TOURISM SECTION

THE INVASIVE CHINESE POND MUSSEL (SINANODONTA WOODIANA, LEA,1834) AS A DANGER FOR WATERSIDE TOURISM

INVAZIVA MIDIE CHINEZĂ DE BALTĂ (SINANODONTA WOODIANA, LEA,1834), UN PERICOL PENTRU TURISMUL DE COASTA

ÁRPÁD BENKŐ-KISS[1]

[1]University of Szeged, Faculty of Agriculture, Hódmezővásárhely, Hungary; kissarpad@tiszanet.hu

Waterside tourism give the majority of the total touristic activity and the income in Hungary. The mass of tourism and guests naturally concentrated around the lake Balaton, and Tisza-pond, but smaller ponds, riversides also preferable places. Unfortunately in the past decade a sudden mass death of a big and invasive mussel ***Sinanodonta woodiana****, sin:* ***Anodonta woodiana*** *species occurred and caused little panic and discomfort in the tourists and risk the incomes. The ruination of this species effects huge amounts of smelly carcasses swimming on the surface, and perished the season for weeks. This work try to simulate and forecast this collapses based on the population dynamic, the behaviour and the propagation features of this species.*

Key words*: Anodonta woodiana, population dynamics, ruinations, production, biomass*

COMPARING THE LINGUISTIC LANDSCAPE OF HÓDMEZŐVÁSÁRHELY FROM TOURISM AND BUSINESS PERSPECTIVES

COMPARAREA PEISAJULUI LINGVISTIC ÎN HODMEZOVASARHELY DIN PERSPECTIVELE TURISMULUI ŞI AFACERILOR

MÁRTA GALGÓCZI-DEUTSCH[1]

[1]University of Szeged, Faculty of Agriculture, Hódmezővásárhely, Hungary; deutsch@mgk.u-szeged.hu

The linguistic landscape examination can happen from different perspectives, such as the viewpoint of tourism, minority languages and business. The mapping of the linguistic landscape from these various perspectives lead to different results as different elements of the same landscape are examined. From touristic point of view linguists examine if the public places visited by tourist dispose information in foreign languages to assess the preparedness of the area for 'accepting' foreign tourists. The business perspective examination includes the mapping of signage and names disposed by shops and services mainly in town centers to see whether the international tendency of foreign language use in shop signage is present. In my study I examine the linguistic landscape of the center of Hódmezővásárhely from the perspective of tourism and business in order to compare the results and conclude in which area the town center uses foreign language more.

Key words*: linguistic landscape, rural tourism foreign languages, business, comparative analysis*

PRESERVATION AND PROMOTION OF A ZONE ARCHITECTURAL STYLE
CONSERVAREA ŞI PROMOVAREA STILULUI ARHITECTURAL REGIONAL

ADELAIDA CRISTINA HONŢUŞ[1]

[1]University of Agronomical Sciences and Veterinary Medicine Bucharest, Faculty of Management, Bucharest, Romania; adelaidahontus@yahoo.com

Cities are autonomous bodies developing according to their own laws whose knowledge and use is the source of the scientific approach to issues of urbanism in general, and urban renovation in particular. The long-term change in mentality regarding the concept of beauty is adding new life principles in the perception of the old to the scale of values. Time brings along not only the physical dereliction of architecture but it also erodes the particular role of a building at a given moment.
Restoration principles, considered in their evolution, should be confronted with the corresponding practice which results in a critical assessment of the various theoretical orientations in order to identify the progressive issues and their limitations. The practice of stylistic completion or, on the contrary, the limitation of the architect's intervention according to actual documentation emphasizes the nature of stylistic unity and the historic restoration principle.

Key words*: historical centre, urban restoration, conservation, econstruction, urban reintegration*

CALCULATION OF PENSIONS BY PROMOTING TOURISM INDICATORS OF MOVEMENT ON TOURISM
CALCULAREA PENSIILOR PRIN PROMOVAREA INDICATORILOR DE MIŞCARE TURISTICI

ADELAIDA CRISTINA HONŢUŞ[1]

[1]University of Agronomical Sciences and Veterinary Medicine Bucharest, Faculty of Management, Bucharest, Romania; adelaidahontus@yahoo.com

To achieve the best possible tourist activity necessary that besides natural resources and human and material resources appropriate to be able to satisfy the requirements of tourists. These resource materials are known as "technical material basis". This is represented by: accommodation and food, transportation, treatment and leisure facilities and is conditioned primarily by the development and modernization of existing material and technical base. Thus, a highly attractive tourist area can not be before receiving the offer of facilities required to receive and retain travelers. Indicators most representative and commonly used to express movement and its main tourist features are: Number of urge tourists, the number of tourists daily average, the number days / tourist, average length of stay, revenue from tourism, travel and traffic density The relative preference of tourists. Analysis of tourist traffic to the guesthouse "Maria" in Câmpulung Moldovan will be after calculating these indicators.

Key words*: average number of tourists, average length of stay, tourist traffic density, tourist attraction*

ANTHROPO-SITES – CONCEPT AND QUANTIFICATION
ANTROPOSITURILE – CONCEPT ŞI CUANTIFICARE

M. IELENICZ[1]; SMARANDA SIMONI[2]

[1] ***Faculty of Geography, University of Bucharest, Romania***
[2] ***Faculty of Economics, University of Piteşti,Romania; tsmaranda@yahoo.com***

This paper deals with the necessity of a common terminology and quantification of anthropo-sites, given the involvement of many professionals from various fields of expertise in tourism. Anthropo-sites and geosites form together the tourism potential. When investigating a certain place or region, it is important to select first the anthropic components appropriate for tourism, then to quantify them minutely, according to precise criteria, and classify them on value types and overall.

Key words*: anthropo-site, geosite, tourism potential, tourism patrimony, tourism, cultural landscape*

ECOLABELS IN ECOTOURISM
ECOETICHETAREA ÎN ECOTURISM

M. IELENICZ[1]; SMARANDA SIMONI[2]

[1] ***Faculty of Geography, University of Bucharest, Romania***
[2] ***Faculty of Economics, University of Piteşti, Romania; tsmaranda@yahoo.com***

Ecolabels are environmental certifications or accreditation schemes that lead the tourism industry towards sustainability. They provide reliable information and guarantee the quality of products and services in the tourism industry for tourists, tourism managers, government agencies, or policy makers. The use of ecolabels and certification systems in the tourism industry leads to an increasing awareness among tourists and communities, reducing environmental impacts of tourism and protecting local environment.

Key words*: ecolabel, certification system, ecotourism*

EVALUATION AND INTERPRETATION IN THE TOURISM AREA
EVALUARE SI INTERPRETARE IN ZONA TURISTICA

IONELA MIȚUKO VLAD[1]; ELENA COFAS[1]

[1]University of Agricultural Sciences and Veterinary Medicine Bucharest, Romania; bmitsouko@yahoo.fr

Abstract: *With this paper we intend to make analyzes upon the tourist area, in order to make assumptions on the position of the sector in Romanian economy. Thus, we have found that investments in the tourist area and the value of market services mainly rendered to the population in the travel agencies and the private hotels and restaurants is highly represented. Meanwhile, the growth of number of persons working in the hotels and restaurants from private sector has also the highest rate, but females working in these branches faces the slowest rate.*

Key words: *Evaluation, index of growth, tourism area*

TOURISTS' PREFERENCES FOR OUTDOOR RECREATION AND NATURE TOURISM IN ROMANIA
PREFERINTELE TURISTILOR PENTRU ACTIVITATI DE RECREERE IN AER LIBER SI TURISM DE NATURA IN ROMANIA

DIANA E. DUMITRAŞ[1], MARIOARA ILEA[1], F. H. ARION[1], I. M. JITEA[1]

[1]University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania; ddumitras@usamvcluj.ro

Efficient management of national parks requires a wide vision that refers not only to natural and cultural resources and the administering organizations, but to visitors and the tourism industry as well. This paper focuses on the visitor, as a key element of the tourism industry in national parks. The objective is to reveal tourists preferences to recreate in Romanian national parks by emphasizing their profile and revealing the main visit characteristics. The research area is represented by four Romanian national parks, where 413 tourists were approached to partipate in the study. The results offer information to park managers and other stakeholders in understating the demand for outdoor recreation and nature tourism in national parks, as a valuable input for appropriate management actions.

Key words: *outdoor recreation, national parks, Romania*

PARTICULARITIES OF TOURISM DEMAND IN A SPA RESORT, CASE OF VATRA DORNEI, ROMANIA
PARTICULARITĂȚILE CERERII TURISTICE ÎNTR-O STAȚIUNE BALNEOCLIMATERICĂ, STUDIU DE CAZ VATRA DORNEI, ROMÂNIA

IULIA C. MUREŞAN[1], F. H. ARION[1], CRISTINA M. PALIESCU[1]

[1]University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania; iulia.muresan@usamvcluj.ro

According the development strategies for the Romania tourism, the SPA sector represents one of the main ways of increasing the attractiveness of Romania as a tourist destination. In this context the present paper is focused for identify the main characteristics of the demand in Vatra Dornei as a SPA resort. To achieve the objective of the research a survey was conducted during the summer 2011 in this tourist destination and 150 tourists were interviewed.

Key words: *SPA development, tourists' preferences,*

MARKETING OF RURAL TOURISM ACTIVITIES IN ARGEŞ COUNTY
MARKETINGULUI ACTIVITĂȚILOR DE TURISM RURAL ÎN JUDEȚUL ARGEŞ

FLORENTINA MIU[1]

[1] University of Pitesti, Faculty of Economics, Romania; miu_florentina@yahoo.com

Marketing, as an assembly of actions meant to insure the relation of the company with its clients, a relation that includes the 4 components of the mixing of marketing (product, price, distribution and promotion). The marketing of rural tourism in Argeş County imposes a double reference, both to the macroeconomic level and to the microeconomic level. At the macroeconomic level, the marketing of rural tourism it must be regarded as an exchange process of the products and services at the national, regional and local level.

Key words: *local brand, marketing plan, interpersonal motivations, marketing mix.*

COMMERCIALIZATION OF RURAL TOURING PRODUCT
COMERCIALIZAREA PRODUSULUI TURISTIC RURAL

FLORENTINA MIU[1]

[1] University of Pitesti, Faculty of Economics, Romania;
miu_florentina@yahoo.com

Commercialization is the art of communicating through tangible things. The goal of commercialization is to offer visual information motivating the appearance of certain experiences such as: holidays, visits to natural objectives of great attraction, festivals, touring boarding houses etc. Commercialization has the potential of connecting several companies and the benefit of projecting the image of a complex and unitary touring experience

Key words: *private entrepreneurs, competition, attractiveness of touring resources, camping.*

CONSIDERATIONS ON OENOTOURISTIC POTENTIAL FROM CONSTANTA COUNTY
CONSIDERAȚII ASUPRA POTENȚIALULUI OENOTURISTIC DIN JUDEȚUL CONSTANȚA

M. POPESCU[1], CORNELIA URDEA[1], ZOIA PREFAC[1], G. M. CRACU[1]

*[1]**University Ovidius from Constanta: Faculty of Natural and Agricultural Sciences, Constanta, Romania; mariusp@univ-ovidius.ro***

Constanța County has many natural touristic resources and cultural sights, but there are traditional occupations as vineyards, because of Murfatlar and Ostrov vineyards presence. The aim of this paper is to identify wine touristic routes, by linking of touristic resources, customs, traditions and local cuisine. This form of touristic potential is an opportunity to contribute of sustainable development of tourism in rural space of Constanta County.

Key words*: wine routes, rural space, tourism*

ASPECT CONCERNING OF TOURISTIC POTENTIAL OF NICULITEL VILLAGE
ASPECTE PRIVIND POTENȚIALUL TURISTIC AL LOCALITĂȚII NICULIȚEL

M. POPESCU[1], G. M. CRACU[1], CORNELIA URDEA[1], ZOIA PREFAC[1]

[1]University Ovidius from Constanta: Faculty of Natural and Agricultural Sciences, Constanta, Romania; mariusp@univ-ovidius.ro

Geographically, Niculitel village has natural resources and cultural sights that can help to develop touristic activities. The purpose of this paper is to identify the touristic resources and their exploitation, which would be a landmark to economic sustainable development of rural space of Niculitel village.

***Key words**: rural space, tourism, Niculițel*

TOURISM: ECONOMICAL AND SOCIAL EFFICIENCY
EFICIENȚA ECONOMICĂ ŞI SOCIALĂ A TURISMULUI

DANIELA SIMTION[1], ROXANA LUCA[2]

[1]Faculty for Agricultural Sciences, Food Industry and Environmental Protection, Lucian Blaga University, Sibiu, Romania; simtiondaniela@yahoo.com
[2]Faculty for Business Administration, Academy of Economic Studies, Bucharest, Romania

Efficiency has a large, comprehensive content, referring to the use of all categories of resources: natural, human, material, financial, to all activity components: production, marketing, service, to their quantitative and qualitative aspects, economic and social, direct and indirect.
The effort of obtaining a high efficiency leads frequently, to a lower quality of services. Market conditions require an increase in efficiency simultaneously with improving or at least maintaining the quality of products and services.

***Key words:** tourism, efficiency, quality, resources, services.*

TOURISM SERVICES: QUALITY DIMENSIONS
DIMENSIUNILE CALITĂȚII SERVICIILOR ÎN TURISM

DANIELA SIMTION[1], ROXANA LUCA[2]

[1]Faculty for Agricultural Sciences, Food Industry and Environmental Protection, Lucian Blaga University, Sibiu, Romania; simtiondaniela@yahoo.com
[2]Faculty for Business Administration, Academy of Economic Studies, Bucharest, Romania

Economic literature records numerous attempts to define the quality dimensions of services.
The model for quality service highlights the main requirements to be met by a service, so that it reaches the level desired by the consumer.
Analysts have concluded that on the quality of a tourist service a set of at least five key factors has influence: fairness, responsiveness, safety, customization (personalization) and tangible elements.

Key words: *tourism, quality, services, consumer.*

ANALYSIS OF RURAL TOURISM POTENTIAL REGION CRISANA
ANALIZA POTENȚIALULUI TURISTIC RURAL AL REGIUNII CRIŞANA

I. BARBU[1]; S.A. BARBU[2]

[1]Aurel Vlaicu University from Arad, Romania; ionelbarbu@yahoo.com
[2] University of Deggendorf, Germany

In this paper we will present a SWOT analysis on the potential of rural tourism in the region Crisana.
Crisana region is a historical region delimited at north by the river Somes and Maramures region, at west by the river Tisa, at south by the Mures river and Banat region, and at east by the peaks of the Apuseni Mountains and Transylvania region. Crisana Region stretches on both Romania and Hungary, and we will refer only to the Romanian side of it. Crisana region has an area of 17,717 km2 and if we refer to the current counties, this region includes much of Arad county, without the area between the river Mures and Timis county, north of Hunedoara county Bihor county and part of western Salaj county.

Key words: *Crisana, touristic potential, rural tourism*

APRECIATIONS REGARDING THE EXPLOITATION THROUGH AGROTURISM OF LOCAL AND TRADITIONAL PRODUCTS FROM THE PASTORAL VILLAGES OF SIBIU COUNTY

APRECIERI PRIVIND VALORIFICAREA PRIN AGROTURISM A PRODUSELOR LOCALE ŞI TRADIȚIONALE DIN SATELE PASTORALE ALE JUDEȚULUI SIBIU

MIRELA STANCIU[1], CAMELIA SAND[1], G. CIORTEA[1] , R. BLAJ[1], MARIA TĂNASE[1], RAMONA TODERICIU[1]

[1] University "Lucian Blaga" of Sibiu, Faculty of Agriculture, Food Industry and Environmental Protection, Sibiu, Romania; mirela_stanciu2008@yahoo.com

The paper presents the typology of the turistic paltoral village from the mountain area of Sibiu County, indentified and based on criteria. Based on information provided by different institutions and a survey conducted in several rural pensions, it highlights the current state of use of traditional products obtained from sheep. Based on extensive documentation, we determined the number of sheep breeders in pastoral villages in Sibiu, the number held by them and the number of tourist with accommodation structures and craft workshops.

Key words: *pastoral villages, local products, agroturism, sheep*

ECOMUSEUMS- SUSTAINABLE DEVELOPEMENT INSTRUMENTS OF THE LOCAL COMMUNITIES BASED ON ECOECONOMIC AND BIOECONOMIC PRINCIPLES
ECOMUZEELE – INSTRUMENTE DE DEZVOLTARE SUSTENABILĂ A COMUNITĂȚILOR LOCALE PE PRINCIPII ECOECONOMICE ŞI BIOECONOMICE

MIRELA STANCIU[1], CIORTEA GLIGOR[1], BLAJ ROBERT[1], ANTONIE IULIANA[1], VLAD IULIAN[2]

[1] University "Lucian Blaga" of Sibiu, Faculty of Agriculture, Food Industry and Environmental Protection, Sibiu, Romania; mirela_stanciu2008@yahoo.com
[2] University of Agricultural Sciences and Veterinary Medicine Bucharest, Romania

The paper presents the concept of ecomuseum and the ecomuseums situation in the world. Based on extensive documentation, we describe the different types of ecomuseums. Some investigations in the field allowed us to collect data about the first ecomuseum in Romania and its work. Highlighting the advantages that local community is involved in performing the activities carried out by the ecomuseum.

Key words: *ecomuseum, comunity, ecoeconomy, bioeconomy, development.*

RURAL TOURISTIC POTENTIAL OF SOUTH CRISANA
POTENȚIALUL TURISTIC RURAL AL SUDULUI CRIŞANEI

I. BARBU[1]; S.A. BARBU[2]

[1]Aurel Vlaicu University from Arad, Romania, ionelbarbu@yahoo.com
[2] University of Deggendorf, Germany

In this paper we will present an analysis on the potential of rural tourism in the south region Crisana.From an administrative stand point, the South part of the Crisana region is bordered by Bihor in the north, the Alba, county in the East, the Timis county and the county of Hunedoara in the south and the border with Hungary in the West.The varied relief, which decreases from east to west, the existence of a continental temperate climate with many areas of shelter (Halmagiu depressions, Baita, Almas-Gurahont, Moneasa, Mures river lane), important surfaces of forested areas, about 25-30 % of the surface of this area, the existence of mieral water sources, a rich hydrographic network, dominated by the two arteries Crisul Alb and Mures and also a karst landscape, provides sufficient conditions for practicing a quality rural tourism.

Key words: *Crisana, touristic potential, rural tourism*

TOURISM SERVICES WITHIN THE CONTEXT OF GLOBALIZATION OF THE ECONOMY
SERVICIILE TURISTICE ÎN CONTEXTUL GLOBALIZĂRII ECONOMIEI

MARIUS BOIȚĂ[1], DORINA ARDELEAN [1], C. HAIDUC[1]
EMILIA CONSTANTIN[2]

[1]"Vasile Goldiş" Western University of Arad, Faculty of Economic Sciences, Arad, Romania; cocosboyz@yahoo.com
[2]SC.C A SERV SRL, Romania

In the context of definition by analogy with the international trade of dome specific concepts of international tourism and identifying the fundamental determinants of international tourism that allow quantification of the link between socio-economic conditions and conditions of tourism specialization, as generating factors of international tourist flows; the present work aims to identify the extent to which this complex area, that of tourism services, determine the forces driving the world economy and outlines the directions through which tourism development strategies can become factors of sustainable development at national, regional and global level.

Key words: *globalization, services, tourism, economy, sustainability*

RURAL TOURISM IN MARAMUREŞ
TURISMUL RURAL IN MARAMUREŞ

V. POP[1], CECILIA POP[2]

[1]"Vasile Goldiş" University of Arad, Romania; leroivpop@yahoo.com
[2] University of Agricultural Sciences and Veterinary Medicine Iasi, Romania

Maramureş is situated in a prominent place in the country in terms of tourism activity in rural areas, the share of this activity in the county's economy is growing.
Maramureş tourism attracts by its exceptional natural heritage, the ethnographic, architectural and gastronomic specific, units of accommodation of those who practice rural tourism fits harmoniously among farms, preserving what is still characteristic.
Rural tourism and agro tourism exploit the surplus of existing accommodation in the peasant houses, surplus prepared and arranged for receiving guests, offering them the access to a range of activities related to rural household. In recent years the tourist accommodation capacity in Maramureş increased both quantitatively and qualitatively, however tourism potential is not used as expected.

Key words:*Rural tourism, agro tourism, boarding houses, churches and wooden gates.*

EFFICIENCY ANALISYS OF FINANCING A TOURISTIC DEVELOPMENT PROJECT
ANALIZA EFICIENȚEI FINANȚĂRII UNUI PROIECT DE DEZVOLTARE TURISTICĂ

SLUSARIUC GABRIELA CORINA [1]

[1]University of Petrosani, Faculty of Sciencee, Petrosani, Romania; ellaslusariuc@gmail.com

Jiu Valley can obtain a priviledged place in tourism. For development and modernization of touristic area Vulcan, authorities from Vulcan city hall have started a development and modernization project of this beautiful touristic area The existence of created facilities from project investments will lead to attraction of a higher number of tourists. But the financing decision and implementatin of the project will be taken after making the economic and financial analysis.

Key words: *tourism, development, financial economic analysis, efficiency.*

MASS MEDIA: THE MAIN SOURCE OF INFORMATION ON EUROPEAN FUNDING FOR THE AVERAGE PEOPLE
MASS-MEDIA: SURSA PRINCIPALA DE INFORMAȚIE DESPRE FONDURILE EUROPENE PENTRU PUBLICUL LARG

ELENA CLAUDIA CONSTANTIN[1], I. PETROMAN[2]

[1]Politehnica University of Timisoara, Department of Communication and Foreign Languages, Timisoara, Romania; claudia.constantin@cls.upt.ro
[2]Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty, Timisoara, Romania

The authors present the results of two surveys conducted to identify the sources of information, on EU and EU funds, used by people with rural and urban residence. The results indicate mass media as the official source of information, but the quality of the information is mediocre. The authors do not sustain the decision of the authorities to rely mostly on mass media to disseminate information on EU and EU funds.

Key words: *mass media, European Union, European Funds, communication, average EU citizen*

EUROPEAN FUNDS – THE EDGE BETWEEN LACK OF INFORMATION AND LACK OF INTEREST
FONDURILE EUROPENE: LA LIMITA DINTRE LIPSA DE INFORMAȚIE ŞI LIPSA DE INTERES

ELENA CLAUDIA CONSTANTIN[1], I. PETROMAN[2]

[1]Politehnica University of Timisoara, Department of Communication and Foreign Languages, Timişoara, Romania; claudia.constantin@cls.upt.ro
[2]Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty, Timişoara, Romania

The authors present the findings of a research regarding the level of knowledge of the average people living in rural and urban areas about: national political decisions, European Union and European funds. The results of two surveys indicate that 50% of the respondents from the Timis County are not interested in matters considered of national importance. Many of them have some knowledge about EU funds, but not accurate enough to take documented decisions. The authors suggest that authorities should apply the EU commission directive regarding communication at all levels.

Key words: *communication, information, interest, European Union, European Funds*

THE BEHAVIOR OF TOURIST SERVICES CONSUMER
COMPORTAMENUL CONSUMATORULUI DE SERVICII TURISTICE

DANIELA MIRELA MUREŞAN[1]

[1] Faculty of Economics and Business Administration, West University of Timisoara, Romania; mirela_goje@yahoo.com

Consumer behavior is a component of the economic environment and the human in general, and therefore it can be defined as all acts of decision made at individual or group level, directly related to obtain or use of goods and services to meet current and future needs including decision-making processes that precede and determine these acts.
By studying the behavior of travel consumers we learn how customers choose and what factors influence their choice.

Keywords: *consumer behavior, tourist services, customer attitude*

TOURISTIC SERVICES FOR THE SENIORS FROM ROMANIA
SERVICII TURISTICE PENTRU SENIORII DIN ROMANIA

C. NEGRUȚ[1], SIMONA CĂTA[2], VIOLETA RAMONA VASIESCU[1], ELENA TONEA[3]

[1]University Tibiscus, Timişoara,Romania; ramonavasilescu@yahoo.com
[2]Western University, Timişoara, Romania
[3] University of Agricultural Sciences and Veterinary Medicine of Timişoara: Faculty of Agricultural Management, Timisoara, Romania

In this work of older people will be referred to as "senior". This work brings into question the issue of supply of tourist services for seniors. The subject is interesting because senior tourism had increased by 40%, given that there is financial crisis. The cultural differences between Romania and the seniors in developed countries are high. In our country the concept of active aging is difficult to understand.

Key words**:** *tourism, seniors, marketing, Romania*

AGROTOURISM IN THE CARAS-SEVERIN COUNTRYSIDE
AGROTURISMUL ÎN SPAȚIUL RURAL CĂRĂŞAN

MONICA OGARLACI[1], ELENA TONEA[2], DINA LUȚ[1]

[1]The Christian"D.Cantemir", The Faculty of Tourism and Commercial Management, Timisoara,Romania; monicaogarlaci@yahoo.com
[2]Banat s University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty, Timisoara, Romania

The opportunity to spend a holiday in nature, the hospitality in accommodation, the traditional cuisine, the rural holidays that offers charm vacation at this the countryside, rural tourism and agrotourism make our country to be appreciated and wanted. The offer of this countryside, represent a valuable tourism potential and can play an important role in economic development of the county. Trough agrotourism development in Caras-Severin, is offered a viable alternative for rural development of this county, the reorganization of economical life, social and cultural barriers.

Key words*: rural tourism, agrotourism, touristic potential, rural area, tourism market*

THE INFLUENCE OF ECONOMIC CRISIS ON THE TOURISM ACTIVITY IN TIMIS COUNTY
INFLUENȚA CRIZEI ECONOMICE ASUPRA ACTIVITĂȚII TURISTICE A JUDEȚULUI TIMIŞ

MONICA OGARLACI[1]

[1]The Christian University "D.Cantemir", The Faculty of Management in Tourism and Commerce Timişoara, Romania; monicaogarlaci@yahoo.com

The touristic activity of the Timiş County is sustained by a valuable and varied tourism potential, both natural and anthropic which allows the organization of different types of tourism, ensuring a large number of Romanian and foreign tourists. Timiş County has a touristic offer with touristic structures which satisfy the needs of modern tourism, which is competitive with European and international markets. The large number of tourists arriving in Timiş County until 2008 is due to the fact that it has an attractive economic potential, which makes the county important for business tourism and transitory stays, and last but not least for leisure. The decrease of tourism indicators between 2009 and 2010 for the county is explained by the global economic crisis which is rather accentuated in the investigated area.

Key words: *tourism potential, touristic offer, accommodation capacity, business tourism, economic crisis.*

THE RURAL ENVIRONMENT AND TOURISM FORCHILDREN AND YOUTH IN SCHOOL CAMPS A CASE STUDY: CHEVEREŞU MARE, TIMIŞ COUNTY
MEDIUL RURAL ŞI TURISMUL PENTRU COPII ŞI TINERET ÎN TABĂRE – STUDIU DE CAZ TABĂRA CHEVEREŞU MARE-JUDEȚUL TIMIŞ

CIPRIANA SAVA[1,2]

[1]The Faculty of Tourism and Commercial Management Timişoara, Romania; cipriana.sava@gmail.com
[2]The Christian University "D. Cantemir" Bucharest, Romania

The village is a settlement whose population focuses on agriculture; it is the place of the ethno genesis of a people. The types of tourism which are practiced in this environment are multiple. However, relaxation and recovery of physical and psychical capacities represent the main motivations of potential tourists. It is well known that both obtaining high grades at school and students' evolution depend on the intellectual effort and on their concentration ability. Holidays are temporal sequences for recreation and rest and, consequently, school camps in the rural environment could represent the ideal place. These school camps support children's growing and social development with other children in a natural environment

Key words: *rural environment, tourism for children and youth, school camp*

ASPECTS REGARDING TOURISM IN "EFTIMIE MURGU", CARAŞ-SEVERIN COUNTY
ASPECTE PRIVIND TURISMUL ÎN LOCALITATEA EFTIMIE MURGU, JUDEȚUL CARAŞ-SEVERIN

CIPRIANA SAVA[1,2]

[1]The Faculty of Tourism and Commercial Management Timisoara, Romania; cipriana.sava@gmail.com
[2]The Christian University "D. Cantemir" Bucharest, Romania

The natural and the anthropic resources form the tourist sights of an area or a place. The villages in the Banat region still maintain the traditions, customs, folklore, crafts, and that is why the development of tourism is possible in such places.
Eftimie Murgu in the Caras-Severin County can be included in the national and international tourist circuit through its diversity and uniqueness of tourist resources.

Key words: *tourist resources, agro tourism, mills.*

THE EVOLUTION OF ROMANIAN TOURISM FROM THE BEGINNING OF CRISES TO PRESENT DAY
EVOLUȚIA TURISMULUI ÎN ROMANIA DE LA ÎNCEPUTUL CRIZEI ŞI PÂNĂ ÎN PREZENT

A. BĂNEŞ[1], MANUELA-DORA ORBOI[2], A. MONEA[3], MIRELA MONEA[3]

[1]University of Agricultural Sciences and Veterinary Medicine of Timişoara: Department of Exact and Socio-Human Sciences, Timisoara, Romania; banes@usab-tm.ro
[2]University of Agricultural Sciences and Veterinary Medicine of Timişoara: Faculty of Agricultural Management, Timisoara, Romania
[3]University from Petroşani: Faculty of Sciences, Petrosani, Romania

Tourism is one of the largest industries in the global economy and has been both a key driver and a beneficiary of the prolonged period of economic growth seen in recent years. It also has significant social and cultural benefits because of its potential to promote understanding and international relationships. These socioeconomic dimensions make tourism a vital component of globalization. But the many events taking place at global level call into question how the tourism industry is affected. The intensity of business organizations is reflected in the national economy and hence overall performance. The tourism industry has been affected by other crises in the previous period but the current crisis is characterized by some specific aspects that differentiate it from other crises. Despite the current difficulties, the Tourism sector remains a critical economic sector worldwide and one that provides significant potential for economic growth and development internationally. A growing national Tourism sector contributes to raises national income, employment, and can improve a country's balance of payments. This paper examines the trend of tourism in Romania, based on statistical data.

Key words*: tourism industry, tourism, performance*

SUSTAINABLE TOURISM DEVELOPMENT IN TIMIS COUNTY
DEZVOLTAREA DURABILĂ A TURISMULUI ÎN JUDEȚUL TIMIŞ

I. BORLOVAN[1], L. SÂMBOTIN[1], A. COROIAN[1], O.P. SÂMAN[1], LIGIA PREDA[1]

[1] *Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty Timisoara, Romania; ioanborlovan@yahoo.com*

Tourism is known as the largest industry. Have a significant proportion of its income in the economy of many countries and is one of the largest manufacturing jobs. In Western Europe especially, time has become a rare commodity, especially for couples being together is more fleeting. Therefore, for many consumers, their annual holiday is a great emotional investment can not be easily replaced if something goes wrong.

Key words: *tourism, Timis county, tourism sector, sustainable development potential*

THE HISTORICAL AND TOURISTIC POTENTIAL OF THE SZEJKE BATHING RESORT FROM ODORHEIU SECUIESC
ISTORICUL ŞI POTENȚIALUL TURISTIC AL STAȚIUNII BĂILE SZEJKE DIN ODORHEIU SECUIESC

KATALIN CSEKE-ARKOSI[1], MARGIT CSIKI [1], I. CSÖSZ [1], SIMONA MARTIN[1], RAMONA CIOLAC[1]

[1]University of Agricultural Sciences and Veterinary Medicine of Timişoara: Faculty of Agricultural Management, Timisoara, Romania; mezokati@yahoo.com

In the 1900s Odorheiu Secuiesc was called the city of balneary resorts. In the past as well as in the present the Szejke Bath represents a major tourist. It offers the benefits of an original natural landscape endowed with some remarkable places to visit, such as the tomb of Orban Balazs which is an artistic monument; the szekler gates exhibition which reflects various aspects of the traditional and authentic Szekler folklore; the open air stage which has been the scene of the Folk Festival showing the living traditions of the Szekler culture; the greatest and permanent exhibition is that of mineral water and bath; Hydro geological Reservation- The Moss of Szejke Bat.

Key words: *touristic potential, tourist attraction, balneary and climatic effects.*

RECREATIONAL RURAL TOURISM IN EUROPE
TURISMUL RURAL RECREATIV IN EUROPA

D. JITARU[1], L. SÂMBOTIN[1], F. I. KHALIL[1], M. MAYER[1], S. TIRCHI[1]

[1] *Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty Timisoara, Romania; danijitaru@yahoo.com*

The twentieth century has shown that a country's economy can and should support economic development in an industry that has huge potential: tourism. No economist, but no ordinary man can deny this truth, as is assumed by investors, many of them become "strategic" in certain parts of the world. On the other hand, authorities, regardless of their level, are forced, by specific interests, to adopt economic policies favorable to tourism, making it in some countries, national economic engine.

***Key words**: recreational rural tourism, sustainability, investment, sustainable development.*

WEST DEVELOPMENT REGION TOURIST'S POTENTIALITIES
REGIUNEA DE DEZVOLTARE VEST - POTENȚIALITĂȚI TURISTICE

D. JITARU[1], L. SÂMBOTIN[1], S. TIRCHI[1], F. I. KHALIL[1], M. MAYER[1]

[1] *Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty Timisoara, Romania; danijitaru@yahoo.com*

West region known as Banat Area is and remains a historical, administrative, economic and cultural privileged zone. Maybe that's why it is not obsolete discussion on the tourist potential of this area and, especially, recreational tourism potential in this area. Proximity to other cultural and economic spaces, more advanced than the Romanian one, can be and even is the major advantage of development of tourist area of West region.

***Key words**: recreational rural tourism, sustainability, investment, sustainable development.*

STUDY ON THE INFLUENCE OF RURAL TOURISM ON THE ENVIRONMENT
STUDIU PRIVIND INFLUENȚA TURISMULUI RURAL ASUPRA MEDIULUI ÎNCONJURĂTOR

F. I. KHALIL[1], L. SÂMBOTIN[1], M. MAYER[1], D. JITARU[1], S. TIRCHI[1]

[1] *Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty Timisoara, Romania; adi_21mar@yahoo.com*

Rural tourism in Romania is still in an early stage, barely just starting. And the way for this sector does not seem to be an easy one, especially because Romanian authorities not only half-heartedly recognize the importance and potential of this type of tourism, while continuing to support major investment in classic tourism. However increasingly more people with entrepreneurial spirit are beginning to see the potential benefits and rural tourism practice. Initiatives in this area began to emerge a few years ago, at first shy in some places in the country tradition.

Key words: *tourism, environment, pollution, potential*

STUDY OF RURAL TOURISM ACTIVITY IN THE BANAT AREA
STUDIU PRIVIND ACTIVITATEA DE TURISM RURAL IN ZONA BANATULUI

F. I. KHALIL[1], L. SÂMBOTIN[1], S. TIRCHI[1], D. JITARU[1], M. MAYER[1]

[1] *Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty Timisoara, Romania; adi_21mar@yahoo.com*

At first glance an attempt to define the concept of rural tourism seems to be an easy task. As suggested by Lane "it is tourism that takes place in the countryside", but even this simple statement contains ambiguous elements. For example the definition of tourism can also vary and can be difficult to define the term "rural area". Countries may have different criteria by which an area classified as rural or non-rural (urban) and also the term "rural" can be both a pure geographical element and a description of cultural communities in the country.

Key words: *rural tourism, touristic potential, agro tourism, development*

HOW TO DEVELOP SUCCESSFUL WINERIES THROUGH FARM TOURISM
POSIBILITĂȚI DE DEZVOLTAREA A UNOR CRAME DE SUCCES PRIN PRACTICAREA TURISMULUI DE FERMĂ

I.M. PETROMAN [1], I. CSÖSZ [1], S. HOLLIFIELD [2], CORNELIA PETROMAN [1], DIANA MARIN [1], A. DUMITRESCU [1], ANDREEA STAN [1]

[1] Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Faculty of Farm Management, i_petroman@yahoo.com
[2] University of Nevada, USA

Wine tourism is very widespread around the globe where they meet three main points characteristic to this type of tourism: visitors' expectations, developing a successful winery, and developing a first good impression. Most visitors of a winery reach it as part of a one day-trip, of a mini-holiday, or of a weekend, and it is difficult they are willing to drive for 1 or 2 hours for just buying a bottle of wine.

***Key words**: developing, successful winery, farm tourism*

NOTES ON THE ROLE OF FARM AGRITOURISM IN A VEGETABLE AND ANIMAL FARM ECONOMICS
ROLUL AGROTURISMULUI DE FERMĂ ÎN ECONOMIA FERMEI VEGETALE ŞI ANIMALE

I.M.PETROMAN [1], I. CSÖSZ [1], S. HOLLIFIELD [2], CORNELIA PETROMAN [1], DIANA MARIN [1], A. DUMITRESCU [1], LAVINIA SOUCA [1], ANDREEA STAN [1]

[1] Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Faculty of Farm Management, i_petroman@yahoo.com
[2] University of Nevada, USA

Any farmer who wishes to turn his vegetal or animal farm into an efficient agritourism farm through the implementation of agritourism activities, or who wishes to turn it into an agritourism pension should solve a few extremely important management issues among which the following: financial management, risk management, knowing and observing insurance regulations properly, knowing and observing bio-safety and animal welfare regulations properly, knowing and observing tax regulations properly, knowing and observing labour regulations properly, and acquiring public relations skills.

***Key words**: farm agritourism, management, vegetal farm, animal farm*

DEVELOPMENT MANAGERIAL STRATEGIES OF THE RURAL TOURISM IN CARAS-SEVERIN COUNTY FROM ROMANIA
STRATEGII MANAGERIALE DE DEZVOLTARE A TURISMULUI RURAL ÎN JUD. CARAŞ-SEVERIN DIN ROMÂNIA

CORINA RUŞEŢ[1], ELENA PEŢ[1], GABRIELA POPESCU[1]

[1]University of Agricultural Sciences and Veterinary Medicine Timişoara, Romania; corinaruset@yahoo.com

Sustainable development strategy of the rural tourism in Caras-Severin County from Romania has the purpose to realise a proper background for the increase of the internal and international touristic activity in a proper and balanced way to bring cultural and socio-economic advantages for the inhabitants of this area. Caras -Severin County is situated in the western side of Romania and it owns a series of natural advantages insufficiently exploited in present, that if are well managed can constitute a great potential of economic increase. In Romania the rural Tourism represents a real chance mainly for the farmers affected by the crisis from the farming sector, which are wishing to try a new activity using the tools that they are having already.

Key words: *rural tourism, development, strategies, management*

HUMAN RESOURCE MANAGEMENT IN FARM AGRITOURISM
MANAGEMENTUL RESURSELOR UMANE ÎN AGROTURISMUL DE FERMĂ

CORNELIA SOUCA [1], I. PETROMAN [1], CORNELIA PETROMAN [1], SNEJAŽNA TOLIĆ [2], DIANA MARIN [1], A. DUMITRESCU [1], ANDREEA STAN [1], DELIA RAMONA GABRIS [3]

[1]Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Faculty of Farm Management
[2] Juraj Strossmayer University, Osijek, Croatia
[3]SC INTEROPTIK SRL

The human resource department plays an important role in the tourism industry since tourism activities are characterised by an intense involvement of human capital to ensure high quality services; from this perspective, human resource management quality is crucial for success or failure of tourism businesses.

Key words: *human resources, tourism industry, human resource management, quality services, tourism business*

DEVELOPING A MINI-ZOO WITH WILD ANIMALS AT THE ENTRANCE TO AN AGRI-TOURISM FARM
ÎNFIINȚAREA DE MINI-GRĂDINI ZOOLOGICE CU PĂSĂRI ŞI ANIMALE SĂLBATICE LA INTRAREA ÎN FERMA AGROTURISTICĂ

CORNELIA SOUCA [1], I.PETROMAN[1], ANDREEA STAN [1], CORNELIA PETROMAN[1], DIANA MARIN[1] , A. DUMITRESCU[1], DELIA RAMONA GABRIS[2]

[1]Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Faculty of Farm Management, Timisoara, Romania; i_petroman@yahoo.com
[2]SC INTEROPTIK SRL, Romania

Wild birds and mammals have always stirred the interest of tourists and they have been always been an attraction for children. This is why we think it is good to develop a mini-zoo with wild animals at the entrance of an agri-tourism farm.

Key words: *mini-zoo, wild birds, wild mammals, tourists, agri-tourism farm*

RESEARCH ON PROMOTING TOURISM IN ROMANIA UNDER THE LAWS OF 2012
CERCETĂRI CU PRIVIRE LA PROMOVAREA TURISTICĂ ÎN ROMÂNIA CONFORM LEGISLAȚIEI DIN 2012

C.G.TABĂRĂ-AMÂNAR [1], S.STANCIU[1], MARIA M. MOATĂR[2], ŞTEFAN CAROLINA[2]

[1]Banat University of Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Farm Management, Timisoara, Romania;sorinmstanciu@yahoo.com
[2]Banat University of Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Horticulture and Forestry, Timisoara, Romania

The annual program of marketing and tourism promotion aims: to promote the major destinations and forms of tourism in Romania on the main domestic and foreign tourism markets, defining and promoting the brand created and developed in line with the key area of intervention 5.3 "Promotion of tourism and creating the necessary infrastructure to increase Romania's attractiveness as a tourist destination "priority axis" Sustainable development and tourism promotion "of the Regional Operational Program 2007 - 2013, to create a positive image of Romania as a tourist destination nationally and internationally .

Key words: *market, development, law, tourism, policy, country*

STUDY ON PRODUCT DEVELOPMENT AND TOURIST DESTINATIONS IN ROMANIA AND ITS LEGAL IMPLICATIONS
STUDIU PRIVIND DEZVOLTAREA DESTINAȚIILOR ŞI PRODUSELOR TURISTICE ÎN ROMÂNIA ŞI IMPLICAȚIILE SALE JURIDICE

C.G.TABĂRĂ-AMÂNAR [1], S.STANCIU[1], MARIA M. MOATĂR[2], ŞTEFAN CAROLINA[2]

[1]Banat University of Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Farm Managemen, Timisoara, Romania;sorinmstanciu@yahoo.com
[2]Banat University of Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Horticulture and Forestry, Timisoara, Romania

Abstract: *The multiannual program for the development of destinations, forms and products tourism aims to help to improve domestic tourism traffic travel along with cultural and natural heritage. The multiannual program for the development of destinations, forms and products tourism addresses the following objectives: improve the quality of tourism services in Romania; participation in joint projects initiated domestic and international tourism; public investments in tourism infrastructure; development of forms, products and major tourist destinations in Romania; modernization and expansion of information system in tourism; improving the legal and institutional framework in the sector under best practices at EU level; improve the quality of employee training in the tourism sector in especially from the tourist reception.*

Key words: *tourism services, ecotourism, framework, development*

RESEARCH ON THE BOTANICAL GARDEN NEW ART AND INFLUENCES
CERCETĂRI CU PRIVIRE LA GRĂDINILE BOTANICE ŞI INFLUENȚELE ARTEI NOI

CAROLINA ŞTEFAN [1], MARIA M. MOATĂR[1], I. CHISĂLIȚĂ[1], S. STANCIU[2], A. SOLOMONESC[3]

[1]Banat University af Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Horticulture and Forestry, Timisoara, Romania; mihaelamoatar@yahoo.com
[2]Banat University of Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Farm Management, Timisoara, Romania
[3]Forestry Department Caraş-Severin, Romania

It is perhaps rather fanciful, but the two "schools" of gardening, into one of which almost every garden since the memory of man rennet not to the contrary, until the nineteenth century, could be placed, can be traced back to the two distinct originals of our western Christian civilization. Until fairly recently most people in the western world were brought up if not on, at least more or less in touch with, the Bible; consequently, for most western men, Eden was the garden. Granted that no such place ever existed outside Jewish mythology, yet since a myth stands for something in the mind and soul of man, the nature of Eden is significant. And Eden was, clearly, an "English" garden.

Key words: *natural garden, landscape, wilderness, paradise garden*

RESEARCH OF AESTHETIC LANDSCAPE IN THE ROMAN GARDENS AND ANGLO SAXON GARDENS
CERCETĂRI ÎN ESTETICA PEISAJULUI LA GRĂDINILE ROMANE ŞI GRĂDINILE ANGLO SAXONE

CAROLINA ŞTEFAN [1], MARIA M. MOATĂR[1], I. CHISĂLIȚĂ[1], S. STANCIU[2], A. SOLOMONESC[3]

[1]Banat University af Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Horticulture and Forestry, Timisoara, Romania; mihaelamoatar@yahoo.com
[2]Banat University of Agricultural Sciences and Veterinary Medicine Timişoara: Faculty of Farm Management, Timisoara, Romania
[3]Forestry Department Caraş-Severin, Romania

The Anglo-Saxon laws in Alfred's day (849-901) legislated for certain horticultural disputes. Most significant is the fact that vineyards received special attention; for vineyards entail a degree of skill in gardening which, in my belief, entitles us to assume that where there were vineyards there were orchards, vegetable, and herb gardens. '. . Si quis damnum intulerit alterius vineae vel agro, vel alcui ejus terrae, compenset sicut quis illud aestivet.

Key words: *roman gardens, landscape,, nature, surface*

RESEARCH REGARDING PERSPECTIVES OF RURAL TOURISM DEVELOPMENT IN ARAD COUNTY
CERCETĂRI PRIVIND PERSPECTIVELE DEZVOLTĂRII TURISMULUI RURAL ÎN JUDEȚUL ARAD

ANDREEA ROMANA TUCUDEAN [1], I. CSOSZ [2], RAMONA CIOLAC[2], SIMONA MARTIN [2]

[1] „Vasile Goldis" Western University of Arad,Romania; rares_bulai@yahoo.com
[2] Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Faculty of Agricultural Management, Timisoara, Romania

Tourism development in rural areas is necessary, both economically and socially. Integrated tourism in rural areas is an alternative to solve, in the same time, issues relating, on the one hand, village and on the other hand town. The rural tourism will be able to solve problems of planning policy, of the city-rural balance, so being outlined a social change that allows the population of the city to find roots, cultural values, physical relaxation, tranquility lost or forgotten.

Key words: *rural tourism, development, objectives, Arad County*

STUDY SELECTION OF WINES IN THE MENU STRUCTURE
STUDIU PRIVIND ALEGEREA VINURILOR IN STRUCTURA UNUI MENIU

LUMINIȚA PÎRVULESCU[1], T. IANCU[1], IASMINA IOSIM[1], IULIANA MERCE[1], CLAUDIA SÎRBULESCU[1]

[1]Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Farm Management Faculty, Timisoara, Romania; pirvulescu_l@yahoo.com

Of all the drinks in the world the wine has the best quality to associate with food. They appear as an adjunct to gastronomy, can not miss from any table they want to form a nice time .
This paper presents the sorts of wines that are served during meals, arrangements for involving the food and wine with the order in which they drink. It must be said however that this problem can not establish rigid rules, there is no immutable code and that innovations are often welcome.

Key words: *wine, association, cuisine, cheese, cooking*

ISSUES IN RESEARCH ON FOOD NUTRITION CLASSIFICATION
ASPECTE PRIVIND CLASIFICAREA PRODUSELOR ALIMENTARE ÎN CERCETAREA NUTRIȚIONALĂ

LUMINIȚA PÎRVULESCU[1], T. IANCU[1], IASMINA IOSIM[1], DESPINA – MARIA BORDEAN[1], STELUȚA RADU[2]

[1]Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Farm Management Faculty, Timisoara, Romania; pirvulescu_l@yahoo.com
[2] University of Agriculture Sciences and Veterinary Medicine Iasi, Romania

Food provides the ideal quality for human consumption, influencing both the physical condition of man, and the mental.
This paper offers a study on classification according to degree of food processing and the content of nutrients.

Key words: *healthy diet, classification, nutrients.*

ECONOMIC REVIVAL OF THE RURAL AREA THROUGH TOURISM
RELANSAREA ECONOMICĂ A SPAȚIULUI RURAL PRIN TURISM

GHE. PRIBEANU[1]

[1]Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Agricultural Management Faculty, Timisoara, Romania

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 turistic potential, in all its forms, will lead to a certain economical efficiency.
Turistic services extent and diversify according to the socio-economical changes and their favourable area of development. The the appearance of the „rural tourism" and „agrotourism" terms enriches the whole notion of „tourism" by diversifying it's forms of expression.

Key words : *sustainable development, agriculture, agrotourism, economic revival, rural area, tourism*

STUDIU PRIVIND EVOLUȚIA ŞI TENDINȚELE ECOTURISMULUI ÎN ROMÂNIA
STUDY ON DEVELOPMENT AND TRENDS OF ECOTOURISM IN ROMANIA

IULIANA IOANA MERCE[1], IOANA ANDA MILIN[1], S. MILIN[1], L. DANCEA[1], T. IANCU[1], DANA SÂMBOTIN[1]

[1]University of Agricultural Science and Veterinary Medicine, Timisoara, Romania; iulianamerce@yahoo.com

Ecoturism is a form of tourism with low environmental impact, based on its assessment and where they make a conscious effort to reinvest a portion of income for conservation appropiate to rely on. I tis a form of sustainable tourism and to ensure local people benefit ecotourism is still a fairly narrow segment of the tourism market, although Romania has a great heritage ecotourism potential than recovery. Ecotourism in Romania face many problems such as poor cooperation at local level, promote modest nationally and internationally, offers limited and poorly diversified, specific infrastructure is poor ecotourism in the protected areas.

***Key words**: ecoturism, sustainable development*

ASPECTE PRIVIND TURISMUL ÎN REȚEAUA ARIILOR NATURALE PROTEJATE
ASPECTS CONCERNING TOURISM ON THE NATURAL PROTECTED AREAS

MERCE IULIANA IOANA[1], MILIN ANDA IOANA[1], DANCEA LUCREȚIU[1], PÎRVULESCU LUMINIȚA[1], RĂDAC BIANCA[1]

[1]University of Agricultural Science and Veterinary Medicine, Timisoara, Romania; iulianamerce@yahoo.com

National parks and other protected areas of the world have always been favorite destinations for those tourists who seek contact with nature. National parks are not only natural landscapes and objectives, cultural and wildlife, but to also maintains a visitors' satisfaction and by such methods that leave them intact for future generations.
Spaces protected by their valences aesthetic, recreational, educational, scientific, it is particularly attractive as tourist attractions, some are unique internationally.

***Key words:** national park, natural protected area*

MODALITIES TO PROMOTE ROMANIAN RURAL TOURISM
MODALITĂȚI DE PROMOVARE A AGROTURISMULUI ROMÂNESC

ALINA BIANCA RADACA[1], I. CSOSZ[1], IOANA IULIANA MERCE[1], IASMINA IOSIM[1], ANA MARIANA DINCU[1], SIMONA CRISTINA MARTIN[1]

[1]Banat's University Of Agricultural Sciences And Veterinary Medicine Timisoara, Faculty of Agricultural Management, Timisoara, Romania; biancaradac@yahoo.com

On this paper I am presenting a few methods of promotion for rural tourism in Romania, like:
- web site which are is of the cheapest method
- announcements and video presentations
- social network sites
- magazines, fairs and festivals.
In the first part of the paper I made a brief presentation of the most populated touristic areas in Romania like Rucar, Fundata, Moeciu, Bran, Bucovina, Vatra Dornei, Câmpulung Moldovenesc Putna Gura Humorului, Danube Delta, etc..

Key words*: rural, tourism, promotion, network, client*

THE BENEFITS OF RURAL TOURISM
BENEFICIILE TURISMULUI RURAL

ALINA BIANCA RĂDAC[1], I. CSÖSZ[1], IOANA IULIANAMERCE[1], C. G.MATIAŞ[1], C.I: DOBRA[1]

[1]Banat's University Of Agricultural Sciences And Veterinary Medicine Timisoara, Faculty of Agricultural Management, Timisoara, Romania; biancaradac@yahoo.com

In the paper bellow I tried to present in a very simple manner the benefits of rural tourism in a certain area, and the advantages that it brings to local communities. I presented the benefits that are mainly financial especially where farming is not always very lucrative, and for the tourists, rural tourism also offers endless opportunities for rafting, horse riding, diving, mountain biking.
I also presented here how we could rate the Tourist Potential of a Village, the economic and social benefits and environmental benefits that can enhance the reputation of any tourism business.

Key words: *benefits, rural, tourism, tourist, village*

MONEASA TOWN, BETWEEN BALNEARY AND RURAL TOURISM
LOCALITATEA MONEASA ÎNTRE TURISM BALNEAR ŞI TURISM RURAL

C. BOCU, I[1]. CSÖSZ[1], MARIANA RAMONA CIOLAC [1], C. I. DOBRA, C. P. BURCĂ[1]

[1] Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Agricultural Management Faculty, Timisoara, Romania; arbotrans@yahoo.com

The balneary tourism is one of the few forms of tourist which largely capitalize the technical progress both at the modern medical equipments level, as a priority for developing this tourism form, and at the level of other equipments categories (accommodation, food, recreation). The development of balneary and recreation tourism can lead to sustainable economic development of general-interest stations, but also of the rural areas which possess balneary factors, due to the multiplier effect of this activity. In order to revitalize and modernize the balneary and rural tourist product, the authors should consider attracting new population segments, given that, new elements in the balneary cure, new types of cures responding to the requirements that take into account the balneary "fashion" at a time and new selling techniques and methods of balneary product, of purchasing it, are introduced.

Key words: *balneotherapy, rural, strategic objectives, touristic, Moneasa*

THE INCLUSION IN THE TOURISTIC CIRCUIT OF ARAD COUNTY OF NATURAL RESERVATIONS AND PARKS TO DEVELOP THE RURAL TOURISM
INCLUDEREA IN CIRCUITUL TURISTIC AL JUDETULUI ARAD A REZERVATIILOR SI PARCURILOR NATURALE IN VEDEREA DEZVOLTARII TURISMULUI RURAL

C. P. BURCA[1], I. CSÖSZ[1], SIMONA CRISTINA MARTIN[1], D. I. GABOR[1], RAMONA MARIANA CIOLAC[1]

[1] Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Agricultural Management Faculty, Timişoara, Romania; cipri_burca@yahoo.com

The authors of this paper have proposed to analyze the great value tourist potential of Arad County. This paper develops several aspects including: the paneling and presentation of all protected areas in the county (insufficiently capitalized) in order to stimulate the tourist interest for these destinations; the main characteristics of natural parks and reservations; the positive influence (development) or negative (degradation) of rural tourism in the protected areas; ways to include these areas in the tourist circuit of Arad County; the measures taken in order to preserve their uniqueness and authenticity. A general conclusion which emerges from the presentation of this potential is the poor recovery in tourism, reflected by the lack of improvements and tourist information panels.

Key words*: measures, circuit, protected areas, rural touristic capacity, Arad*

THE RURAL TOURISM DEVELOPMENT STRATEGY IN TIMIS-TORONTAL MICROREGION
STRATEGIA DE DEZVOLTARE A TURISMULUI RURAL ÎN MICROREGIUNEA TIMIŞ - TORONTAL

C.I. DOBRA[1], I. CSÖSZ[1], SIMONA CRISTINA MARTIN[1], OANA IANOŞEVICI

[1] Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Agricultural Management Faculty, Timisoara, Romania; calincsm@yahoo.com

The tourism can be the economic development basis of our country. The general strategy can derive from the Romanian Government, but the strategy adopted by each local community is the key of a fast and efficient tourism development. It is necessary for the managers to cooperate with the local communities and with the economic and non-economic factors in the area, but also with stakeholders from central and county level. The tourist microregions development involves: maximum effort, intelligence, knowledge of current legislation, of European and governmental financing arrangements, ways to attract capital / investors etc. It depends only on the managers of local communities to understand the tourism sustainable development importance in their area of influence. The idea that Romanian tourism has to develop through tourist microregions is not new, but such a strategy doesn't still exist at national level.

Key words: *microregion, strategy, actions, Timis, rural tourism*

THE FORTIFIED CHURCHES IN SIBIU COUNTY – PROMOTER OF RURAL TOURISM AND AGROTOURISM DEVELOPMENT
BISERICILE FORTIFICATE DIN ZONA SIBIULUI – PROMOTOR AL DEZVOLTARII TURISMULUI RURAL SI AGROTURISMULUI

D.I. GABOR[1], I. CSÖSZ[1], SIMONA CRISTINA MARTIN[1], C. BOCU[1], RAMONA MARIANA CIOLAC[1]

[1] Banat's University of Agricultural Sciences and Veterinary Medicine Timişoara, Agricultural Management Faculty, Timisoara, Romania; doru05@gmail.com

The promotion is a very important and complex component for the rural tourism development, that's why it must be present at all levels. This paper aims to present the main areas around Sibiu and the fortified churches. In each of the above ethno-folkloric areas, there are gourmet specialties printed to different cultures and characteristic agricultural activities for the area (e.g., sheep or buffalo breeding in "Mărginimea Sibilui" area, "Țara Oltului" area, Târnavelor Valley and Hârtibaciu Valley). In an overview of these monuments state, it is found that the majority would require at least minor restoration works / reconditioning in order to allow a better tourist exploitation.

Key words: *churches, heritage, potential, touristic area, Sibiu*