

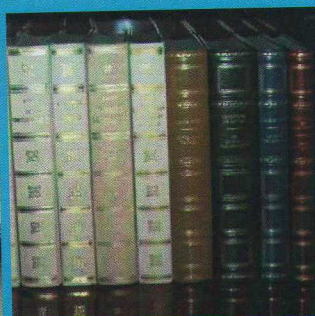
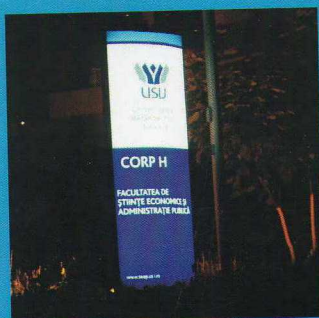
# THE ANNALS OF THE "ȘTEFAN CEL MARE" UNIVERSITY OF SUCEAVA.

CNCSIS  
classified  
journal,  
B+ category

## FASCICLE OF THE FACULTY OF ECONOMICS AND PUBLIC ADMINISTRATION

VOLUME 9, NO. 2(10), 2009

- Section 1: Economy, Trade, Services
- Section 2: Management and Business Administration
- Section 3: Accounting-Finances
- Section 4: Statistics, Data Processing (Informatics) and Mathematics
- Section 5: Law and Public Administration
- Book Review



 EDITURA UNIVERSITĂȚII  
SUCEAVA

THE ANNALS OF THE "ȘTEFAN CEL MARE" UNIVERSITY OF SUCEAVA.  
FASCICLE OF THE FACULTY OF ECONOMICS AND PUBLIC ADMINISTRATION

[www.seap.usv.ro/annals](http://www.seap.usv.ro/annals)

*The Annals of the Stefan cel Mare University of Suceava. Fascicle of The Faculty of Economics and Public Administration* appeared for the first time in 2001, when the Faculty of Economics and Public Administration organized the first symposium; after that, the symposium had a periodical organization and the journal appeared periodically, too. Understanding the necessity of improving the quality standards of the scientific research in the frame of the Faculty of Economics and Public Administration, as well as for adapting at the CNCSIS (The National Council of Scientific Research in Higher Education) requirements, we proceeded for the reorganization of the editing procedure of the journal. We managed to classify our journal, which starting with 2008, is in the B+ category of CNCSIS (code 825), being also indexed in more international data bases. In the same time, we have increased its visibility in Romania and abroad by developing collaborations with researchers from several universities and institutes.

Revista *The Annals of the Stefan cel Mare University of Suceava. Fascicle of The Faculty of Economics and Public Administration* a fost publicata pentru prima dată în anul 2001, cu ocazia primului simpozion internațional organizat de Facultatea de Științe Economice și Administrație Publică; ulterior, atât organizarea simpozionului, cât și apariția revistei a avut un caracter ritmic. Înțelegând necesitatea de a îmbunătăți standardele de calitate ale cercetării științifice în cadrul Facultății de Științe Economice și Administrație Publică, cât și pentru adaptarea la exigențele CNCSIS, s-a procedat la reorganizarea procedurii de editare a revistei. Astfel, s-a reușit acreditarea revistei, care începând cu 2008 este cotate CNCSIS în categoria B+ (cod 825), fiind de asemenea indexată în numeroase baze de date internaționale. Totodată, a crescut vizibilitatea revistei în România și în străinătate prin colaborări cu cercetători de la diferite universități și institute.



**Faculty of Economics  
and Public Administration**  
**Ștefan cel Mare**  
**University of Suceava**

Str. Universității, nr. 13, Corp H  
720229 SUCEAVA, ROMANIA  
Tel/Fax: (+40) 230 520263  
E-mail: [cercetare@seap.usv.ro](mailto:cercetare@seap.usv.ro)  
Web site: [www.seap.usv.ro](http://www.seap.usv.ro)

ISSN 2066-575X

VOLUME 9, NO. 2(10), 2009



# REVISTA DE TURISM

STUDII ȘI CERCETĂRI ÎN TURISM

**THE IMPORTANCE OF INTAGIBLE ASSETS FOR  
TOURISTIC'S ENTERPRISE IN THE  
PERSPECTIVE OF GLOBALIZATION**

**THE MAIN DIRECTIONS OF REGIONAL  
MARKETING IN A CONTEXT OF TOURISM  
DEVELOPMENT**

**THE LEISURE IN ANCIENT ROME: CHRONICLES  
OF AN EMPIRE RISE.**

**OPPORTUNITIES OF DEVELOPING TOURISM  
INDUSTRY IN BANGLADESH**

**PERSPECTIVES FOR FURTHER DEVELOPMENT  
AND PROMOTION OF CZĘSTOCHOWA AS A  
TOURIST RESORT – OPINIONS OF  
INHABITANTS**

**THE ROLE OF HOTELS IN THE CONSUMPTION OF  
CULTURAL TOURISM IN KENYA**

**MARKETING CONCEPT APPLICATION WITHIN  
PROFITABLE TOURISM BUSINESSES OF  
COUNTRIES IN TRANSITION: CHALLENGES AND  
OPPORTUNITIES. THE CASE OF ALBANIA**

**TOURISM WEBSITES CHARACTERISTICS IN A  
COUNTRY WITH SMALL INTERNET USE – CASE  
STUDY OF SERBIA**

**TOURIST DESTINATION MANAGEMENT**

**MULTIPLE REGRESSION ANALYSIS OF MAIN  
ECONOMIC INDICATORS IN TOURISM**

**DEVELOPMENT OF RURAL TOURISM THROUGH  
ENTREPRENEURSHIP**



**R**EVISTA DE TURISM (RDT) - is a biennial publication of tourism studies and researches within the Trade-Tourism Department of Economic Sciences and Public Administration Faculty - "Stefan cel Mare" University of Suceava, Romania.

**T**he emerged necessity of a journal with a tourist's profile in the publishing space of Suceava County and Romania is obvious if we take into account, besides the notoriety of the tourist's area of Bucovina, the existence of a higher education institution with a consolidated tradition within "Stefan cel Mare" University of Suceava.

The tourism journal is conceived and edited by the members of Trade-Tourism Department within the Faculty of Economic Sciences and Public Administration - "Stefan cel Mare" University of Suceava.

The tourism journal aims to be an analytic instrument of presentation for both of the realities from the practice corresponding to the tourist's sector and of the theory rediscovered in the specialized literature of this field. RDT provides a forum for academics and practitioners to contribute to the body of knowledge on hospitality. Taking into account the dynamic change in industry and consumers with ever more demanding expectations, RDT aims to develop the platform where new theoretical and practical topics are presented.

Our proposal is to reveal the tourism issue from a disciplinary point of view by presenting works with scientific and publishing quality that bring up theories, models and researches, but also analyses concentrated on some phenomena of interest from the tourism area, in a national, European and international perspective.

We will approach and discuss upon different aspects of interest both for the ones who consider the events of the tourism area from an observable perspective and a scientific analyze and for the ones directly concerned in the tourism sector.

## **Editorial Board**

**Editors-in-chief:** ALEXANDRU NEDELEA, VALENTIN HAPENCIUC

**Managing editor:** Mihaela BÎRSAN

**Editorial secretary:** Iulian CONDRATOV

**Editors:** Carmen Chașovschi, Vasile Dinu, Carmen Năstase, Puiu Nistoreanu, Costică Roman, Pavel Stanciu, Gabriela Țigu

[www.revistadeturism.ro](http://www.revistadeturism.ro)

ISSN 1844 – 2994

110101011  
010110010  
100100101  
001011100  
011010100

No 1 (1) / 2007

# Journal of Applied Computer Science

Editura Universității Suceava

**Scientific Committee**

Aurel BURCIU, Ștefan HOLBAN,  
Ștefan Gh. PENTIUC,  
Maria Cristina PINOTTI, Doru E. TILIUȚE

**Editor-in-Chief**

Doru E. TILIUȚE

**Assistant Editor**

Paul PAȘCU

**Editorial Board**

Eugenia IANCU, Leonard IURESCU,  
Valeriu LUPU, Nicolae MORARIU,  
Dumitru OSTAFE, Sorin VLAD