

Table of contents

ANALYSIS MODELS OF THE TOURIST DESTINATION DEVELOPMENT. CASE STUDY: BRAȘOV AREA.....	4
Ruxandra-Gabriela ALBU	
Nicoleta-Laurenția PETCU	
ECONOMIC EFFECTIVENESS INDICATORS OF TOURISM MULTIFACTOR ANALYSIS.....	17
Constantin BOB	
Alexandru Cosmin IONESCU	
Hosney ZURUB	
RESIDENTS' PERCEPTION OF TOURISM IMPACT ON THE PHYSICAL ENVIRONMENT OF REDEMPTION CAMP, OGUN STATE, NIGERIA	24
Bola Olusola ADELEKE	
ROMANIAN SEASIDE TOURISM –AN EMPIRICAL ANALYSIS.....	35
Daniel BULIN	
THE ENVIRONMENTAL CERTIFICATION OF TOURISM: A TOOL TO ENHANCE THE UNICITY OF A TERRITORY	44
Grazia CALABRO	
Simone VIERI	
ITB BERLIN 2013 – ILLUSTRATIVE EVENT FOR THE PROMOTION OF RESPONSIBLE TOURISM: REVIEW AND PERSPECTIVES OF INTERNATIONAL TOURISM REGARDING DISORDERLY GLOBAL ECONOMY	55
Ioan COSMESCU	
Cosmin TILEAGĂ	
A NEW PERSPECTIVE ABOUT TOURISM INDUSTRY	60
Nora Codruța CURTA	
Dan Maniu DUȘE	
STUDY ON QUALITY MARK IN HOSPITALITY	68
Diana FORIȘ	

TRAVEL & TOURISM COMPETITIVENESS INDEX – REGIONAL EMPIRICAL ANALYSIS FOR ROMANIA	74
Cristina MAHIKA	
Florina BRAN	
Gabriela ȚIGU	
MARKETING COMMUNICATION TOOLS – IMPORTANT MEANS TO PROMOTE THE IMAGE IN TOURISM ACTIVITY	86
Silvia MUHCINĂ	
Veronica POPOVICI	
Norina POPOVICI	
TOURISTS LOYALTY WITH A TOURISTIC DESTINATION	93
Andreea Cipriana MUNTEAN	
Filimon STREMTAN	
EVALUATING THE DEGREE OF UNDERSTANDING OF THE CONCEPT OF “TOURIST ECO-GUESTHOUSE” AND “GREEN VILLAGE” IN MĂRGINIMEA SIBIULUI	98
Virgil NICULA	
Elena Roxana POPȘA	
TRENDS IN TOURISM CONSUMPTION BEHAVIOR OF THE YOUNG GENERATION	110
Mihaela Ana PĂDUREAN	
Ana-Maria NICA	
Remus Ion HORNOIU	
Mihail Ovidiu TĂNASE	
TOURISM AND SUSTAINABLE DEVELOPMENT IN THE ECONOMIC-SOCIAL-ECOLOGIC TRIANGLE OF FACTORS	117
Delia POPESCU	
Andreea SĂSEANU	
Ana-Maria NICA	
Daniel BULIN	
ORGANIZATIONAL COMMUNICATION IN THE ROMANIAN TOURISM ORGANIZATIONS: TO BE OR TO SURVIVE?	125
Dan POPESCU	
Cristina STATE	
Livia TOANCĂ	

CUSTOMER BEHAVIOUR IN TOURISM. THE CASE OF TOURISTS' BEHAVIOUR REGARDING THE ROMANIAN SEASIDE.....	135
Dragoş RĂDUCAN	
Andreea MARIN PANTELESCU	
DEVELOPMENT OF THE STRUCTURE OF TOURIST ACCOMMODATION IN BIHOR COUNTY.....	142
Daniela Emilia ROŞCA	
Eva PONTOŞ	
CONSIDERATIONS ON THE EFFECTS OF ECONOMIC CRISIS ON TOURISM	153
Cipriana SAVA	
THE STUDY OF ORGANIZATIONAL IMAGE AND PROMOTION ACTIVITY IN HOTEL UNITS.....	162
Janetta SÎRBU	
EMOTIONAL LABOR – A PRECONDITION FOR SERVICE QUALITY IN HOSPITALITY.....	170
Andreea Fortuna ŞCHIOPU	
BUSINESS TOURISM COMPETITIVENESS MODEL: COMPETITIVENESS OF SERBIA AS A BUSINESS TOURISM DESTINATION.....	176
Snežana ŠTETIĆ	
Dario ŠIMIČEVIĆ	
Sanja PAVLOVIĆ	
Sara STANIĆ	