

PROGRAMME

MAY 17, 2018

14.00 - 18.00

Section: Diversity and local development - Hall 005

Moderators:

Prof. Nikola Yankov, PhD – D.A.Tsenov Academy of Economics, Svishtov, Bulgaria

Prof. Cezarina Necula, PhD – Valahia University of Târgoviște, Romania

Prof. Rosita Koleva - D.A.Tsenov Academy of Economics, Svishtov, Bulgaria

Prof. Delia Mioara Popescu, PhD – Valahia University of Târgoviște, Romania

1. Outlining THE BALKAN PENINSULA Holistic CONCEPT

(A point of view)

Prof. Univ. Nikola Yankov, PhD

D Tsenov Academy of Economics, Svishtov, Bulgaria

Key words: Balkan Peninsula integration process (BPIP); Pan Balkan integrat; Meridian and parallel axes (corridors); Horizontal integration; Vertical integration

Abstract

The paper is looking for answers to questions in the relation “**Globalisation – Continentalisation - Balkan Peninsula integration**”.

Some of them are:

How to meet the need to have a modern vision for a Pan Balkan countries’ entity which we call integrat? What should be its model? What should be the common goals and approaches and next steps of the Balkan Peninsula integration process (BPIP)?

The accents are put on matters as:

- ☐ Creating joint integration projects teams, which to analyse and strategise the Trans Balkan development on different levels.
- ☐ The role of the universities in the process of comprehensive Balkan peninsula countries’ integration
- ☐ University training of Balkan integration development oriented specialists/entrepreneurs - strategic thinkers and visionary who to search for opportunities for integrated BP development.

The basic idea is that the meridian axes, corridors and links consist a base for future horizontal and vertical integration of BP countries and regions. If created and jointly developed they could be the backbone of real Trans border regions with higher degree of a multi vector (horizontal, vertical and diagonal) integration.

The coordinated, joint, comprehensive and mutual development of closest territories will “produce” bring synergetic Trans border effects.

In conclusion it is stated that the Meridian Inter-Balkan states Axes/Corridors development if intelligently directed (with concepts, visions and strategies), will result in more EU oriented Pan Balkan Peninsula entity.

2. THE TOURISM POTENTIAL OF THE BULGARIAN DANUBE REGION

Assoc.Prof. Rosita Koleva, PhD –
Head assistant Galya Kusheva, Ph.D.

D.A.Tsenov Academy of Economics, Svishtov, Bulgaria

Key words: Tourist zoning. Danubian Region, tourist potential

Successful performance on potential tourism markets requires that regions which are both sufficiently large and easily recognizable to Bulgarian and foreign tourists be presented. It is a common objective of the European Commission and the governments of the fourteen EU countries along the Danube to enhance the cooperation and communication between local citizens by designing a Danube Strategy that will integrate the markets within the EU and promote interregional and international cooperation. Sustainable tourism development, which has become a major priority for Bulgaria, requires the efficient exploitation of the tourism potential of the country and active intercultural collaboration. It also entails developing integrated cross-border and transnational projects to design a common Danube Tourism Strategy, develop a common tourism market and initiate a range of initiatives to promote Danube tourism products in different spheres of tourism - cultural, wine, agricultural, cruise, balneo, spa and wellness, biking and hiking. Some of the key activities within the framework of the Danube Tourism Strategy include improved infrastructure planning and development; establishing the Danube region as a European tourism brand and a major destination; promoting cultural tourism and cultural exchange; developing eco-tourism and active tourism.

The Concept about Tourism Zoning of Bulgaria has identified nine tourism regions in the country. One of them is the Danube region where more than a quarter of all Bulgarian municipalities are situated. This paper studies the dynamics of the major indicators of tourism development in the Danube tourism region in the period from 2010 to 2015. We review current trends and conduct a factor analysis of changes in receipts from overnight stays. We also identify key factors which contribute to or hinder tourism development in the region. The paper compares the indicators of the region with the indicators of the other tourism regions in the country and highlights a major strategic issue, i.e. the noticeable contrast in the development of different regions in Bulgaria.

3. Rural Tourism Synergy in the Romanian Modern Services Economy

Ștefan Maria Cristina¹, Constantinescu Lucretia Mariana²
Management-Marketing Department,
Faculty of Economics, Valahia University of Targoviste

Keywords: service economy, rural tourism, rural area, quality services in tourism.

Abstract

The opportunity offered to hold a generous rural space must not be neglected. The re-launching of the rural tourism is a deficiencies key for the development of economic and social of a country. The rural tourism should be regarded as a political problem. Without a political vision focus to the rural tourism development is not possible to maximize the efficiency of the tourism resources in this area and here is the huge tourist potential, but unfortunately, little exploited. Although it is perhaps the economic branch with international competitive advantage the biggest, even their economic performances are modest on the Romanian services economy. This work aims the theoretically interactions between the services economy of a country and the tourism-rural space followed by an analysis of the Romanian rural tourism development during the last years.

4. The role of project management in attracting European non-reimbursable funds

Author: PhD Stud **Dimon Valentin**
Gheorghe

Valahia University of Târgoviște

Keywords: project management, European funds, investments

Abstract: The art of using management science to achieve higher results requires, in addition to experience, specific skills and competences, adaptation to transformations produced in the external environment and openness to the opportunities offered by it. More specifically, this approach calls on political leaders to skillfully use alternative sources to meet the Military Organization's development goals and to focus on identifying the most effective means to achieve performance. Project management is, at present, one of the most important performance-generating factors. It is a modern working method, a new way of thinking and acting that responds to the necessity of change and whose importance is undeniable, fact proven by the extent of its approach in the literature and the popularity it enjoys last years. Establishing a project management structure represents, along with the lifecycle stages of the projects, a key success factor. Each project needs a direction, management, control and communication, using a structure that differs from the organization's line management. The need to adapt the organizational structure to projects is due to the fact that public organizations are traditionally ineffective in developing national projects and programs as long as they are implemented as simple action plans. Although the principles of project management are the same for all organizations, the specificity of the military organization requires a much tougher approach to applicative issues. The identification and understanding of each characteristic of the organizational structure and function is a necessary element that allows the intervention in the continuous improvement of the institutional activity in the field of project management.

5. THE LOCAL COMMUNITY AND AGROTURISM

Prof.univ.dr. Delia – Mioara POPESCU

Doctorand Nicoleta Mihaela Duță (Ghiță)
UNIVERSITY "VALAHIA" OF TÂRGOVISTE
Doctoral School of Economic and Humanities

Keywords: local development, agrotourism, local community

Abstract:

The interest of the local community is to develop a strategy for the organization, development and promotion of rural tourism, especially agrotourism, at local level, with the competition of all economic agents involved in this activity.

This participation of the local community can be achieved by:

- creating a partnership between the authorities and the local tourism association, the economic agents in tourism or other related fields, leading to a more efficient organization, development and promotion of rural tourism / agrotourism.

6.The development strategy of the Romanian sport versus Norwegian sport

PhD Student **Ciprian Gheorghe Popescu**

Valahia University of Târgoviște

Keywords: development strategy; the Romanian sport; the Norwegian sport; performance; human resources; financial resources

Abstract. Applying realistic strategies within an organization also has a macroeconomic impact. Determining the increase of the achieved performances, as well as their contribution to the national budget, will be clearly superior. The implementation of realistic strategies leads to an increase in the overall performance of the national economy, reflected in the volume and dynamics of gross national product, national income and other macroeconomic indicators.

Sports development strategies on the territory of the two countries analysed: Romania and Norway, are thought differently, but have some elements in common. The two countries have considered strategic objectives for the development of sport subsystems (the sport for all, the performance sports, the sport for people with disabilities) and also optimization of their resources: research and development, human resources, material resources, and financial resources. The strategy is meant to capture the work of the organization and policies concerning sports activities on all age segments and performance levels.

Unlike the sports development strategy in Romania which was thought for a long term (2016 - 2032), Norway's sports development strategy is thought for a shorter period of time, the last published was for 4 years (2011-2015). This article will present a description of the two strategies and a comparative study.

7. Productivity and adaptability of new genotypes of castor bean (*Ricinus communis* L.) under environmental conditions in Southern Romania

R. Sturzu*, C. Melucă*, S. Cernat**

*Agricultural Research and Development Station Teleorman, Drăgănești Vlaşca, 147135, Teleorman County, Romania

**University Valahia Târgoviște, Romania

Keywords: castor bean, yields, variability coefficient, correlations.

Abstract

This paper's aim is to identify new castor bean genotypes created at Agricultural Research and Development Station Teleorman in southern Romania, with an improved productivity and adaptability to the area's environmental conditions. The study has dealt with 15 castor bean genotypes during three years' time (2013-2015). The experiment was made according to the fully randomized block method, in three rehearsals/replications. The results of the variance analysis have shown that there was a significant difference between the castor bean genotypes regarding the grain yield. The three years' average yield has shown that both lines T 647/02 (2711 kg/ha) and T 2410 (2529 kg/ha) and the varieties Rivlas (2701 kg/ha) and Dragon (2451 kg/ha) have registered the highest productions, with significant production supplies (623-883 kg/ha) compare to the control variety Cristian (1828 kg/ha). The crops stability was estimated by the means of the variability coefficient. The correlations analysis showed that there are strong relationships between productions and productivity elements: the grains' weight per primary crop ($r=0,992$), the capsules' weight per primary crop ($r=0,925$) and the number of grains per primary crop ($r=0,841$), as well as between the productivity elements: the capsules' weight and the grains' weight per primary crop ($r=0,929$), the weight and the number of grains per primary crop ($r=0,832$), the capsules' weight and the number of grains per primary crop ($r=0,736$). Also, there are significant positive correlations between the plant's height with the insertion height of the primary crop ($r=0,625$) and the primary crop length ($r=0,625$). There is a significant negative correlation between the number of grains per primary raceme and the mass of a thousand grains ($r=0,586$). The results achieved in the study suggest that the castor genotypes are productive and adapted to the weather conditions in South Romania, recommended to be grown in this agricultural area.

8. Behavior of premium wheat varieties in the southern area of Romania and improvement of the technological management of their implementation

S. Cernat *, R. Sturzu **, C. Necula *

* University Valahia Targoviste, Romania

** Agricultural Research and Development Station Teleorman, Draganesti Vlasca,
County, Romania

Keywords: *wheat, premium varieties*

Abstract

The aim of the study was to determine the various ways of fertilization of wheat, in accordance with the characteristics of the chosen varieties, the pre-plant and the pedo-climatic conditions specific to the Burnas Plain. Through the research, the quantitative and qualitative increase of the wheat production, the differentiation according to the biological material used (variety) was pursued, all based on the use of 5 variants of fertilization, emphasizing also the costs involved by each of them - parallel input-output for the economic efficiency of culture.

The results obtained from the experiments carried out during this period offer, as a novelty element, multi-level comparisons between the Romanian wheat varieties and the Austrian premium varieties provided by SC Probstdorfer Saatzucht Romania SRL.

The researches took place in the Burnasului Plain, within the S.C.D.A. Teleorman (Drăgănești-Vlașca), on soils of the molisoluri type, cernoziom cambic type, with medium, clay-clay texture.

The research that led to the production of production results is extremely different, depending on the environmental conditions (among which the climatic ones had the greatest impact) on the influence of the fertilizers and the wheat varieties used in the study.

Production results show that any of the fertilization variants yields significant wheat yields. With the exception of the Biovin 150kg treatment only, when production increases by 15.48-23.31% compared to the untreated control (maximum 896 kg / ha in 2014-2015), all other fattening systems (N80, P80 and complex - N80 + P80 + Biovin 150) are statistically assured in the favorable years (2014-2015, 2015-2016) with increases of 40-75% - 2373.33 kg / ha at N80, 2863.33 kg / ha at P80 and 2869.33 kg / ha at the complex in 2014-2015.

The data showed that, as a whole, Romanian varieties are better responding to this differentiated fattening (N80, P80, Biovin 150) compared to premium varieties. Regarding the application of the NPB (N80 + P80 + Biovin 150) complex, both Romanian and premium varieties offer similar production increases.

9. Strategic directions of Romania in the field of energy policy

Constantin POPESCU

Professor PhD, Faculty of Economic Sciences,
“Valahia” University of Targoviste, Romania

Key words: *sustainable development, strategic directions, energy efficiency, energy security, renewable resources*

Abstract

In the field of energy policy, Romania's strategic directions focus on energy security, on the one hand, and on the other hand the sustainable development of the sector. With regard to energy security, the main strategic directions focus on maintaining national sovereignty over primary energy resources and respecting national energy options; increasing energy supply security and maintaining an acceptable degree of dependency on imports by diversifying import sources, own energy resources, national and regional transport routes and networks; regional cooperation for the protection of critical infrastructure in the energy field. Therefore, the sustainable development of the energy sector implies: improving energy efficiency across the final resource-production-transport-distribution-consumption chain by optimizing the production and distribution processes and by reducing the total primary energy consumption relative to the value of the products or services; increasing the share of energy produced on the basis of renewable resources in total consumption and electricity production; the rational and efficient use of non-renewable primary resources and the gradual reduction of their share in final consumption; promoting the production of electricity and heat in high-efficiency cogeneration plants; capitalizing on secondary energy resources; supporting research-development-innovation activities in the energy sector, focusing on increasing energy and environmental efficiency; reducing the negative impact of the energy sector on the environment and respecting the assumed obligations to reduce greenhouse gas emissions and emissions of air pollutants.

10.ECOTOURISM IN THE DANUBE DELTA BIOSPHERE RESERVE

PhD. Lecturer Panagoret Andreea¹,

Associate Professor Panagoret Dragos²,

Drd Ungureanu Cristina Hrisanta

Universitatea Valahia din Targoviste

Keywords: tourism, ecotourism, management, sustainable development, Danube Delta.

Abstract: Over the last six decades, tourism has experienced continuous expansion, with average annual growth rates ranging between 5 and 10%, becoming a major sector, providing global economic and development opportunities.

¹ Valahia University of Targoviste, Faculty of Sciences and Engineering
Alexandria, andreea_panagoret@yahoo.com

² Valahia University of Targoviste, Faculty of Sciences and Engineering Alexandria,
panagoret_dragos@yahoo.com

The upward trend of ecotourism is also influenced by the growing desire of urban society to be more active. All these trends indicate not only an increase in demand for ecotourism but also a transformation of it from a market niche into a major segment. If ecotourism initially addressed experienced tourists with high levels of income and education, the clientele would now expand to include a wide range of income, studies, and travel experiences.

The Status of the Danube Delta as protected area has led to a process of reorganization of tourism taking place on this territory in the context of the sustainable use of natural resources and especially the landscape resource with minimal impact on the integrity of natural ecosystems. Here are the most medicinal herb species, but also the largest reef-covered areas in the world and two unique forests in Europe, consisting of secular oaks and Mediterranean lianas (Letea and Caraorman forests). The greatest fauna wealth of the reserve is still the birds that land on this territory during migration or who have chosen the delta as a place for feeding, nesting and raising the chickens. All these unique features make the Danube Delta a research and observation lab for researchers from all over the world, but also for nature lovers who visit the delta in search of natural areas and special species.

The concern related to Delta eco - tourism must be seen also in management considering the necessity to protect and preserve the environment and to inform the tourist about originality and fragility of the delta ecosystem, as well as to promote a quality and competitive eco - tourism.

Sustainable tourism development planning at national, regional or local level must also take into account the indicators and standards for systems management and tourism and visitor management techniques developed by researchers in recent years as a basis for planning and management areas protected.