




Universitatea Creștină **Dimitrie Cantemir** din București
Facultatea de Management Turistic și Comercial Timișoara

Numărul 8 Anul V 2016

QUAESTUS

 **Eurostampa**
TIMIȘOARA

QUAESTUS

NO. 8/ April 2016

EDITORIAL BOARD

HONORARY EDITORS

MOMCILO LUBURICI,

Professor PhD, President Founder of
"Dimitrie Cantemir" Christian
University Bucharest

CORINA ADRIANA DUMITRESCU,

Professor PhD, President of the
University Senate "Dimitrie Cantemir"
Christian University Bucharest

EDITORS IN CHIEF

CIPRIANA SAVA,

Associate professor PhD., "Dimitrie
Cantemir" Christian University
Bucharest, Faculty of Management in
Tourism and Commerce Timișoara

LUIZA CARAIVAN,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest, Faculty of Management in
Tourism and Commerce Timișoara

CONSULTATIVE BOARD

MIRELA MAZILU,

Professor PhD. University of Craiova,
Faculty of Social Sciences, Drobeta
Turnu Severin, Romania

GHEORGHE LEPĂDATU,

Professor PhD., "Dimitrie Cantemir"
Christian University Bucharest

ZORAN MARKOVIC,

Professor PhD. University of Belgrad,
Technical Faculty Bor, Serbia

GROZDANKA BOGDANOVIC,

Professor PhD. University of Belgrad,
Technical Faculty Bor, Serbia

Professor PhD. University of the West,
Timișoara

GRIGORE SILAȘI,

Professor PhD, West University,
Timișoara, European Excellence
Centre „Jean Monnet”

JESÚS LÓPEZ-RODRÍGUEZ,

Associate professor PhD, Dept. of
Economic Analysis and Business
Administration, University of Coruña,
Spain

SAMIR NURIĆ,

Associate professor PhD. University of
Tuzla, Bosnia and Herzegovina

JOZSEF GAL,

Associate professor PhD. Szeged
University, Hungary

METE Cüneyt OKYAR,

Associate Professor, PhD. Economics
Department, Şırnak University,
Turkey

MILAD JANJANI GOUDARZI,

Department Of Geology, Faculty Of
Science, Payame Noor University Of
Iran

FILIP PAŢAC,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest, Faculty of Management in
Tourism and Commerce Timișoara

DINA LUŢ,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest Faculty of Management in
Tourism and Commerce Timișoara

MARIUS MICULESCU,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest Faculty of Management in
Tourism and Commerce Timișoara

CIPRIAN PAVEL, PhD.,

Faculty of Management in Tourism and
Commerce Timișoara

ADRIAN MATEIA, PhD.,

Faculty of Management in Tourism and
Commerce Timișoara

The **QUAESTUS** journal is published by the
FACULTY OF MANAGEMENT IN TOURISM AND COMMERCE
TIMIȘOARA

DIMITRIE CANTEMIR CHRISTIAN UNIVERSITY

Quaestus Multidisciplinary Research Journal is indexed in

RePEc **EconPapers**

DOAJ DIRECTORY OF
OPEN ACCESS
JOURNALS

INDEX COPERNICUS

and

ProQuest

Address: Str. 1 Decembrie, nr. 93, Timișoara, cod 300566, România

Phone: 004/0725923071

Fax: +4/0256-29.35.98

E-mail: quaestus.ucdctm@gmail.com

<http://www.quaestus.ro/ISSN> **2285 – 424X**

ISSN-L 2285 – 424X
ISSN online 2343-8134

Tiraj: 200 exemplare
Apare bianual

Editura Eurostampa

Timișoara, Bd. Revoluției din 1989 nr. 26

Tel./fax: 0256-204816

edituraeurostampa@gmail.com

www.eurostampa.ro

Tipărit la **Eurostampa**

Contents

TOURISM AND DURABLE DEVELOPMENT

DOMINANT THEORETICAL PARADIGMS IN THE STUDY OF TOURISM A CRITICAL REVIEW	9
<i>Dorđe ČOMIĆ, Slavoljub VIČIĆ, Lazar KALMIĆ</i>	
POSSIBILITIES OF ELECTRIC POWERED PUBLIC TRANSPORT IN TOURISM OF SZEGED	23
<i>József GÁL, István Tibor TÓTH</i>	
COMPETITIVENESS AND PERFORMANCE IN TOURISM. CASE STUDY FOR ROMANIA	31
<i>Nora Codruța CURTA</i>	
KITSCH AND CAMP IN TOURISM AND HOTEL INDUSTRY	47
<i>Ljiljana KOSAR, Nikolina KOSAR</i>	
THE EUROPEAN UNION POLICIES IN THE FIELD OF TOURISM	55
<i>Filip PETRU</i>	
RISKS IN TOURISM (ON THE EXAMPLE OF EVENTS)	68
<i>Snežana ŠTETIĆ</i>	
INTERNET – TOURISM: A COMPLEX RELATIONSHIP	79
<i>Mirela MAZILU, Cipriana SAVA, Sabina GHEORGHECI</i>	
THE EVOLUTION OF TOURIST ACTIVITY IN THE WEST REGION CORRELATED WITH TOURIST RESOURCE MANAGEMENT AND LEGISLATION ISSUES	92
<i>Cipriana SAVA, Gheorghe PINTEALĂ</i>	
SELECTED FORMS OF SPECIAL INTEREST TOURISM IN ISTRIA	102
<i>Kristijan ŽUŽIĆ</i>	
ANALYSIS OF CORPORATE SECURITY IN THE SLOVENIAN AND GLOBAL TOURISM	117
<i>Sebastjan REPNIK, Janez MEKINC</i>	
STUDY ON PROMOTING THE RESORT "SLĀNIC PRAHOVA" THROUGH THE TOURIST TRAFFIC ANALYSIS	132
<i>Adelaida Cristina HONTUȘ, Romeo Cătălin CREȚU</i>	

NATIONAL AND TRADITIONAL FOOD AS A PART OF SLOVENIAN HOTELS MENUS	146
<i>Tadeja KRAŠNA</i>	
POSSIBILITY FOR SPATIAL ORGANISATION OF THE RURAL TOURISM IN BULGARIA ON THE BASIS OF BULGARIAN FOLKLORE REGIONS	153
<i>Milen PENERLIEV</i>	
TOURIST AREA WITH PARTICULAR FOCUS ON ANIMATION	160
<i>Aleksandar DAMNJANOVIĆ, Saša ĐORĐEVIĆ, Vladimir DIMITRIJEVIĆ</i>	
A MODEL OF THE ORGANIZATIONAL STRUCTURE OF THE HOTEL COMPANY THAT ALLOWS THE PERFORMANCE OF PROCESSES	170
<i>Elena PETKOVA</i>	
UNESCO'S WORLD HERITAGE PROPERTIES IN NORTH EAST BULGARIA – A PROJECT PROPOSAL FOR THEIR POPULARIZATION	183
<i>Daniel RUMENOV, Severina VASKOVA</i>	
BICYCLE TRANSPORTATION – RESULTS OF A SURVEY IN SZEGED, HUNGARY	195
<i>György HAMPEL, Brigitta ZSÓTÉR</i>	
EXAMINATION OF DEVELOPMENTS ACCOMPLISHED IN THE PARISH OF ZSANA BETWEEN 2004 AND 2011	210
<i>Brigitta ZSOTER, Alexandra KOSZO, Constantin-Dan DUMITRESCU, Jozsef GAL</i>	
EXAMINATIONS RELATED TO THE INVESTMENTS IN ÚJSZENTIVÁN	224
<i>Brigitta ZSÓTÉR, Zorka SOPSICH, Constantin-Dan DUMITRESCU</i>	
PROTECTED AREAS: MANAGEMENT OBJECTIVES AS AN ASPECT OF SUSTAINABLE TOURISM – A REGIONAL PERSPECTIVE	235
<i>Ivana DAMNJANOVIĆ, Filip ĐOKOVIĆ, Lora Petronić PETROVIĆ</i>	
THE ACCOMMODATION INFRASTRUCTURE IN THE REPUBLIC OF MOLDOVA STATISTICAL APPROACH	249
<i>Vadim CUJBA</i>	
THE TOURISM IMPACT ON THE ENVIRONMENT IN CENTRAL DEVELOPMENT REGION OF THE REPUBLIC OF MOLDOVA	259
<i>Cristina CIOBANU, Petru BACAL</i>	
ROLE AND IMPORTANCE OF SPA AND MOUNTAIN TOURISM IN SERBIA	268
<i>Mladjan MAKSIMOVIC, Snezana UROSEVIC, Darjan KARABASEVIC, Biljana ILIC</i>	

RELIGIOUS AND CULTURAL TOURISM AND THE SOCIO-ECONOMIC AND EDUCATIONAL IMPLICATIONS	277
<i>Camelia TEODORESCU, Octavian TEODORESCU, Nicoleta BIRA, Alin Marian BADEA, Livia Florina BADEA</i>	
AN OVERVIEW ON THE MAIN COORDINATES OF TOURISM ACTIVITY IN ROMANIA	286
<i>Roxana Elena POPȘA</i>	
NEW TRENDS IN THE TOURIST BIDDING CASE STUDY – BRAD AREA, ROMANIA	293
<i>Cipriana SAVA, Sabin Romulus CLEȘIU</i>	
BAIULUI (GÂRBOVA) MOUNTAINS THE MAJOR SUSTAINABLE TOURISM ISSUES	302
<i>Ligia BARBĂLATĂ</i>	
TOURIST ACTIVITIES IN THE MOUNTAINOUS BANAT VILLAGES	313
<i>Monica OGARLACI</i>	
TOURIST INFORMATION CENTRES -CASE STUDY- ACTIVITY OF THE TOURIST INFORMATION CENTRE IN TIMIȘOARA	323
<i>Cipriana SAVA</i>	
THE APPLICATION OF GIS TECHNOLOGY IN TOURISM	332
<i>Milena CVETKOVIĆ, Sara Stanić-JOVANOVIĆ</i>	
AN ANALYSIS OF THE IMPACT OF NEW COMMUNICATION TECHNOLOGIES ON TOURISM	345
<i>Cipriana SAVA, Adrian Nicolae MATEIA</i>	
MANAGERIAL STRATEGIES AND ORGANISATIONAL CULTURE	
RISK MANAGEMENT IN THE INTERNATIONALIZATION PROCESS – A CHALLENGE OF ENTREPRENEURSHIP IN ROMANIA	355
<i>Cezar MILITARU, Marcel ISAC, Adriana ZANFIR</i>	
UNDERSTANDING THE RISKS OF INTERNATIONAL FRANCHISING	363
<i>Ana-Maria DINU</i>	
REFLECTING CULTURAL DIFFERENCES IN MANAGEMENT	367
<i>Dina Maria LUȚ</i>	

IMPLEMENTATION OF CORPORATE SYSTEMS
IN INTERNATIONAL COMPANIES 376
Florea VLAD, Ciprian PAVEL

TRENDS IN THE EVOLUTION OF MOBILE COMMERCE 381
Ciprian PAVEL, Florea VLAD