



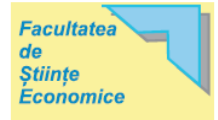
Universitatea  
BABEȘ-BOLYAI



Facultatea de  
BUSINESS



Universitatea  
DIN ORADEA



THE INTERNATIONAL CONFERENCE

ENTREPRENEURSHIP IN  
HOSPITALITY INDUSTRY  
2<sup>nd</sup> edition

11-12 October 2012

**Conference Venue:**

**Hotel Premier  
Donath Street no.100, Cluj-Napoca**

# AGENDA

## **THURSDAY, 11 OCTOBER 2012**

**9<sup>00</sup> – 10<sup>00</sup> Registration of participants**

**10<sup>00</sup> – 11<sup>30</sup> Official Opening**

*Assoc. prof. Ciprian-Marcel Pop, PhD, Vice-Rector of Babeş-Bolyai University, Cluj-Napoca*

*Lecturer Ioan Alin Nistor, PhD, Dean of Faculty of Business, Babeş-Bolyai University, Cluj-Napoca*

*Assoc. prof. Smaranda Cosma, PhD, Conference chairperson, Babeş-Bolyai University, Cluj-Napoca*

**Invited paper:** *Prof. Gabriela Stănciulescu, PhD, Faculty of Commerce, The Bucharest University of Economic Studies*

**Invited paper:** *Assoc. prof. Carmen Băbăiță, PhD, Faculty of Economics and Business Administration, West University, Timișoara*

**Invited speaker:** *Lecturer Valentin Toader, Faculty of Business, Babeş-Bolyai University, Cluj-Napoca*

**11<sup>30</sup> – 12<sup>00</sup> Coffee break**

**12<sup>00</sup> – 13<sup>30</sup> Session 1**

**13<sup>30</sup> – 14<sup>30</sup> Lunch**

**14<sup>30</sup> – 16<sup>00</sup> Session 2**

**16<sup>00</sup> – 16<sup>30</sup> Coffee break**

**16<sup>30</sup> – 18<sup>30</sup> Workshop on SMART+, Innovative and Responsible Tourism Territories**

**18<sup>30</sup> – 19<sup>00</sup> Presentation of AntrES program "Entrepreneurship and Equal Opportunities. A new school for women entrepreneurship", project considered good practice example by the European Union**

**19<sup>00</sup> – Gala dinner**

## **FRIDAY, 12 OCTOBER 2012**

**9<sup>00</sup> – 10<sup>30</sup> Session 3**

**10<sup>30</sup> – 11<sup>00</sup> Coffee break**

**11<sup>00</sup> – 13<sup>00</sup> Session 4**

**13<sup>30</sup> – 14<sup>30</sup> Lunch**

**15<sup>00</sup> Guided tour of Cluj-Napoca**

# CONFERENCE PROGRAMME

## EHI '12

**11 October 2012**

### **Session no. 1**

**Session chairs: Ciprian-Marcel Pop, Adina Negruşa, Medet Yolal**

12.00 – 12.15, Adina Negruşa, Medet Yolal and Veronica Rus, **An Investigation of Innovation Process in Urban Hotels: Evidence from Cluj-Napoca**

Discussant **Dacina Crina Petrescu**

12.15 – 12.30, Alina Bădulescu and Daniel Bădulescu, **The 'Lifestyle Entrepreneur' in European Tourism. Testing the Theory**

Discussant **Adina Negruşa**

12.30 – 12.45, Dorin Paul Bac, **Romania's Position on the Eastern and Central European Tourism Market**

Discussant **Aurelian Sofică**

12.45 – 13.00, Gică Oana Adriana and Balint Cristina Ioana, **Evaluation of Tourism Globalization – the Romanian Case**

Discussant **Dorin Paul Bac**

13.00 – 13.15, Radu Cristian Barna and Dacina Crina Petrescu, **Bicycle Tourism – a Valuable Resource for Sustainable Development**

Discussant **Oana Gică**

13.15 – 13.30, Aurelian Sofică and Valentin Toader. **Innovation in Human Resource Recruiting in Rural Tourism - Cluj County, Romania**

Discussant **Alina Bădulescu**

**13<sup>30</sup> – 14<sup>30</sup> Lunch**

## Session no. 2

**Session chairs: Anca Dodescu, Electra Pitoska, Dacina Crina Petrescu**

14.30 – 14.45, **Hospitality Practice News.**

**Speakers: Adina Horodincă, Xpect  
Robert Staicu**

14.45 – 15.00, Gabriela Stănciulescu and Anca Dodescu, **Tourism in the Regional Development Perspective: Analyzing Challenges for Economic Growth in the Romania Background**

Discussant **Ioana Pop Coțu**

15.00 -15.15, Electra Pitoska, **Entrepreneurial and Developmental Dynamic of Wine Tourism: A Case Study**

Discussant **Dacina Crina Petrescu**

15.15 – 15.30, Dacina Crina Petrescu and Alina Aida Drăgan. **Consumer Behavior in Tourism in the Context of Sustainable Development. What Tourism Can Do for Nature**

Discussant **Anca Dodescu**

15.30 – 15.45, Cristina Fleșeriu, Smaranda Cosma and Marius Bota, **International Hotel Chain Strategies Used on the Romanian Market**

Discussant **Electra Pitoska**

15.45 – 16.00, Ioana Pop Coțu, **Training of Future Entrepreneurs in the Hospitality Industry. PRACTeam Case Study**

Discussant **Cristina Fleșeriu**

**12 October 2012**

**Session no. 3**

**Session chairs: Smaranda Cosma, Vicky Katsoni, Olimpia Ban**

9.00 – 9.15, Dan-Cristian Dabija and Ciprian-Marcel Pop, **Tourist Clusters on the Hotel Market**

Discussant **Codruța-Adina Băltescu**

9.15 – 9.30, Katsoni Vicky, **Tourism Marketing Segmentation and Internet Use in a Trip Characteristics Strategic Approach**

Discussant **Smaranda Cosma**

9.30 – 9.45, Olimpia Ban and Ioana Meșter, **The Analysis of Entrepreneurial Decision Making Process for the Improvement of the Hotel Services Quality Using Kano's Bidimensional Model. Study Case for Hotels in Oradea**

Discussant **Dan-Cristian Dabija**

9.45 – 10.00, Codruța-Adina Băltescu, Dana Boscor, Gabriel Brătucu, Anca Madar and Andreea Neacșu, **The Trend of the World Hotels to Restrain the Budget Field. Romania's Situation**

Discussant **Vicky Katsoni**

10.00 – 10.15, Smaranda Cosma, Marius Bota and Cristina Fleșeriu, **Increasing Differentiation through Innovation in Rural Tourism**

Discussant **Olimpia Ban**

10.15 – 10.30, Anca Dodescu, Ioana Pop Coțuț, Adrian Florea and Lavinia Chirilă, **The Profile of Entrepreneurs in the Hospitality Industry. Case Study: Felix Spa And 1 Mai Spa in Bihor County**

Discussant **Ciprian-Marcel Pop**

**10.30 – 11.00 Coffee Break**

## **Session no. 4**

**Session chairs: Marius Gavriletea, Elena Botezat, Nicolae Marinescu**

11.00 – 11.30, Nicolae Marinescu and Alexandra Toma, **The Use of Internet Tools by Tourism SMEs: A Case Study**

Discussant **Veronica Rus**

11.30 – 11.45, Suzana Marković, Sanja Raspor, Tomislav Car and Jelena Komšić, **Content Analysis of Hotel Websites: Case Study of Croatia**

Discussant **Elena Botezat**

11.45 – 12.00, Stamatis Kontsas and Electra Pitoska, **Use of the Electronic Customer Relationship Management (E-CRM) in Peripheral Touristic Destinations: The Case of the Loutropoli "POZAR"**

Discussant **Nicolae Marinescu**

12.00 – 12.15, Veronica Rus and Mihaela Tutunea, **ICT Adoption in Rural Accommodation in Cluj County**

Discussant **Suzana Marković**

12. 15 – 12. 30, Marius Gavriletea, **Property Insurance for Guest Houses in Romania**

Discussant **Stamatis Kontsas**

12. 30 – 12. 45, Elena Botezat, **Embracing and Managing Innovation in Tourism**

Discussant **Marius Gavriletea**