

EDITORIAL

It's time for the balance sheet

We get closer to the end of the year and as usual we should be drawing up the balance of things we wished for and thing we accomplished. I do not know if it is compulsory, but humans are beings with balance sheets – they measure their achievements and failures, pluses and minuses, good deeds and those less good, qualities and flaws... And I being a human being and an economist, even more so a teacher, I cannot be different.

So I am thinking, at this year's end, that we did well; we of the CACTUS (The Academic Research Centre in Tourism Services) collective. We have carried out our didactic activity with seriousness and passion, we have researched and wrote books, articles, and papers for the scientific communication sessions – in the country or abroad, we participated in various fairs, events, congresses and reunions. The younger colleagues have finalized and presented research reports, doctorate thesis.

Those listed here are part of our frequent activity, this is what we have been doing for years, and they are activities more or less common for every teacher in the Romanian high education. We have still, at the balance hour, serious reasons of joy (I meant pride, but pride is a sin, and we did nothing wrong!).

What are we talking about? I will present the last important events of our activity.

The first event was the third tourism international conference, *The 2011 International Conference on Tourism*, which took place on the 10th of November 2011; it was hosted by the Academy for Economic Studies of Bucharest, in the joint organization of the Commerce Faculty – through the Tourism and Geography Department, and the National Institute of Research-Development in Tourism – INCDT Bucharest. The event also marked 40 years of existence for the National Institute of Research-Development in Tourism. Why did this gathering take place in the Virgil Madgearu hall of the Academy for Economic Studies of Bucharest? Because part of the former researchers are now teachers, because the research activit of INCDT has mixed with the research the tourism specialists in ASE are doing, then because a part of the present researchers of the institute are former students, master students and doctor's degree students of ASE. Not lastly because we have collaborated in research contracts or scientific papers. In the conference's works 61 of the former and present researchers of the institute took part, teachers and researchers from the Romanian higher education – specialised on tourism themes and doctors degree students. 24 subjects of interest for the Romanian and worldwide tourism have been approached, the exhibition "Culinary recipes and menus. A try at gastronomic history" has been organized, with the support of the National Archives of Romania, in collaboration with the Department of Tourism and Geography, Custodian: Prof. univ. dr. Nicolae Lupu. The event presented a real interest and enjoyed appreciation from the participants.

On 15 of November 2011, the fourth edition of the conference Hospitality Trends Bucharest took place, event organized by Trend Hospitality Consulting & Management at the Radisson BLU hotel of Bucharest.

The conference was organized under the patronage of the Ministry of Regional Development and Tourism, in partnership with INTEHL – Institute of Innovation and Entrepreneurship of Ecole Hoteliere de Lausanne, including two meeting sessions, four workshops, and also HTB Awards Gala, an awards ceremony for activity in hospitality in the last year, but also for excellence during the whole career.

In this awards ceremony the *Prize for excellence in professional formation* (Excellence in Hospitality Education) has been given to Prof. Dr. Gabriela Tigu, for the involvement in preparing and developing managerial competences in the hospitality industry. It is a known fact that Prof. Dr. Gabriela Tigu is

the Director of the Tourism and Geography Department, so the prize in fact rewards the work of the entire collective, led by her.

The last of the events which were important for us, at this year's end, was the 14th edition of the International Training Firms Fair of Bratislava, 30th of November -1st of December 2011. It represented a new acknowledgment of the activity of our collective through the prize obtained by a team made up of present and former students of our faculty, tourism specialization. The virtual hotel "**Danube Dream**" – developed by the students and master students of the **Academy for Economic Studies of Bucharest** – has obtained the **III prize for the best presentation catalogue**. The fair reunited 83 simulated enterprises created by high school students, students and master students of Slovakia, Check Republic, Austria, Romania, Bulgaria and Finland. Romania was represented by 12 teams from high schools and faculties with economic profile from Bucharest, Constanta, Iasi, Timisoara, Cluj-Napoca and Ploiesti. The remarkable success of the Romanian young future entrepreneurs in the International Fair of Bratislava comes as a confirmation of the realism and efficiency of the integrated approach (university environment – practice – real business environment) assumed and promoted by the ones who started this project.

The virtual hotel "Danube Dream", presented by the 6 students and 3 master students has been developed with the help of the tutors from the Ibis Gara de Nord hotel, Mr. Călin Ile (general manager) and Ms. Anca Neagoe (booking manager), in the project POSDRU (SOPHRD - *Sectoral Operational Programme Human Resources Development*) "Real access to the work marketplace through a simulated enterprise". The "Danube Dream" team was composed of: Anamaria Ravar (master student and coordinator), Ana Maria Stan, Elena Tudose, Cristian Tesuleanu, Alexandra Eleftheriou, Mariana Roman, Mihaela Nedelcu, Andrei Nesa, Alina Banica.

We can appreciate, towards those presented, that we are closing a year with notable accomplishments, and the perspectives are encouraging. Congratulating everybody involved, I am closing with the lyrics of the *Gaudeamus igitur* hymn:

*"Vivat academia,
Vivant professores,
Vivat membrum quodlibet,
Vivant membra quaelibet,
Semper sint in flore!"*

Which translated would mean:

*"Long live the academy!
Long live the professors!
Long live each student;
Long live the whole fraternity;
For ever may they flourish!"*

What could have resonated better at this time than the "Florile dalbe" ("Flowers of white") Romanian carol?!

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