

ASPECTS REGARDING GREEN ECONOMY'S MANAGEMENT

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Abstract

This paper highlights the important role of the globally's green economy. In this direction, the specialized literature was researched, both nationally and internationally, pointing out a close connection between green economy and green tourism or ecotourism. Green economy contributes to the welfare of communities through ecotourism, both in financial terms as well as socio-cultural ones, representing a "constant" in the process of sustainable development. Ecotourism marketing and a proper applicability of a performant territorial management are the main factors that contribute to the niche tourism's development. In the green tourism field, differentiation of small businesses is done through quality of their services related to their costs. That is the main reason why, ecotourism certification represents the highest level of services quality offered to customers.

Keywords: Green economy, Ecotourism, Quality, Services, Strategic management.

1. INTRODUCTION

In 2011, the concept of green economy, has been clarified and defined within the framework of a report made by The United Nations Environment Programme (UNEP Green Economy). Following the debates recorded in economics, it was concluded that the green economy leads to social performance, with the help of massive ecological deficit reduction, the environmental risks consequences. The transition to the green economy involves a series of investments in renewable resources, with a view to their proper use. Also, through green economy can be used long-term resources. Ecotourism services have a significant contribution in the advancement green economy, while increasing revenue and level of employment in green tourism field should be encouraged by both public and private investments. In this direction, it diminishes pollution through carbon emissions, developing renewable energy used with efficiency and preventing the destruction of biodiversity. Sustainable development is based on a green economy.

Karl Burkart, Executive Director, proposes a Global K2B definition of green economy starting from the six main directions: waste management (recycling sorted collection, sorted, stored sorted), territorial management (organic agriculture in ecotourism, conservation of natural resources, reforestation, land stabilization), creation and implementation of renewable energy systems (wind, solar), water management (water collection systems, recycling water for agriculture irrigation), achieving green buildings, such as LEED buildings (Leadership in Energy and Environmental Design), the use of alternative fuels (hybrid, electric vehicles).

2. LITERATURE REVIEW

Agriculture romanian lands, which are about 62.4% from Romania's surface are considered to be the key for developing a green economy in this country.

World Wildlife Fund has started a project entitled: Rural Development and Agricultural Areas with High Natural Value, that comes to support the green economy. In the project mentioned above are a series of targets, as well as the preservation of agricultural areas that have a high potential to be harnessed. Also, among the goals it can be included the rural environment conservation.

Ecotourism differs from other forms of tourism through its peculiarities. Green Tourism has its applicability through The Accreditation Programme for Ecotourism and Nature Tourism made by Australian Ecotourism Association. Ecotourism accreditation and certification program consists of eight principles that ensure a maximum level of ecotoursim services quality in the green economy. In Romania, the green economy started to increase, so that more companies have entered into a portfolio of activities, such as waste management, waste collecting and producing new goods from old ones.

In our country, The Ecotourism Association from Romania summarises ecotourism program making reference, firstly to ecotourism offer. The second opinion is about the sustainable development of the area through ecotourism. At european level, in order to develop a green economy, ecotourism associations have proposed continuous improvement of the ecotourism services quality, through the right implementation of a marketing and an efficient protected areas management.

Green Tourism has a consistent contribution to the green economy, because of an understanding and appreciation of nature, providing satisfaction to discover and preserve the geographical environment and traditional culture, contributing to the financial benefits of local communities. In a green economy, green tourism offers practical solutions to implement an efficient management and protection of natural

parks, and at the same time, of local communities. A good example regarding this is the funds direction in the natural areas rehabilitation. There are also actions for collecting residues left by tourists.

The socio-economic side of ecotourism is materialized through financial contributions (purchase of goods and services) and social ones brought to local communities.

Human resources used in green tourism, come most of the times, from close ecotouristic areas, or even inside them. Traditional- cultural side is expanding by maintaining and respecting local traditions and culture in the long term. Because of the fact that ecotourists are usually people with a high educational level, it is necessary that the ecotourism products and services have a higher quality.

In the green economy, ecotourism marketing plays an important role, by providing to consumers important information concerning the degree of responsibility assigned to visited areas, which also aims to lead to the highest degree of ecotourists demand satisfaction. In order to increase the level of ecotourism services' quality, Ecotourism Association from Romania has achieved a certification system (Eco Certified). Ecotourism destinations are subject to quality assessment and certification of ecotourism services provided.

In ecotourism, small accommodation units are using solar energy and wind power, and at the same time, are recycling wastewater, using it to irrigate agricultural areas near them.

A peculiarity of the green tourism is represented by the planning function of incoming ecotourists in natural visited areas, undisrupting nesting areas or animals habitat from ecotourism destinations.

Both ecotourism and green economy are struggling for profitability growth, local businesses and local communities which respects the principles of their operation function. Among the operating principles of green tourism, in line with those of the green economy is included the development of infrastructure by reducing the use of fossil fuels, or even replacing it with organic sources which contribute to the conservation of fauna and vegetation.

Studies made by specialists in ecotourism highlight an important contribution in the development of green tourism, and at the same time, the Romania's green economy. Romania has the traditional-cultural capacity to become a country focused on tourism. Geographic resources necessary for carrying out a responsible tourism, a high quality one, are located in each region. Culture and tradition in here attract each year a higher number of foreign tourists. Certification of ecotourism destinations leads the tourists, both romanians or foreigners, to choose our country as a destination for holidays, because here are greeted with "eco" tourism services. Maintaining the quality of the ecotourism resources is due, in

large part, to ecotourists, since they are advised by experts in the field to follow a set of rules of behaviour towards protected natural areas visited. This set of rules for good practice of ecotourism is called Code of ecotourist conduct. (Nistoreanu et al, 2003, quoted in Gheorghe, 2016). Above mentioned feature requires a high degree of responsibility to the environment, for the conservation of resources, which, also green tourism and regional green economy registers increases. Ecotourist code of conduct specifies how protective equipment must be used for tourists, and also, the environment. It suggests ecotourist to adapt to cultural and traditional values found in the areas visited, respecting them. It is recommended a slow travel in protected areas, and at the same time, maintaining adequate distances towards animals, so that their life won't be disturbed, not being allowed the feeding of animals. Also, it is not allowed breaking plants. Ecotourism services certification and 'eco' products lead to the purchase of traditional local products and services of superior quality, which encourages local green economy.

Strategic management in the Romanian ecotourism business development represents the solution for increasing Romanian rural tourism. Specialists in Strategic Management, highlights strategies content formulated by Michael Porter, strategies that pinpoint the differentiation directions, concentration ones and governed by costs directions. (Porter, 1982, quoted in Deac-coordinator et al, 2014). To small tourism businesses in green tourism it is recommended to try strategies based on offer diversification services. According to the specialized literature, the differentiation strategies are also called ruled by quality strategies, they requiring a developed creativity and a close correlation between the organization's functions, in particular between the commercial function and research- development one. (Deac-coordinator et al, 2014).

3. ROMANIA'S GREEN TOURISM

The services quality offered by the green tourism is primarily given by their ecotourism certification. Researching the specialized literature at national level, the green tourism professionals have identified a number of Romanian ecotourism destinations, such as: Apuseni Mountains Natural Park, Măcinului Mountains Natural Park, Călimani National Park, Piatra Craiului National Park, Retezat National Park, Lunca Mureşului Natural Park, Rodnei Mountains Natural Park, Vânători Neamţ National Park, The Danube Delta Nature Reserve and Lăpus Gorge.

In The Danube Delta, incoming agencies promote ecotourism services, such as boating, having its principal objective, the observation of birds species. In The Apuseni Mountains, leisure services for

which there is a higher demand are great trips with the backpack, cyclo-tourism and traditional festivals. In Arges and Brasov Counties there are offered all sort of programmes focused on plant observation and animal species observation in protected natural areas. Also, cyclo-tourism is among the visitors' preferences. The programmes promoted by the Romanian green tourism are geared toward traditional-cultural events, cyclo-tourism, themed hiking trails, flora and fauna studied areas, navigating by canoe or another boat.

In Transilvania and Bucovina, incoming travel agencies made available equitation programs, themed hikes and traditional events in various places.

Maramures County is the best example of ecotourism development at national level. Traditional occupations recorded a growing interest of foreign ecotourists, which year after year, calls the programs related to the identification of ecotourism and the practice thereof. Also, in this county, equitation and cycling tours are among the ecotourists preferences, but the traditional jobs register first place of the customers demands ranking. In order to provide green tourism transport services having a specific high quality, it is necessary to create specific infrastructure, and also, its maintenance, so that the bike walks and cart ones can be a real pleasure for customers.

In European countries, such as: France, Germany, Italy, Spain, Croatia and Greece, recreational services can be provided properly, because of the concern for green tourism and the close cooperation of public institutions and the business community in ecotourism field, thus leading to the practice and development of green tourism, while protecting the environment, so that the ecotourism services quality sold enhanced continuously.

Total Quality Management of ecotourism services emphasizes the need for permanent evaluation of the quality level of provided services, in order to identify gaps and completing all necessary steps for its continued improvement and an environmental risk control.

The concept of environment risk has emerged as a result of regulations on pollution, and at the same time, safety at work (Ciocoiu, 2014). According to the specialized literature in the risk management field, this environment risk is classified as pure risks. Also, Total Quality Management assumes a control of strategic risks, risks that can be met in the economic sector or a region (Ciocoiu, 2014). At national level, each National Park operates using a set organization and operation rules, which bans a number of tasks that affect the natural environment's quality.

Control function carried out in protected natural areas is often requested by the parks management and is carried out by staff from the territory's forestry department (Nature Monuments Commission, The Scientists' House, The Romanian Academy, The organisation and functioning of the Scientific Reserve-Twins Retezat National Park Regulation). Therefore, to improve services quality offered, the specialists in tourism field recommend the establishment and implementation of management plans and programmes relating to the effective and efficient administration of all protected areas in Romania. Further, the services quality level in ecotourism are studied in the North- West and Centre of Romania.

4. ECOTOURISM SERVICES QUALITY IN NORTH-WEST AND CENTRE OF ROMANIA

The Romania's natural resources, which can carry out ecotourism and rural tourism are: fascinating landscapes, various relief forms, optimal weather conditions for family holidays, and also, therapeutic resources (Iacob, Chițu, 2015). Our country has a number of anthropogenic elements, such as famous archaeological monuments, historical monuments recognized worldwide, unique architectural monuments, museums, memorial houses, tourist villages and popular cultures well grounded (Iacob, Chițu, 2015).

In this paper there are studied the tourist traffic indexes (touristic density, staying duration, accommodation capacity, tourists arrivals and overnight stays) in the North-West and Center of the country, with the aim of setting the tourist supply and demand level. The North-West of Romania is composed from following counties: Bihor, Bistrita- Nasaud, Cluj, Maramures, Satu-Mare, Salaj) and The Romania's Centre is composed from counties such as: Alba, Brasov, Covasna, Harghita, Mures, Sibiu. The surface of the first Romanian macro-region is 68259 km. In this region, tradition and culture are the main solution to make an ideal place for carrying out Romanian green tourism and developing it. Also, a macro-region strength represents the relief (Carpathian Area).

In Table 1, the small and medium-sized material base is presented within the timeframe 2010-2015:

**TABLE 1. ACCOMMODATION UNITS' EVOLUTION IN ROMANIA'S NORTH-WEST AND CENTER,
WITHIN THE TIMEFRAME 2010-2015**

	2010	2011	2012	2013	2014	2015
Hostels	26	35	45	47	56	68
Motels	49	67	77	78	73	84
Touristic villas	126	124	149	161	163	190
Tourist chalets	68	65	64	68	74	94
Bungalows	35	35	50	59	54	75

Holiday villages	2	1	1	1	3	2
Campings	15	15	19	18	18	24
Houselets	6	9	8	6	5	6
Tourists houses	5	7	11	17	21	24
Guesthouses	420	462	567	622	621	770
Rural guesthouses	753	630	846	842	889	1059

Revised Data

Source: National Institute of Statistics, Tempo Online, accessed at 13.06.2016

Data presented in the above table show that, during the analysis, the tourism material base in this Romanian region is diversified, both in urban and rural zones. It mainly helps rural tourism and ecotourism to grow. Small dimensions accommodation units retrieved here (bungalows, rural guesthouses, tourist houses), recorded a significant evolution from one year to another, which marks a positive development of tourism small ecotourism business activity. Therefore, the accommodation capacity in function registers massive growth (See table 2. Accommodation capacity in function)

TABLE 2. EVOLUTION OF THE ACCOMMODATION CAPACITY IN FUNCTION IN ROMANIA'S NORTH-WEST AND CENTER, WITHIN THE TIMEFRAME 2010-2015

	2010	2011	2012	2013	2014	2015
Hostels	361087	444057	582713	741250	860248	932379
Motels	630723	837076	975130	106727 9	961178	1089643
Touristic villas	942933	961005	118875 6	126208 6	1091092	1203498
Tourist chalets	792098	796974	704311	704952	643136	737771
Bungalows	76394	74059	81320	89440	77763	70796
Holiday villages	38060	26280	26352	26280	46270	59630
Campings	147033	259592	305885	391119	281165	385102
Houselets	56594	86282	73785	31182	46547	35451
Tourists houses	4822	24700	33581	87504	52191	73799
Guesthouses	256289 2	262521 5	340956 9	398693 3	4077219	4844083
Rural guesthouses	268107 1	289649 2	387058 2	461590 9	4778842	5258658

Revised data

Source: National Institute of Statistics, Tempo Online, accessed at 13.06.2016

According to the presented data in Table 2. rural accommodation capacity registers, during the year 2015, 5258658 places in rural guesthouses, which leads to the increase of ecotourist demand. Camping

sites had almost trebled the number of accommodation places from 2010 until 2015. The information denotes a growing interest of tourists expressed for protection of nature, and at the same time, capitalizing it.

Further, it is shown the tourist arrivals evolution in North-West and Center of Romania, within the timeframe 2010-2015:

TABLE 3. TOURIST ARRIVALS IN NORTH-WEST AND CENTER OF ROMANIA WITHIN THE TIMEFRAME 2010-2015

	2010	2011	2012	2013	2014	2015
Hostels	35978	43754	49400	56355	80557	97580
Motels	83189	92326	97296	104056	100728	116745
Touristic villas	95720	94506	109502	111903	105243	115215
Tourist chalets	37339	40319	42070	51711	47026	50928
Bungalows	3770	4076	4161	4190	5010	4398
Holiday villages	1745	1507	1150	491	1154	2316
Campings	15820	21809	21115	12670	6696	10944
Houselets	3175	2883	3078	1139	996	1025
Tourists houses	70	426	1687	2095	1457	3855
Guesthouses	177917	212816	256968	318831	349956	460309
Rural guesthouses	138047	169691	221360	259742	287387	351047

Revised data

Source: National Institute of Statistics, Tempo Online, accessed at 13.06.2016

According to the presented data in Table 3 and Table 4, it can be mentioned that, the tourists arriving in this part of the country chose for largely rural farmhouses, campings, villas and rural guesthouses. From conviction or out of curiosity, some of these tourists are attracted by accommodation services, which are offered at "promo Pack", most of the times, along with food services, due to the specificity of local culinary, renowned all over the world (culinary tradition in Maramures, Sibiu, Brasov). Recreational services and the specific ecotourism transportation, such as: walking, boating, horse-riding, carriage-walks, archery, mountain biking and rafting on the rivers, are as important as the other ones mentioned above.

TABLE 4. EVOLUTION OF THE NUMBER OF OVERNIGHT-STAYS IN THE NORTH-WEST AND CENTER OF ROMANIA, WITHIN THE TIMEFRAME 2010-2015

	2010	2011	2012	2013	2014	2015
Hostels	58971	81334	87231	108374	152546	185679
Motels	128511	143134	147274	153300	144115	218725
Touristic villas	189337	191031	216592	239062	225569	250967
Tourist chalets	74919	76737	78768	91199	80264	98329

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Bungalows	10449	11192	12456	10326	9126	10033
Holiday villages	2870	2207	2013	878	3176	7022
Campings	26254	34560	29900	23332	13768	20678
Houselets	6251	3829	5759	2587	2037	2517
Tourists houses	100	1230	3379	4788	3177	8328
Guesthouses	347799	411830	467528	579013	622727	838264
Rural guesthouses	307108	368744	468714	542237	603518	763244

Revised data

Source: National Institute of Statistics, Tempo Online, accessed at 13.06.2016

An important index of the tourism traffic can be found in the specialized literature as tourist traffic density. The indicator expresses the ratio between the number of tourist arrivals and the regions' area (Minciu, 2004, quoted in Gheorghe, 2016). Tourist traffic density in North-West and Center within the timeframe 2010-2015 is presented in the figure below:

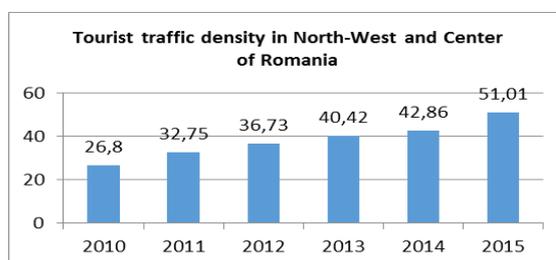


FIGURE 1 - EVOLUTION OF THE TOURIST TRAFFIC DENSITY IN NORTH-WEST AND CENTER OF ROMANIA, WITHIN THE TIMEFRAME 2010-2015

Source: Made by authors

In Figure 1 can be observed a continuously increase of the tourist traffic density in the region studied, and at the same time, a constant increase. The largest number of tourists on square kilometer registers during the year 2015, for about 51,01 tourists/ skm. On average, tourist traffic density studied in this paper is almost 38 tourists/skm. Average length of stay is calculated as the ratio between the number of overnight stays and the number of arrivals (Minciu, 2004). Average length of stay is highlighted in Figure 2.

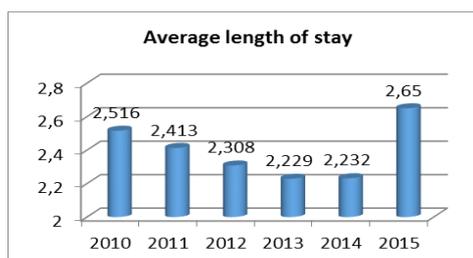
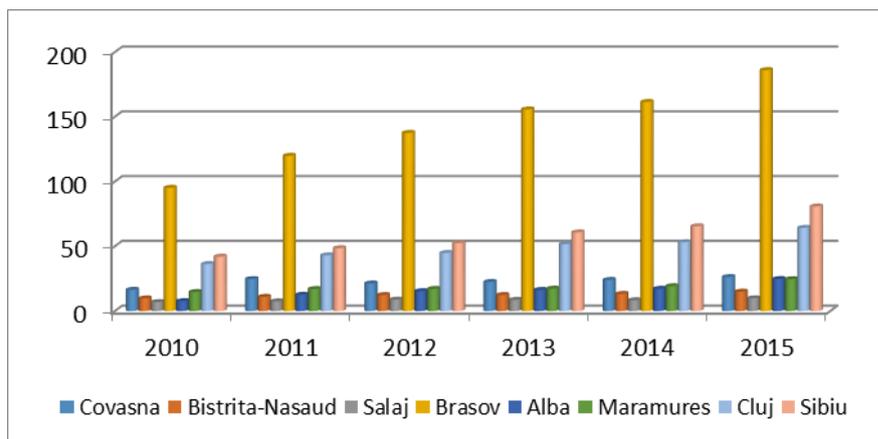


FIGURE 2 - AVERAGE LENGTH OF STAY IN NORTH-WEST AND CENTER OF ROMANIA WITHIN THE TIMEFRAME 2010-2015

Source: Made by authors

According to the data presented in the figure above, tourists remain in their accommodation units, within the timeframe studied, between two and three days. Touristic places in this Romanian macro-region is covered by a massive advertising, through local media channels and national ones, and also, through The Internet. Among the online promotion sources, it can be mentioned the ecotourism routes maps for thematic paths from Maramures, Salaj, Brasov, Covasna, Harghita, Sibiu and Alba. It is important to note that cyclo-tourism here is developed, but still requires reconditioning marks and creating new tracks on difficulty levels (beginner, intermediate, advanced). In Maramures, Salaj, Brasov, Sibiu, Alba are held annually, both culinary famous festivals and folk ones. Tourist traffic density in counties mentioned above is presented in Figure 3.



Reporting period	Covasna	Bistrita-Nasaud	Salaj	Brasov	Alba	Maramures	Cluj	Sibiu
2010	16,41	9,78	6,89	95,13	7,66	14,67	36,31	42,01
2011	24,63	10,97	7,5	119,86	12,57	16,99	43,01	48,54
2012	21,32	12,36	8,82	137,57	15,36	17,07	44,83	52,5
2013	22,48	12,38	8,64	155,69	16,32	17,3	51,63	60,75
2014	24,05	13,24	8,35	161,42	17,18	19,21	53,16	65,48
2015	26,26	14,99	9,82	186,01	24,7	24,53	64,25	80,74

FIGURE 3 - TOURIST TRAFFIC DENSITY IN NORTH-WEST AND CENTER OF ROMANIA WITHIN THE TIMEFRAME 2010-2015
 Source: Made by authors

As it can be pointed out in the figure above, the most visited county is Brasov. It is followed by Sibiu, Cluj and Covasna. Maramures and Alba Counties, are tie in ranking, requiring better promotion of ecotourism destinations, because their potential is valuable. Latest positions in this region are occupied

by small counties, such as Sălaj and Bistrița-Năsăud. The two counties are spread over small areas, but holding interesting surface natural resources.

Unfortunately, Sălaj and Bistrița-Năsăud didn't registered significant certified ecotourism destinations, which highlights a lower ecotourism demand.

To be able to closely analyze the context of ecotourism related to the North-West and Center of the country, in Figure 4 is highlighted the average length of stay for counties studied here:

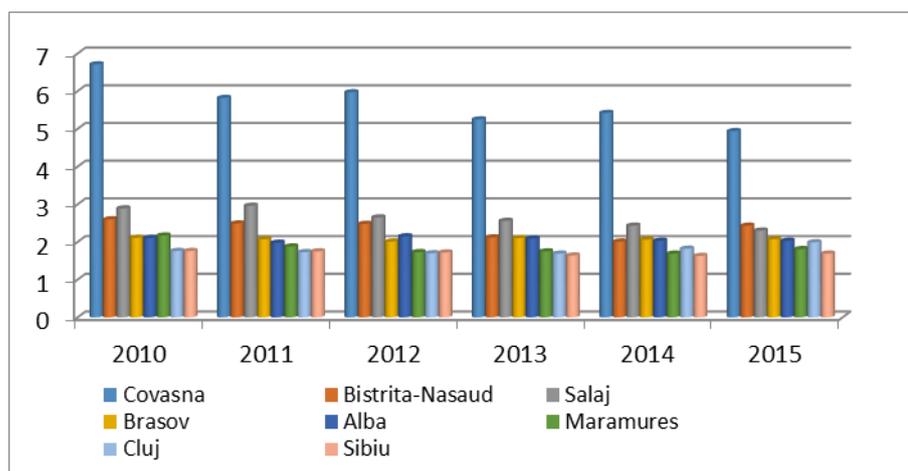


FIGURE 4 - AVERAGE LENGTH OF STAY EVOLUTION IN NORTH –WEST AND CENTER OF ROMANIA WITHIN THE TIMEFRAME 2010-2015

Source: Made by authors

Studying the length of tourists stays' evolution in the above counties, it was observed that tourists had larger vacations in Covasna County. Tourist attractions in Covasna County and its therapeutic baths are the main reasons why tourists, both foreign and Romanian ones, choose every year to spend their short vacations in this region.

Local traditions and nations culture are harmoniously combined and they offer a high quality green tourism. In Covasna, tourists' vacations were, on average, about five days.

Maramures County consists of the traditional Romanian villages promoted nationally and internationally. Life in the Romanian rural areas is colored by traditional settlements, hills and mountains. Romanian plains are decorated with wildflower species. Of great international interest is the Sapanta cemetery. According to data provided by Visit Maramureş Gatekeepers of History, the cemetery is in Top Ten of the most visited cemeteries in the world. Tourists of this county have the opportunity to live a unique experience during their stay and to be witnesses on manufacturing all sort of hand-crafted objects and to be genuine by using specific methods that were applied centuries ago.

Accessing Maramures feeding services is recommended, because ecotourists may have bio menus, and at the same time, traditional food. In Maramureş ecotourists may be a part of history.

In counties, such as: Sălaj, Alba, Braşov and Bistriţa-Năsăud, the length of stays is so short, that doesn't pass for more than three days of vacation. Brasov County is preferred by tourists for its cultural landscapes and events, carried out each year, such as international book and music festivals. Also, in Maramures, Cluj and Sibiu, tourists spend almost two days of their vacation.

Traditional culture in some areas represents the Maramures County's wealth. Heritage of the region is made up of craftsmen and traditional ceramic, wood and glass objects made by them (for example: popular ports, wooden icons and traditional hats), so the ecotourist that wants such services has the opportunity to buy handmade traditional souvenirs.

According to Visit Maramures, the trips are made for 1 or 3 days, so that the first day starts with Baia-Mare.

First direction deployed on 133 km covers some localities, such as: Cărbunari, Berinţa, Copalnic, Mănăştur, Ruşor, Cerneşti, Târgul Lăpuş, Strâmbu Băiuţ, Cavnic, Budeşti, Sârbi, Călineşti, Corneşti, Berbeşti, Vadu Izei and Sighetu Marmaţiei.

The second direction starts from Sighetu Marmaţiei towards Sarasau, Câmpulung la Tisa and Săpânţa. The distance travelled is 50 km.

The third direction starts from Sighetu Marmaţiei towards Vadu Izei, Onceşti, Năneşti, Bârsana, Strâmtura, Botiza, Bogdan Vodă, Sălişte de Sus. The distance travelled on the third direction is 75 km.

In 2006, in Maramures County was initiated the first "green road". This Greenway gives the opportunity of its travel through a distance of 64 km, through Gutâi Mountains. The area has a wealth of cultural attractions and natural ones, among them being Creasta Cocosului Reserve. This natural jewel has a special meaning, both scientifically and ecotouristically, being a rare landscape beauty.

Maramures' s cultural environment is characterised by the traditional architecture in the area and also by traditional outfit which provide the county's identity. A good example of this direction are the wooden churches, wooden doors and wooden houses.

The Greenway can be run by ecotourists both cycling and by a cart. Also, accommodation services in the area is acquired under traditional conditions, material base being composed of small units equipped with traditional inventory items of Maramures County.

In Bihor, Apuseni Mountains play an important role in the Romanian tourism. Padurea Craiului Mountains, part of the Apuseni Mountains, has a wide range of ecotourism quality services and accessible from the financial point of view. The accommodation units are composed of wooden huts, hostels and rural campgrounds. Ecotourists can enjoy high quality roadtrips into nature and high quality traditional food service.

In Braşov County, Zarnesti- Piatra Craiului is a famous ecotouristic destination, which annually attracts ecotourists outside of the country, providing accommodation and food services specific to Romanian ecotourism, preserving natural resources and traditional culture and prohibiting hunting.

In Sibiu County, Sibiu County Tourism Association has proposed that Sibiu's Border should be a Romanian ecotourism destination, data retrieved from the national project entitled "National Network of Ecotourism Destinations-a tool for sustainable development".

The project was implemented by the Romanian Association of Ecotourism in partnership with the National Tourism Authority, being supported financially by the European Economic Area grants within the timeframe 2009-2014, in the Non-Governmental Organizations Fund from Romania.

4. CONCLUSIONS

In a constantly changed world, as well as natural resources, the cultural and traditional ones have an important role, both in green tourism and green economy.

Common operating principle which lies at the base of the two concepts, consists of cultural resources protection, traditional and natural ones. The correct applicability of proper operating principle is given by the implementation of an efficient and also effective waste management. Also, a significant contribution is given by the territorial management, through managing land areas nationwide.

Of great touristic interest are counties such as: Maramures, Cluj, Alba, Sibiu, Harghita, Covasna, counties with a large traditional characteristic, which favors the rural tourist demand growth in these areas in Romania and tourist offer diversification, leading to the prosperity of local communities and rural tourist business developers.

Water management and renewable energy systems have an essential role in the functionality of the green economy and ecotourism, decreasing environmental hazards, and at the same time, ensuring a high level of ecotourism quality services.

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