



**“DIMITRIE CANTEMIR” UNIVERSITY OF BUCHAREST  
FACULTY OF MANAGEMENT IN TOURISM AND COMMERCE  
TIMIȘOARA**

In collaboration with



- **FACULTY OF APPLIED MANAGEMENT, ECONOMICS AND FINANCE, BUSINESS ACADEMY UNIVERSITY IN NOVI SAD, SERBIA**
- **THE ASSOCIATION FOR THE PROMOTION AND DEVELOPMENT OF TOURISM IN TIMIȘ**
- **FANTASY TRAVEL SRL**

**9<sup>th</sup> INTERNATIONAL CONFERENCE ON TOURISM AND SUSTAINABLE  
DEVELOPMENT**

**BOOK OF ABSTRACTS**

**1. ALEXOVA Dessislava - International Business School Botevgrad, Bulgaria**  
*SUSTAINABLE DEVELOPMENT OF CHIPROVTSI MUNICIPALITY WITH ITS CARPET WEAVING TRADITIONS AS A TOURIST DESTINATION*

Abstract: The survey includes a study of the potential for sustainable tourist development of Chiprovtsi Municipality and the opportunities for destination planning and management. The main accent is the creation of a tourist brand of the destination. The proposals are on the basis of the survey of the sustainable tourism potential of Chiprovtsi Municipality and the carpet weaving traditions in the region. Their aim is to contribute to the transformation a poor depopulated border area into an attractive destination which offers a competitive thematic tourist product.

Keywords: sustainable development, tourist resources, carpet weaving, tourist branding, destination management, brand development management

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*MANAGING E-COMMERCE DURING THE COVID-19 PANDEMIC CRISIS*

Abstract: For years, the question we are asking every day, how we can encourage the faster development of Internet commerce? In early 2020, we got the answer: a global pandemic caused by the SARS-CoV-2 virus. Large and small entrepreneurs are now mainly focused on sales through web stores and digital channels where they record an increasing number of customers every day. The initiative's work focuses on seven areas identified as critical to e-commerce's development: E-commerce strategy; ICT infrastructure; Payment solutions; Trade logistics and facilitation; Legal frameworks; Skills development; Financing SMEs. Countries should redouble their efforts in these areas to turn the digital opportunities brought by the pandemic into development gains. Although the situation is far from perfect, which is expected in extraordinary conditions like these, e-commerce has continued to grow very noticeably since the beginning of the pandemic and is growing faster.

Keywords: E-commerce, SARS-CoV-2 virus, security

**3. BATRIĆEVIĆ Ana, PhD Institute of Criminological and Sociological Research, Serbia.**

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*IS COVID-19 PANDEMIC AFFECTING RURAL TOURISM IN SERBIA?*

Abstract Having in mind the importance of rural tourism for economic progress and sustainable development of predominantly agricultural and rural countries, such as Serbia, the authors of this paper discuss the implications of covid-19 pandemic on rural tourism in Serbia from economic, social, environmental and legal standpoint, with the focus on its impact on sustainable development of local rural communities. After analysing the impact of Covid-19 pandemic on global tourism trends, the authors discuss the definition of rural tourism, its positive and negative consequences on both – visitors and locals. Furthermore, the authors provide an insight into current state of rural tourism in Serbia, including the relevant legislative framework regulating the areas of tourism, agriculture and rural development and sustainable development. Finally, the authors examine the effects of covid-19 pandemic on rural tourism in Serbia, through the empirical findings gathered via questionnaire designed for rural tourism services providers in Serbia. Within concluding remarks, the authors highlight key issues in rural tourism that emerged due to Covid-19 pandemic and make suggestions for future development of rural tourism in Serbia despite new challenges and risks on the global level.

Keywords: rural tourism, sustainable development, rural communities, Covid-19

**4. BENEĂ Marius Calin - “Politehnica” University Timișoara, Romania**

*MULTINATIONAL CORPORATIONS: CAPABLE AND CULPABLE*

Abstract Looking behind the scenes of multinational corporations (MNC), we find that in many cases they appear as either heroes or monsters, great people or fraudsters.

For the sake of truth, we cannot be silent about the significant merits of Rockefeller, as we cannot overlook the fact that he is guilty of blackmail and corruption, that Deterring financed Nazism which gave rise to Hitler, that some oil magnates have plotted a series of assassinations, bearing the plight of annihilation of many progressive political people, that during the Second World War, they unscrupulously supplied the belligerents of both camps, their primary goal being to get as much profits as possible. The magnates that lead multinational corporations are certainly not saints. Scruples do not hinder them and, as their interests dictate, they raise or lower prices; tighten or relax competition; they do not wince to conclude more or less legal cartels, to conduct more or less moral maneuvers, to fraud the tax system; to resort to bribery, corruption, blackmail. Undoubtedly, those companies are real powers, true states inside a state, able to exert pressure on governments and finance coup d'états, conceiving plots and conduct assassinations. Can we conclude that multinational corporations have been and are the masters of the universe that have imposed their will and law? Reality is not so simple.

Keywords: Multinational Corporations, nation, state, benefit, competitor.

**5. BOLD MARINELA LIDIA, VĂDUVA LOREDANA, PETROMAN I. - CHALLENGES FACING THE POULTRY BROILER MEAT INDUSTRY IN BIHOR COUNTY**

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**ABSTRACT.** In order to meet the challenges and market trends, the poultry broiler meat industry must be able to adapt to the constant supply of meat according to the preferences of consumers in economical farming conditions without disturbing the health and welfare of the birds. Since most purchases on the agri-food market are not planned with a long period of time, the decisions to purchase broiler meat by consumers, being made even in the distribution unit, the decisions are characterized by one or more characteristics, spontaneity, emotion, indifference to consequences. Adapting the broiler industry to the behavioral types of consumers in the market are real challenges that depend on the ability of farms to meet consumer demands for a particular type of broiler products, the strength of products, brands to cope the cognitive capacity of the consumers and some situational factors but also the previous experiences in solving the choice or preference for a certain poultry broiler meat product. The global challenges facing the poultry broiler industry in the research area have limited access to key markets, issues related to ensuring nutritional needs, quality of biological material, implementation of farm biosecurity programs due to lack of investment, issues related to environment.

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***WAYS TO IMPROVE BUSINESS MANAGEMENT IN BROILER CHICKEN PROCESSING UNITS***

**Abstract.** Improving business management in broiler chicken production and processing units involves finding solutions to solve major problems in the technological flow by concluding firm contracts with production units that are able to diversify their activity according to market requirements, elaboration of the marketing plan at processing unit level, analysis of the competition and of the products offered by it for consumption and implementation of the most efficient measures to contribute to the improvement of the managerial activity in obtaining carcasses, storage, cutting and distribution to the market. Improving business management involves a series of measures to be adopted and

implemented by high-performance processing units, for distribution in conditions of maximum economy, given that the broiler meat market carries out the activity of many companies of the same profile trying to impose their own products or brands for these reasons managerial solutions must be based on analyzes of the potential market, competing companies, future consumers, consumer preferences and patterns, message and marketing environments, sales logos and consumer loyalty. In order to maximize the business in the broiler chicken processing sector, the strategic directions of the processing management must also take into account the focus of marketing strategies on the following elements: product, sales, marketing, finance and consumers.

Keywords: business, management, marketing, processing, broiler chickens

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*PRELIMINARY RESULTS REGARDING THE ECOTOXICITY OF WATER, SEDIMENT AND SOIL SAMPLES POTENTIALLY POLLUTED BY MINING ACTIVITIES COLLECTED FROM MOLDOVA NOUA AREA (ROMANIA) ON COMMON DUCKWEED (*Lemna minor L.*)*

The Moldova Noua area is a potentially polluted area by mining activities due to the former copper mine which created mining dumps that were abandoned after the closure of the mine. These dumps are a source of pollution for the surrounding area, the rivers and soils being potentially polluted by the mining pollutants. In order to determine if the potentially polluted rivers and soils have ecotoxic effects, a preliminary duckweed growth inhibition test was conducted. Water, sediment, and soil samples were collected in October 2020 from several sampling points, all in the area of Moldova Noua. The effects were determined through a preliminary assay in order to establish the samples that have toxic effects and for which it is necessary to perform further tests. The preliminary assay involved the exposure for 7 days of a total number of 10 duckweed fronds for each sample. The water samples were tested without diluting the samples, while the sediment and soil samples were diluted with culture media reaching a concentration of 1%. None of the tested samples showed ecotoxic effects to duckweed. Some of the samples showed a slight reduction of green frond number by the chlorosis of fronds, but no sample showed a significant decrease in green frond number.

Keywords: duckweed, ecotoxicity, growth inhibition test, mining, Moldova Noua, pollution

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*IMPORTANCE AND SECURITY OF INFORMATION IN TERMS OF BUSINESS TIME DURING COVID 19*

Abstract: The scientific paperwork pointed out the importance of information and information systems that represent important business assets and one of the most important resources of any organization. The specificity of information protection and security in the conditions of the pandemic caused by COVID 19, requires a systematic approach in order to provide timely, reliable and accurate information. The process of information security and protection is a complex process, multidisciplinary in the function of achieving the goal, which is secure and reliable information. This approach requires reliable and secure information systems in organizations that are information carriers in the conditions of a pandemic caused by COVID 19.

Keywords: information, information systems, data and information security

**9. CARAIVAN Luiza – Tibiscus University Timisoara Romania**

*CHALLENGES AND OPPORTUNITIES OF ONLINE ASSESSMENT IN HIGHER EDUCATION*

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*EDUCATION AND RISE AWARENESS OF YOUTH IN THE FIELD OF ENVIRONMENTAL ISSUES*

By implementing a cross border Romania Serbia project, *Romania Serbia NETWORK for assessing and disseminating the impact of copper mining activities on water quality in the cross-border area (RoS-NET2)*, we have identified as a common territorial challenge the lack of education and awareness of youth regarding the environmental issues. We have also taken into consideration that it becomes important that young people to be aware that behind over-consumption lies increased exploitation of resources that will reduce their opportunities for a better and sustainable future and that youth have a significant role in spreading behavioural change needed to shift towards more sustainable lifestyles and consumption habits. These finding conducted to implementation of training sessions in both Romania and Serbia and regarding several environmental issues: (i) energy efficiency, renewable energy use and

reduction of greenhouse gas emissions, (ii) efficient water supply, waste-water treatment and water reuse, (iii) application of green public procurement in a systematic manner, (iv) efficient waste management, reuse and recycling, (v) Natura 2000 sites and equivalent protected areas, (vi) enhanced awareness of adaptation to climate change and risk prevention. We have implemented 11 training events involving 234 pupils and 22 schoolteachers. Every of the mentioned environmental issues has been presented, explained and debated. Pupils participated in contests and debates regarding the simple gestures that can be applied by everyone at home and at school such as to contribute to sustainable development of their communities. After every event, pupils filled feedback questionnaires and they considered that training sessions were well organized, they received new and important information, they had the opportunity to implement teamwork and to freely express their ideas and thoughts. They are willing to participate to similar events more often and to debate various issues. Participation of schoolteachers to the training sessions conduct to obtaining skills for further implementing similar actions for new generations of pupils. Furthermore, all training materials are publicly available on the knowledge base that we have built in the project, section 'Training', <http://www.elearning-chemistry.ro/rosnet2/knowledge-base/>.

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***GENERATION X AND GENERATION Y. CASE STUDY – THE RELATION OF THESE GENERATION WITH THE ENVIRONMENT***

Abstract: The purpose of this article with the title „Generation X and Generation Y. Case study – The relation of these generation with the environment” is to present systematically all the six types of generations analyzed throughout the time by sociologists and consecrated research. Thus, in the first part of this paper, we will analyze the situation in which the environment is, as well as the measures taken, referring strictly to the time interval representative to the period of the occurrence of each type of generation. The second part of the paper will be „rich in substance”, because we will approach the essence of this work, namely a detailed exposition of the situation in which our planet is from the point of view of climate changes, thus triggering an alarm signal among the adults of Generation X and Y, regarding the awareness and involvement in the environmental problems that have appeared mainly after the beginning of the Industrial Revolution at the end of the 19<sup>th</sup> century, problems which exists today, and which undoubtedly will not be missing in the future that is intended to be of an eco-friendly nature. Finally, in the last part, we chose to draw attention to the awareness of the importance of involvement in environmental issues, stimulating the subjects of the study. In fact, the conclusion will be understood as a "new beginning", never being too late to take measures that can lead to a goal. The motto that was the basis of this work, and which precedes the conclusions, I am sure will remain imprinted in both the minds and souls of the readers, namely: "Regardless of the type of generation, be a role model for future generations, because as our future, of today's adults are our children of tomorrow. Also, the Earth must be seen as a living

entity, which it requires care and patience, as well as unceasing love, all in order to achieve a balance of a harmonious life, without significant disturbances".

Keywords: sustainable development, environment changes, global warming, pollution, environmental measures.

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#### *TRENDS IN WORLDWIDE TOURISM IN 2020*

**Abstract:** Tourism development and management continues to be at the forefront of global conversations about how the tourism industry can contribute to the sustainability process; specifically, with an objective of adaptability, innovation and impact. However, the speech about how, when and to what extent the industry is making positive, measurable progress toward these impacts is still being debated intensively. What innovations, developments or trends will most likely influence tourism sustainability activity this year, especially those related to development and destination management? This is probably the question that first comes to many people's minds when we talk about the tourism industry, but especially about sustainable tourism and ecotourism. This article reviews some possible answers to this question.

**Keywords:** trends in tourism, sustainability, generations, ecotourism, over tourism, technology

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#### *ELECTRONIC MUSIC FESTIVALS IN ROMANIA DURING THE COVID-19 PANDEMIC*

**Abstract.** The organization of electronic music festivals was in a period of pause at the beginning of the Covid-19 pandemic, in a medical and special context with a high degree of understanding from potential participants, who believe that festivals could be a way to spread virus. However, once the vaccination period has begun, future strategies for conducting electronic music festivals can take the first steps, by limiting the number of participants, ensuring the space necessary for physical distance, but also by testing participants. The attitude of the young people regarding the Anti-Covid vaccine is oscillating, they consider that a measure is not necessary to force the population to be vaccinated, but the emergency measures are much more relaxing, considering that any event or any daily activity can be a danger. . However, it is important to mention that a large part of young people agree that protection measures should be rigorous and respected by potential participants. The main objective of the study is to identify the attitude of young people regarding the possibility of organizing electronic music festivals in Romania, while the secondary objective is to identify potential discrepancies between the need for emergency measures and the degree of acceptance of the

population. The main purpose of the study is to provide an overview of the attitude and responsibility of young people in a special medical context and can be a starting point in future research that studies the behaviors and attitudes of certain groups of people in crisis.

Keywords: tourism, medical, Covid-19 pandemic, human geography, cultural

**14. DUMITRASCU Alina University of Bucharest, Faculty of Geography, “Simion Mehedinti” Doctoral School, Bucharest, Romania**

*TOURISM, NATURAL HERITAGE AND EDUCATION IN THE DOBROGEA PLATEAU*

Abstract. The relief, together with all its components, the vegetation with its entire multitude of species as well as the hydrographic network, represent the most important touristic resources for each of the country's regions. Dobrudja is no exception in this respect. The Dobrudja plateau comprises such natural resources, offering tourism mountains with specific characteristics from the viewpoint of the altitude and the geological structure, vegetation reservations or attractive lakes. The present study aims first of all at quantifying the benefits for the local communities and for the environment. The results emphasize the fact that, despite the natural landscape and the specific natural offer, the benefits for the environment and the community are very low. For this very reason, solutions must be found to improve this shortcoming.

**15. ELGHARBAWY Abdallah S. - Materials Science Department, Institute of Graduate Studies and Research (IGSR), Alexandria University, Alexandria, Egypt.**

*PERFORMING A RISK ANALYSIS STUDY FOR IMPLEMENTING A BIODIESEL PLANT*

Abstract- Risk as, an uncertain event, or condition that if it occurs, has a positive or negative effect on a project objective. Risk analysis is done via interviews and brainstorming considering the available and extensive experience of the involved stakeholders. Each identified risk is prioritized through a qualitative risk analysis process considering the probability of occurrence and the impact by project stakeholders. The results of risk management planning processes are used to update/re- plan the project management plan to consider the risk effect on the project. The biodiesel project is very profitable, the economic indicators for the project are very high, and the execution of such a project will strengthen the national economy.

Therefore, a biodiesel risk analysis is performed to achieve security for the plant. The depletion of fossil fuel forces the world to look for alternative ways for energy production. The most common way is the production of biodiesel from waste cooking oil. This paper presents a detailed cost analysis for a biodiesel plant with capacity 100,000 ton/year.

Keyword: Risk, Risk analysis, Biodiesel.

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*A REVIEW ON HIGH DENSITY POLYETHYLENE AS ENGINEERING POLYMER*

Abstract Engineering thermoplastics are a subset of plastic materials that are used in applications generally requiring higher performance in the areas of heat resistance, chemical resistance, impact, fire retardancy or mechanical strength. Engineering thermoplastics are so named as they have properties in one or more areas that exhibit higher performance than commodity materials and are suitable for applications that require engineering to design parts that perform in their intended use.

Keywords: high density polyethylene, engineering polymers, HDPE specifications.

**17. FABULYA Zoltán - University of Szeged Faculty of Engineering, Institute of Engineering Management and Economics, Szeged, Hungary**

*DEVELOPING A VBA PROGRAM TO GENERATE DOCUMENTS CONTAINING EXERCISES*

Abstract: In online education, remote accountability has required the use of new techniques to minimize the potential of cheating due to limited control. With different test worksheets, we can solve this problem, so the students taking the tests at the same time cannot get better results by sharing their solutions with each other. However, in the case of a large number of candidates, it is not possible to create individual test worksheets manually. There is a need for a VBA program that generates the required number of worksheets from an exercise repository as a Word document. To do this, it was necessary to assess how many tasks the repository should contain and what its structure should be. The document generation program allows each candidate to receive a unique test worksheet, which, may include common exercises, but this can be kept at a sufficiently low level depending on the size of the exercise repository.

Keywords: Microsoft Word, online examination, programming, VBA

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*SUSTAINABLE PROCUREMENT OF DRUGS IN PHARMACIES IN THE EARLY STAGES OF COVID-19*

ABSTRACT: A pharmacy is a health care institution engaged in the activity of providing health care for the supply of medicines, where it provides the medicine and the professional information related to its use directly to patients.

A pharmacy can only obtain medicine from an organization that has a pharmaceutical wholesale license. In Hungary, there are 7 large pharmaceutical wholesalers serving the needs of pharmacies, however, each pharmacy is connected to a maximum of 2-3 wholesalers and in addition there is usually only one that delivers twice a day and in case of any order limit. This is done on the basis of an individual agreement or contract between pharmacies and wholesalers.

Keywords: COVID-19, logistics, sustainable procurement, pharmacy, supply chain, health care

**19. GÎRNICEANU Adriana, PhD, University of Craiova  
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*REFERENCES ON THE CONSTRUCTION AND PROMOTION OF THE TÂRGU - JIU LOCALITY BRAND ONLINE*

Abstract This paper aims to address a topical issue given that the virus COVID-19 outbreak has had a devastating impact on the global economy and jobs, and the tourism industry has been hit hard by measures to be taken to counter the pandemic. being unlikely to return to

normal in the near future. The paper aims to provide a model for applying the principles of place branding together with public relations techniques in the online environment.

The role and advantages offered by online communication tools, especially through social networks, will be presented, the characteristics to be taken into account in the strategic management of the brand of a place in the online environment, exemplifying ways of building, communication and virtual environment of Târgu Municipality brand. - Jiu, Gorj County. It is necessary to think and implement a coherent and integrated communication project that has a major impact and contributes to achieving concrete objectives. Thus, the virtual communication with potential tourists through Facebook, Instagram, YouTube and WordPress blog, has as main objective the increase of notoriety and the improvement of the image of the locality after a long period in which it had been forgotten.

Keywords: brand, crisis, digitalization, social media, tourism, travel.

**20. K.A IROYE, (Ph.D.) Department of Geography and Environmental Management, University of Ilorin, Nigeria**

*GROUNDWATER FLOW DIRECTION AND POLLUTION MANAGEMENT STRATEGIES FOR IGBO-OLOMU, IKORODU, LAGOS STATE, NIGERIA.*

Abstract The study used hydrogeological measurements from thirteen wells to illustrate the pattern of groundwater movement in Igbo Olomu area of Ikorodu, Lagos, Nigeria. Data used include information on well coordinates, elevation at well openings, static water level (SWL) and hydraulic head (HH). Data on coordinates of well locations and elevation at well openings with respect to mean sea level were taken using GPS (Garmin 76 csx) while data on static water level in each well was taken with measuring tape.

The hydraulic head for each of the thirteen wells was computed as the difference between elevation at well opening and static water level. Findings indicates that hydraulic heads range between 33.77 and 36.94m while static water level ranges between 2.35 and 7.36m. The static water level however exhibits greater variability (27.71) than hydraulic head (22.11). The local groundwater flow direction for the study area was subsequently determine manually by triangulation from water table contour map generated from data on static water level. The result of the study further shows that groundwater flow direction in the study area is predominantly towards the north-eastern part of the city. The observed flow pattern thus suggests that groundwater in the south-eastern part of the study area are susceptible to contamination from infiltrated water from sanitary landfills and dumpsites and from underground leakage of sewage and petroleum facilities. The study finally recommended environmental legislation, land-use planning, enforcement and environmental education as management options that can be taken by authority concerned in protecting groundwater from pollution in the study area.

Keywords: Groundwater, Pollution, Elevation, Hydraulic head, Management

**21. HALLER Alina-Petronela - Romanian Academy Branch of Iasi – ICES „Gh. Zane”**

*SUSTAINABLE TOURISM PERSPECTIVES IN CENTRAL AND EASTERN EUROPE*

Abstract: The current importance of sustainability leads us to analyse the extent to which tourism, in this form, influence the capacity of European countries, especially from CEE, to reduce the growth gaps of this sector in the European context and the extent to which the economic growth is sensitive to changes in economy. We use a sensitivity analysis and an OLS panel data method applicable to two models. In the first model, we put in relation the economic growth with indicators from tourism sphere (tourism arrivals, tourism expenditures and tourism receipts). In the second model, we develop the first model by inclusion of some other important factors of growth (capital stock, exports and labor market). We focused on the period 1995-

2017 and we found, from the first model, that European tourism has an important role in economy explained by the ability to attract income from the international tourism but very important are the tourism expenditures. From model two, we found that tourism, even if it remains an important sector, is not the only solution for CEE countries growth. Tourism, even in its sustainable form, needs to be included in relation to other factors with impact on economic growth. Following the OLS pool analysis for model two, we note the contribution of capital stock and exports to CEE countries growth, along with indicators specific to the tourism sector, especially expenditures and receipts.

Keywords: European growth, CEE countries, sustainability, growth

**22. HAMPEL György (Ph.D.) Economists, associate professor. University of Szeged, Faculty of Engineering Institute of Engineering Management and Economics. Szeged, Hungary.**

#### *PREPARING THE CONCEPTUAL MODEL OF A DATABASE*

Abstract: Since 2006, several Hungarian and foreign experts have written publications in the Journal of Contemporary Social and Economic Processes. To efficiently extract the information from the publications, the idea to create a database arose. The first step to achieve this is to prepare a conceptual model which is the subject of the current article. Systematic reflection on the task – what to include as an entity set, what attributes should be used, what kind of relationships are needed – helped to create a conceptual model which is suitable for implementation, and it may give new ideas to the editorial board to extract additional information, which may require further additions and modifications before creating the final version of the database. The created entity-relationship model includes 3 entity sets, 39 attributes and 3 relationships.

Keywords: database, data model, entity-relationship model, journal

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**MIRELA MAZILU Univ. Professor, Ph.D. at the Faculty of Sciences, Geography Department, University of Craiova, Romania**

#### *CHALLENGES OF ROMANIAN TOURISM IN A PANDEMIC CONTEXT*

Abstract Many studies talk about the anonymity of our country, in terms of international tourist identity. Romania has an enormous tourist potential, but unfortunately little known, not only by foreign tourists, but even by local ones. Moreover, the known tourist potential is not optimally valued and especially by the standards of the European Union. The tourist dowry is not enough to attract tourists, but also a better quality of services. In this context, of course and in the pandemic one, the objectives of the present article are to specify the problems that Romanian tourism encounters, as well as to present some possibly viable solutions for solving them.

Keywords: tourism, COVID-19, economy, responsible travel, sustainable development.

**24. JAUKOVIĆ JOCIĆ Kristina, Goran JOCIĆ, Đorđe PUCAR, Ana VELJIĆ**  
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*E-LEARNING AND IMPLEMENTATION OF MULTIMEDIA TOOLS IN FUNCTION OF IMPROVING THE TEACHING PROCESS IN HIGHER EDUCATION*

Abstract: This paper presents different varieties of possibilities and aspects of the application of information technology technologies and tools for the purpose of application and upgrading of the teaching process in higher education. Today, e-learning is one of the pillars of educational tools, primarily due to the application of equal quality of the traditional education system and the time and space save in the teaching and scientific process. The application of multimedia tools in the teaching process means the introduction of innovations in order to facilitate the understanding and acceptance of teaching materials. The teaching process of today's education inevitably takes new forms by introducing e-learning and multimedia tools that support teaching in various forms of use. Traditional learning and a systematic approach to education today have different priorities compared to the last century. Today, the academic title is a priority for advancement in every sphere of business progress. By using educational tools such as e-learning and gaining insight into the use of multimedia tools in terms of improving existing knowledge, users of these systems gain quality of service, an innovative basis for expanding the level of education and the ability to apply all acquired skills in practice.

Keywords: E-learning, information technologies, education, teaching process, multimedia tools

**25. JAUKOVIĆ JOCIĆ Kristina, Goran JOCIĆ, Darjan KARABAŠEVIĆ, Đorđe PUCAR, Ana VELJIĆ**

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*DEVELOPMENT OF MULTIMEDIA TOOLS IN ORDER TO IMPROVE THE E-LEARNING PROGRAM: IMPLEMENTATION OF THE ADOBE CAPTIVATE PROGRAM IN THE MODERN TEACHING SYSTEM*

Abstract: In the modern education system, the place of multimedia tools plays a very important role in education. Interaction tools are widely used to motivate students to learn. Improving efficiency and effectiveness are certainly accompanying factors that accompany the integration of multimedia in the teaching process. E-learning today is the backbone of education and an introduction to the new digital age that brings with it novelties and creative approaches to the process of acquiring knowledge. With the development of information and communication systems in higher education, we come to a better functioning and more effective approach to e-learning in the form of an easier process of

systematization of teaching. In this paper we will explain the importance of e-learning System, its implementation in modern education and the benefits and characteristics of different multimedia programs in order to mobilize the enthusiasm of students in learning. Using the example of the Adobe Captivate program, we will present its basic functions and the implementation of lessons and interactive content in the daily curriculum.

Keywords: E-learning, ICT, education, adobe captivate, multimedia tools

**26. KARAMAN Abdullah - Selçuk Üniversitesi, Dean of Beyşehir Ali Akkanat Tourism Faculty and Head of Travel Management and Tourism Guidance Department – Konya/Turkey**

**SAYIN Kürşad - Selçuk Üniversitesi - Post Vocational School of Silifke – Taşucu, Turkey**

*MEASURES TAKEN IN RESTAURANT ENTERPRISES IN THE COVID 19 PROCESS AND THE CASE OF TURKEY*

**ABSTRACT** Hospitality and restaurant businesses within the tourism industry are enterprises that contribute greatly to economies on a national and global basis. Like all tourism enterprises, restaurant enterprises which have fragile structure are affected very quickly by unexpected natural disasters, economic crises, health-related crises and political negativity, etc. Because of the covid-19 pandemic, restaurant businesses faced a major crisis. The crisis is about health. In order to survive, customers must shop at restaurants. It is possible to regain customers who are afraid of health problems with measures to be taken. For this reason, the decisions that restaurant companies will make and the practices that they will make are vital in order to continue their activities during the crisis. Despite this, there has been no decrease in fixed expenses of businesses whose cash flow rate has decreased. This has reduced the sustainability of businesses, and many businesses have unfortunately closed. For this reason, the measures applied in restaurant enterprises in Turkey were tried to be explained.

Keywords: Pandemic, covid-19, restaurant, tourism, pandemic process

**27. KOMAREK Levente - (Dr. habil. PhD.) University of Szeged, Faculty of Agriculture, Institute of Economics and Rural Development**

*SPATIAL DIFFERENTIATION OF INVESTMENTS AND GROSS DOMESTIC PRODUCT (GDP) IN HUNGARY*

**Abstract:** After the regime change and later, following the accession to the European Union, there were significant regional development differences in Hungary. For this reason, analyses are needed to answer what positive or negative changes occurred in this field in recent years. The analysis examines the differentiated development of the 20 territorial units of Hungary (19 counties and Budapest) in terms of investments and gross domestic product (GDP), for which mathematical-statistical methods (rank-ratio, relative rank, correlation) were applied. With the help of different mathematical-statistical methods it is possible to present the main tendency of the changes of the last years, with special regard to the extent and direction of the changes. In this study, I investigate which regions have developed and which have been disadvantaged, and what factors may have contributed to the development or decline of each region.

Keywords: investment, gross domestic product (GDP), territorial differentiation, development, Hungary

**28. KOMAREK Levente - (Dr. habil. PhD.) University of Szeged, Faculty of Agriculture, Institute of Economics and Rural Development**

*SPATIAL DIFFERENTIATION OF FOREIGN DIRECT INVESTMENTS AND ITS IMPACT ON GROSS DOMESTIC PRODUCT (GDP) PER CAPITA IN HUNGARY*

Abstract: In Hungary, foreign direct investments have played a significant role in the structural reconstruction and modernization of the transforming economy, thus contributing to economic development. In order to determine the economic development of a given country and region, we need to know its main economic indicators. These data provide a realistic picture of the level of development of each country and its importance and role in the economy. Hungary is an open, capital-deprived small economy, which is why foreign capital investments have always played a decisive role for it. In addition to capital, of course, in recent decades, we have gained access to advanced techniques, new markets have opened up, and the interest of world economies has in other ways stimulated the economic development of the country and certain regions.

After the regime change and later, following the accession to the European Union, there were significant regional development differences in Hungary. For this reason, analyses are needed to answer what positive or negative changes occurred in this field in recent years. The analysis examines the differentiated development of the 20 territorial units of Hungary (19 counties + Budapest) from some aspects, as well as the development level of Hungary. Mathematical-statistical methods (rang-ratio, relative rank, correlation) were applied to present the changes of recent years with special regard to the extent and the direction of change.

Keywords: foreign capital, capital investment, gross domestic product (GDP) per capita, spatial differentiation, Hungary

**29. Ezgi DEMİR 1 , Selçuk KORUCUK 2 , Çağlar KARAMASA 3**

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*SUPPLY CHAIN MANAGEMENT DURING THE COVID 19 PANDEMIC PERIOD  
EVALUATION OF STRUCTURAL PROBLEMS: AN APPLICATION ON GIRESUN  
HAZELNUT FIRMS*

Supply chains are important components in terms of effective production, service management, as well as the ability of businesses to fulfill their objectives and to compete. Especially the effective, economical and efficient operation of this structure provides cost advantage and increases customer satisfaction. However, some structural problems arise in terms of fulfilling the supply chain at the desired level, and these problems affect businesses negatively. In this study, it has been aimed to rate the supply chain management structural problems in the hazelnut firms in Giresun during the Covid 19 pandemic. Spherical fuzzy analytical hierarchy method, one of the Multi Criteria Decision Making methods, has been used in solving supply chain structural problems.

Key Words: Supply Chain Management, Supply Chain Management Structural Problems,

**30. KOVÁCS Helga - University of Szeged, Faculty of Agriculture, Institute of Economics and Rural Development**

**Levente KOMAREK - (Dr. habil. PhD.) University of Szeged, Faculty of Agriculture, Institute of Economics and Rural Development**

*THE IMPACT OF TOURISM ON DISADVANTAGED RURAL AREAS ON THE EXAMPLE OF THE NATIONAL HISTORICAL MEMORIAL PARK OF ÓPUSZTASZER IN HUNGARY*

Abstract: The main purpose of the analysis was to examine the tourism demand and supply of Ópusztaszer, to take stock of the man-made and natural values of the settlement, to investigate the impact of the Ópusztaszer National Historical Memorial Park on the local economy developments, as well as to explore the quality, existence and intensity of relationships between local tourism actors. On the basis of the test results of the study, we marked directions of development and suggestions for the future. Various forms of tourism have developed in the settlement, including equestrian tourism, rural tourism, cultural tourism and ecotourism. After considering the man-made and natural values, the settlement has many untapped opportunities. Regarding the demand for Ópusztaszer, the number of guest nights spent in commercial and other accommodations of the settlement is increasing. The number of tourists visiting the settlement has grown, as well as the tourist traffic of the Ópusztaszer National Historical Memorial Park. However, the tourists only spend one or two days in Ópusztaszer on average. Tourist service suppliers of the settlement prefer intangible marketing tools to increase trade, such as social networking sites or websites.

Overall, it can be said that tourism is developing in Ópusztaszer, the tourist traffic is growing year by year in the settlement, but the cooperation between the tourism actors is lacking. The Ópusztaszer National Historical Memorial Park has an impact on the development of the local economy however, this impact is not significant. It would be important to rediscover and rethink the values of the settlement. The tourist services should be expanded in order to further forms of tourism are being formed and make Ópusztaszer more attractive to tourists, as well as to increase the length of stay here.

Keywords: tourism, development, rural area, disadvantaged situation, Ópusztaszer National Historical Memorial Park, Hungary

**31. Yaroslav KUSYI, Lviv Politechnic National University Vitality, Ukraine**

*DYNAMIZING BY STIRRING TO PRESERVE HEALTHINESS OF FRESH FRUIT AND VEGETABLES*

The main task in summer is the maximum preservation of essential vitamins during the harvesting of berries, vegetables, fruits etc. Every year many people freeze berries, fruits or carry out their heat treatment. Members of their families will eat a delicious product in winter. But are these products healthy? Berries, fruits, vegetables lose many vitamins after heat treatment. They become «non-living» and are covered by fungus during inappropriate conditions of their storage

**32. LAZOVIĆ Mihaela, Academy for Applied Studies Belgrade, Department: The College of Hotel Management, University of Belgrade**

*CONTEMPORARY TECHNOLOGY DISCOURSE OF HOSPITALITY AND TOURISM IN SERBIA AND ROMANIA*

**Abstract** This paper analyses the use of the English language in modern communication technology in the fields of hospitality and tourism in Serbia and Romania. Namely, the digital era brought upon a global expansion of the English language which has consequently become the language of world communication. Being in the very centre of intercultural communication, the hospitality and tourism industries have become the meeting point of different languages and cultures. As a result, English terms, i.e., anglicisms are frequently used in the Serbian and Romanian language especially in tourism and hospitality terminology. This unique linguistic, sociological and cultural phenomenon initiated the linguistic anglomania and became a recognizable status symbol.

The research conducted for this paper has shown that anglicisms are very commonly used in tourism and hospitality lexicon. Consequently, this linguistic phenomenon has a great impact on the Serbian and Romanian translation equivalents.

**Keywords:** technology discourse, tourism and hospitality terminology, linguistic anglomania

### **33. LIČINA Boris<sup>1</sup>, Dejan Viduka<sup>1</sup> and Luka Ilić<sup>1</sup>**

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#### *APPLICATION OF RASPBERRY PI HARDWARE AND PYTHON PROGRAMMING LANGUAGE IN SMALL PRODUCTION PLANTS*

**Abstract:** The paper is dedicated to the use of a very simple and accessible device that was created with the idea to serve as a platform for training computer science students. The Raspberry Pi did not claim to become a high-circulation product, but due to its performance, it became one. Primarily due to its low price followed by a wide range of possible practical applications. This device became very popular and enabled the development of IoT that are applied in various production processes. This paper presents a case study where this device is used in small production plants. The Python programming language is used to run this device, which is very simple but also very efficient. This combination of hardware and software has performed well in small, non-hardware-intensive manufacturing facilities. In addition to the incomparably more affordable price compared to commercial PLCs, it is often even a superior solution. The advantages are especially the easy integration into existing information systems and uncomplicated extensions and upgrades. It is also possible to integrate it into existing software solutions without major difficulties. The example described in this paper certainly represents a successful implementation that includes production planning, organization and monitoring of the production process (workflow) and worker efficiency.

**Keywords:** Raspberry Pi, microprocessor, microcomputer, Python, Linux.

### **34. LENDVAI Edina, DRÉGELY Dalma**

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**Dalma Drégely BSc, University of Szeged, Faculty of Engineering, Hungary**

#### *CONSUMER SATISFACTION SURVEY IN KUNSÁGI MAJOR*

**Abstract:** In our work, we examined one of the elements of rural tourism, within that, we conducted a questionnaire survey with the visitors of Kunsági Major near Kecskemét. We were curious about their views, their insights, and their experiences there. We found that participants in previous programs were generally satisfied with the experiences they had, and they would be happy to recommend the venue to others. As the respondents - former visitors - are typically parents with small children, it seems obvious to develop and design elements that can be used

by children. During the satisfaction survey, the respondents gave the least points to the quality of accommodation and the quality of services such as bowling, squash, or swimming pool. Based on this, it is clear that these should be improved primarily. As a result of the research, it can be stated that in contrast to equestrian programs, there is a greater opportunity in the development of activities aimed at the relaxation of guests. The survey also revealed that marketing communication also needs to be improved, because the respondents either did not even see such an advertisement or do not remember it. So, we recommend using social media more regularly - to advertise the Major.

Keywords: tourism, marketing research, Hungary, questionnaire, satisfaction, pandemic

**35. LENGHEL Radu Dorin, “Dimitrie Cantemir” Christian University Bucharest, MICULESCU Marius-Nicolae - “Dimitrie Cantemir” Christian University Bucharest, Faculty of Touristic and Commercial Management Timisoara**

*ORGANIZATION AND EXERCISE OF INTERNAL AUDIT ACTIVITY PRIVATE ENTITIES*

Abstract: The internal audit, through the activities carried out, monitors the implementation of the internal control procedures, of those for risk management and, last but not least, of the governance processes.

Unless the regulatory framework requires a certain form of organization of the internal audit activity, senior management may decide on the organization of the internal audit activity either as an internal structure within the organization (respectively internal audit department) or outsourcing the internal audit through contracting an external provider specialized in such services.

Keywords internal audit, internal auditor, recommendations and opinions, internal audit report, internal audit procedures.

**36. LUȚ Dina Maria – “Dimitrie Cantemir” Christian University Bucharest, Faculty of Touristic and Commercial Management Timisoara**

*EFFECTS OF PANDEMIC CRISIS. ESSENTIAL VALUES AND QUALITIES HIGHLIGHTED DURING THE CRISIS*

ABSTRACT Throughout history, humanity has gone through all sorts of crises. Every time there were financial losses, there were victims, but, in its entirety, humanity resisted. Crises are the periods when a strong company must take a set of sound principles about protecting its employees. The essence of these principles is related to stability - job stability, financial stability and, in addition, the recognition of the efforts of employees who continue to work in the workplace. The pandemic context has tested us in every way. There are a number of lessons to be learned, both on personally and professionally level - every opportunity is a learning opportunity. These are many natural questions that arise in this context and for which humanity is looking for answers. This paper seeks to highlight the effects of the crisis on the labor market and also to distinguish the core values and human qualities that stood out during the crisis.

KEYWORDS: pandemic crisis, effects of crisis, labour market, essential values and qualities, organizational culture.

**37. LUȚ Dina Maria “Dimitrie Cantemir” Christian University Bucharest, Faculty of Touristic and Commercial Management Timisoara**

*THE IMPACT OF DIGITIZATION ON THE LABOR MARKET*

ABSTRACT The specialists agreed that pretty much everything we know and assume about work, jobs, training and education, today, is being challenged by exponential scientific and technological progress. Digitization has long brought many opportunities and

benefits for both employers and employees: from process optimizations, increased productivity, cost reductions, to higher wages and a more efficient work environment. However, digitalization in various forms has become more and more present in companies. In the short term, it may seem to bring advantages and disadvantages in close proportions. Everybody see that automation and artificial intelligence (AI) are changing the nature of work. While work as we know it today will end, humans will be more useful than ever before. Even if human intelligence encounters artificial intelligence, humans stay useful or even more useful. This paper highlights some positive and negative effects of digitization, changes regarding the work skills induced by it and also identifies the new roles and jobs appeared recently.

**KEYWORDS:** digitization, artificial intelligence, work skills, pandemic crisis, labour market.

**38. MARIN DIANA, PETROMAN CORNELIA, SAVA CIPRIANA, VĂDUVA LOREDANA, PETROMAN I.**

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*SUBTYPES OF PERIPHERAL TOURISM PRACTICABLE WORLDWIDE*

Abstract. Peripheral tourism reproduces the phrase slum tourism or tourism des bidonvilles whose synonyms are ghetto tourism or tourism in neighborhoods inhabited by poor people, tourism de la misère and poverty tourism. There are also geographical forms of peripheral tourism such as favela tourism focused on the outskirts of Brazilian cities or township tourism, suburban tourism, focused on suburbs or cities in South Africa. Peripheral tourism is a form of urban cultural tourism that involves visiting the poor areas of cities in countries with low economic development worldwide, areas considered of physical and symbolic contact in which geographically and historically separate communities come into contact and establish relationships that involve, conditions of coercion, difficult conflict to resolve and radical inequality. Peripheral tourism, as a subtype of urban tourism, is practiced alone, as a form in itself or in combination with other subtypes of urban tourism, business tourism, ecumenical, educational-recreational, for visiting relatives and friends. The most well-known types of peripheral tourism worldwide, practiced as such or in combination with other subtypes of urban tourism are peripheral tourism with a stay at the residence of residents, peripheral tourism as an optional trip and peripheral tourism as a trip itself.

Keywords: urban tourism, peripheral tourism, subtypes

**39. MARIN DIANA, SAVA CIPRIANA, PETROMAN CORNELIA, VĂDUVA LOREDANA, PETROMAN I.**

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***CINEMATOGRAPHIC TOURISM SUBTYPE OF CULTURAL TOURISM***

Abstract: Cinematographic tourism, its forms, cine tourism, film tourism, induced tourism film, motivated tourism film, pilgrimage film, induced tourism movie or screen tourism, is a subtype of cultural tourism, in which tourists visit places presented in movies or where they were shot films, being a growing phenomenon due to the number of international trips and the high-level development of the entertainment tourism industry. This subtype of cultural tourism - cinema tourism is at the intersection of cultural geography, with film and media, marketing, psychology and tourism management. Tourists who practice film tourism do so for several reasons, because the favorite actor played in a film in a certain place, that they liked the film shot in that place and to relive the experiences they had while watching the film. To these reasons can be added the reason to be able to say that they were in a certain place they can be considered accidental movie tourists visiting a movie attraction because it is part of the tourist program, being little interested in the destination, general movie tourists , who visit a cinematic tourist attraction to associate it with an event in their life being moderated by motivated and specific cinematic tourists who visit a cinematic tourist attraction because it gives them the opportunity to meet one of the stars of their favorite movie and see the favorite movie.

Keywords: cultural tourism, cinema tourism, subtypes

**40. MEDEANU Tiberiu professor at the Faculty of Law, University of the West Timisoara, Romania.**

***ERORI ÎN PRIVIŢA SANȚIONĂRII TRANZACȚIILOR CU PRODUSE REZULTATE DIN RECICLAREA DEȘEURILOR, PRIN PRISMA REGLEMENTĂRII DIN DIRECTIVA 2006/12/CE A PARLAMENTULUI EUROPEAN.***

Abstract The waste regime of batteries and accumulators is regulated in normative acts with a special and general character, with the aim of encouraging o manage them effectively. Recycling spent batteries and lead recovery resulting in a lead-containing slag, without being able to extract the existing technology in Romania. In the previous years, an industrial company has received authorization to process the slag by crushing and sorting, to obtain a material called lead concentrate, which was exported to China. After the company went into insolvency the liquidator sold the remaining amount to another company. She tried to export it to China through a company from Switzerland, who had experience in this field. Customs authorities

and the National Environmental Guard have blocked exports, with the motivation that a laboratory analysis has established that the lead content is lower than the one mentioned in the documents. It was not taken into account that the analysis was performed with an inappropriate methodology, being contradicted by numerous other analyzes. Administrator of the Romanian society has been sued for 3 serious crimes ignoring the provisions of Directive 2006/12 EC. This material has been sent to a repository of hazardous materials from Ialomita County, with high-cost prices. In the same area, such materials will be stored in the future, such matters, which is harms Romania's interests.

Keywords: waste; lead concentrates; export; criminal sanction.

**41. MICULESCU Marius-Nicolae, “Dimitrie Cantemir” Christian University Bucharest, Faculty of Touristic and Commercial Management Timisoara  
LENGHEL Radu Dorin Dimitrie Cantemir” Christian University Bucharest**

*DISADVANTAGES OF MINORITY SHAREHOLDERS IN THE CASE OF AN INCREASE IN SHARE CAPITAL*

Abstract Over time, in the activity of any company there is a time when we will find ourselves in a situation where we want to increase the share capital for various reasons: we want to bring a new partner into the company, to receive an investment by incorporating the issue bonuses, ask our trading partners to have a higher share capital for liability, we want to become a corporate tax payer on demand; we have financial difficulties, the extension of the object of activity: the territorial expansion of the company; purchase of installations, machinery, technologies; merger and division of the company. The increase in the share capital may also be imposed by legal regulations if, by decision of the government, the minimum ceiling of the share capital is changed (Article 10 of Law No 31/1990).

The paper asks to identify some aspects of the advantages that shareholders may encounter when an increase in share capital occurs.

Keywords share capital, issue premiums, capital increase, shares, nominal value,

**42. MIȚARIU Christina Andreea “Dimitrie Cantemir” Christian University Bucharest, Faculty of Touristic and Commercial Management Timisoara,**

*THE PARABLE, VALUABLE PEDAGOGICAL TOOL IN CHRISTIAN TEACHING*

Abstract The parable represents a very complex form of communication, typical of Eastern civilization and very suitable for transmitting truths of faith to a heterogeneous audience, both in terms of intentions and reception capacities. The Savior uses these procedures with divine wisdom to proclaim all that is necessary to be revealed about the Kingdom to all, wise or simple people, using the same words. The parable refers to a world we do not know, using the most common everyday elements. There are limits to which the seen and the unseen meet, the common and the extraordinary. For open receptors, the words of the parable are clear and become a guide to life, based on revealed truth, not proven. For others, who remain petrified, the parable remains simple life stories. This type of communication proves to have multiple valences, being an inexhaustible source of meanings and landmarks of the spiritual life.

Keywords: parable, parable, allegory, act of communication, suggestive speech / argumentative speech.

**43. MOCEAN Loredana Babes-Bolyai University of Cluj-Napoca, Romania  
VLAD Miranda Petronella, Dimitrie Cantemir Christian University Bucharest**

*MEDICAL DATA MANAGEMENT USING BUSINESS ANALYTICS*

Abstract. The issue of data management has been felt in the last decade by more and more fields of activity, including medical one. The need to operate with large sets of information, determined the emergence of systems to help with the optimal development of processes specific to each environment. The project in question proposes a solution to this issue, following the stages of developing an information management system in hospitals. The software manages to solve the problem of patient administration, hospitalizations, analyzes, etc., in order to support the process that leads to the generation of the analysis bulletin and to allow it to be sent via email. With a user-friendly interface, the proposed project aims to facilitate the work of staff working with this system and add value to existing products on the market.

Keywords: Data, Clinical hospital, Management system, Administration, User-friendly

**44. MOMOH Zekeri, College of Management and Social Sciences Salem University Lokoja, Kogi State, Nigeria.**

*INFLUENCE OF POLITICAL STABILITY ON FOREIGN DIRECT INVESTMENT (FDI) AND SUSTAINABLE DEVELOPMENT IN SUB- SAHARAN AFRICA (2010-2015)*

Abstract: Foreign Direct Investment represents one of the key ways of bridging the gap between the global north and the global south in recent years. However, over the past decade, some countries in Sub-Saharan Africa has witnessed an increased flow of FDI. Therefore, this study seeks to find out the influence of political stability on FDI and sustainable development in Sub-Saharan African countries between 2010 and 2015. This study revealed that the abatement of violent conflicts in the Sub-Saharan region has resulted in greater political stability as there have been fewer coups, and increased democratic governments that have enhanced greater economic reforms such as the privatization of telecommunication sector and improved business environment in countries like Nigeria, Ghana, Zambia, Congo, and Mozambique just to mention a few. This study among other things recommends that sustainable political stability in Sub-Saharan Africa remain key in increasing the flow of FDI into the region.

**45. NURIC Samir, Adila NURIC, Izudin BAJREKTAREVIC, Senad ISAKOVIC Samir Nuric - Faculty of Mining, Geology and Civil Engineering, University of Tuzla, Bosnia And Herzegovina**

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**Senad Isakovic, president of the Association Šicki Brod, Tuzla, Bosnia and Herzegovina**

*ABANDONED OPEN PIT MINE AND ECOLOGICAL TOURISM*

ABSTRACT The paper presents a brief overview of the impact of mining works on the environment, the attitude of the local community and the authorities towards abandoned mining facilities. On the concrete example of the abandoned surface mine Šicki Brod, this

type of route is presented, as well as the way in which the local community successfully fought for the preservation of its environment and the needs of the population of Tuzla and Tuzla Canton. Also, a critical review was given of the mining company that left the care of preserving the abandoned mining area to the local community and the interests of the authorities that go to the advantage of the energy community of Bosnia and Herzegovina, and not looking at the health of its own population.

Keywords: open pit mine, lake, re-cultivation, ecology, tourism.

#### **46. OBHOĐAŠ Ibrahim, Adriana RADOSAVAC, Azra OBHOĐAŠ**

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#### *APPLICATION OF MULTIPLE REGRESSION ANALYSIS IN ORDER TO EXAMINE THE IMPACT OF SALARIES AND PENSIONS ON THE NUMBER OF EMPLOYEES IN THE FEDERATION OF BOSNIA AND HERZEGOVINA*

Abstract: The phenomenon of employment trends, and the factors that affect it, is an inexhaustible source of scientific analysis and proof of various theories. In this study, three parameters are taken into consideration - the average pension, the average net salary and the number of employees in the Federation of Bosnia and Herzegovina (FBiH) for the period from 1997 until today. This period can be considered as a representative because it covers more than 20 years. According to all indicators, if the number of employees follow the average net salary, as well as the average pension, it can be concluded that there is a harmonious growth which is not caused by any market imbalance. Every other scenario is not desirable for the economy as a whole. In this study, one of the statistical methods applied together with the mathematical function measures the impact of the average net salary and pension on the number of employees in the Federation of Bosnia and Herzegovina, based on availability of particular data. The higher value of the resulting coefficient demonstrates its greater influence on relations between employment and the average net salary as well as between employment and the average net pension. Additionally, all of the mathematical coefficients were tested by an appropriate statistical test which shows whether this coefficient is statistically significant or not. In case it is not, then there is no relationship between the analyzed variables. The aim of this study is to prove at what extent growth of both - the average net salary and the average pension, has an impact on the number of employees, and whether the growth is based on solid economic prosperity or it is case where inflation is increasing, pushing prices upwards. It is important to emphasize that it is possible that both parameters are represented, but this will also be shown by the resulting coefficient. If its impact value between high and low (balanced), then the combination of economic development and mild inflation is the answer to this question. The hypothesis of this study will be that the average pension and the average net salary have a medium impact on the number of employees, which ultimately shows that it is based on economic development and mild inflation.

Keywords: Mathematical function, regression, employment, net salary, pension, analysis.

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*THE ROLE OF THE DIVERSIFICATION OF FARM TOURISM ACTIVITIES IN THE SUSTAINABLE DEVELOPMENT OF AREAS NEAR ANIMAL FARMS*

**ABSTRACT.** The sustainable development of an area involves the application of creative strategies in animal farms and the practice of alternative farm tourism activities, in order to improve environmental risk management. By monitoring the components of risk management and control of resources, livestock, the number of farm tourists, the degree of tolerability of the area in the vicinity of farms, the need for agri-food products of the local population, a healthy environment and sustainable development can be maintained. To increase the efficiency of environmental risk management, avoid physical, chemical and biological pollution, maintain animal health, tourists visiting the farm, communities in the vicinity of the farm, we suggest some good practice ideas for improving zootechnical and farm tourism activities for sustainable development of the rural area, we propose the development of those activities that have the lowest risk of contamination, environmental degradation and that can be easily managed such as dinner and wedding on the farm, product stand, guided tour of the farm and summer camp for youth at the farm.

**KEYWORDS:** sustainable development, farms, environmental risk, tourism activities

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*STUDY REGARDING THE CONTENT AND PRINCIPLES OF ENVIRONMENTAL MANAGEMENT IN THE CASE OF ZOOTECHNICAL HOLDINGS*

Abstract: Environmental issues with global character essentially influence the domains of planetary social life and their failure to solve them in time can make it impossible to address the problems but also to solve other problems that manifest at the global level, in general and locally if we refer to breeding and animal exploitation holdings. In order to reduce the amount of waste and gas emissions in the case of livestock units through management plans developed we propose to be implemented measures that will help to improve the production management, human resources and especially the environment by reducing the amount of manure, implementation of modern technologies production, redesign of animal products, change production structure, improve the performance of manure management systems, reduce specific consumption, improve integrated production management, but also by introducing active circular management in production systems, by reusing treated wastewater. We recommend that preventive management of environmental protection, to be integrated into production management, by promoting managerial strategies that contribute to increasing the efficiency and economy of animal farms.

Keywords: principles, management, environment, animal husbandry

**49. PAVEL CIPRIAN, “Dimitrie Cantemir” Christian University Bucharest, Faculty of Touristic and Commercial Management Timisoara, CODRUȚA DANIELA PAVEL**

*FOCUS ON ONLINE MARKETING DURING CRISIS PERIODS*

Abstract: While most of the planet is stopping to flatten the coronavirus infection curve, companies in all fields need to adapt quickly to the new economic reality. Much of the way we do business has changed abruptly and will likely remain unchanged even after the delicate medical situation passes. Although it may be tempting to limit activity during this period and focus on survival, now is the time to adopt a new marketing strategy. Companies that adapt now, during the crisis, will be best positioned not only to survive, but also to prosper later.

Keywords: crisis strategy, efficient marketing, online marketing, marketing in pandemic conditions

**50. PAVEL CIPRIAN “Dimitrie Cantemir” Christian University Bucharest, Faculty of Touristic and Commercial Management Timisoara**

*MARKETING DURING THE COVID-19 PANDEMIC*

Abstract: The current period is a difficult one not only for each of us, but also for most businesses. Now, more than ever, managers are forced to take steps to ensure the stability and continuity of the company's development. At the same time, the loss of a good and efficient employee is a loss both for the business and for the community to which it belonged. During a crisis, communication is essential, it can create, stabilize or destroy business opportunities.

In this context, the marketing strategies adopted become very important for the future of the company.

Keywords: crisis strategy, efficient marketing, online marketing, marketing in pandemic conditions

**51. PAVEN Ancuta-Elena - Teacher Liceul Tehnologic Grigore Moisil Deva, Romania**

### *PSYCHOSOCIAL PERSPECTIVES IN EDUCATION*

Abstract: This paper deals with aspects of school psychology. I think it is a very important factor that influences the results obtained, especially in these times, without constraint in the educational act. Theories regarding learning debate the action of teaching, learning, evaluation, and in the context of the internal and external factors involved, they also refer to the role of the school, the class as a group, the personality of the teacher and the student, the social environment etc. Thus, it is necessary to approach the interdependence, the unity of the actions of the education process, the teaching-learning-evaluation from the psychological perspective. School psychology is the intermediary between psychology and pedagogy. The goal is for the act of learning to be a professional, qualitative one. The complex learning process cannot be left to chance but must be treated with maximum attention so that the student who is at the center as an autonomous being develops on all levels - social, cultural, intellectual.

Keywords: The individualistic model (MI), competition method (MC), the competition blocks the cooperative method (MCO), the study of causal attribution (SAC), student-focused activities (P), pedagogical liberalism (PL).

**52. PAVLOVIĆ Katarina, Miodrag Žižović, Mališa Žižović and Nada Damljanović KATARINA PAVLOVIC MSc, University of Kragujevac, Faculty of Technical Sciences Cacak, Serbia, PhD student at University of Niš, Faculty of Science and Mathematics.**

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**NADA DAMLJANOVIC PhD, Associate Professor, University of Kragujevac, Faculty of Technical Sciences Cacak, Serbia.**

### *MULTI-CRITERIA EVALUATION OF TOURIST SATISFACTION*

Abstract: In this paper, two new formulas for calculation of tourist satisfaction based on multi- criteria model with one dominant criterion are given. This is a continuation of the work and the results obtained in Pavlović et al., 2018. A comparative analysis was done through examples.

Keywords: Tourist satisfaction, multi-criteria evaluation, weight coefficients, criteria for evaluation, dominant criterion.

**53. PETREBogdan<sup>1</sup>, Andrei DUCMAN<sup>2</sup> Cristian CAZACU<sup>2</sup> Alin Florian BUTOI<sup>3</sup> Nicoleta BIRA<sup>4</sup>**

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### *THE TOURISM – A STIMULUS FOR THE SOCIO-ECONOMIC DEVELOPMENT OF MĂGURELE TOWN*

Abstract. The town of Măgurele is a satellite town of the Municipality of Bucharest being situated in its south-western part. In the past years the town of Măgurele has undergone an extensive transformation process, fact which attracted a numerous population. Our study aims at emphasizing the peculiarity of Măgurele development in the context of highlighting the polarizing role of Bucharest Municipality. Moreover, the research has the objective of

presenting the causes and the socio-economic consequences of the residential area expansion in Măgurele town. The research methodology had as a first step the application and analysis of questionnaire on a sample of 220 people who moved to Măgurele town between 2008 and 2020 in order to identify the causes which led to this. A second step was represented by the analysis of statistic data referring to the residential space and identification on site of the newly built districts. Results show that the considerable expansion of Măgurele residential area was carried out by the movement of a relatively high number of young population (under 40 years old) coming from Bucharest Municipality. The causes which led to this situation are multiple ranging from Bucharest overcrowding to people's wish to live in a cleaner air environment. Furthermore, the status of scientific centre that Măgurele has received in the past years was also identified as a cause of residential area expansion. Our research is only in the beginning phase, but we aim to observe in the future the phenomenon and its socio-economic implications.

Keywords: tourism, sociology, geography, economy, urban

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##### *FORMS OF ACTIVE TOURISM*

ABSTRACT. Active tourism is together with dedicated tourism and ecotourism a subtype of alternative niche or adventure tourism that differs from mass tourism by the way of organization and human resources involved, by including in the tourist products offered of many activities that require physical effort and a certain level of physical training. Although many researchers propose the replace of the phrase active tourism with active sports tourism, a distinction must be made between active participation in activities, following sporting events and visiting attractions related to sports. Among the niche tourism forms the most well-known are active tourism, tourism dedicated to its forms, the first partially overlapping on other forms of tourism, cultural, adventure, rural, hunting, equestrian and farm and nature tourism. The practice of this form of tourism, active tourism, requires investments in the development of tools for the creation of products and routes and platforms to improve marketing management regarding the marketing of active tourism products.

KEY WORDS: tourism, forms, active tourism, activities

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### *BENEFITS OF SLOW TOURISM FOR LOCAL ECONOMIES*

**ABSTRACT.** Slow tourism or slow travel has traditional and modern forms being an alternative to classic tourism and partially overlaps with ecotourism, scientific tourism in protected areas, sustainable tourism and sustainable rural tourism with its niche forms as well as slow food tourism and slow tourism, play a decisive role, although still difficult to quantify, in sustainable rural development, because incomes remain in the destination economy for a longer time than in other types of tourism. Slow tourism is partly dependent on communication and information technologies because the Internet helps tourism consumers to interact with other slow tourists, to locate products/services and to provide information about this form of tourism. Practicing this form of tourism requires for consumers' rules whose observance implies benefits for everyone, environmental, centrality, conservation, development, sensory and economic-social use, involvement, jobs and satisfaction of the destination visitor. The main benefits of practicing slow tourism are the personal development of the tourism consumer, the improvement of the economic situation of the destination and the sustainable development of urban and rural destinations.

**KEYWORDS:** rural area, sustainable development, slow tourism, slow travel, benefits

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#### *VOLUNTEER TOURISM*

**ABSTRACT.** The phrase volunteer tourism renders the two phrases volunteer tourism and voluntourism, this being a form of niche tourism in which tourists participate in volunteer activities, depending on the needs of the community in which they are on vacation. It is considered a combination of leisure travel and voluntary work, being a form of niche tourism, closely linked to social tourism. Volunteer tourists who practice this form of tourism are subject to several types of constraints related of age, intra-personal constraints, inter-personal and structural constraints. Volunteer tourism through its sustainable forms can contribute to the production of changes at the individual and social level of consumers, the volunteer journey as a niche market, being a major factor in the sustainable development of some areas. The factors that influence the decision to practice volunteer tourism are, the commitments made and the financial scale of the action, safety and health issues, the period of the volunteering and the reputation of the organizer of such volunteer activities. The practice of volunteer tourism in conditions of maximum efficiency depends on the managerial measures taken, by the volunteers involved, who must provide key services to visitors to, attractions, destinations, events, especially when the emphasis is on ecological education and projects focused on activities for young people.

**KEY WORDS:** Tourism, volunteer tourists, volunteer tourism, types of constraints

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*LINGUISTIC TOURISM SUBTYPE OF EDUCATIONAL CULTURAL TOURISM*

ABSTRACT. Linguistic tourism is a subtype of educational tourism, focused on observation and learning, at his turn a niche form of cultural tourism focused on the sensory processes of tourists. Within the specialized tourist literature, a distinction is made between the linguistic journey and the linguistic tourism, starting from the emphasis on the language, the additional activities, the expected results and the type of people who travel to the destination. The practice of language tourism, a subtype of educational tourism, has for the consumers of such products/services advantages and disadvantages, feelings of confusion and uncertainty, sometimes feelings of anxiety can affect people exposed to a foreign culture or environment without adequate training. is growing worldwide, and tourism organizations are paying more and more attention to the cultural aspect of travel, developing competitive products/services, because today's travelers want to be part of the local culture and learning the language of the locals is the first step to understanding a tourist destination and its inhabitants. Worldwide language tourism is growing, and tourism organizations are paying more and more attention to the cultural aspect of travel, developing competitive products/services, because today's travelers want to be part of local culture and learning the language of locals is the first step to understanding a tourist destination and of its inhabitants.

KEYWORDS: educational cultural tourism, language tourism, subtypes

**58. PETROMAN CORNELIA**

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*TYPES OF LUXURY TOURISM CONSUMERS*

ABSTRACT. Luxury tourism, a form of niche tourism that although requires high financial resources, is considered a very good quality tourism, characterized by uniqueness and the image of the brand. Luxury tourists, consumers of services/luxury products want unique experiences and provide them with the best logistics for the hospitality industry because they have free time and financial power depending on income, they are super rich, elite of the table and medium luxury. Luxury tourism for a good deployment, involves transportation logistics, accommodation, luxury restaurants, but lately there is more and more discussion of a type of multi-sensory marketing that aims to provide integrative products and services that communicate positive feelings to customers through the body, because sensation management has become somewhat an obsession in contemporary

consumer capitalism, luxury tourism being practiced in all corners of the world due to high demand and power e purchase of offers of services/luxury tourist products.

KEYWORDS: luxury tourism, consumers, types of luxury tourists, multi-sensory marketing

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##### *WELLNESS TOURISM - MODERN FORM OF TOURISM*

ABSTRACT. For decades, tourism research has focused on issues such as tourist benefits, tourist behavior, socio-cultural and environmental impact of tourism activities, tourist-host interaction, tourist motivation, tourism planning and development, tourist satisfaction or the economic significance of tourism in tourist destinations. The latest research trend in tourism shows that, although the economic importance of tourism is recognized, the evaluation of the value of tourism activities focuses more and more on the quality of life of tourists, their satisfaction and wellness, abstract forms of value, quality of life, sustainable business practices and the feeling of wellness. Although it has many elements in common with health tourism, this modern form of tourism, wellness tourism, differs from it being an alternative or supplement to an over-the-counter medical treatment, focusing more on the pleasure or sensations that the tourist or visitor you can feel them at a destination during your stay, adding added value to tourist products.

KEY WORDS: tourism, forms, wellness tourism

**60. PETROVIĆ Gordana, Darjan KARABAŠEVIĆ, Gabrijela POPOVIĆ, Tomislav BRZAKOVIĆ, Svetlana VUKOTIĆ, Adriana RADOSAVAC, Vuk MIRČETIĆ**  
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##### *REVIEW ON INTERNATIONAL TRADE IN THE EUROPEAN UNION*

Abstract: The concept of globalization has been the subject of much attention lately. This phenomenon is widely related to the growing integration of the world economy. The EU's international trade with the rest of the world is a key driver of economic growth and job creation. The aim of this paper is to show the importance of the European Union as one of the most successful economies in the world and an economy that represents the largest single market in the world. One of the basic principles of the EU is free trade among its members. The EU is also committed to international trade flows, and data for 2019 show

that the EU-27 participates with 15.4% of world trade in goods. In international trade (exports and imports), the three most powerful global players are the EU, China and the United States.

Keywords: Globalization, EU, international trade, goods, imports, exports.

**61. PETROVIĆ Nađa, Željko ONDRIK, Nemanja STOJKOVIĆ**

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*TOURISM AND SUSTAINABLE DEVELOPMENT OF THE REPUBLIC OF SERBIA IN THE PANDEMIC PERIOD*

Abstract: Sustainable development and the concept itself strives to create a better world where economic, cultural and environmental factors are correlated with each other. The Republic of Serbia has natural beauties, rich cultural heritage and favorable conditions for the development and progress of tourism, and therefore has great potential for the use of the concept of sustainable development, i.e., sustainable tourism, especially in rural areas of Serbia. By arranging the landscape that traditionally belongs to the rural population in Serbia, its real ecological and tourist improvement must be achieved. It would lead to an increase in employment, additional income and increase in the share of this activity in the gross domestic product as well if Serbia used its potentials.

The pandemic that affected the whole world had the biggest impact on tourism and stopped its development, while the measures introduced by the countries, in order to prevent the spread of the virus for a while, almost completely stopped all tourist activities and movements. Therefore, on the basis of the budget rebalance, the state provided assistance in the form of funds to tourist organizations.

Key words: sustainable, development, pandemic, tourism, Serbia, potential

**62. PETROVIĆ Nadja, Adriana RADOSAVAC, Darjan KARABASEVIC**

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*REWARDING EMPLOYEES IN FOREIGN COMPANIES WITH HEADQUARTERS IN SERBIA*

Summary: In order for an organization to operate successfully, it is very important to motivate own employees. In addition, it is important to keep an eye on needs, habits, interests, expectations, values of the individual employee as well as the collective. It is important to cooperate as a team and develop a sense of community in order to achieve the goals and targets of the organization much faster and easier. One of the basic goals in the field of human resources of every company is the motivation and engagement of

employees, which is achieved only if the individual believes that he is sufficiently respected, deservedly rewarded and satisfied with his position in the organization.

Through the years, foreign companies are increasingly occupying the market in the Republic of Serbia and following European models of rewarding own employees. Motivation of employees is in the form of material rewards (European salary) and immaterial ones, which include free days, vacations ... Today, the most common type of motivation is certainly financial reward and is an integral part of the system of rewarding (stimulating) employees. By ensuring and improving the material status and meeting other needs of employees, companies are creating a good business climate and bring the personal interests of employees closer to the goals of the organization...

Keywords: motivation, employees, international company, rewarding, human resource

**63. Gheorghe PINTEALĂ - *LEGAL PROTECTION OF THE NATIONAL FOREST FUND***

**64. Gheorghe PINTEALĂ - *THE FUNDAMENTAL HUMAN RIGHT TO A HEALTHY ENVIRONMENT***

**65. POPȘA Roxana Elena - Ph.D. Faculty of Economic Sciences, "Lucian Blaga" University of Sibiu, Romania**

***HOTEL INDUSTRY - TRENDS AND PERSPECTIVE IN THE CONTEXT OF COVID-19 PANDEMIC***

Abstract: Worldwide, one of the most affected by the COVID-19 pandemic is the hotel industry. The decrease in the occupancy rate of hotels has been visible since March 2020, similarly there is a decrease in performance indicators, such as average daily rate (ADR) and revenue per available room (RevPAR). Specialized studies estimating that only starting with 2024 the hotel industry will be able to return to the level of performance before the pandemic. Therefore, the paper aims to present the main coordinates of the hotel industry worldwide, the impact of the Covid-19 pandemic, as well as the development possibilities of the industry in the current socio-economic context.

Keywords: hotel industry; hotel occupancy; hotel chains; revenue per available room; COVID-19 pandemic

**66. PUCAR Đorđe, Kristina JAUKOVIĆ JOCIĆ, Goran JOCIĆ, Nada PETROVIĆ, Ana VELJIĆ**

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*DEVELOPMENT OF E-COMMERCE IN ORDER TO IMPROVE THE SYSTEMATIZATION OF THE ECONOMY*

Abstract: Electronic commerce or E-commerce for short, has recently developed significantly in the year of 2020-2021. Almost all segments of e-commerce are developing, from corporate electronic trading platforms, retails online stores, payment and new gateway systems. E-commerce is based on three pillars – a server, a database and a system for delivering a product or service to a customer. Most crucial part for the development of e-commerce system is a high-quality and fast server. Why has e-commerce exploded over the past decade? E-commerce continues to grow, and the business is using the services of internet entrepreneurs.

Keywords: E-commerce, economy, development, CMS systems

**67. RADOSAVAC Adriana, Predrag TODOROV, Nađa PETROVIĆ, Gordana PETROVIĆ**

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**Gordana Petrovic, the Faculty of Management, Economics and Finance, University Business Academy in Novi Sad, Serbia.**

*THE INFLUENCE OF MOTIVATION ON EMPLOYEES IN ENTERPRISES IN THE REPUBLIC OF SRPSKA*

Abstract: One of the key problems of modern business is the inability of management to effectively motivate their employees. The most important attitudes towards work that directly affect the motivation of workers are job satisfaction and loyalty to the company. If this is achieved, the better results and business success of each company are achieved as well.

Some of the modern methods of increasing employee motivation, the results of which can be directly measured in the company's results, are based on the active involvement of employees in setting business goals. To understand the behavior of each individual, it is necessary to be familiar with his attitudes and motives.

Motivating employees today is a strategic resource that gives each organization a competitive advantage.

Keywords: motivation, employees, methods, management

**68. RADULOVIC Ana, Marija Bukilica - Maritime Faculty, Kotor, Montenegro.**

*LOGISTICS MANAGEMENT AS A TOOL FOR ACHIEVING COMPETITIVE ADVANTAGES OF THE COMPANY*

Abstract: The world of globalization and the growing dynamics of the market economy determine the needs of the internal market and new challenges for the Russian economy. To successfully operate in a market environment and fully meet the needs of economic participants in the distribution system, it is necessary to restructure regional distribution centers. This situation requires a significant revision of the mechanism of functioning of distribution regions of the Russian system based on logistics management. of different order, whose purpose is not

only to provide a better level of customer service, but also to strengthen the implementation of international requirements for storage of goods through globalization of applied technologies. Logistics is the most efficient, market-oriented mechanism for economic reforms in the world products, as a way of planning, forming and developing the movement of material flows with minimal time and financial costs. As a catalyst for economic development, logistics has a greater virulence of theoretical and applied tools for the formation of integrated logistics systems covering specific business sectors, as well as entire countries and regions.

Keywords: logistics system, logistics, economy, internal market

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Advanced Environmental Research Laboratories, Timisoara, Romania**

*A COMPUTATIONAL APPROACH TO PREDICT THE POSSIBLE EFFECTS OF SOME TRIAZOLE FUNGICIDES ON NONTARGET ORGANISMS*

Triazole agents are heterocyclic compounds that have a ring with two carbon atoms and three nitrogen atoms and are widely used as antifungal agents in both medicine and agriculture. They represent about a third of the fungicides used to protect crop production and an important category of fungicides used to prevent grain diseases. Residues of triazole agricultural fungicides have been frequently detected in many environments and there are toxicity data that have led to them as compounds that can endanger health. The aim of this study is based on a computational approach concerning the prediction regarding the possible effects of nine triazole fungicides on aquatic organisms and bees: cyproconazole, epoxiconazole, flutriafol, metconazole, paclobutrazol, tebuconazole, tetraconazole, triadimenol, and triticonazole. For bees, our computational predictions reveal that none of the studied triazole fungicide is toxic. Cyproconazole, fluconazole, tetraconazole and triticonazole are estimated to be toxic to Fathead minnow, *Daphnia magna* and *Tetrahymena pyriformis*. Also, cyproconazole and metconazole show possible mutagenic effects to these species. The fungicide tebuconazole exhibits medium toxicity to aquatic crustaceans. The obtained results of computational predictions may represent a starting point in experimental approaches regarding the effects of investigated fungicides on non-target organisms.

Keywords: triazole fungicides, nontarget organisms, computational approach

**Acknowledgments:** This work was supported by the grant PN-III-P1-1.1-PD-2019-0255 "Assessment of the environmental effects of triazole fungicides that are approved for use in European Union for the protection of cereals".

**70. SABĂU Crăciun "Dimitrie Cantemir" Christian University Bucharest,**

**Cristina Mihaela NAGY Tibiscus University, Timisoara Romania**

*ANALYSIS OF A COMPANY'S FINANCIAL BALANCE*

Abstract: Profit is the basic indicator of the concept of economic and financial efficiency, which is the reason for being a business in a market economy. The presence of profit demonstrates that companies fully cover their expenses from their own income and obtain a surplus value in monetary terms.

Keywords: The profit and loss account, Profitability indicators, Trade margin, added value, Gross operating surplus

**71. ŠTETIC Snežana, Balkan network of tourism experts, Serbia**

**Miloje OŠTOJIC, Tourist organization of the municipality of Ivanjica, Serbia**  
**Igor TRIŠIĆ, Faculty of Hotel Management and Tourism Vrnjaska Banja, University of Kragujevac, Serbia**

*THE IMPORTANCE OF VOLUNTARISM FOR SUSTAINABLE DEVELOPMENT OF EVENT TOURISM*

**Abstract:** Many new occupations that complement the quality of tourist stay are emerging together with the development of tourism. Besides, tourism affects the creation of awareness about its importance among the local population. Consequently, there is an interest of a large number of mostly young people to be engaged in tourism. This usually happens through volunteer work. Volunteers are agile and hardworking people; whose free and voluntary work lasts for a certain time aimed at achieving the well-being of other people. The paper explains the concepts of *volunteers* and *volunteering*, it defines the ways of their motivation, recruitment, education, monitoring, and evaluation. Special attention is paid to the education of volunteers through educational training. All this is presented in a greatly positive example of cultural event called "Ivanjica's *Nušićijada*", where the education of volunteers is carried out in workshops with smaller groups, which enables more intensive work and gives better results.

**72. STOJANOVIC TRIVANOVIC Mirjana, Miloš GRUJIC**

**Mirjana Stojanovic Trivanovic today at the Faculty of Economics, within Independent University in Banja Luka, Serbia**

**Miloš GRUJIC Faculty of Economics, within Independent University in Banja Luka Serbia**

*ENCOURAGING SUSTAINABLE TOURISM DEVELOPMENT BY ISSUING MUNICIPAL BONDS - SUGGESTIONS TO LOCAL AUTHORITIES*

**Abstract:** Among the 17 sustainable development goals adopted by the United Nations in 2015 (UNDP 2015), the eleventh goal refers to the sustainable development of local communities. The issue of financing the sustainable development of tourism is especially challenging in transition economies. Accordingly, a research question is defined as follows: How can a local community encourage sustainable development of tourism? When it comes to this, two types of financing stand out, namely: public-private partnership (Fainstein 1990; UN 2015b; Pieterse 2008; Naoum 2003; Haugh 2005) and municipal bond issue (Chapple 2010; Stevanovic and Grujic 2014; Radivojac and Grujic 2017; Chapple 2010; Mysak 2012; Ramsamy 2006). The aim of this paper is to link the municipal bond issue with the achievement of sustainable urban development, based on tourism. By answering the research question related to the dilemma of how to finance the development of local communities, possible solutions to the identified problem are indicated. The contribution of this paper is reflected in the following: the scope and possibilities of using the issue of debt securities are explained, as well as the way in which this financial instrument can be used for the achievement of sustainability tasks. It was concluded that the biggest advantage of the described method of financing is reflected in the specific methods of achieving sustainability goals.

**Keywords:** sustainable development goals, municipal bonds; sustainable development;

**73. Cristina Diana SZOCS, Constantin Dan DUMITRESCU- Politehnica University of Timisoara, Romania**

*THE IMPACT OF DECREASED ORDERS BY CUSTOMERS IN THE AUTOMOTIVE INDUSTRY*

Abstract: In any industry, manufacturers must be able to adapt quickly to customer requirements, regardless of whether orders increase or decrease drastically. Especially in productions that are based on customer-specific orders, adaptability is a keyword to be sustainable. The impact produced by a drastic loss of orders must be pursued, especially from an economic point of view, finding solutions that can keep the company profitable as long as the order curve is decreasing.

Keywords: decreased orders, adaptability, customer-specific orders, automotive

**74. SAYIN Kürşad - Selçuk University - Post Vocational School of Silifke – Taşucu, Turkey**

*A STUDY TO DETERMINE THE EATING HABITS OF VOCATIONAL SCHOOL CULINARY PROGRAMME STUDENTS*

ABSTRACT Vocational schools are schools that train intermediate staff to the sector/industry for two years of education. When the literature on the subject was examined, it was found that the majority of the research on determining the eating habits of university students was conducted on four-year university students, while not much research on tourism students was found. It is believed that determining the habits of students who receive nutrition education and will contribute to the nutrition of society will contribute to the literature. The aim of this research is to determine the eating habits of young people studying in the culinary program of Selcuk University Silifke - Taşucu Vocational School. The study is therefore important. The work is a descriptive work. In the study, the literature was examined primarily, a questionnaire was prepared and it was applied to the students face-to-face. The results were evaluated with the help of the SPSS package program, the results were tabulated and interpreted. As a result, the eating habits of vocational school students are negative. it was concluded that the vast majority of students do not eat breakfast and female students eat more breakfast than male ones.

Keywords: University, eating habits, student, cooking, tourism.

**75. ŞTEFANOVICI Mihaela, Mirela MAZILU**

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**Mirela MAZILU Univ. Professor, Ph.D. at the Faculty of Sciences, Geography Department, University of Craiova, Romania**

*THE IMPORTANCE OF GASTRONOMIC TOURISM IN ECONOMIC DEVELOPMENT OF ROMANIA*

Abstract: Tourism occupies an important place in the world economy, representing for some states a key element in their development. Tourism has diversified its forms because, over time, the motivations of tourists have changed.

This article aims to present gastronomic tourism as a new form of tourism, also representing a new concept of approach. Gastronomic tourism combines cultural, thematic features, sustainable tourism, and aims to satisfy and educate tourists in terms of local, traditional cuisine, thus bringing many benefits to residents and helping the economic sector.

As a new form of tourism, gastronomic tourism is part of cultural tourism, which illustrates the culture of an area and manages to highlight traditional values. Tourism in rural areas is very popular, with specific activities, such as agrotourism, gastronomic festivals, product tastings, visiting wineries, etc.

Gastronomic tourism can be considered a distinct form of cultural tourism because its main purpose is the discovery by tourists of the traditions and values of local communities, based

on the specific gastronomy of places visited, customs and traditions of communities, folklore or crafts in the area. The vast majority of local guesthouses rely on this approach, as it attracts and fuels the interest of tourists.

Our country has already experienced many attempts to promote the tourist potential it needs. Today, this industry still has many opportunities that can bring benefits, but a closer link must be built between the inhabitants of the communities, the public administration and the representatives of tourism being the main actors.

Romania is proud, in addition to its resources, with wild nature, the diversity and complexity of landforms, the Danube Delta, medieval cities, monasteries, but, of course, traditional food.

Keywords: tourism; gastronomic tourism; sustainable tourism; gastronomy; agricultural product; traditional values

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**Iulia PANOIU National University of Arts, Bucharest, Romania**

**Vasile POP**

*LOCAL CULTURE - A SOURCE OF ATTRACTION FOR TOURISM BASED ON TRADITIONS; CASE STUDY, OLTENIA, ROMANIA*

Abstract. Local traditions are becoming more and more a tourist attraction. Returning to that tourism- green or more, to the cultural-creative tourist, to the involvement of tourists in processing activities and obtaining some products, using a rudimentary technique acquires an increasing tourist attraction. Oltenia is one of the geographical regions where these are still held. They do not only work for tourists, but they exist in many communities, representing a way of life. Precisely this way of life, presented directly, could become a tourist source. Starting from this idea, the authors considered that ethno-creative tourism could represent a viable solution in this case. Thus, the geographic space of the region of Oltenia (the South \_ Western part of Romania) has been analysed,

having been thus spatially identified small administrative units (villages) in which the ethnicities have been present, as well as their specific creative culture, in the attempt of developing an ethno-creative tourism. The research has been based on an analysis of the ethnicities of this region, on the field study, to which there is added the economic data base at NACE code level-the classification of national economy activities. Following the field study there was obtained data due to the consultation of representative samples: creative artists, tourists and local population, then being processed by specific statistical methods. The cultural tourism based on creativity and traditional values contributes to the emergence of economic multiplier effects. The development of the ethno-creative tourism can mean creating workplaces in a period of economic crisis and a relative social crisis. It can also be considered a de-popularization factor of the cultural identity, which lays an important part in the field of promoting cultural diversity.

Keywords: creativity, ethnicity, local economy, development, cultural values

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**Alin Florian BUTOI “Tudor Vladimirescu” Middle School, Calarasi, Romania**

*THE RELATIONSHIP BETWEEN HUMAN RESOURCES AND THE ECONOMY IN SOME OF THE DANUBE PORT TOWNS IN ROMANIA*

Abstract. Port cities have been attractions for many businesses. Over time, tourism has taken the place of other industries. The present study tries to make an analysis of the local economies from several Danube ports in the Romanian sector. The labor crisis is also facing a shortage of jobs, thus generating a declining economy. Methodologically, a series of steps have been considered with respect to components of the studies; on the one hand, the assessment of the socio-demographic situation in each city-port, and on the other hand, finding and proposing solutions as alternatives to local development. The assessment of the local economic situation is based on the CAEN data of each city-port. The results of the study confirm the functional changes of each city-port, the mutations in the socio-demographic structure, as well as the acceptance and support provided by the population with respect to alternative solutions for the local economic development. In conclusion, the considerable reduction of the labour force with each year can cause serious changes in the Romanian economy, which requires finding a solution for the future, so that its situation will not become critical.

Keywords: population, mobility, economy, cities, development

**78. SZEMKOVICS Laurentiu Stefan<sup>1</sup>, Camelia TEODORESCU<sup>2</sup>**

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*SCULPTED COATS OF ARMS AT THE PALACE IN MOGOȘOAIA*

Abstract: The study aims at highlighting the heraldic coat of arms of Wallachia, the heraldic coat of arms of Moldova and the coat of arms of the Cantacuzino family, carved in stone at the Palace located in Mogoșoaia, Ilfov County. Regarding the description of these coats of arms, we complied the rules of heraldic science. In developing this study, we have taken into account the interest there may present these heraldic compositions for pupils, students, teachers, but also for tourists which will cross the threshold of this edifice. Our study is a call for detection, restoration (on a case-by-case basis), analysis and commissioning into the scientific circuit of other heraldic springs of this kind as well, which are still unknown to the general public.

Keywords: Mogoșoaia Palace, coats of arms, Brâncoveanu, the Cantacuzino family, heraldry.

**79. SZEMKOVICS Laurentiu Stefan -National Central Historical Archives, Bucharest, Romania**

*THE COAT OF ARMS OF CONSTANTIN BRÂNCOVEANU AND THE HERALDIC COMPOSITIONS EXISTING AT HUREZI MONASTERY*

Abstract: Our study aims at highlighting the coat of arms of Constantin Brâncoveanu and the painted, engraved, sculpted, woven coats of arms from Hurezi Monastery located in Vâlcea County, Romania. The church of the monastery houses the coffin with relics of the martyred

ruler Constantin Brâncoveanu, as well as the ruler's tomb, unused, however, because he was buried at the church of St. Gheorghe- the New in Bucharest. The monastery was an important cultural centre, where the ruler established the library, now still known as the name of "Constantin Brâncoveanu's Library" and which currently comprises several volumes and documents. By using heraldic science, I have described these heraldic compositions, also explaining the meaning of the components. At the elaboration of the study, I have had careful regard to the interest which the coats of arms of this monastery may trigger for specialists, for historians, for pupils, for students, for pilgrims, as well as for tourists. These heraldic springs can serve to better understand historical phenomena. Also, through this study we want the heraldry to be restored to the important place it deserves among all the auxiliary disciplines of history.

Keywords: blazon, Constantin Brâncoveanu, coats of arms, Hurezi monastery, heraldry.

**80. SZUTS Viktoria , Tiborne Bakos, Zoltan Kertai, Dora Tasnady, Eniko Varga, Bela M Ormai, Ferenc Otvos, Tomas Tancos, Vivien Szabo, Fanny Balog-Vig, Kitti Berces, Gyula Fazekas, Antal Véha, Balazs P. Szabo, Jozsef Csanadi, Jozsef Gal**  
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**Jozsef Gal, Dep. of Engineering Management and Economics Faculty of Engineering University of Szeged, Hungary,**  
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**Dr. Ferenc Otvos BRC, Szeged, Hungary.**  
**Gyula Fazekas trade manager in Nagykun 2000 Corporation, Kisujszallas, Hungary**

#### *SUSTAINABLE DEVELOPMENT IN RICE CULTIVATION AND NEW RICE PRODUCTS IN HUNGARY*

**ABSTRACT:** Rice (*Oryza L*) is the species, which is most widely consumed grain staple food for human under wetland cultivation especially in Asia and Europe. *Oryza sativa L* as a cereal grain started cultivating about 600 years ago in Hungary and restarted the production in high quality at the latest decade. The first aim of this study was to follow the preparation of new rice products comparing different functional parameters in rice variants and second aim was to estimate the stability and process ability of the future of rice cultivation in Hungary. For this purpose, we measured the values of consistency by amylograph and calculated the optimal parameters producing rice cakes. The values of consistency demonstrated that the different variety of rice show diversity. First from boiled rice we made traditional boils, called „mochi” and prepared a new cake and baked. Fruit was added, that raised the quality of the flavour. Comparing brown rice and white rice, the tack is similar, but the flavour of the cake is different. Rice can be a good addition to daily diets in particular diseases. The produced goods have similarity in flavour to the Asian products with typical Hungarian characteristics. Rice consumption will be raised most likely, due to its complete value and gluten allergy. The background of rice production can be ensured and new rice products need to be developed sustainably in the future in Hungary.

### **81. TOMIC Daniel, DIMISHKOVSKA Biserka**

**TOMIC Daniel PhD student, Institute of Earthquake Engineering and Engineering Seismology (IZIIS), Ss. Cyril and Methodius University in Skopje, N. Macedonia**

**DIMISHKOVSKA Biserka Institute of Earthquake Engineering and Engineering Seismology (IZIIS), Ss. Cyril and Methodius University in Skopje, N. Macedonia**

#### *PUBLIC PARTICIPATION IN SOLID WASTE MANAGEMENT IN N. MACEDONIA*

**ABSTRACT** Solid waste management is becoming a major public health and environmental concern in urban areas of many developing countries. Skopje is one of the cities in the country where solid waste management is a problem. The main objective of the study has been to investigate the challenges and prospects of public participation in solid waste management.

The survey result showed that the community can play a great role in better management of solid wastes by putting the wastes in containers, participating in waste management activities, and paying money for refuse collection and sorting of wastes. Community communications, raising awareness and enforcement mechanisms are better strategies for the participation of the community in solid waste management. The empirical evidence indicates that significant positive impact of awareness, rules & regulations and social participation on public participation has a positive impact on solid waste management. This implies that the major factors that hinder the public from participating in solid waste management are: low awareness, low social participation and low implementation of rules and regulations.

It is concluded that public participation in solid waste management is poor because it is not given proper attention by the government (limited budget, poor follow up and poor implementations of rules, regulations & strategies). Therefore, the concerned government bodies should put much emphasis on public participation because the communities have their own skills, knowledge, resources and expertise to solve their own problems.

**Key words:** Public Participation, Solid Waste Management, Challenges and Prospects

### **82. URH Barbara**

**Barbara Urh, MSc. Secondary School of Nursing, Ljubljana, Slovenia**

#### *THE IMPACT OF LEISURE AND TOURISM ON PUBLIC HEALTH IN PANDEMIC TIMES*

**Abstract** Before the twenty-first century, tourism was one of the world's fastest-growing sectors. When the planet was hit by COVID-19, it became clear how tourism is dependent on the development of intangible assets and vulnerable to unplanned incidents such as pandemics. Many tourists' choice of travel destination is now influenced by the health and illness situation of the target countries, as well as the costs of future prevention. COVID-19 has brought plenty of new strains, including sickness, bereavement, alienation, unemployment, and overwork, it has also culminated in a dramatic change in our leisure time lifestyle. People are extremely vulnerable to many of the triggers of poor mental health brought about by the pandemic. Domestic abuse and disharmony, damaging workplace conditions, excessive demands to serve as caregivers for other family members, and fewer ways to ease tension by briefly escaping from domestic social dynamics all lead to poor mental health. Leisure has been an important part of the COVID-19 debate and experience. Most governments spend less on recreational activities that include public benefits of wellbeing than they do on hospital services that rely on biomedical therapies. Many leisure and healthcare professionals and scholars are becoming increasingly mindful of the intersections between leisure, fitness, and wellness. Natural environment and recreation have a high healthcare appeal as a way to boost fitness and wellbeing. Tourism and leisure are now inextricably linked to the structure of modern human societies and economies. The

pandemic provided the opportunity to rediscover society as a venue for leisure outdoor activities and emphasized the importance of public place. Communication is crucial to reinstate tourist trust and attract tourists back to impacted destinations in the shortest of time because the devastation caused by the virus is spread fast, risking lives (mental) health and economy.

Keywords: leisure, tourism, health, mental health, COVID-19, pandemic

### **83. URH Barbara**

**Barbara Urh, MSc. Secondary School of Nursing, Ljubljana, Slovenia**

*PANDEMICS, IMMUNIZATION AND TOURISM RECOVERY*

Abstract The corona (COVID-19), pandemic has had a negative impact on the global travel and tourism industry. Many companies in the industry, such as airlines, hospitals, and restaurants, have experienced unparalleled challenges and uncertainty as a result of the pandemic. Product and service readiness is crucial for tourism and hospitality companies in order to reduce visitors' safety and risk perceptions associated with COVID-19. Tourists must be assured that they can travel safely and technology may help to resolve this. The vaccine produces acquired herd immunity, so that when the individual's body comes into contact with the actual disease-causing agent, it is equipped to mount a response. The vaccination, when paired with other risk-mitigation methods such as COVID-19 surveillance, opens a vital window of opportunity for mitigating the COVID-19 pandemic and promoting the safe resumption of international travel. Scientists caution that vaccine hesitancy could hinder pandemic recovery. The radical shift that the tourism industry has experienced may profoundly question people's trust in tourism as an outlet for enhancing well-being in the coming post-pandemic period. With borders closed, several countries shifted their attention to domestic tourists and supported the preservation of their economic stability. Tourism recovery is to be stimulated through investments that promote economic growth, job creation, and sustainability. Technical advancements could provide resources for tourism to increase inclusiveness, local citizen empowerment, and effective resource management.

Keywords: pandemic, vaccination, tourism, recovery, immunization, COVID-19

### **84. ÚJVÁRI Gréta, Dóra BENCSIK, Brigitta ZSÓTÉR**

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**Dóra BENCSIK (Dr. PhD) University of Szeged, Faculty of Engineering Department of Food Engineering, Szeged, Hungary**

**Brigitta ZSÓTÉR (Dr. habil. PhD) University of Szeged, Faculty of Engineering Department of Economics and Rural Development, Szeged, Hungary**

*SPORT HABITS AND FOOD PURCHASING AND CONSUMING PATTERNS OF VEGETARIANS AND VEGANS IN HUNGARY*

Abstract: In Hungary, just as in every other country, more and more people choose to live on a meatless diet. With this paper, we try to illustrate and give a better understanding of the sport habits and the purchasing and consumption patterns of vegans and vegetarians. We found a relationship between the degree of education and meatless dieting, as over 50% of vegans and vegetarians included in the research have had a university degree in some field. In this consumer segment, people mainly purchase food at foreign chain stores and quite a significant amount of people buy food at their local markets. The price sensitivity of Hungarians was once again proven in our research. The majority of respondents exercise

for 30 to 60 minutes. The most popular form of movement is running. 70% of vegetarians and vegans do not consume high protein dietary supplements. Anyone who does is accustomed to flavored protein powder, protein bars, due to their low protein diet, as well as to maintain and increase their muscle mass.

Keywords: vegetarianism, vegan, Hungarian food consumption, purchasing of food, sport nutrition, protein consumption

**85. VĂDUVA LOREDANA, PETROMAN CORNELIA, MARIN DIANA, PETROMAN I.**

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*FORMS OF CRUISE TOURISM*

ABSTRACT. Cruise tourism is a modern tourist phenomenon, which has its roots in the early years of the nineteenth century when water travel by boat was the only way to travel to distant destinations. The cruise is a pleasure trip, leisure at sea on a passenger ship, on a yacht or plane, on an established itinerary, with stops at various destinations of tourist interest. Cruise tourism is an increasingly important part of the employment structure of advanced industrial nations, as well as the economies of developing countries. Cruise tour packages must be designed in conjunction with air travel and land destinations and will include several ingredients that may vary from company to company and by destinations. The most popular cruise packages are developed by companies and tour operators for tourists with special interests, group, business, in this it may be made the distinction between the types of luxury, mass, premium and special cruises.

KEY WORDS: tourism, cruise, forms of cruises

**86. VĂDUVA LOREDANA, PETROMAN CORNELIA, MARIN DIANA, PETROMAN I.**

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*ETHNIC TOURISM A NICHE FORM OF SUSTAINABLE TOURISM*

**ABSTRACT.** Ethnic tourism as a form of well-managed cultural tourism can reduce social inequality between poor isolated area as hosts and guests with high financial strength and contribute to the sustainable development of ethnic communities by producing financial benefits resulting from collaborative relationships. The system of symbolic meanings of culture in the analyzed area contains three major components, higher culture, folklore and popular culture and multiculturalism that we intend to diversify with the languages spoken by ethnic groups in Banat, in order to contribute to improving tourism and developed tourism products, in areas with potential, by improving management and marketing and proposing new sustainable forms of sustainable ethnic tourism. In this initiative to improve the management of the destination and the sustainable development of the area non-governmental organizations can also be involved through voluntary tourism activities to address ethical issues for the success of the action and tourism specialists to improve tourism products, their revaluation and regulation through programs of poverty reduction in isolated ethnic communities because new forms of ethnic tourism generate net benefits for residents, not only economically but also socio-culturally and environmentally.

**KEYWORDS:** Banat, ethnic tourism, management, sustainability

**87. VLAD-OROS<sup>1</sup> Beatrice, Daniela Dascălu<sup>1</sup>, Gheorghita Menghiu<sup>1</sup>, Bianca Boroş<sup>1</sup>, Adina Matica<sup>1</sup>, Diana Larisa Roman<sup>1</sup>, Radojka Jonović<sup>2</sup>, Adriana Isvoran<sup>1</sup>, Vasile Ostafe<sup>1</sup>**

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*WATER QUALITY ANALYSIS TO EVALUATE THE ENVIRONMENTAL IMPACTS OF MINING: A CASE STUDY OF MOLDOVA NOUĂ*

Decades of mining in the Moldova Nouă area have resulted in a huge amount of tailings that are now a source of pollution. In this study, the analysis of surface waters and wells in the Moldova Nouă area was performed. A monitoring and analysis of the water quality in the localities of Moldova Veche, Pojejena, Socol, Coronini and Măceşti was carried out in order to assess the risk for the health of the population near the polluted areas. The quality of the water samples was evaluated by determining on-site the organoleptic properties as well as some physic-chemical properties, respectively temperature, pH, conductivity, dissolved oxygen concentration, turbidity. In order to determine the concentration of metals, water samples were taken. The results of the experimental determinations will be used to create a monitoring map of environmental pollution in the Moldova Nouă area and also to propose some bioremediation methods, two of the objectives of the RoS-Net2 project - "Romania-Serbia monitoring network for assessing and disseminating the impact of copper mining activities on water quality in the cross-border area".

**Keywords:** mining, Moldova Noua, heavy metal pollution

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the Instrument for Pre-accession Assistance (IPA II) and co-financed by the partner states in the Programme.

**88. VIDUKA Dejan - Faculty for Applied Management, Economics and Finance, University Business Academy, Jevrejska, Belgrade, Serbia**

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*A COMPARATIVE ANALYSIS OF THE BENEFITS OF PYTHON AND JAVA FOR BEGINNERS*

Abstract: Programming has developed so much that it is present in all areas of human life, and even greater presence is expected in the near future. The main criterion for training new developers is the choice of programming language. This criterion is usually chosen by experienced programmers based on the need and applicability of a particular programming language. For beginners, such a task is more difficult given that they have little or no initial knowledge. The beginning of learning poses a large number of challenges to the user, each of which can affect the continuation of learning and achieving the ultimate goal, i.e.. mastering a programming language. The choice of language at the beginning additionally burdens beginners, because due to the wrong choice, it is easily possible for them to lose interest in further learning. There are a number of programming languages on the market, and some of them can be very complicated for beginners. All this sufficiently emphasizes the importance of choosing the appropriate programming language for beginners. In this paper, two very popular programming languages, Java and Python, are analyzed. Their main characteristics, the most common ways of application, as well as the author's recommendations are discussed.

Keywords: Analysis, Comparison, Programming Language, Python, Java, Education.

**89. VULIĆ Gordana**

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*FOOD WASTE IN SLOVENIA AND HOW THE HOSPITALITY INDUSTRY PERCEIVES IT*

Abstract: The article discusses food waste in Slovenia, its reasons, and the attitude of hospitality workers towards food waste. A survey was conducted among hospitality workers, showing that the amount of food waste varies. With 65 percent of respondents, the daily amount of food thrown away is up to five kilograms, a good quarter throws away between five and ten kilograms a day, and ten percent discard more than ten kilograms of food per day. Most hospitality workers say they discard very little or no food themselves and that most of the discarded food comes from plates of guests who order too much food and are unable to eat it. The article further discusses the handling of food after the end of the day and which methods of reusing food are used. Most participants in the study are trying to reduce the amount of food waste and agree that it would be necessary to act on the amount of food that is discarded.

Keywords: food, food waste, handling of food, hospitality, reusing food

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*SUSTAINABLE GASTRONOMY TOURISM IN SLOVENIA IN CONNECTION WITH WILD PLANTS OF SLOVENIAN FORESTS AND MEADOWS*

Abstract: The article discusses the wild plants of Slovenia in the context of the title Slovenia – European Region of Gastronomy 2021 and in connection with sustainable gastronomic tourism. Wild plants thrive on uncultivated soils and are not subject to herbicides and pesticides which gives them special value. The article presents an overview of the most common wild plants that grow in Slovenia and whose use is well known and popular. We found that there are many records in Slovenia's culinary literature on the preparation of wild plants. By studying the dishes, we classified them into groups and found that there are many dishes that could fit into Slovenia's gastronomic offer. As Slovenia wants to present itself as a unique boutique destination with sustainable tourism, the possibility of using wild plants from unspoiled nature is an overlooked opportunity in sustainable gastronomy.

Keywords: sustainable tourism, gastronomy, wild plants, nutritional value, usability

## **91. ZOICAN EUGEN CĂTĂLIN, BOLD MARINELA LIDIA, PETROMAN I., MARIN DIANA, VĂDUVA LOREDANA, PETROMAN CORNELIA**

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### *MANAGEMENT OF SPECIALIZED HOLDINGS FOR MEAT PRODUCTION*

ABSTRACT. The meat industry must use the most efficient production systems and managerial strategies to enable it to adapt quickly to the demands of consumers in the meat market, respecting production factors and avoiding the influence of pathogens that may jeopardize the economic efficiency of the operation. It is necessary to develop best practice manuals in the fight against bacteria affecting the health of meat hybrids exploited in intensive and super intensive systems and strategies to reduce their adhesion to the epithelial cells of animals and birds exploited for meat for market distribution. In order for commercial hybrids specialized in meat production to reach their genetic potential, they need in the exploitation systems a specific efficient production management on the entire meat chain, which maintains the health of the hybrids, an exploitation environment that satisfies all their requirements.

physiological for the expression of the genetic value, efficient operating conditions for the constant assurance of the market with quality meat, with organoleptic, physico-chemical and sanitary-veterinary properties, which satisfy the requirements of the consumers.

**KEYWORDS:** holdings, management, commercial hybrids, meat

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*TRENDS IN MEAT PRODUCING INDUSTRY AT REGIONAL LEVEL*

**ABSTRACT.** The production obtained by the meat and poultry meat industry, distributed at regional level on the market is generally influenced by the production management at the farm level, the factors of individual and total meat production, the ways of processing and obtaining carcasses and distribution logistics and capitalization towards final consumers. The factors that determine the trend of the meat industry are agro-zoo-business, which includes all market players and statistically covers the production, consumption and trade of meat, but obtaining efficient economic results according to market requirements throughout the meat chain, requires the implementation of managerial measures on the best and economic management to obtain, process, capitalize, to stimulate consumption, because the established regional markets for meat distribution, tend to focus on direct sales through own stores and outlets for supermarket products. The importance of the segments on the regional meat market is closely linked to consumer preferences and the supply of local products, price fluctuations and market players on technologies for obtaining, processing and organoleptic and hygienic-sanitary quality of meat.

**KEYWORDS:** manufacturing industry, meat, market, regional trends

**93. ZSÓTÉR Brigitta, Bence BAGI**

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*PLANNING A FRUIT PROCESSING PLANT BASED ON 3 SCENARIOS*

**Abstract:** We have compiled the financial planning of a fruit processing plant in county Bács-Kiskun. After visiting existing plants and similar activities, family farms, apple orchards and collecting interviews and company data with plant managers, we planned our own investment project. The project NTP-HHTDK-20-0001 provided assistance for professional field trips and data collection. The company of the biggest dimension has 50 partners who farm approximately 1,000 acres. They produce mainly elderberry and apple juice. Taking tender opportunities into account we carried out our financial pre-calculations. We have compiled three scenarios. In the case of the first, we performed calculations financed exclusively from equity, without leverage, and in the case of the second and third, we performed our financial calculations taking into account the tender possibilities. For all three cases we applied the NPV, IRR, PB, DPB and PI indicators. As it turned out, the two calculations financed by tenders are more economical so they should be performed in the future.

Keywords: farm visits, field trips to apple orchards, fruit processing plant, economic calculations