

## EVENTS

### Papers Presented at International Conferences, with Program Committee, outside Romania

Rodica Minciu, Delia Popescu, Mihaela Pădurean, Remus Hornoiu - *Assessing tourists' perceptions on sustainable tourism in protected natural areas* - Global Sustainable Tourism, Mbombela, Nelspruit, Africa de Sud, 15-19 noiembrie 2010

Rodica Minciu, Delia Popescu, Mihaela Pădurean, Remus Hornoiu - *The Protected Areas in Romania – an Instrument of Sustainable Tourism Development and of Climate Changes Prevention* - Global Sustainable Tourism, Mbombela, Nelspruit, Africa de Sud, 15-19 noiembrie 2010

Stănciulescu, Gabriela, Molnar, Elisabeta - *Segmentation and positioning products and destinations in health and wellness tourism.* - Travel and Tourism Research Association-Europe Chapter, „Health, Wellness and Tourism - healthy tourists, healthy business?”, 1-3 September, 2010, Budapest, Hungary, Proceedings and presentations on [www.ttra-europe-conference.com](http://www.ttra-europe-conference.com)

Stănciulescu, Gabriela, Țițan, Emilia, Tudose, Daniela, Covrig, Mihaela - *The role of sustainable tourism activity on supporting protected natural areas. Tendencies and estimates for European countries.* - 50<sup>th</sup> European Congress of the Regional Science Association International, „Sustainable regional growth and development in the creative knowledge economy”, August 19-23 Jönköping, Sweden, Proceedings, ISSN Print 0041-0020 Online 1478-341X, pp. 365

Stănciulescu, Gabriela, Voineagu, Vergil, Țițan, Emilia, Tudose, Daniela, Covrig, Mihaela - *Analysis of hospitality & tourism industry trends in Southern-Western Europe – estimates for 2020* - „50<sup>th</sup> European Congress of the Regional Science Association International, „Sustainable regional growth and development in the creative knowledge economy”, August 19-23 Jönköping, Sweden, Proceedings, ISSN Print 0041-0020 Online 1478-341X, pp. 366

## Papers Presented at International Conferences, with Program Committee, in Romania

Gabriela Țigu, Marius Rusescu, Andrei Canda, Andrei Ion - *Research On Marketing Communication Through Fairs And Exhibitions* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010, Bucuresti

Petrescu Eva-Cristina, Ionciță Maria, Petrescu Marian, Ionciță Diana - *How Insurance Services are Perceived, Understood and Known on the Romanian Insurance Market* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010, Bucuresti

Ionciță Maria, Petrescu Eva-Cristina, Ionciță Diana, Petrescu Marian, *Motivations and Barriers in Insurance Purchase* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010, Bucuresti

State Olimpia, Popescu Delia - *The development of an organizational culture based on quality and performance in the romanian travel agency* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010, Bucuresti

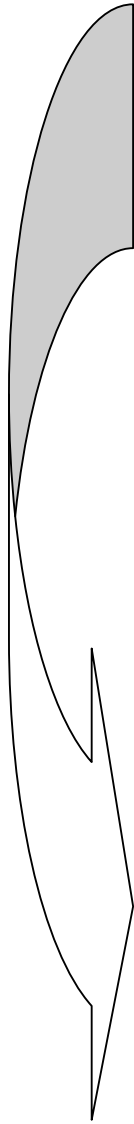
Bicăjanu V., Ionciță Maria, Marin-Pantelescu Andreea - *Evaluating the effectiveness of public services from the user's perspective. A case study on the services of the financial guard* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010, Bucuresti

Pop Iuliana, Marin-Pantelescu Andreea - *Analyzing the changes in reasons for travel of the Romanian tourists* - The International Conference Entrepreneurship in the Hospitality Industry, 1<sup>st</sup> edition, October 14-15, 2010, Cluj-Napoca, România

Nistoreanu Bogdan Gabriel, Brătianu Constantin, Nistoreanu Puiu - *Organisations' solution, durring the crisis period, change management* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010, Bucuresti

Mihaela Pădurean, Delia Popescu, Andreea Băltărețu, Remus Hornoiu - *The impact of climate change on protected areas and tourism activities* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010

Rodica Minciu - *The Natural Protected Areas Extension in Romania – A Way of Biodiversity Conservation and Sustainable Tourism Development* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comert, Academia de Studii Economice, Bucuresti, 21-25 septembrie 2010, Bucuresti



Mihaela Pădurean, Delia Popescu, Andreea Băltărețu, Remus Hornoiu - *The Impact of Climate Change on Protected Areas and Tourism Activities - Facing the Challenges of the Future: Excellence in Business and Commodity Science*, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comerț, Academia de Studii Economice, București, 21-25 septembrie 2010, București

Gabriela Țigu, Marius Ruscescu, Andrei Canda, Andrei Ion - *Research on Marketing Communication through Fairs and Exhibitions - Facing the Challenges of the Future: Excellence in Business and Commodity Science*, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comerț, Academia de Studii Economice, București, 21-25 septembrie 2010, București

Petrescu Eva-Cristina, Ionică Maria, Petrescu Marian, Ionică Diana - *How Insurance Services are Perceived, Understood and Known on the Romanian Insurance Market - Facing the Challenges of the Future: Excellence in Business and Commodity Science*, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comerț, Academia de Studii Economice, București, 21-25 septembrie 2010, București

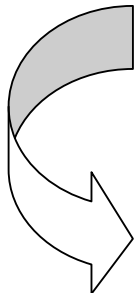
Țircă, A.M., Chiș, A., Stănciulescu, G., Luiza, S. - *Modernization of Pilgrimage Destinations: A Necessity?* - Facing the Challenges of the Future: Excellence in Business and Commodity Science, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comerț, Academia de Studii Economice, București, 21-25 septembrie 2010, București

Stoyanova M., Stănciulescu G. - *Research on Marketing Communication at the Marketing Entrepreneurship Interface - Facing the Challenges of the Future: Excellence in Business and Commodity Science*, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comerț, Academia de Studii Economice, București, 21-25 septembrie 2010, București

Ion A., Stănciulescu G. - *Current Travel Restrictions are Still Needed since Tourism is an Export Global Industry - Facing the Challenges of the Future: Excellence in Business and Commodity Science*, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comerț, Academia de Studii Economice, București, 21-25 septembrie 2010, București

Nica, A.M., Stănciulescu, G.C. - *Comparative Analysis of Indicators and Tourism Organization Models: Romania and Poland - Facing the Challenges of the Future: Excellence in Business and Commodity Science*, The 17<sup>th</sup> IGWT Symposium, Facultatea de Comerț, Academia de Studii Economice, București, 21-25 septembrie 2010, București

### Books Published by Romanian Publishing Houses



Nistoreanu Puiu, Marinela Ghereș (coord.) - *Turism rural – TRATAT* - Editura C.H. Beck, ISBN 978-973-115-780-1

Nistoreanu Puiu (coord.), Marinela Ghereș, Remus Ion Hornoiu, Ioan Plăiaș, Mihail-Ovidiu Tănase - *Managementul durabil al comunităților rurale și turismul* - Editura ASE, București, 2010, ISBN 976-606-505-362-5




Stănciulescu Gabriela - *Managementul operațiunilor în turismul de evenimente* - Editura ASE, București, 2010, ISBN 978-606-505-318-2

## International Projects






### Sustainable and Nature based Tourism IT Course and Handbook

The *STITCH* project promoted by the German *Ernst-Moritz-Arndt Universität Greifswald (EMAUG)* and funded by the European Commission's *Key Activity 3/ICT of the Lifelong Learning Programme*<sup>1</sup> has the following main goals:

-  improving general learning in the sustainable and nature-based tourism sector
-  strengthening the position of this sector within the general tourism industry
-  introducing IT-based learning to the educational programmes of leading training providers.

#### Target Groups of the Project

The *STITCH* project is tailored for the following main target groups:








-  VET/higher education providers and their students in the tourism sector
-  communities/regions focusing on tourism
-  policy makers at the education, labour market, regional development and ecological levels.

#### Partnership

Besides Bucharest Academy of Economic Studies, Tourism-Services Department, the projects partnership comprises of eight experienced and reliable partners from seven other different countries (Germany, Austria, Denmark, Lithuania, Portugal, Turkey and the United Kingdom). They represent different organisations, sectors and perspectives, such as VET providers, universities, SMEs (Small and Medium-sized Enterprises), chambers of commerce and not for profit associations.

#### Output and Results

The main outputs and results of this project will be:

-  STITCH curriculum
-  material pool and learning content
-  STITCH handbook, e-learning course and learning DVD
-  pilot training in 7 countries for the evaluation of the materials developed
-  STITCH European policy strategy
-  project website ([www.stitch-project.eu](http://www.stitch-project.eu)) with a download section containing all documents
-  large number of dissemination activities (e.g. flyers, posters, conferences) and sustainable implementation of the STITCH training course in national educational programmes.

<sup>1</sup> [http://ec.europa.eu/education/lifelong-learning-programme/doc78\\_en.htm](http://ec.europa.eu/education/lifelong-learning-programme/doc78_en.htm)

All materials will be available in English, German, Danish, Lithuanian, Portuguese, Romanian and Turkish.

The STITCH IT course will be developed for use at 3 different educational levels: general VET Level (Vocational and Educational Training), Bachelor Level and Masters Level.



The project kicked off with the first meeting in Bad Gleichenberg, Austria, from 11<sup>th</sup> to 12<sup>th</sup> January 2010. The project partners familiarised themselves with the project topic and all of the relevant issues.

### Second Partner Meeting



The second project meeting took place in Bucharest and Brasov, Romania, from 14<sup>th</sup> to 15<sup>th</sup> October 2010. The main issues were the presentation and discussions over the STITCH curriculum and material pool as well as the agreement of the basic structure for the e-learning environment.

The result of the discussions was the agreement upon the main content of the individual modules as follows:



- Module 1: general definitions as basis of other modules (Introduction to Sustainable Tourism);
- Module 2: heritage, clearly including the food and drink areas (Heritage Tourism);
- Module 3: protected areas and nature tourism (Tourism in protected areas);
- Module 4: practice for all three levels (Sustainable Tourism in Practice);
- Module 5: generic dimension overlapping/interfering with all other areas, including two major sections: business ethics and intercultural interferences.

Moreover, it was established that is crucially important during the development of the detailed training materials:

- ✚ to have a distinctive perspective on each levels: VET – operational and practical issues, Bachelor - management, Master - strategic management and innovation;
- ✚ to keep a clear and sharp focus on the sustainability in the tourism area;
- ✚ to respect and reflect in all modules the three dimensions of sustainability: economic, ecologic and social.

As best practice examples for sustainable tourism the Romanian team organized visits to Bran Castle and Vila Bran Club.



The next project meeting will take place in Istanbul, Turkey, from 17<sup>th</sup> to 18<sup>th</sup> March 2011. You are welcome to take the opportunity to meet the project group in the flesh to discuss relevant topics of the STITCH project or to exchange information and experiences of importance. If you would like to, please be so kind as to make contact with the project group in good time so that the appropriate arrangements can be made.



For further information or if you are working on similar projects please visit [www.stitch-project.eu](http://www.stitch-project.eu) and/or contact us:

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## Conferences

The international conference "Facing the Challenges of the Future: Excellence in Business " was held between 22 to 25 September 2010 under the patronage IGWT (Internationale Gesellschaft für Warenwissenschaften und Technologie), 17th edition and organized by the Faculty of Commerce of the Bucharest Academy of Economic Studies. The event gathered about 200 teachers and researchers from 10 countries who participated in sessions and workshops organized in Bucharest and Poiana Brasov.

The conference was a scientific and organizational success and, at the end, Romania represented by the Dean of the Faculty of Commerce, Mrs. prof. dr. Rodica Pamfilie has been designed as the leading organization for the next two years.