TOURISM SECTION

ECONOMIC STATISTICS OF SPECIFIC RESOURCES AND ACTIVITIES OF RURAL TOURISM
STATISTICA ECONOMICĂ A RESURSELOR ŞI ACTIVITĂȚILOR AGROTURISTICE

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The indicators system form an overview of the entire business of rural tourism by establishing evolution, dynamics and structure. Also, it is measurable and can play variations of elements, the features which may encounter this form of tourism. For this reason, indicators will have the following characteristics: uniqueness of the content design, calculation and aggregation of their resources, to ensure comparability, namely the expansion and extension system with new indicators.

Key words: *rural tourism indicators, tourism activities, statistics*

GLOBALIZATION – TOURISM – REGIONAL VALUES IN KALOCSA
GLOBALIZARE – TURISM – VALORI REGIONALE IN KALOCSA

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Globalization in the scope of tourism means that people want to learn their geographic, natural and artificial environment and use their values for their own interest. Tourism has always been a complex activity involving the economy, culture and physical environment of the destination country. The economic and financial vocabulary applies the term "invisible export" for tourism as it can influence export revenues and import payments. The red pepper of Kalocsa as a Hungaricum, has contributed to the economic, cultural, folkloristic and culinary image of the region.

Key words: *globalization, tourism, environment, red pepper, Kalocsa, Hungary*

HEALTH TOURISM IN THE SPA RESORT OF COVASNA
TURISMUL BALNEAR ÎN STAȚIUNEA BALNEO-CLIMATERICĂ COVASNA

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Covasna, known as the town of the thousand of mineral springs, ranks among the most famous spa resorts in Europe. Covasna is one of richest resorts in natural mineral waters in our country with a great variety of its physical-chemical compositions. All the issues addressed in this paper lead to the general conclusion that Covasna County has an extremely valuable touristic potential, which is not sufficiently capitalized. Only a sustained financial effort and the cooperation between all the factors involved in the tourism business will lead to the revival of the tourism and economy of the county.

Key words: *health, health tourism definition, typologies of health tourism, the Spa Resort of Covasna, therapy program, treatment indications, the structure of the accommodation means of types.*

FUTURE PERSPECTIVES OF SPORT TOURISM IN COVASNA COUNTY
PERSPECTIVELE TURISMULUI SPORTIV IN JUDEȚUL COVASNA

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Today, tourism is the world's number one industry while sports is regarded as the number one industry in the leisure sector. Sports is an integral part of all culture, and while often viewed as a separate activity, it is inextricably linked to tourism. Sports can now be viewed as an attraction within the broader tourism industry. In the follows we will present what kind of sport tourism you can find in Covasna county, where is located and a short history of them.

Key words: *definition of Sports Tourism, Sport Tourist, Summer Sports Tourism, Winter Sports Tourism, Sports Tourism places in Covasna County.*

MAKING TOURISTS FEEL AT HOME: LINGUISTIC LANDSCAPE OF HÓDMEZŐVÁSÁRHELY
SA II FACEM PE TURISTI SA SE SIMTA CA ACASA: PEISAJUL LINGVISTIC AL HÓDMEZŐVÁSÁRHELY

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Hódmezővásárhely is a rapidly developing town in the South-Eastern part of Hungary attracting an increasing number of tourists from other countries. Therefore it is important to display information in at least one world language-mainly English in places of interests that are likely to be visited by tourists. From the linguistic landscape it can be seen how likely the appearance of the non-native speakers is in the territory and how their linguistic needs are attended. In my study I have examined the linguistic landscape of the center of Hódmezővásárhely including places of interest and the streets of the center to see how well prepared the town is for the foreign visitors. I found that in all places of interest that can be visited by foreigners bilingual or multilingual information is available in different scopes, however streets apply foreign language for symbolic reasons

Key words: *tourism, linguistic landscape, bilingualism, Hódmezővásárhely, sights*

EVOLUTION OF TOURISM DURING THE ECONOMIC CRISIS
EVOLUȚIA TURISMULUI ÎN PERIOADA CRIZEI ECONOMICE

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The negative effects of the economic crisis have affected almost all the world's countries. The economic recession has adversely affected the evolution of tourism in our country, as well as world tourism. Tourism was one of the sectors which did not benefit from the crisis; on the contrary it has led to the decrease of revenues obtained from the tourism services provided.

Key words*: the economic crisis, tourism, the gross domestic product*

PROMOTION OF QUALITY TOURISM IN THE COMMUNE OF COŞEŞTI, ARGEŞ COUNTY
PROMOVAREA UNUI TURISM RURAL DE CALITATE ÎN COMUNA COŞEŞTI, JUDEȚUL ARGEŞ

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Rural tourism is a key element in achieving the overall objectives of the European Union, primarily in promoting the interests of European citizens, promoting economic growth, reducing unemployment, regional development, natural and cultural heritage management, as well as strengthening European identity. Promotion refers to all activities, information resources and the ways to capture the attention of potential customers in order to meet their needs and desires and also to increase the economic efficiency of tourism products and services provided.

Key words: *promotional mix, quality management, tour operator*

SUSTAINABLE DEVELOPMENT IN RURAL TOURISM
DEZVOLTAREA DURABILĂ ÎN TURISMUL RURAL

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Sustainable tourism development meets the needs of tourists and host regions, protecting and expanding the possibilities for the future. Tourism can bring both advantages and disadvantages in area. It can stimulate the development of other economic activities such as agriculture, local production of food and crafts, and help increase revenue. Tourism stimulates the development of new commercial and cultural facilities, which could benefit both locals and the tourists. Tourism collects the funds needed to conserve natural monuments, archeological and historical, artistic and cultural traditions and above all contribute to improving environmental quality. If not properly planned, developed and managed, tourism can cause congestion, pollution and environmental problems, uncontrolled use by tourists of natural and historical places can contribute to their deterioration.

Key words: *sustainable tourism, rural tourism ,agro-tourism, green tourism, ecotourism.*

STUDY CONCERNING THE ROLE OF TOURISM IN ROMANIA'S ECONOMIC DEVELOPMENT
STUDIU PRIVIND ROLUL TURISMULUI ÎN DEZVOLTAREA ECONOMICĂ A ROMÂNIEI

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The paper analyzed the impact of tourism in Romania's economic development in the period 2000-2008. Tourism has given an increased contribution to GDP, labor productivity, production, intermediate consumption and gross value added, to the creation of new jobs employing more and more people. But is still has a negative impact on Romania's payment balance. Tourism performance is far away from its potential and records in other EU countries. Its role in the national economy is definitely more and more evident, but there are still many efforts to be done in order to transform tourism in an efficient economic sector.

Key words: *tourism, impact, economic development, Romania*

CONSIDERATIONS UPON ROMANIA'S TOURISTIC CIRCULATION AND ITS ECONOMIC IMPACT
CONSIDERATII PRIVIND CIRCULATIA TURISTICĂ A ROMANIEI ŞI IMACTUL SĂU ECONOMIC

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The purpose of the paper is the analyze the touristic circulation at Romania's borders and evaluate its economic impact in the period 2000-2008, based on the data collected from national Institute for Statistics. The number of foreigners' arrivals has increased by 68 % and their overnight stays in touristic accommodation units by 56 % with a deep impact upon touristic density, counting for 37.1 foreigner/square km and 0.41 foreigners/capita in the year 2008. About 63 % foreign visitors are coming from the EU countries. The main countries where tourists are coming from to visit Romania are: Hungary, Republic of Moldova, Bulgaria, Ukraine, Germany, Italy, Turkey, Poland, France. The number of Romanians travelling abroad is double in 2008 compared to the year 2000 and the EU countries represent 83 % of their travels. The increased revenues and expenditures per tourist reflects a positive economic impact of touristic circulation in Romania.

Key words: *touristic, circulation, Romania, considerations*

THE ECONOMIC RECOVERY OF THE RURAL ENVIRONMENT THROUGH AGROTURISM
RELANSAREA ECONOMICĂ A SPAȚIULUI RURAL PRIN AGROTURISM

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Romania's entry on the european coordonates imposes a continue economical development. The achievement of this target implies the use of the existing methods and the capitalization of all opportunities at best parameters. In this way, optimizing the economical results which appeared as a result of the practice of a bio agriculture (the attainment of natural products in enviroments untouched by the destructive effects of pollution) and also the profesionalistic capitalization of the touristic potential, in all its forms, will lead to a certain economical efficiency. Touristic services extent and diversify according to the socio-economical changes and their favourable area of development. The appearance of the „rural tourism" and „agrotourism" terms enriches the whole notion of „tourism" by diversifying it's forms of expression.

Key words: *long-term development, agriculture, agrotourism, economical relanunch, rural space, tourism*

DIVERIFICATION OF SERVICES – A SOURCE OF INCOMES IN THE ECONOMIC CRISIS CONDITIONS

DIVERSIFICAREA SERVICIILOR – SURSA DE VENITURI IN CONDITII DE CRIZA ECONOMICA

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World economic crisis is a reality which prevails the beginning of the second milennium and the first years of the XXI century, more accentuated through the financial-banking part. Complex analysis of the possibilities and opportunities of applying relevant strategies which may stimulate new value sources for the national GDP is imposing as an obvious and continuous necessity for the euro-regional, areal and statal economies. The direct influence of the national economies, especially in the general economical crisis conditions is directly proportional with the evolution of the national PIB as a refference sign and element of economical – financial balance. Regarded as a barometer of the develeopment level, the activity of providing services contributes to the GDP of each state. The economical – financial crisis creates a proper environment for the posibilities regarding the establishment of new types of services – banking intermediation and assurances, financial assistance and consulting, etc and development/modernization of those which already exist, tourism services for instance.

Key words: *economical crisis, providing services activity, tourism services, agrotourism, ethnical tourism*

RESEARCH ON THE FEATURES WITCH CUSTOMIZE AREAS WITH DEVELOPED AGRITOURISM FROM CENTRAL REGION OF ROMANIA

CERCETĂRI PRIVIND TRĂSĂTURI CARE PARTICULARIZEAZĂ ZONELE DEZVOLTATE AGROTURISTIC DIN REGIUNEA CENTRALĂ A ROMÂNIEI

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The twentieth century is the century of speed, large transformation of civilization, of great discoveries, but also the period that puts more emphasis on return to roots, the unpolluted environment, relaxation, traditional products. Many EU governments recognize that agrotourism and rural tourism are one way that can save agriculture, also that "in the next 20 years tourism will be part of the economy and rural tourism and agrotourism will become the tourism of future." The reason? Authenticity of rural areas is a quality becoming more demanding in terms of present life. Synonymous with a vacation with little money spent in nature, agritourism, love and become increasingly popular across Europe. Entrepreneurs pioneers in this area are begun this activity in the '60s, in villages in the Alps Mountains. Then, they were imitate everywhere by others and thus has developed and perfected this activity, whose purpose remains unchanged: to offer tourists accommodation and gourmet specialties in rural areas, at some affordable prices, all in a beautiful 100% natural area unaltered by any recent evidence of progress and civilization.

***Key words:**, rural tourism, agrotourism, rural areas, Central Region*

TOURISM IN EUROPEAN RURAL AREA-CASE STUDY AUSTRIA
TURISMUL ÎN MEDIUL RURAL EUROPEAN-STUDIU DE CAZ AUSTRIA

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Tourism in rural areas has a long history in Europe. Since the world traveling, there is a tradition of people who living in rural areas to provide food and shelter to tourists on their way to various destinations. In the era of modern tourism, rural tourism development is linked to the great wave of urbanization. During this period, new patterns of industrialization and mechanization of farms prompted a majority of the population to move from rural areas to European towns and cities in enlargement. Only in France, from 1945 until now some six million people have sold their lands and people participating in agriculture declined from 35% in 1939 to 8% today. What holidays are available for the vast majority of workers (employees) a substantial proportion of rural tourism clientele consists of new urban residents returning home to visit their own country houses that they have left behind. Visitors are most often stay with friends and family and most of the cases their leisure time activities is limited to farms.

***Key words:**, rural tourism, European rural areas, Austria*

RECREATIONAL OPPORTUNITIES THROUGH EDUCATIONAL RURAL TOURISM
POSIBILITĂȚI DE RECREERE PRIN PRACTICAREA TURISMULUI RURAL – EDUCATIV

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Practicing agritourism means, from the point of view of the farmer involved in agritourism, meet the following three things: have what to show (free of charge) to the visitors; ask the visitors to do something (free of charge); offer the visitors something to buy (mainly drinks, foods, and souvenirs). The success of an agritourism farm depends on the way a farmer manages to link these three elements (for instance, through a theme). No matter if his farm is focused on education or on entertainment (or, why not, on both), the farmer needs to be able to feed the tourists and to meet their expectations during their stay at the farm. If the consumer of educational rural tourism is a schoolchild, the farmer needs to appeal to the teachers in the village to organise interesting educational, entertainment, or educational-entertainment activities on his farm if he wants the visitors to come back to his farm or to recommend the agritourism farm to other visitors for the recreational-educational activities practiced there.

Key words*: recreation, educational rural tourism, tourism consumer*

RURAL TOURISM ACTIVITIES ON AGRITOURISM CROP FARMS

ACTIVITĂȚI DE TURISM RURAL LA FERMELE AGROTURISTICE VEGETALE

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A free lancer in rural tourism who owns an agritourism crop farm should figure out with accuracy the tourism needs to be met by his tourism product or service, trying to answer the following answers: Who is the typical customer (tenant or owner, bachelor or parent, businessman or employee, etc.) to purchase the tourism product/service? What type of tourism product/service will sell? Does the public wish to buy this tourism product/service? Why (availability, location, price, selection, personalised services) does the free lancer think the customer will purchase from him and not from somebody else? Where (local, county, regional, national, international community) will the customers come from? The farmer needs to detail the calendar of agritourism activities over an entire year so that the consumers get to know and organise in optimal conditions the stay on an agritourism crop farm.

***Key words**: crop farm, rural tourism, farm activities*

INTEGRATION THROUGH COMMUNCATION AND INFORMATION
INTEGRARE PRIN COMUNICARE SI INFORMARE

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The article is part of a research on the management of communication in the EU programs. It describes an experiment meant to find out what a European citizen can learn about European integration only by accessing the internet. The results obtained show that EU integration is a complex ongoing process, not yet completed. The author presents the changes in the EU communication policy and suggests ways of improving communication and information on EU matters for the Romanian citizens.

Key words: *European Union, integration, communication, information, EU citizen.*

RELATIONSHIP BETWEEN TOURISM AND NATIONAL ECONOMY
RELAȚIA DINTRE TURISM ŞI ECONOMIA NAȚIONALĂ

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Nowadays, the specialists' efforts are moving with scientific rigor to determine the content of tourism, its interdependencies with other elements of the economy.

Key words*: tourism, economy, travel*

MARKETINGUL AND E-MARKETINGUL IN EUROPEAN RELIGIOUS TOURISM
MARKETINGUL ŞI E-MARKETINGUL ÎN TURISMUL RELIGIOS EUROPEAN

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From the point of view of the moment crises in tourism occur, they are of three types: potential (i.e. imaginary), a condition almost normal of the travel company; latent (just triggered), impossible to quantify with the normal instruments of the travel company; and acute (in which we perceive the damaging effect) whose symptoms are acknowledged by the travel company. From the point of view of the nature of a crisis in tourism, they can be of two types: natural (caused by natural catastrophes such as avalanche, tropical storms, earthquakes, floods, storm-caused ocean tides, etc.) and anthropic (racial revolts, strikes in transports and tourism, etc.). Marketing and e-marketing play an important role in the promotion of religious tourism activities at European level.

Key words: *marketing, e-marketing, religious tourism, Europe*

A STUDY CONCERNING RURAL BANAT TOURISM MARKET
STUDIU PRIVIND PIAȚA TURISTICĂ A BANATULUI RURAL

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To optimise exchange of tourism products we need to direct marketing towards production, sales, and particularly in the case of ethnic and religious tourism, towards societal marketing characterised by market-orientation so that it takes into account the welfare of the society and of the environment. To do so, destination marketing needs an increased effort to manage destination resources generating incomes. Banat has an important potential for the development of niche tourism at local level – ethnic and religious tourism – but to do so we need to develop properly the necessary infrastructure.

Keywords: *market, ethnic tourism, religious tourism, rural area, Banat*

THE POSSIBILITY OF SUSTINABLE DEVELOPMENT OF RURAL TOURISM IN PROTECTED WETLAND DIVICI – POJEJENA, CARAŞ – SEVERIN COUNTY

POSIBILITATEA DEZVOLTĂRII DURABILE A TURISMULUI RURAL ÎN ZONA UMEDĂ PROTEJATĂ DIVICI – POJEJENA, JUDEȚUL CARAŞ – SEVERIN

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Sustainable development of economies is a current issue worldwide. Protecting the environment through the wise use of natural resources and the reduction of pollution may be a chance of mankind. Tourism is one of the major activities that depends on the environment. Already protected areas can contribute to sustainable tourism development, each having a special regime. One such area is Divici - Pojejena in Caraş – Severin County, classified as wetland. The sustainable development of rural tourism in this area could meet the needs of tourists and increase the quality of life of local people without harming the environment.

Key words: *sustainable development, tourism areas, protected wetland*

THE ROLE AND IMPORTANCE OF STAFF TRENING IN THE SUSTINABLE DEVELOPMENT OF RURAL TOURISM – IMPROVEMENT STRATEGIES OF COMMUNICATION SKILLS AND MEDIATION IN FOREING LANGUAGES

ROLUL ŞI IMPORTANȚA INSTRUIRII PERSONALULUI ÎN DEZVOLTAREA DURABILĂ A TURISMULUI RURAL – STRATEGII DE ÎMBUNĂTĂȚIRE A COMPETENȚELOR DE COMUNICARE ŞI MEDIERE ÎN LIMBI STRĂINE

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Tourism is an activity that has experienced a steady growth over time. In recent years, rural tourism has been an important part of tourist preferences. A concern today is related to the sustainable development of rural tourism, which seeks to protect natural, social and cultural resources, and to meet the needs of tourists and local population. In order to implement this type of tourism, an important role comes from the labor directly involved, therefore, this training can be considered a priority. In view of an international promotion, we take into consideration the development of linguistic competences in different foreign languages as a basic condition in this research field. The present work wants to put accent on some possible improvement strategies of communication and mediation within these activities.

Keywords: *sustainable development, rural tourism, labor, training.*

ECOTOURISTIC MARKETING STRATEGIES IN THE UNITED STATES OF AMERICA
STRATEGII DE MARKETING ECOTURISTIC ÎN STATELE UNITE ALE AMERICII

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The objectives of the US national parks are to provide quality services, to protect the environment, to share the environment knowledge, and to educate the tourists to the ‚eco' or ‚green' direction. The implementation of some alternative strategies as a more aggressive marketing on the internet, a new design of the web sites that are more interactive and provide more information on the parks, on-line guides, on-line programs for the low season, original and connected ecotourism activities, will increase the number of ecotourists up to 62 millions in 2010 and 2011.

Key words*: ecotourism, marketing strategies, the United States of America*

IS IT POSSIBLE TO RUN ECOTOURISM IN ROMANIA? A COMPARISON WITH THE ECOTOURISM IN THE U.S.A.
E POSIBILĂ DESFĂŞURAREA ECOTURISMULUI ÎN ROMÂNIA? O COMPARAȚIE CU ECOTURISMUL DIN S.U.A.

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The ecotourism tradition and experience make the U.S.A. the most eloquent model of practicing a sustainable tourism. Romania is only at the beginning of ecotourism development, and a comparison with the U.S. ecotourism could be excluded from the start, since the protected area network in Romania is only „on paper". Is it possible to run ecotourism in Romania? The answer is certainly „NO"...or at least not now, or not in the near future.

Key words*: ecotourism, the theory of the competitive advantage of nations, the United States of America, Romania*

PERSPECTIVES OF DURABLE TOURISM DEVELOPMENT IN JIU VALLEY
PERSPECTIVELE DEZVOLTĂRII TURISMULUI DURABIL ÎN VALEA JIULUI

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Tourism in Jiu valley represents nowadays the main alternative, for socio-economical launching of the zone. Being in the inchoate faze, no by far exhausted, tourism constitutes the most favorable and optimist option for drawing out from a standstill situation of all mining localities, hardly overtaken by reduction in force that begun in 1997 and with horrid forecasts that all mining units must be closed by 2017. The idea that tha tourism represents an viable alternative for mining industry is very relevant, because in nowadays context, mountain tourism has new valencies taking into account massive investments that are placed in every city of Jiu Valley.

Key words: *tourism, strategies, development, restructuration.*

THE IMPACT OF THE TOURISM UPON WORKFORCE ABSORPTION IN HUNEDOARA COUNTY
IMPACTUL TURISMULUI ASUPRA OCUPĂRII FORȚEI DE MUNCĂ ÎN JUDEȚUL HUNEDOARA

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One of the elements that attest the very important role of tourism in economy is that it has the capacity to generate new jobs, in a higher extent compared with other fields of economy. Analyzing this data at global scale and the touristic potential of Hunedoara County, it can be considered that the development of tourism in the area will have a major contribution in attracting the surplus workforce from mining and adiacent industry.

Key words: *tourism, development, labour market, jobs, unemployment*

BEST PRACTICES IN GREEK RURAL TOURISM
BUNE PRACTICI IN TURISMUL RURAL GRECESC

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Greece is the ideal country for tourism due to the mild climate and the variety of scenary, together with the largest biodiversity in Europe. The contribution of tourism (direct and indirect impact) to the Greek economy represents 18,2% of GDP. The "hotel and restaurant" sector represents half of tourism activities and directly contributes 10,4% to GDP. Taking into account international tourist, which in 2008, totaling EUR 11 military, this is equivalent of EUR 1200 for each resident, placing Greece in the fifth position in the world tourism. It is estimated that 840.000 people are employed directly and indirectly in the tourism sector, 19% of the workforce.

***Key words**: Greece, tourism, rural tourism, best practices in tourism*

THE EQUESTRIAN TOURISM FARM
FERMA DE TURISM ECVESTRU

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The equestrian tourism, widely extended in the West, is a new preoccupation for romanian agrotouristic farms. Many pensions in the rural areas combine agroutouristic activities with the equestrian one. In case of a traditional household, owning equine herds, joining agrotouristic and equestrian activities doesn't require large investments. It is a simple business, available to anyone who dedicates himself and obeys its specific rules. This kind of business combine accommodation and meal services with riding lessons, carriage and horseback rides.

***Key words:** farm, equestrian, horse, agrotourism, equipment*

TOURISM POTENTIAL IN CARAS VALLEY AREA
POTENȚIALUL TURISTIC ÎN VALEA CARAŞULUI

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The Caras Valley area lays between the rivers Caras and Nera, in Caras-Severin county. This area differs from other Banat areas by the great tourism potential, particularly through the keys of a unique beauty, and Caras Gorges (19 km), Nera (18 km), Garlistei (9 km), Buhui (8 km), and others. Oravita town, situated in this area, has a great touristic potential: the Theatre Mihai Eminescu, the oldest theatre in the country, Vulturul Negru (Blak Eagle) Pharmacy, the first "mine pharmacy", the first steam locomotive, the first train station above the ground-floor, the first mine center in Banat and so on. And this is just one locality with touristic potential from Caras Valley.

Key words: *Caras Valley, vestiges, traditions, folklore, history*

THE POTENTIAL OF THE WESTERN BANAT'S TOURISM
POTENȚIALUL TURISTIC AL ZONEI DE VEST A BANATULUI

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Romania has great potential for practicing tourism in all its forms. The main attraction factors of tourism in the west part of Banat are the amount of tourist areas and the possibility to visit from all directions. Other favorable factors that are worth to be listed are the hydrographic network, the influence of Mediterranean climate and the proximity to larger urban centers. The tourist attractions are the result of anthropogenic origin interacts between man and his environment of life during historical eras. These man-made attractions are a key element in assessing recreational values, and an indicator of cultural-historical development and socio-economic area of interest.

Key words: *tourism, potential, Banat.*

ECOTOURISM - A MODEL OF SUSTAINABLE DEVELOPMENT OF TOURISM MEANS
ECOTURISMUL – MODEL DE VALORIFICARE DURABILĂ A RESURSELOR TURISTICE

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Ecotourism –"the responsible travel to natural areas that preserve the environment and sustain the local people welfare."(The International Ecotourism Society). Once we entered the new millennium, we became increasingly aware of the complexity, fragility and priceless value of our planet, and at the same time, tourism tends to become a more and more popular expression of this consciousness. The good thing is that the same rise of tourism creates many opportunities for both conservation and for the welfare of local communities. In response to the increased interest in knowledge of nature, and also in the alarm signals coming from the far corners of the world, a new ethic of travel, called eco-tourism, gradually emerged.

Key words: *ecotourism, resources, environment*

TOURISM ROLE IN ECONOMIC GROWTH
ROLUL TURISMULUI ÎN PROCESUL CREŞTERII ECONOMICE

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Tourism is a phenomenon that is a distinct field of activity, a crucial component of social and economic life and which is constantly evolving under the influence of changes in contemporary civilization. The various definitions given to tourism are closely related to the overall objectives of the economic policy, the phenomenon of globalization and the resulting effects of tourism. Today, the contemporary tourism is an "industry" which is expanding rapidly under the influence of: increasing welfare, demographic changes, extra time spent traveling, the increasing mobility of population, the development of means of transportation.

Key words: *tourism, economy, services, tourist area, trade.*

HUMAN RESOURCES DEVELOPMENT IN TOURISM
DEZVOLTAREA RESURSELOR UMANE ÎN TURISM

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Tourism represents an activity which results depend essentially on the contribution of human resources attracted in this sector. In Romania tourism can become an activity with influence on economical and social development of the country through its multiplier effect. Despite the crisis phenomena actually manifested globally, the tourism has a lightly ascending evolution in Europe and also in the whole world. That is why the employment of human resources in tourism even in the critic periods from economical point of view contributes to diminish the global unemployment rate. Globally tourism development is approached more and more under durability aspect with the aim of preserving natural environment and cultural inheritance, the human resources from tourism being those which have to assure the observance of durability principle.

Key words: *situation training, tourism, competences, standards, labour force quality*

THE ANALYSIS OVER ROMANIAN TOURISM BETWEEN 1990 – 2008
TURISMUL ROMÂNESC INTRE 1990 - 2008

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The work presents the evolution of Romanian between 1990 – 2008, by using some statistic dates and some representative that targets the occupied population in tourism, and its contribution at PIB building, material base and her level of usage, travel circulation in and out of the country, etc. Although in some domains we registered progress in tourism (material base diversification, the grow of units number with 4 or 5 stars), overall Romanian tourism situation is far from being good; travel potential is not fully valued, services are not in line with requested rates. It must be used for this domain intervention instruments that has to efficient the activity and to transform Romanian tourism into a pleasure for Romanian tourist and also for the foreign one.

Key words: *tourist, accommodation, arrivals, classification*

PROPERTY, EXPLOITATION AND AGRICULTURAL FARM
PROPRIETATE, EXPLOATAȚIE ŞI FERMA AGRICOLĂ

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The work presents the relation between property, operating an agricultural farm, through common elements light but also main differences. Are presented the characteristics of every type of exploitation that exist in our country, specific features that we don't meet in other European countries.

Key words: *property, exploitation, farm, farmer*

MONITORING OF THE AGRO-TOURIST POTENTIAL IN THE ARAD COUNTY
MONITORINGUL POTENȚIALULUI AGROTURISTIC DIN JUDEȚUL ARAD

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Part of the Romanian territory, the Arad County offers the tourist a wide range of possibilities for a successful holiday. The hereinafter work tries to surprise the main characteristics of the natural agro-tourist and anthropic resources by using new methods of qualitative and quantitative evaluation of this area. Starting from a theoretical model realized by specialists, we have calculated the value of the tourist potential of the Arad County. Last but not least, we have talked to the main 'actors' involved in the Arad tourism who were kind to answer the questions comprised in a set of four questionnaires (tourists, authorities, locals, head of the accommodation units). Their answers have resulted into formulating some conclusions that you can discover in the following pages.

Key words: *Monitoring, new evaluation methods, the sustainable capitalization, agro-tourist potential*

ANALYSIS OF NEW LAW ON TOURISM IN ROMANIA AND ITS IMPLICATIONS ON OUR ECONOMY
ANALIZA NOII LEGI A TURISMULUI ÎN ROMÂNIA ŞI IMPLICAȚIILE EI ASUPRA ECONOMIEI ȚĂRII NOASTRE

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This paper regulates the organization, coordination and development of tourism, an area of strategic importance for Romania's national economy and tourism resources management in accordance with the principles of competitiveness, sustainability and sustainable development. The provisions of this paper apply to public authorities involved in organizing and conducting the business of tourism associations, economic operators and to all natural or legal persons engaged in tourism activities.

Key words: *development, management, tourism, rural area, activity*

RIGHTS, OBLIGATIONS AND PENALTIES OF THE PARTICIPANTS IN TOURISM ACTIVITIES DUE THE NEW LAW OF TOURISM
DREPTURILE, OBLIGAȚIILE ŞI SANCȚIUNILE PARTICIPANȚILOR LA ACTIVITĂȚIILE DE TURISM, POTRIVIT NOII LEGI A TURISMULUI

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This law introduces a clarification, an explanation of duties related to developing, promoting tourism in the central public authority, between local authorities, and setting for each of them is its role in tourism development, tourism infrastructure development, organization of tourist resorts in Romanian tourism promotion. Between news that the law brings to the Romanian tourism is that pays special attention to the various branches of tourism.

Key words: *promoting, regulations, tourism, season, penalties, coast, rights*

THE ORNAMENTAL SYMBOLISM OF THE WOODEN CHURCHES FROM BANAT
SIMBOLISTICA ORNAMENTALĂ A BISERICILOR DE LEMN DIN BANAT

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These wooden churches are situated on today Timis and Caras-Severin counties. Now in Banat have been kept only 28 wooden churches-concentrated in the north-east of Banat around Faget and Lugoj. One of the representative wooden churches is "Cuvioasa Paraschiva" from the village Batesti, situated on the road E70 Timisoara-Lugoj, Lugoj DN68 Faget, Faget Batesti Dc113.

Key words: *symbolism, ornamental, church, Banat, Băteşti*

EFTA BOTOCA-THE VIOLINIST OF THE ROMANIAN FOLKLORE IN BANAT
EFTA BOTOCA-VIOLONIST AL FOLCLORULUI ROMANESC DIN BANAT

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Efta Botoca was the gratest Romanian folk music violinist born in Jebel-a village from Timis County. He was born in an modest family and Efta has learned to play violin by himself. His violin strings resounded all over the world: in France to New Zealand, South Africa, USA, Japan, China and Australia. Efta Botoca said: "Do not forget that our Romanian music evokes this success, so we sang for her sake."(4)

Key words: *violinist, folklore, music, Jebel, Banat*