



UNIVERSITATEA CREȘTINĂ “DIMITRIE CANTEMIR” DIN
BUCUREȘTI
FACULTATEA DE MANAGEMENT TURISTIC ȘI COMERCIAL
TIMIȘOARA

PROGRAMUL CONFERINȚEI ȘTIINȚIFICE INTERNAȚIONALE
“TURISM ȘI DEZVOLTARE DURABILĂ”
EDIȚIA A IV-A
TIMIȘOARA, 7-9 MAI 2015

JOI, 7 MAI 2015

14:00-18:00 Primirea participanților la sediul Facultății de Management Turistic și Comercial,
str. 1 Decembrie nr.93, Timișoara

VINERI, 8 MAI 2015

08:30-09:00 Sosirea participanților la Sediul Facultății de Management Turistic și Comercial din strada
1 Decembrie nr. 93

09.00-09.30 **Deschiderea simpozionului (Sala 0.1):**

- conf. dr. **MARIUS MICULESCU**, decan Facultatea de Management Turistic și Comercial
Timișoara
- conf. dr. **CIPRIANA SAVA** – președintele comitetului de organizare a conferinței

09:30-11:00 **Prezentarea lucrărilor în plen (Sala 0.1)**

PHENOMENOLOGY OF TOURIST EXPERIENCE (Lazar Kalmić, Đorđe Čomić) prezintă prof. dr.
ĐORĐE ČOMIĆ, *Research and Development Center, College of Hotel Management, Belgrad, Serbia*

PROTECTION AGAINST ASBESTOS DEBRIS IN POST- EARTHQUAKE CONDITIONS

(Biserka Dimishkovska, Jovan Dimishkovski, Nikola Dimishkovski) prezintă prof. dr. **BISERKA
DIMISHKOVSKA** “Ss.Cyril and Methodius” University, Institute of Earthquake Engineering and
Engineering Seismology, Skopje, Republic of Macedonia

TOURIST DEVELOPMENT IN CUBA prezintă **WOLFGANG LIMBERT**, Managing Partner -
Orgamarket, Rezentant SEE, Donau Bureau, Germania

VINERI, 8 MAI 2015

11:00-11:30 Pauză de cafea

11:30-13:30 **Prezentarea pe secțiuni**

13:30-15:00 Pauză de prânz

15:00-17:30 **Prezentarea pe secțiuni**

19:00 Cina la restaurant Lido, Bulevard Iosif Bulbuca Nr.20, Timisoara

SÂMBĂȚĂ, 9 MAI 2015

09:00-12.00 Excursie la Charlottenburg si Altringen, Jud. Timiș

12:00 Întoarcere în Timișoara și concluzii



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PROGRAMME OF THE 4th INTERNATIONAL CONFERENCE OF THE
FACULTY OF MANAGEMENT IN TOURISM AND COMMERCE
TIMIȘOARA, MAY 7-9, 2015

THURSDAY, MAY 7TH

14:00-18:00 Participants' arrival at the Faculty of Management in Tourism and Commerce,
1 Decembrie Street, nr. 93, Timișoara

FRIDAY, MAY 8TH

08:30-09:00 Participants' registration

09:00-09:30 Opening address (Room 0.1)

- Associate prof. PhD. **MARIUS MICULESCU**, Dean of the Faculty of Management in Tourism and Commerce Timișoara
- Associate prof. PhD. **CIPRIANA SAVA**, Head of Organizing Committee, Faculty of Management in Tourism and Commerce Timișoara

09:30-11:00 **Plenary lectures (Room 0.1)**

ĐORĐE ČOMIĆ, prof. PhD., Research and Development Center, College of Hotel Management, Belgrade, Serbia - ***PHENOMENOLOGY OF TOURIST EXPERIENCE*** (Đorđe Čomić, Lazar Kalmić)

BISERKA DIMISHKOVSKA, prof. PhD. “Ss.Cyril and Methodius” University, Institute of Earthquake Engineering and Engineering Seismology, Skopje, Republic of Macedonia - ***PROTECTION AGAINST ASBESTOS DEBRIS IN POST- EARTHQUAKE CONDITIONS*** (Biserka Dimishkovska, Jovan Dimishkovski, Nikola Dimishkovski)

WOLFGANG LIMBERT, Managing Partner - Orgamarket, Representative SEE, Donau Bureau, Germany - ***TOURIST DEVELOPMENT IN CUBA***

FRIDAY, MAY 8TH

11:00-11:30 Coffee break

11:30-13:30 **Paper presentations**

13:30-15:00 Lunch break

15:00-17:30 **Paper presentations**

19:00 Dinner at Lido Restaurant, Bulevard Iosif Bulbuca Nr.20, Timisoara

SATURDAY, MAY 9TH

09:00-12.00 Trip to Charlottenburg and Altringen (Timiș County)

12:00 Return to Timișoara and conclusions

FRIDAY, 8th MAY 2015

11:30-13:30

ROOM: 0.1

CHAIRPERSONS: Jozsef GAL, Zoran MARKOVIC

SECTION: TOURISM, ENVIRONMENTAL PROTECTION AND DURABLE DEVELOPMENT

Snežana ŠTETIĆ, Sanja PAVLOVIĆ, Bojana MIHAJLOVIĆ, Sara STANIĆ - *Wine Tourism As A Factor In The Revitalization Of Rural Settlements Rajac And Rogljevo*

Enikő CADAR, Kinga BELÉNYI - *Municipal Solid Waste Recycling In Romania and In the E.U.*

Jozsef GAL, Geza DÁVID, Ionela Adriana ȚIȘCA - *Damage Caused by Cormorants in Hungary and the European Union*

Mladen MAKSIMOVIĆ, Dragan MIHAJLOVIĆ, Snežana UROŠEVIĆ - *Economic Effects of Rural Tourism in Eastern Serbia Based On the Concept of Sustainable Development*

Samir NURIC, Adila NURIC, Noris SAKIC - *Redevelopment of Mining Facilities of the Former Coal Mine 'Lipnica'*

Samir NURIC, Adila NURIC, Midhat HUSIC, Hamid HUSIC - *Using the Mining Railway Infrastructure*

Dorin Paul BÂC - *For the Tourism Potential Endogenous Challenges for the Tourism Industry*

Zoran MARKOVIC - *Environmental Issue in Copper Ore Flotation by Xanthates*

Ljiljana KOSAR, Nikolina KOSAR, Saša MAŠIĆ - *The Contribution of European Standards in Improving the Quality of National Hotel Product*

Jovica SOKOLOVIĆ, Jovan STOJANOVIĆ, Miodrag ŽIKIĆ, Dejan TANIKIĆ, Rodoljub STANOJLOVIĆ, Zoran MARKOVIĆ, Aleksandra STOJANOVIĆ - *Biomass Briquetting – Potentials and Perspectives in Zajecar Region, Serbia*

Saša ĐORĐEVIĆ - *Eco-Animation Aimed At Supporting Sustainable Development of Tourism*

FRIDAY, 8th MAY 2015

11:30-13:30

ROOM: 2.2

CHAIRPERSONS: Gheorghe PINTEALĂ, Adrian CRACIUNESCU

SECTION: LAWS AND REGULATIONS IN TOURISM, COMMERCE, SERVICES

Romeo Cătălin CREȚU, Adelaida Cristina HONȚUȘ, Traian Ioan BERBECARU -

Legislative Proposals on Specialization and Improvement of Rural Tourism

Tiberiu MEDEANU, Adrian CRACIUNESCU - Aspects of Offenses against Public Health in The New Criminal Code

Gheorghe PINTEALĂ - Preparatory Contracts regarding the preferential obligation

Gheorghe PINTEALĂ - The Pre-contractual Phase and the Negotiations regarding the Contract in the Romanian Civil Code

Dumitru Adrian CRĂCIUNESCU - The Market Land Liberalisation in Romania. Economic, Social, Legal and Political Implications

FRIDAY, 8th MAY 2015

11:30-13:30

ROOM: 1.1

CHAIRPERSONS: Nora Codruța CURTA, Dina LUȚ

SECTION: MANAGEMENT-MARKETING

Georgeta ILIE, Analyzing FDI Policy and Challenges

Nora Codruța CURTA, Răzvan PETRUȘEL, Corina Anamaria IFTINCA - Business Simulation of Tourism Companies Using the Level I Exercise Firm Model

Cezar MILITARU, Marcel ISAC, Adriana ZANFIR - Risk Management in the Internationalization Process - A Challenge of Entrepreneurship in Romania

Daniel Laurențiu ȘTEFAN - The impact of globalization on the employees' migration

Jana GÁLOVÁ, Elena HORSKÁ - Business Internationalization and the Choice of International Strategy in Case of Slovak Companies

Brigitta ZSOTER, Balazs RABAI, Nicoleta TRANDAFIR - The Economy of Tatabánya, A Migration Initiator between 1950 and 2014

Brigitta ZSOTER, Sandor HARCSAS, Nicoleta TRANDAFIR - The Social-Economic Impacts of a New Plant of a Large Company as a New Investment

Dina Maria LUȚ - Corporate Social Responsibility Policy within the Romanian West Region Companies

Dina Maria LUȚ, Florea VLAD - The Role of Human Capital Development in Increase Competitiveness in Romanian Tourism Enterprises

Milen PENERLIEV - Current demographic and urban problems in the Danubian Dobruzha (region Bulgaria)

Dragisa STANUJKIC, Bojan DJORDJEVIC, Darjan KARABASEVIC - Selection of Candidates In The Process Of Recruitment and Selection of Personnel Based on the Swara and Aras Methods

Florea VLAD, Dina LUȚ - Evaluating Commercial Performance in an Oil Products Distribution Firm

Ciprian PAVEL - The Growing Importance of Social Media in Business Marketing

Cosmin Nicolae GHEORGHE, Marketing Mix in Tourism in the Eastern Part of Timiș County

FRIDAY, 8th MAY 2015

11:30-13:30

ROOM: 3.4

CHAIRPERSONS: Petru BACAL

SECTION: TOURISM, ENVIRONMENTAL PROTECTION AND DURABLE DEVELOPMENT

Sabina GHEORGHECI, Mirela MAZILU - *Innovation and Identity in the Danube Bend Tourism*

Monica OGARLACI - *Rural Tourism resources in Dognecea, a small piece of heaven in Mountainous Banat*

Sara STANIĆ JOVANOVIĆ - *Small Form Tourism – Contemporary Trend and Durable Development Opportunity. Case Study of Surčin Tourist Destination*

Paul-Cristinel VERESTIUC, *Aspects Concerning Public Access to Environmental Information*

Muguras MOCOFAN, Monica OGARLACI, Andrea ONOFREI - *The Impact of SEO Optimizations for Romanian Travelling Agencies*

Cipriana SAVA - *Responsibilities of Road Tourist Carriers in Romania*

Daniel Alexandru MELINTE - *Prut Basin and Chemical Characterization Of Water Basin Prut*

Petru BACAL – *Touristic Potential in Prut Basin*

Mircea GOLOȘIE, Marinel COJOCARU – *Arsenic in hydro-carbons drills*

Mircea GOLOȘIE – *Railways and Frontiers*

Cipriana SAVA, Sabin Romulus CLEȘIU – *New Trends in Tourist Offer*

11:30-13:30

ROOM: 2.1

CHAIRPERSONS: Corina MICULESCU, Radu Dorin LENGHEL

SECTION: ACCOUNTING AND FINANCE

Sándor NAGY - *Effectiveness problems at urban public transport – from the perspective of the European Court of Auditors*

Radu Dorin LENGHEL - *Internal Financial Accounting Control of Private Entities*

Radu Dorin LENGHEL - *Considerations Regarding Perishable Items*

Radu Dorin LENGHEL – *Considerations Regarding the Simultaneous Writing-Off of Compensations and Perishable Items*

Ciprian Ioan RUJESCU, Adrian Nicolae MATEIA, Simona MARTIN, Ramona CIOLAC-*Determination Of The Optimum Productions Surface (Monofactorial Model) Having An Initial Fixed Capital*

Marius–Nicolae MICULESCU - *Accounting and Tax Legislation Issues Regarding the Procurement and the Supply for Intra- Community Goods*

Ana Maria DINU - *Understanding the risks of international franchising*

Filip PAȚAC, Janeta WEISZ - *Statistical Yearbook of Romania, a Public Good*

Corina MICULESCU - *Extraordinary Financial Resources - Trends*

Corina MICULESCU - *Opportunities for Prevention and Fighting Tax Evasion*

FRIDAY, 8th MAY 2015

15:00-17:30

ROOM: 1.1

CHAIRPERSON: Roxana Elena POPȘA

SECTION: TOURISM, ENVIRONMENTAL PROTECTION AND DURABLE DEVELOPMENT

Elena PETKOVA - *Comparative Analysis Of The Activities Of The Accommodation Establishments Of The Bulgarian Mountain Resorts Of Borovets And Pamporovo For The Period 2008-2014*

Aliona MARDARE –*The Enotouristic Offer in the Republic Of Moldova*

Barbara URH - *Healthy Lifestyle and Tourism*

Constantin GEORGESCU, Monica TUDOR – *Economic Cooperation in the Black Sea Area*

Roxana Elena POPȘA - *Analysis of the Main Coordinates Of Ecotourism Activity in Romania*

Milenko GAJIĆ - *Gastronomic Tourism – A Way of Tourism in Growth*

Barbara URH - *Lifestyle of Health and Sustainability – The Importance of Health Consciousness Impact on Lohas Market Growth in Ecotourism*

Sebastjan REPNIK, Alenka DIVJAK - *Slow Food and Gastronomic Tourism In Slovenia*

Metka KOGOVSEK, Mojca KOGOVSEK - *Hospitality and Tourism Gender Issues Remain Unsolved: A Call for Research*

Anita CZIBOLYA- *Part Of Cultural Heritage of Hungary –Mangalitz, the indigenous breed of pigs*

Amalia Venera TODORUȚ, Moise BOJINCĂ – *Considerations on the Quality of Touristic Services in the Contemporary Context*

George NICULESCU, Moise BOJINCĂ- *Durable Development through Innovative Entrepreneurship*

FRIDAY, 8th MAY 2015

15:00-17:30

ROOM: 2.2

CHAIRPERSON: Luiza CARAIVAN

SECTION: SOCIAL AND EDUCATIONAL ENVIRONMENT

Mihaela LAZOVIC, Slavoljub VICIC - *Do We Really Understand Anglicisms Used In Tourism And Hospitality Terminology?*

Christina Andreea MIȚARIU - *Babel Tower – An Indication of Human Aspiration to Sacred*

Luiza CARAIVAN – *Guidelines for Business Correspondence*

HONORARY COMMITTEE

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