CONTENTS

TOURISM SECTION

ÁRPÁD BENKŐ-KISS - *The invasive chinese pond mussel (Sinanodonta Woodiana, LEA,1834) as a danger for waterside tourism…..* 5

MÁRTA GALGÓCZI-DEUTSCH - *Comparing the linguistic landscape of Hódmezővásárhely from tourism and business perspectives.* 13

ADELAIDA CRISTINA HONŢUŞ - *Preservation and promotion of a zone architectural style.....* 21

ADELAIDA CRISTINA HONŢUŞ - *Calculation of pensions by promoting tourism indicators of movement on tourism.....* 29

M. IELENICZ, SMARANDA SIMONI - *Anthropo-Sites – Concept and quantification.....* 41

M. IELENICZ, SMARANDA SIMONI - *Ecolabels in ecotourism* 49

IONELA MIŢUKO VLAD, ELENA COFAS - *Evaluation and interpretation in the tourism area.....* 53

DIANA E. DUMITRAŞ, MARIOARA ILEA, F. H. ARION, I. M. JITEA - *Tourists' preferences for outdoor recreation and nature tourism in Romania.....* 59

IULIA C. MUREŞAN, F. H. ARION, CRISTINA M. PALIESCU - *Particularities of tourism demand in a spa resort, case of Vatra Dornei, Romania.....* 65

FLORENTINA MIU - *Marketing of rural tourism activities in Argeş county .....* 69

FLORENTINA MIU - *Commercialization of rural touring product.....* 77

M. POPESCU, CORNELIA URDEA, ZOIA PREFAC, G. M. CRACU - *Considerations on oenotouristic potential from Constanta county.....* 85

M. POPESCU, G. M. CRACU, CORNELIA URDEA, ZOIA PREFAC - *Aspect concerning of touristic potential of niculitel village.....* 91

DANIELA SIMTION, ROXANA LUCA - *Tourism: economical and social efficiency.....* 95

DANIELA SIMTION, ROXANA LUCA - *Tourism services: quality dimensions.....* 103

I. BARBU, S. A. BARBU - *Analysis of rural tourism potential region Crisana.....* 111

MIRELA STANCIU, CAMELIA SAND, G. CIORTEA , R. BLAJ, MARIA TĂNASE, RAMONA TODERICIU - *Apreciations regarding the exploitation through agroturism of local and traditional products from the pastoral villages of Sibiu county*..... 119

MIRELA STANCIU, GLIGOR CIORTEA, ROBERT BLAJ, IULIANA ANTONIE, IULIAN VLAD - *Ecomuseums- sustainable developement instruments of the local communities based on ecoeconomic and bioeconomic principles*..... 125

I. BARBU, S. A. BARBU - *Rural touristic potential of South Crisana.*.... 131

MARIUS BOIȚĂ, DORINA ARDELEAN, C. HAIDUC, EMILIA CONSTANTIN - *Tourism services within the context of globalization of the economy*..... 139

V. POP, CECILIA POP - *Rural tourism in Maramureş*..... 153

GABRIELA CORINA SLUSARIUC - *Efficiency analisys of financing a touristic development project*..... 161

ELENA CLAUDIA CONSTANTIN, I. PETROMAN - *Mass media: the main source of information on european funding for the average people*... 167

ELENA CLAUDIA CONSTANTIN, I. PETROMAN - *European funds – the edge between lack of information and lack of interest*..... 175

DANIELA MIRELA MUREŞAN - *The behavior of tourist services consumer*..... 183

C. NEGRUȚ, SIMONA CĂTA, VIOLETA RAMONA VASIESCU, ELENA TONEA - *Touristic services for the seniors from Romania*..... 189

MONICA OGARLACI, ELENA TONEA, DINA LUȚ - *Agrotourism in the Caras-Severin countryside*..... 195

MONICA OGARLACI - *The influence of economic crisis on the tourism activity in Timis county*..... 203

CIPRIANA SAVA - *The rural environment and tourism forchildren and youth in school camps a case study: Chevereşu Mare, Timiş County.* 211

CIPRIANA SAVA - *Aspects regarding tourism in "Eftimie Murgu", Caraş-Severin County*..... 219

A. BĂNEŞ, MANUELA-DORA ORBOI, A. MONEA, MIRELA MONEA - *The evolution of romanian tourism from the beginning of crises to present day*..... 227

I. BORLOVAN, L. SÂMBOTIN, A. COROIAN, O.P. SÂMAN, LIGIA PREDA - *Sustainable tourism development in Timis county*..... 233

KATALIN CSEKE-ARKOSI, MARGIT CSIKI, I. CSÖSZ, SIMONA MARTIN, RAMONA CIOLAC - *The historical and touristic potential of the szejke bathing resort from Odorheiu Secuiesc* ……..... 241

D. JITARU, L. SÂMBOTIN, F. I. KHALIL, M. MAYER, S. TIRCHI - *Recreational rural tourism in Europe*..... 247

D. JITARU, L. SÂMBOTIN, S. TIRCHI, F. I. KHALIL, M. MAYER - *West development region tourist's potentialities*..... 255

F.I. KHALIL, L. SÂMBOTIN, M. MAYER, D. JITARU, S. TIRCHI - *Sudy on the influence of rural tourism on the environment*..... 261

F.I. KHALIL, L. SÂMBOTIN, S. TIRCHI, D. JITARU, M. MAYER - *Study of rural tourism activity in the Banat area*..... 265

I.M. PETROMAN, I. CSÖSZ, S. HOLLIFIELD, CORNELIA PETROMAN, DIANA MARIN, A. DUMITRESCU, ANDREEA STAN - *How to develop successful wineries through farm tourism*..... 269

I.M. PETROMAN, I. CSÖSZ, S. HOLLIFIELD, CORNELIA PETROMAN, DIANA MARIN, A. DUMITRESCU, LAVINIA SOUCA, ANDREEA STAN - *Notes on the role of farm agritourism in a vegetable and animal farm economics*..... 275

CORINA RUŞEŢ, ELENA PEŢ, GABRIELA POPESCU - *Development managerial strategies of the rural tourism in Caras-Severin County from Romania*..... 281

CORNELIA SOUCA, I. PETROMAN, CORNELIA PETROMAN, SNEJAŽNA TOLIĆ, DIANA MARIN, A. DUMITRESCU, ANDREEA STAN, DELIA RAMONA GABRIS - *Human resource management in farm agritourism*..... 287

CORNELIA SOUCA, I. PETROMAN, ANDREEA STAN, CORNELIA PETROMAN, DIANA MARIN, A. DUMITRESCU, DELIA RAMONA GABRIS - *Developing a mini-zoo with wild animals at the entrance to an agri-tourism farm*..... 293

C.G. TABĂRĂ-AMÂNAR, S.STANCIU, MARIA M. MOATĂR, ŞTEFAN CAROLINA - *Research on promoting tourism in Romania under the laws of 2012*..... 299

C.G. TABĂRĂ-AMÂNAR, S.STANCIU, MARIA M. MOATĂR, ŞTEFAN CAROLINA - *Study on product development and tourist destinations in Romania and its legal implications*..... 305

CAROLINA ŞTEFAN, MARIA M. MOATĂR, I. CHISĂLIŢĂ, S. STANCIU, A. SOLOMONESC, C.G. FORA - *Research on the botanical garden new art and influences*..... 311

CAROLINA ŞTEFAN, MARIA M. MOATĂR, I. CHISĂLIŢĂ, S. STANCIU, A. SOLOMONESC, C.G. FORA - *Research of aesthetic landscape in the roman gardens and anglo saxon gardens*..... 315

ANDREEA ROMANA TUCUDEAN, I. CSOSZ, RAMONA CIOLAC, SIMONA MARTIN - *Research regarding perspectives of rural tourism development in Arad county*..... 321

LUMINIȚA PÎRVULESCU, T. IANCU, IASMINA IOSIM, IULIANA MERCE, CLAUDIA SÎRBULESCU - *Study selection of wines in the menu structure*..... 327

LUMINIȚA PÎRVULESCU, T. IANCU, IASMINA IOSIM, DESPINA – MARIA BORDEAN, STELUȚA RADU - *Issues in research on food nutrition classification*..... 333

GHE. PRIBEANU - *Economic revival of the rural area through tourism* 339

IULIANA IOANA MERCE, IOANA ANDA MILIN, S. MILIN, L. DANCEA, T. IANCU, DANA SÂMBOTIN - *Study on development and trends of ecotourism in Romania*..... 353

MERCE IULIANA IOANA, MILIN ANDA IOANA, DANCEA LUCREȚIU, PÎRVULESCU LUMINIȚA, RĂDAC BIANCA, SIMONA MARTIN - *Aspects concerning tourism on the natural protected areas*..... 359

ALINA BIANCA RĂDAC, I. CSÖSZ, IOANA IULIANA MERCE, IASMINA IOSIM, ANA MARIANA DINCU, SIMONA CRISTINA MARTIN - *Modalities to promote romanian rural tourism*..... 365

ALINA BIANCA RĂDAC, I. CSÖSZ, IOANA IULIANA MERCE, C.G. MATIAȘ, C.I. DOBRA - *The benefits of rural tourism*..... 371

C. BOCU, I. CSÖSZ, MARIANA RAMONA CIOLAC, C.I. DOBRA, C.P. BURCĂ - *Moneasa town, between balneary and rural tourism*..... 375

C.P. BURCA, I. CSÖSZ, SIMONA CRISTINA MARTIN, D.I. GABOR, RAMONA MARIANA CIOLAC- *The inclusion in the touristic circuit of arad county of natural reservations and parks to develop the rural tourism*..... 383

C.I. DOBRA, I. CSÖSZ, SIMONA CRISTINA MARTIN, OANA IANOȘEVICI- *The rural tourism development strategy in Timis-Torontal microregion*..... 391

D.I. GABOR, I. CSÖSZ, SIMONA CRISTINA MARTIN, C. BOCU, RAMONA MARIANA CIOLAC- *The fortified churches in Sibiu County – promoter of rural tourism and agrotourism development*..... 399

GH. PRIBEANU- *Differences on the services market between urban and rural environment*..... 407