

## Contents

### TOURISM AND DURABLE DEVELOPMENT

ETHNO ANIMATION AS A SPECIFIC FORM OF TOURIST ANIMATION .....	9
<i>Saša ĐORĐEVIĆ, Zoran JOVANOVIĆ</i>	
RELIGIOUS AND RURAL TOURISM IN MADJERE CENTRAL SERBIA .....	18
<i>Zoran MARKOVIC, Vesna MARKOVIC</i>	
LEGENDAROOM MULTIDISCIPLINARY OVERVIEW: EDUCATION CENTRE, CULTURAL HERITAGE PRESERVATION METHOD AND TOURIST ATTRACTION .....	23
<i>Dacian MUNTEAN</i>	
MICRO-REGIONAL TOURISM BRANDING AN OVERVIEW OF THE BRAND “THE LAND OF HATEG – WHERE LEGENDS LIVE” .....	35
<i>Laura VESA</i>	
TOURISM PLANNING AND PERFORMANCE: ROMANIA’S EXPERIENCE .....	47
<i>Nora Codruța CURTA</i>	
DARK TOURISM SUB TYPE OF URBAN AND CULTURAL TOURISM IN BANAT .....	60
<i>Ioan PETROMAN, Cipriana SAVA, Cornelia PETROMAN, Diana MARIN, Iuliana MERCE, A. FIRU</i>	
THE SOUVENIR INDUSTRY AS AN ADDITIONAL TOURIST ACTIVITY ....	67
<i>Milen PENERLIEV</i>	
THE IMPORTANCE OF TOURISM AND TOURISTIC SERVICES IN GDP .....	73
<i>Ana-Maria DINU</i>	
ANALYSIS OF THE DEVELOPMENT OF THE TOURISM SUPPLY AND THE TOURIST FLOW IN THE TOWN OF MÓRAHALOM .....	81
<i>Krisztián KIS, Livia FÖRGETEG</i>	

THE RELIGIOUS- CULTURAL TOURISM PROFILE OF THE COUNTIES IN THE REGION OF OLTENIA- ROMANIA .....	94
<i>Camelia TEODORESCU, Laurentiu Stefan SZEMKOVICS, Nicoleta BIRA, Samuel BEJAN</i>	
THE BUSINESS CASE FOR SUSTAINABILITY IN TOURISM – AN OVERVIEW IN THE CURRENT ECONOMIC CONTEXT .....	104
<i>Roxana Elena POPȘA</i>	
CORPORATIONS IN TOURISM .....	111
<i>Milena CVETKOVIĆ, Sara STANIĆ-JOVANOVIĆ</i>	
MULTI-CRITERIA ANALYSIS OF POSSIBILITIES IN RURAL TOURSIM .....	123
<i>Mališa R. ŽIŽOVIĆ, Mladen JANJIĆ, Dragan TURANJANIN, Miodrag M. ŽIŽOVIĆ</i>	
TOURIST RESOURCES VALORISATION THROUGH THE MARKET MECHANISM .....	131
<i>Katerina ANGELEVSKA-NAJDESKA, Simona MARTINOSKA</i>	
INFORMATION AND COMMUNICATION TECHNOLOGY AS A DRIVING FORCE OF CHANGES IN TOURISM .....	142
<i>Snežana ŠTETIĆ, Dario ŠIMIČEVIĆ, Snežana MILIĆEVIĆ</i>	
MODELS OF EXEMPLARY SUB-PROCESSES IN THE HOTEL INDUSTRY, NAMELY: "SERVING THE GUEST DURING ARRIVAL" AND "SERVING THE GUEST DURING DEPARTURE" .....	162
<i>Elena PETKOVA</i>	
ACADEMIC SENIORITY AND RESEARCH PRODUCTIVITY: EXPLORING GENDER AS A MODERATOR .....	177
<i>Metka KOGOVIŠEK, Mojca KOGOVIŠEK</i>	
TOURISM – THE HOPE FOR THE ECONOMIC DEVELOPMENT OF THE MEHEDINȚI COUNTY .....	189
<i>Roxana MARINESCU, Mirela MAZILU, Sabina GHEORGHECI</i>	
CULTURAL HERITAGE AS THE BASIS FOR CULTURAL TOURISM .....	197
<i>Mladjan MAKSIMOVIC, Darjan KARABASEVIC, Dragisa STANUJKIC</i>	
THREE MYSTERIES AND A MIRACLE IN THREE DAYS .....	205
<i>Cipriana SAVA, Sabin Romulus CLEȘIU</i>	
SWOT ANALYSIS, THE FIRST STEP TOWARDS THE APPEARANCE OF A NEW TOURIST DESTINATION .....	212
<i>Cipriana SAVA</i>	

## ENVIRONMENTAL PROTECTION

EFFECTS OF AGRICULTURAL MACHINES ON THE ENVIRONMENT .....	221
<i>József GÁL, Máté SZABÓ</i>	
DESTRUCTION OF THE FISH STOCKS AND THE FISHING EXPERIENCE ON THE TISZA-SECTION AT SZEGED .....	228
<i>József GÁL, Patrik Tibor GYENES</i>	
DESIGNING THE CONTROL FOR SAFE HEAT TREATMENT OF CANNED FOOD .....	234
<i>Zoltán FABULYA, György HAMPEL</i>	
CLIMATE AND METEOROLOGICAL CONDITIONS IN MAVROVO NATIONAL PARK IN R. MACEDONIA .....	242
<i>Biserka DIMISHKOVSKA, Jovan DIMISHKOVSKI, Nikola DIMISHKOVSKI</i>	
ENVIRONMENTAL PROBLEMS ON THE ROADS FROM THE POIANA RUSCA MOUNTAINS .....	257
<i>Mircea GOLOSIE, Marinel COJOCAR</i>	
ENVIRONMENTAL PROBLEMS ON THE ROADS FROM THE BANAT'S MOUNTAINS .....	261
<i>Mircea GOLOSIE, Ioan ZAHARIA</i>	

