

STUDY ON PROMOTING THE RESORT "SLĂNIC PRAHOVA" THROUGH THE TOURIST TRAFFIC ANALYSIS

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Abstract: *On account of mine, sources sulphurous valley slopes of Slănic and seven salt lakes formed on the old salt mines, developed an activity bath touring, documented in 1853, he contributed to declaring the village "Slănic Prahova" as resort tourist national interest.*

If an area has natural attractions important, certain historical sites or cultural, treatment centers and sports facilities for special events and other similar goods, the tourist promotion of an area can attract more visitors, potential tourists in community question who will spend time and spend money to access these benefits. To better promote the resort Slănic Prahova and existing attractions in the area, we performed an analysis of tourist traffic on tourism demand and supply to one of the boarding houses exist in this area by calculating the most representative tourism indicators: average daily number of tourists, number of overnight stays, average length of stay, tourist traffic density and the coefficient of utilization of the accommodation capacity and other indicators features. The statistics were taken from NIS, Prahova and Bucharest, as well as from pension taken into account, we have processed and interpreted statistically.

Keywords: *tourist attractiveness, tourism indicators, tourist movement, tourist density in relation to population and area, monthly tourist traffic coefficient, the average tourist stay*

Introduction

Located in the valley of the same name, near major urban centers (Vălenii de Munte - 20 km, Ploiești - 40 km, Bucharest - 100 km), balneoclimateric station "Slănic" is one of the spas in high demand due to natural factors cleaning and pleasant climate, clean, fresh and clean.

Resort "Slănic Prahova" is framed by two rows of hills deployed main axis N-S and totally consistent with the overall look of Subcarpathians region (altitude 500 m) (Hontuș Adelaida Cristina, 2005). The upper portion has the appearance of large plateaus hills of grassland and forests. Average annual temperature is 19 degrees Fahrenheit with humidity between 75-76% and rainfall of 650-750 mm.

The balneoclimateric station "Slănic" is special because it includes a spa Salt Mountain - unique in the world - and the second largest in Europe salt. Surrounded by picturesque landscapes, featuring accommodation conditions, treatment and varied entertainment, the balneoclimateric station "Slănic" is the ideal place for your holiday. Organized exploitation of the salt starts in 1689 (Crețu Romeo Cătălin, 2013). Between 1689 - 1800 opened three mines in the area now known as Baia Verde. Extracting salt brine perform the bell. Following the collapse of their ceilings and waters that have flooded resulting three lakes with salt water. Later, between the years 1800 - 1854, open two new mines on the slope west of the village "Slănic" points Baia Baciului and Grotto Bride, which, following the same process of transformation, became salt lakes today, serving today Slănic.

These lakes antroposalated resulting accumulation of rainwater into the cavity of the old mines are famous for their therapeutic effect due to sludge mud and salt water. If the history of the area dates back to ancient times, the spa resort is more recent, dating from the mid last century. In 1877, A. Bernard, conducted the first analysis of saltwater lakes in the village. The first record on the therapeutic efficacy of lakes dates back to 1885 when an officer came to "Slănic" rheumatic crutches, get healed after a series of baths.

Balneoclimateric station "Slănic" is among spas with water chlorosodic concentrated, and amongst those that can provide a microclimate underground saline.

In terms of water, the resort "Slănic Prahova" resembles Salies de Bearn, Salins Moutiers and Dax in France, Droitwich (England), Salsomaggiore (Italy), Ischl (Austria) Salzungen Oberhausen (Germany) (Honțuș Adelaida Cristina, 2009).

Beauty distinctive of the natural bordering particularities local climate by the position of the settlement in the hearth of a basin depression, not far from last mountain peaks (air dried, number of days with clear skies, a warm season lasting), the presence of multiple targets travel some remarkable size and spectacular (especially the Salt Mountain and Salina), multiple treatment facilities, friendly people, all this gives the balneoclimateric station (resort) "Slănic" the ideal holiday destination and treatment.

The Research Method

This paper is based on an analysis of tourism demand and supply in the spa resort "Slănic Prahova", Prahova County, the degree of capitalization of the tourist mountain areas in Romania. The study conducted research consists of studying and analyzing statistical data on tourist flows at a guest house in the climatic health resort "Slănic Prahova" tourist density relative to the number of inhabitants and county area.

The objective of this study is to determine whether the promotion and tourist services can be improved. To carry out this research, we used a series of documents provided by Prahova County Council for Tourism, as well as statistics on the number of tourists in the area made available by the National Institute of Statistics and pension "Casa Pădurii" ("Forest House").

For the analysis of tourist traffic we have calculated and interpreted the following indicators of tourism demand and supply at the hostel, namely: *Index of global tourist demand change, Index of domestic and foreign demand variation in time, Indicator of total accommodation capacity evolution, Index of global tourist demand distribution, Index of customer evolution, Index of overnight stay evolution, The evolution of the average length of stay, The evolution of the average length of stay, Customer occupancy indicator, The monthly concentration coefficient, Tourist density indicator in relation to population and Tourist density indicator in relation to area.* (Honțuș Adelaida Cristina, 2015). Analysis and interpretation of these indicators of tourist traffic helps us see which is the development of tourism in the spa resort "Slănic Prahova", and what strategies and planning of tourism development may be taken in this area.

Results and Discussions



Pension „Casa Pădurii” (“Forest House”) – Slănic Prahova

Located less than an hour and a quarter of Bucharest, in the heart of the mountains, an extraordinary tourist area - Slănic Prahova, The pension "Casa Pădurii" ("Forest House") is an ideal place to rest with family or group of friends and benefit from a full range of sporting and cultural activities.

It features restaurant, conference room, parking, courtyard with barbeque and patio, living room with TV.

Tourist spots: Salt mines; Lakes salted; Krasna Monastery; Green Mountain.

It offers accommodation in 10 modern, comfortable and tastefully decorated, each with a private balcony with a great view of the surrounding mountains. Each room has a fully equipped bathroom, dressing room and LCD satellite TV.

To spend time in a pleasant way we provide:

Sports grounds (1 multipurpose sports field with synthetic grass that can be converted into tennis, basketball, football, volleyball or badminton, equipped with night); Ping pong; Hiking; Darts; Petanque; ATV; Mountain Bikes.

Facilities: refrigerator in unit, ping-pong, TV room, wireless internet, parking, garden / yard, sports ground, laundry, room service, terrace, patio in backyard, grill / barbecue, living room, dining room, fireplace, orchard, playground, bar, restaurant, conference hall, holiday vouchers. Room facilities: Internet in room, rooms with balcony, central heating, bathroom, minibar in the room, TV room.

Analysis of tourist traffic on tourism demand and supply at the pension "Casa Pădurii" ("Forest House")

<i>Indicators</i>	2009	2010	2011	2012	2013
<i>No. overnight stays (foreign + Romanian)</i>	2946	1471	664	737	1084
<i>No. overnight stays (Romanian)</i>	2825	1317	461	516	847
<i>No. overnight stays (foreign)</i>	121	154	203	221	237
<i>No. Romanian tourists</i>	1494	960	214	258	271
<i>No. foreign tourists</i>	45	65	122	156	223
<i>No. Total tourists (foreign + Romanian)</i>	1539	1025	336	414	494
<i>Accommodation in pension "Casa Pădurii"</i>	20	20	20	20	20
<i>Number of accommodation places in rural locations in the county of Prahova</i>	375	397	445	644	533
<i>Total average stay (travel days)</i>	1.914	1.435	1.976	1.780	2.194
<i>The average stay of foreign tourists (travel days)</i>	2.689	2.369	1.664	1.417	1.063
<i>The average stay of Romanian tourists (travel days)</i>	1.891	1.372	2.154	2.000	3.125

Source: Data provided by pension "Casa Pădurii", www.insse.ro, processed personal data

Statistical data on supply and demand in tourism "Casa Pădurii" ("Forest House")

Total average stay = No. Total overnight stays (foreign + Romanian) / No. Total Tourists (Romanian + foreign) (travel days) (Honțuș Adelaida Cristina, 2012, 2013, 2014)

$$Sm_{2009} = 2946 / 1539 = 1.914 \text{ days}$$

$$Sm_{2010} = 1471 / 1025 = 1.435$$

$$Sm_{2011} = 664 / 336 = 1.976$$

$$Sm_{2012} = 737 / 414 = 1.780$$

$$Sm_{2013} = 1084 / 494 = 2.194$$

The average stay of foreign tourists = No. Overnight stays of foreign tourists / No. foreign tourists (travel days)

$$Sm_{ts} 2009 = 121 / 45 = 2.689 \text{ days}$$

$$Sm_{ts} 2010 = 154 / 65 = 2.369$$

$$Sm_{ts} 2011 = 203 / 122 = 1.664$$

$$Sm_{ts} 2012 = 221 / 156 = 1.417$$

$$Sm_{ts} 2013 = 237 / 223 = 1.063$$

The average stay of Romanian tourists = No. Overnight stays of Romanian tourists / No. Romanian tourists (travel days)

$$Sm_{tr} 2009 = 2825 / 1494 = 1.891 \text{ days}$$

$$Sm_{tr} 2010 = 1317 / 960 = 1.372$$

$$Sm_{tr} 2011 = 461 / 214 = 2.154$$

$$Sm_{tr} 2012 = 516 / 258 = 2.00$$

$$Sm_{tr} 2013 = 847 / 271 = 3.125$$

A. Index of global tourist demand change: (Honțuș Adelaida Cristina, 2012, 2013, 2014)

Ct = (No. Overnights current year / no. Overnights previous year) * 100

$$\Delta CG_{0-i} = \frac{CG_i}{CG_0} \cdot 100$$

Indicators	2009	2010	2011	2012	2013
No. total tourists	1539	1025	336	414	494
ΔCG (%)		66.6	32.78	123.21	119.32

Source Data provided by pension "Casa Pădurii" and own processing

Tourism demand in 2012-2013 exceeded 100%, oscillating between 19.32% and 23.21%, the latter representing the maximum percentage growth of tourism demand in 2012.

B. Index of (Romanian and foreign) demand variation in time (Honțuș Adelaida Cristina, 2012, 2013, 2014)

$Ici = [No. Romanian tourists per current year / (No. Romanian tourists + No. Foreign tourists) current year] * 100$

$Ice = [No. Foreign tourists per current year / (No. Romanian tourists + No. Foreign tourists) current year] * 100$

$$\Delta CI_{0-i} = \frac{CI}{CG} \cdot 100; \Delta CE_{0-i} = \frac{CE}{CG} \cdot 100$$

Indicators	2009	2010	2011	2012	2013
No. Romanian tourists	1494	960	214	258	271
No. foreign tourists	45	65	122	156	223
Total tourists	1539	1025	336	414	494
ΔCI (%)	97.08%	93.66%	63.69%	62.32%	54.86%
ΔCE (%)	2.92%	6.34%	36.31%	37.68%	45.14%

Source Data provided by pension "Casa Pădurii" and own processing

It notes that the largest numbers of tourists coming to the hostel are Romanians, while the number of foreigners came upon a maximum of 45% of the total number of tourists who will be staying at the hostel in 2013.

C. Index of (domestic and foreign) demand variation in time (Honțuș Adelaida Cristina, 2012, 2013, 2014):

$Ici = (No. Romanian tourists per current year / No. Romanian tourists per previous year) * 100$

$Ice = (No. Foreign tourists per current year / No. Foreign tourists per previous year) * 100$

$$ICE_{0-i} = \frac{CE_i}{CE_0} \cdot 100 \quad ; \quad ICI_{0-i} = \frac{CI_i}{CI_0} \cdot 100$$

Years		2009	2010	2011	2012	2013
No. Romanian tourists		1494	960	214	258	271
No. Foreign tourists		45	65	122	156	223
I.C.I. (%)			64.26	22.29	120.56	105.04
I.C.E. (%)			144.44	187.69	127.87	142.95

Source Data provided by pension "Casa Pădurii" and own processing

It notes that domestic demand and foreign tourists had values greater than 100% less than in 2011, when domestic tourism demand fell by 78%. Maximum internal tourism demand was reached in 2012, with an addition of 20.56%, while that of foreign tourist demand was reached in 2011 with 87.69%.

D. The monthly concentration coefficient is calculated by dividing the number of tourists recorded during the highest-traffic month by the total number of tourists during a year A_t . (Hontuş Adelaida Cristina, 2012, 2013, 2014)

$C_c = [No. \text{ Tourists per each month} / (No. \text{ Romanian tourists} + No. \text{ Foreign tourists}) \text{ per year of calculation}] * 100$

$$C_c = \frac{LM}{A_t}$$

Indicators	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
No. of tourists	60	23	26	30	28	45	48	80	44	30	32	48
No. of tourists 2013	494	494	494	494	494	494	494	494	494	494	494	494
Cc	0.121	0.047	0.053	0.061	0.057	0.091	0.097	0.162	0.089	0.061	0.065	0.097

Source Data provided by pension "Casa Pădurii" and own processing

Based on calculations, we can say that the pension "Casa Pădurii" ("Forest House") enjoyed to accommodate a higher number of tourists in January, July, August, December, and the maximum coefficient concentration monthly was in August when our house was atinst threshold 0.162, with the highest concentration of tourists.

E. Indicator of total accommodation capacity evolution between „0” and „i”
(Honțuș Adelaida Cristina, 2012, 2013, 2014)

$$I_{LC} = (\text{No. beds per current year} / \text{No beds per previous year}) \cdot 100$$

$$\Delta LC_{0-i} = \frac{LC_i}{LC_0} \cdot 100$$

Indicators	2009	2010	2011	2012	2013
Total capacity of the hostel accommodation	20	20	20	20	20
$\Delta L.C$ (%)		100	100	100	100

Source Data provided by pension "Casa Pădurii" and own processing

The number of beds at guest house "Casa Pădurii" ("Forest House"), in the analyzed period 2009-2013, is 20 beds. Accommodation capacity being constant evolution.

F. The share of tourist accommodation capacity (guesthouse) in total accommodation capacity of the county (Honțuș Adelaida Cristina, 2012, 2013, 2014)

$$I_{cc} = \frac{LC}{LH} \cdot 100$$

where: *LH* - Total number of accommodation places in the county;

LC - total capacity of accommodation in pension "Casa Pădurii" ("Forest House");

Indicators	2009	2010	2011	2012	2013
Accommodation in pension "Forest House" (LC)	20	20	20	20	20
Number of accommodation places in rural locations in the county (LH)	375	397	445	644	533
Icc %	5.30	5.03	4.49	3.10	3.75

Source Data provided by pension "Casa Pădurii", www.insse.ro, and own processing

The pension "Casa Padurii" ("House Forest") has a capacity of 10 rooms (20 beds) which remain unchanged from 2009 to 2013. But the county's accommodation capacity has increased in the period under review, except in 2013, when he had a small reduction of accommodation.

G. Index of customer evolution between „0” and „i” (Honțuș Adelaida Cristina, 2012, 2013, 2014):

$I_{ec} = (No. \text{ Romanian tourists} + No. \text{ foreign tourists per current year}) / (No. \text{ of Romanian tourists} + No. \text{ foreign tourists per previous year}) * 100$

$$\Delta T = \frac{TH_i}{TH_0} \cdot 100$$

Indicators	2009	2010	2011	2012	2013
No. Total tourists / pension	1539	1025	336	414	494
ΔT (%)		66.60	32.78	123.21	119.32

Source Data provided by pension "Casa Pădurii" and own processing

In 2012 the highest evolution is observed customers at the pension, period exceeding 4 percent in 2013.

H. Index of overnight stay evolution: (Honțuș Adelaida Cristina, 2012, 2013, 2014):

$I_N = (No. \text{ overnight stay per current year} / No. \text{ overnight stay per previous year}) * 100$

$$\Delta N = \frac{NH_i}{NH_0} \cdot 100$$

Indicators	2009	2010	2011	2012	2013
No. Total overnights / pension	2946	1471	664	737	1084
ΔN (%)		49.31	45.14	110.99	147.08

Source Data provided by pension "Casa Pădurii" and own processing

Index evolution of overnight stays had an oscillating direction knowing the percentage increases every two years. The peak was reached in 2013 (47%).

I. The average length of stay results from the ratio between the number of days of presence at a particular tourist destination and the total number of tourists present on location. (Honțuș Adelaida Cristina, 2012, 2013, 2014)

$$\bar{S} = \frac{\text{no. travel days}}{\text{no. tourists}} = \frac{ZT}{T}$$

Indicators	2009	2010	2011	2012	2013
No travel days	365	365	365	366	365
Nr. Total interest / pension	1539	1025	336	414	494
S (travel days)	0.237	0.356	1.086	0.884	0.739

Source Data provided by pension "Casa Pădurii" and own processing

The average length of stay recorded the lowest value in 2009 (0.237 days) and the highest value was recorded in 2011 (1.086 days).

J. Pension occupancy indicator (Honțuș Adelaida Cristina, 2012, 2013, 2014)

Reflects the use of supply for a given period of time, i.e. hotel activity depending on its capacity:

$$Guc = [no. of overnight stay (No tourist days) / (no. beds * no. of supply days)] * 100$$

$$G_o = \frac{NH \cdot 100}{LH \cdot Z} = \frac{NT \cdot S}{LH \cdot Z} \cdot 100$$

where:

G_o - occupancy, percentage;

NH - number of overnight stays;

LH - number of beds in hotels;

Z - number of supply days = 365 days;

NT - number of tourists;

S - average length of stay.

Indicators	2009	2010	2011	2012	2013
Total number of overnight stays / pension	2946	1471	664	737	1084
Total accommodation places pension	20	20	20	20	20
No travel days	365	365	365	366	365
Occupancy pension (%)	40.36	20.15	9.10	10.07	14.85

Source Data provided by pension "Casa Pădurii" and own processing

Occupancy pension “Casa Padurii” ("Forest house") fluctuates from year to year, reaching in 2009 at a rate of nearly 40%, while 2011 was the year with the lowest tourist movement.

K. Tourist traffic density (Honțuș Adelaida Cristina, 2012, 2013, 2014)

➤ **Tourist density indicator in relation to population density**

$$D_{t_{i-0}} = \frac{T_{t_{i-0}}}{Population} \quad (\text{tourists/ no. inhabitants})$$

where:

T_{i-0} - total Romanian+foreign tourists;

Pop - The population of the city Slănic Prahova

Calculation of population density in relation to travel from city Slănic Prahova.

	2009	2010	2011	2012	2013
The population of the city Slănic Prahova	6580	6511	6421	6326	6232
Tourists arriving / pension	1539	1025	336	414	494
D _t (tourists/nr. locuitori)	0.234	0.157	0.052	0.065	0.079

Source Data provided by pension "Casa Pădurii", www.insse.ro, and own processing

Tourist traffic density relative to the population instead Slănic Prahova decreased from 0.234 tourists / No. inhabitants in 2009 to 0.052 tourists / No. inhabitants in 2011.

➤ **Tourist density indicator in relation to area**

$$D_{t_{i-0}} = \frac{T_{t_{i-0}}}{Surface} \quad (\text{tourists/km}^2)$$

where:

T_{i-0} - total Romanian+foregin tourists;

S - Slănic Prahova City area.

Slănic Prahova City area is 40 km².

Tourist traffic density calculation relative to Slănic Prahova City area.

	2009	2010	2011	2012	2013
Tourists arriving / pension	1539	1025	336	414	494
D _t (tourists/km ²)	38.48	25.63	8.40	10.35	12.35

Source Data provided by pension "Casa Pădurii" and own processing

If relative density tourist area Slănic Prahova place it in 2011 was a slight but continuous increase from year to year, from 8.40 tourists / km² in 2011 to 12.35 Tourists / km² in 2013.

➤ „Tourist function” indicator

$$F_{t-0} = \frac{N_{t-0}}{\text{Population}} \times 100 \quad (\text{No. of seats accommodation / No. Inhabitants})$$

where:

N_{t-0} - No beds;

Pop - The population of the city Slănic Prahova.

	2009	2010	2011	2012	2013
Number of beds in hostel	20	20	20	20	20
The Population of the city Slănic Prahova	6580	6511	6421	6326	6232
F_t (no. of seats accommodation / No. Inhabitants)	0.30%	0.31%	0.31%	0.32%	0.32%

Source Data provided by pension "Casa Pădurii", www.insse.ro, and own processing

The "tourist function" has fared almost constant no. accommodation seats / No. inhabitants in the period under review, about 0.30%.

Conclusions

A first conclusion is that the date of Prahova county and city Slănic Prahova, have at the moment a huge tourist potential, but is very poorly capitalized.

Conservation of cultural heritage could go hand in hand with tourism development, but careful monitoring is needed to ensure maintaining high standards of conservation. Moreover, tourism can be a tool for rural development in these conditions is vital involvement of local communities in this area.

A second conclusion is related to poor promotion of tourism potential that, over the last twenty years has made sporadic times chaotic, without having a spectacular result, only small temporary results. So, by promoting sustainable tourism fairs nationwide through media and promotional materials, bear in mind this objective.

Tourism can be to earn revenue source, but this requires investment. There is thus a circle that revolve endlessly two important factors: achieving quality in tourism services to attract visitors; investment measure to have what attracts them.

If these factors are made, then we can say that tourism is a source of continuing income.

According to some assessments related to imaging in tourism can conclude that tourist satisfied, satisfied where he spent vacation in transmitting information, their value may influence other five potential tourists to spend in the future holiday stay on site, while tourist services especially unhappy with the quality of personnel in tourism, ten influence potential tourists.

To develop tourism in this area are necessary some strategies that bring revenue for both population and area economy as a whole. These strategies are also needed for tourists to spend their free time more pleasant.

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