for Research in Tourism and Services "CACTUS", the theme becoming "Contemporary Approaches and Challenges of Tourism Sustainability". Since then, the rule has become to include in the program, each time, one or more special guests ("Keynote Speakers"): Prof. John Tribe, University of Surrey (UK); Prof. Theodore Bucur, Graduate School of General Engineering of Lille; HE Boutheina Labidi, Ambassador of Tunisia; Tijani Haddad, President of the World Federation of Tourism Journalists and Writers; Prof. Ștefan Bratosin, Paul Valéry University of Montpellier; Prof. Antonio García Sánchez, Polytechnic University of Cartagena; Dr. Alin Burcea, Parallel 45; Prof. Lawal Mohammed Marafa, The Chinese University of Hong Kong. Also, in the memory of the participants remained the documentary trips made immediately after the presentation of scientific communications, one by one, in centers of tourist interest, such as: Saschiz, Viscri, Snagov, Seciu, Râșnov, Câmpina, Sighișoara.

There are also two scientific publications of the faculty: "Amfiteatru Economic" (editor-in-chief Prof. Vasile Dinu) – established in 1999, within the University Economic College of ASE, which then operated in Buzau; with the best scientometric indices of all Romanian journals in the economic field – and "Cactus Tourism Journal" (editor-in-chief Prof. Gabriela Stănciulescu) – published in 2010, indexed in several international databases. The papers presented at the international conferences of the faculty have always found their place in the pages of the two publications.

Recently, on November 23, 2021, with the celebration of the Economist and the Professor of Economics Day, the Association of Romanian Faculties of Economics (President Prof. Nicolae Istudor) awarded the distinction "Excellence for the entire activity" to the Faculty of Business and Tourism of ASE Bucharest, "on the occasion of the 70th anniversary of its establishment".

Happy birthday, Faculty of Business and Tourism!