

ARGUMENT

KNOWLEDGE HORIZONS - ECONOMICS

The magazine **KNOWLEDGE HORIZONS-ECONOMICS** intends to become a top lance of spirituality within the „Dimitrie Cantemir” Christian University and not only, by publishing the best results of individual and collective scientific research of its own professors and by being open to other universities inland and abroad.

The magazine aims at becoming a forum of information and ideas from theory to practice in all fields of activity, but mainly for inter and multidisciplinary research, innovation and applicability.

The Scientific Council and the College editorial board boast well-known professors from Romania and other countries, a guarantee to the high level of this magazine and the selection of these articles.

The opinions expressed within the published articles belong to the authors.

Editor in chief: Ph.D.Gheorghe LEPĂDATU, Professor
 Ph.D. Nicolae NEACSU, Professor

The Journal is indexed and/or abstracted in the following international databases:

1. EBSCO Host, USA
2. ProQuest, USA
3. RePEc, Germany
4. Ulrich's Periodicals Directory, USA
5. Index Copernicus, Poland
6. Open J-Gate, India
7. Global Impact Factor, Australia
8. PDOAJ, Pakistan

Address: 176 Splaiul Unirii, sector 4, Bucharest

Tel.: (021) – 330.79.00 , 330.79.11 , 330.79.14

Fax: (021)/ 330.87.74

E-mail: office@ucdc.ro ; khe@ucdc.ro

Site: www.orizonturi.ucdc.ro

**“DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
ROMANIA**

„KNOWLEDGE HORIZONS – ECONOMICS”

Papers presented with the occasion of the following conferences:

- Annual Scientific National Conference on
**“THE FISCAL POLICY OF ROMANIA AND ITS IMPACT ON THE DEVELOPMENT
OF THE ROMANIAN SOCIETY”**
6th Edition, of the Institute of Multidisciplinary Scientific Research, February 2019,
organized by the „Dimitrie Cantemir” Christian University

- Annual Scientific National Conference on
“CONJUNCTURE AND NEW TRENDS IN THE ECONOMIC DEVELOPMENT”
8th Edition, of the Institute of Multidisciplinary Scientific Research, March 2019,
organized by the „Dimitrie Cantemir” Christian University

- Annual Scientific National Conference with International Participation on
“TOURISM – THE CHANCE OF OUR NATIONAL ECONOMY”
5th Edition, of the Institute of Multidisciplinary Scientific Research, May 2019,
organized by the „Dimitrie Cantemir” Christian University

Editor in chief:

Ph.D. Gheorghe LEPĂDATU, Professor

Executive Editor:

Ph.D. Nicolae NEACȘU, Professor

Editorial Secretary:

Ph.D. Carmen Judith GRIGORESCU, Senior Lecturer

Ph.D. Daniela PENU, Senior Lecturer

Ph.D. Alina SOLOMON, Lecturer

DTP & WEB Assistant Editor:

Dana ALEXIU

P-ISSN: 2069-0932

E-ISSN: 2066-1061

Volume 11 (2019), No. 2 / 2019

**“DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
ROMANIA
„KNOWLEDGE HORIZONS – ECONOMICS”**

PRESIDENTS

Ph.D. Momcilo Luburici,	Professor – President of „Dimitrie Cantemir” Christian University, Founder
Ph.D. Corina Adriana Dumitrescu,	Professor – President of ”Dimitrie Cantemir” Christian University Senate, Founder
Ph.D. Cristiana Cristureanu,	Professor – Rector of „Dimitrie Cantemir” Christian University

EDITORIAL BOARD

Academician Ioan Lucian Albu, Romanian Academy	Ph.D. Liliana Constantinescu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Academician Gheorghe Zaman, Romanian Academy	Ph.D. Andreea Băltărețu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Academician Grigore Belostecinic Academy of Science, Republic of Moldova	Ph.D. Gheorghe H. Popescu, Professor, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Cristiana Cristureanu, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Ionel Bostan, Professor, ”Stefan cel Mare” University of Suceava, Romania
Ph.D. Georgeta Ilie, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Constanța Chițiba, Professor, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Gheorghe Lepadatu, Professor, „Dimitrie Cantemir” Christian University, Romania	Ph.D. Radu Danciu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Nicolae Neacsu, Professor ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Gabriel I. Năstase, Senior Lecturer, Academy Scientists, Romania
Ph.D. Florence Benoit Rohmer, Professor, Universite Robert Schuman, Strasbourg	Ph.D. Roxana Liliana Ionescu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Vasilis Takoudis., Professor, Labour Institute GSEE-ADEDY, Greece	Ph.D. Adina Musetescu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Daviva Jureviciene, Professor, Mycolas Romeris University, Vilnius, Lithuania	Ph.D. Mihaela Muresan, Professor ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Stefano Azzali, Professor, Universita Studes of Panama, Italy	Ph.D. Daniel Stefan, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Yuriy Lopatynskyy, Professor, Yuriy Fedkovych Chenivtsi National University, Ukraine	Ph.D. Doina Maria Tilea, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Victor Munteanu, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Anca Cristea, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Marinella Turdean, Professor ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Agata Mihaela Popescu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Alexandru Țugui, Professor, ”Alexandru Ioan Cuza” University Iași, Romania	Ph.D. Ancuta Gianina Opre, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Marian Pompiliu Cristescu, Senior Lecturer, „Lucian Blaga” University Sibiu, Romania	Ph.D. Tatiana Dosescu, Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Valentina Zaharia, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Luminita Jalba, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Grațîela Ghic, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Roxana Dumitrascu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Eugen Nicolaescu, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Cezar Militaru, Senior Lecturer., ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Cristina Balaceanu, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Bogdanel Dragut, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Luminita Dragne, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Camelia Pavel, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Sorinel Capusneanu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Narcisa Isaila, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Dragos Radulescu, Professor, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Adina Pavel, Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Emilia Pascu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Adriana Zanfir, Lecturer, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Vadim Dumitrascu, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania	Ph.D. Mirela Niculae, Assistant, ”Dimitrie Cantemir” Christian University, Romania
Ph.D. Rodica Tirlea, Senior Lecturer, ”Dimitrie Cantemir” Christian University, Romania	Dr. Ec. Sorin Adrian Robu – InfoFisc Bucharest, Romania

**“DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
ROMANIA
„KNOWLEDGE HORIZONS – ECONOMICS”**

SCIENTIFIC BOARD

Ph.D. **Momcilo Luburici**, Professor – President of „Dimitrie Cantemir” Christian University, Founder
Ph.D. **Corina Adriana Dumitrescu**, Professor – President of ”Dimitrie Cantemir” Christian University Senate, Founder
Ph.D. **Cristiana Cristureanu**, Professor – Rector of „Dimitrie Cantemir” Christian University

Academician Ioan Lucian Albu, Romanian Academy

Academician Gheorghe Zaman, Romanian Academy

Academician Grigore Belostecnic
Academy of Science, Republic of Moldova

Ph.D. **Cristiana Cristureanu**, Professor,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Georgeta Ilie**, Professor,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Gheorghe Lepadatu**, Professor,
„Dimitrie Cantemir” Christian University, Romania

Ph.D. **Nicolae Neacsu**, Professor
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Victor Munteanu**, Professor,
”Dimitrie Cantemir” Christian University, Romania

Ph.D., **Marinella Turdean**, Professor
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Alexandru Ţugui**, Professor,
”Alexandru Ioan Cuza” University Iaşi, Romania

Ph.D. **Eugen Nicolaescu**, Professor,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Cristina Balaceanu**, Professor,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Rodica Tirlea**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Liliana Constantinescu**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Ionel Bostan**, Professor,
”Stefan cel Mare” University of Suceava, Romania

Ph.D. **Radu Danciu**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Gabriel I. Năstase**, Senior Lecturer,
Academy Scientists, Romania

Ph.D. **Roxana Liliana Ionescu**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Adina Musetescu**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Doina Maria Tilea**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Anca Cristea**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Tatiana Dosescu**, Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Luminita Jalba**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Roxana Dumitrascu**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Camelia Pavel**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Daniela Penu**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Narcisa Isaila**, Senior Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Adina Pavel**, Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Adriana Zanfir**, Lecturer,
”Dimitrie Cantemir” Christian University, Romania

Ph.D. **Mirela Niculae**, Assistant,
”Dimitrie Cantemir” Christian University, Romania

Dr. Ec. **Sorin Adrian Robu** – InfoFisc Bucharest

**The Conferences are organized by
„Dimitrie Cantemir” Christian University, Romania,
through the
Multidisciplinary Scientific Research Institute (I.C.S.M.) – Bucharest, Romania.**

Ph.D. Gheorghe Lepadatu, Professor – Coordinator, I.C.S.M.

Ph. D. Nicolae Neacsu, Professor – Deputy Coordinator, I.C.S.M.

EDITOR IN CHIEF:
Professor Gheorghe Lepădatu Ph.D.

EDITORIAL SECRETARY:
Senior Lecturer Carmen Judith Poenaru Grigorescu Ph.D.
Senior Lecturer Daniela Penu Ph.D.
Ph.D. Alina Solomon, Lecturer

Table of contents

Abstracts	6
<i>Reporting Web Application For Olap Cubes</i> Liviu Constantin STOICA	8
<i>Incertitude Managing – From The Classic Risk To The Intelligence Concept</i> Ion Gr. IONESCU	20
<i>New Marketing Solutions For IoT Market</i> Eleonora Mihaela CONSTANTINESCU	26
<i>Evaluation of Management Efficiency According To The Corporation Market Cost</i> Oana ION-BOCĂNETE	32
<i>Big Data And Business Opportunities</i> Ana-Maria Ramona STANCU	38
<i>The Classic Regression Model (Using Tests T and F)</i> Liviu Constantin STOICA	44
<i>Some Comments Regarding The Global Credit Risk And Business Environment</i> Ion Gr. IONESCU	52
<i>Comments On Some Methods And Instruments For Evaluation Of The Corporate Economic Efficiency</i> Oana ION-BOCĂNETE	60
<i>SWOT Analysis Of The Public Procurement System In Romania</i> Ionel PREDA	66
<i>ERP For Small And Medium Companies</i> Ana-Maria Ramona STANCU	77
<i>Tourism Monitoring Using Existing Statistical Data: Comparison Between Călimănești-Căciulata Resort And The Main SPA Resorts in Romania</i> Cristi FRENȚ, Alina NICULESCU, Adrian RĂDULESCU	83
<i>UNESCO World Heritage Sites In Bucovina – An Opportunity For The Sustainable Development Of Tourism</i> Doru Marian TUDORACHE, Petronela TUDORACHE, Roxana Maria AȘTEFĂNOAIEI	91
<i>The Appearance And Development Of Corporate Relations</i> Oana ION-BOCĂNETE	99
<i>Tax Evasion vs. Tax Avoidance</i> Dragoș Gabriel ION	110
<i>Walk of Peace – Capitalization Of The World War I Heritage Through Tourism</i> Roxana Maria AȘTEFĂNOAIEI, Doru Marian TUDORACHE, Camelia SURUGIU, Cristina Lixândroiu	120

ABSTRACTS
KNOWLEDGE HORIZONS - ECONOMICS, Volume 11, Issue 2 / 2019

❖ **Reporting WEB Application For Olap Cubes**

Liviu Constantin STOICA

PhD, Academy of Economic Studies, Bucharest, Romania, Email:
stoica.liviu.constantin@gmail.com

Abstract: In the article entitled "Web Reporting for Olap Cubes", the study was conducted in four parts. In the first part we made an introduction on the design of decision support systems and multidimensional modeling. In the second part we conducted a study on data warehouses, and in the third part we studied the Olap systems. In the fourth part we created an application to create a web application for reports and cubes.

Key words: data warehouse, branch, olap system, uml

JEL Codes: M1

❖ **Incertitude Managing – From The Classic Risk To The Intelligence Concept**

Ion Gr. IONESCU

PhD, Associate Professor, "Tomis" University, Faculty of Economic and Administrative Studies, Constanta, Romania, Email: ionescu_levant@yahoo.ca

Abstract: Our article could be considered, even innovating, through the treated topic. Intelligence theory is a new concept and still less well-known, but less exploited. We assume that it will not be long and will be known, but especially, successfully used, because its core and message are related to the risk, as an element that always lies all over, with or without human will. We rely heavily on the novelty of the subject that is of great interest. However, to better understand the issue, we will go from the known classical risks to correlating the passage from classic to novelty.

Key words: management, incertitude, risk, intelligence

JEL Codes: G32, G34

❖ **New Marketing Solutions For IoT Market**

Eleonora Mihaela CONSTANTINESCU

"Dimitrie Cantemir" Christian University, Bucharest, Romania, Email:
mihaconst14@gmail.com

Abstract: The Internet of Things (IoT) marks a new stage of evolution of the information society and affects not only the business environment, but also the way of configuring human civilization. IoT opens, beyond technological approaches, vision changes on urban megastructures, market mechanisms, consumption sustainability, and communication between human intelligence (HI) and artificial intelligence (AI). At the same time, IoT can be seen as a stimulating factor for a new industry that can operate globally and which uses and potentiates new marketing tools.

Key words: IoT, Artificial Intelligence (AI), big data, cloud computing, digital ecosystem, sustainability, smart city

JEL Codes: M31, O33

❖ **Evaluation of Management Efficiency According To The Corporation Market Cost**

Oana ION-BOCANETE

PhD, Lecturer, "Tomis" University of Constanta, Faculty of Economic and Administrative Studies, Romania, E-mail: oana_bocanete@yahoo.com

Abstract: The stated purpose of this article is to understand what the corporate cost of the corporation is and how it manifests itself in the real economy, then use it as a tool for assessing the effectiveness of management. Basically, for the realization of this article, we have gone from a problem-chieia, namely, the lack of adequate mechanisms (insufficiency) to assess the efficiency of corporate management. We believe that such mechanisms would allow the precise marking, role and contribution of each of the parties involved in corporate relations and, respectively, to base effective communications, to set concrete management tasks, to control their realization, and to adjust them to motivation and incentive systems. The methodology used is analytical. Our conclusions are in the Conclusions subsection, distinct, last of this paper.

Key words: evaluation, management, market cost, corporation

JEL Codes: G30

❖ **Big Data And Business Opportunities**

Ana-Maria Ramona STANCU

PhD, Lecturer, "Spiru Haret" University, Bucharest, Romania, Email:
ana_maria_ramona@yahoo.com

Abstract: In this article titled "Big Data and Business Opportunities," an article I was trying to present in two parts. In the first part we made an introduction to everything that means Big Data starting from the basic notion called large volumes of data, then we presented their characteristics followed by data analysis. In the second part we presented Big Data in Business, that is, we presented its use in telecommunication, financial organizations and other..

Key words: business, data analysis, Big Data, company

JEL Codes: M15

❖ **The Classic Regression Model (Using Tests T And F)**

Liviu Constantin STOICA

PhD, Academy of Economic Studies, Bucharest, Romania, Email:
stoica.liviu.constantin@gmail.com

Abstract: In this article entitled "The classic Regression Model," the study was conducted in three parts. In the first part we introduced an introduction to the regression, after which in the second part I studied linear linear regression. In this part we studied the slope and the least squares method with which we made the regression equations. In the last part we made a demonstration application on regression, an application that was made with SPSS.

Key words: links, slope, regression, statistics, variables

JEL Codes: M1

❖ **Some Comments Regarding The Global Credit Risk And Business Environment**

Ion Gr. IONESCU

PhD Associate Professor, "Tomis" University of Constanta, Faculty of Economic and Administrative Studies, Romania, E-mail: ionescu_levant@yahoo.ca

Abstract: The starting point of the article is that the issue of globalization is extremely ruthless and we need to make some clarifications on a few aspects: the expansion of global capital flows, the influence of marketing that has become "devoratory", the instability and financial mechanisms, mergers and acquisitions, etc. On such a vast issue, it is necessary to analyze, not only to understand the mechanisms that create the dynamics from the content of which derive a series of classical risks, but also some specific macroeconomics at the level, regional, international and global. We have no claim that we have solved the issue, but we believe that an order of ideas in global credit risk has made it possible.

Key words: risk, globalization, credit, business environment

JEL Codes: G32, G34

❖ **Comments On Some Methods And Instruments For Evaluation Of The Corporate Economic Efficiency**

Oana ION-BOCANETE

PhD, Lecturer, "Tomis" University of Constanta, Faculty of Economic and Administrative Studies, Romania, E-mail: oana_bocanete@yahoo.com

Abstract: The main purpose of this article is that to analyze into a deeply analytical maniera, issues about the corporate environment, on the managerial side, more precisely the measure of economic efficiency, knowing that only a convincing, flexible and pragmatic approach, more acute and as close as possible by the specificity of corporate activity, can produce - randament, valued through sales and profit. The methodology used in the research consisted of studying the bibliography and drawing conclusions and structuring them, chronologically, in order to identify their differences, typology and evolution over time. The conclusions are found at the end of this article.

Key words: methods, instruments, evaluation, efficiency, corporation

JEL Codes: B40, G39

❖ **SWOT Analysis Of The Public Procurement System In Romania**

Ionel PREDA

PhD Student, The Bucharest University of Economic Studies, Romania, Email: predaionel14@gmail.com

Abstract: In this article, the SWOT analysis, which is a business tool, has been adjusted to audit the Romanian economic environment with the purpose to examine the strengths and weaknesses, opportunities and threats of the Romanian public procurement framework. The result of the research will be materialised in a SWOT analysis, which will be used afterwards to identify a series of measures necessary to improve the Romanian public procurement system. The article analyses in detail and objectively the weak points, the strengths, the threats and the opportunities that characterize the public procurement system in Romania and identifies a series of measures that can lead to increasing the quality of the procurement procedures, of the savings, efficiency and effectiveness.

Key words: public procurement, procurement procedure, SWOT analysis, improvement measures

JEL Codes: H57, H83

❖ **ERP For Small And Medium Companies**

Ana-Maria Ramona STANCU

PhD, Lecturer, "Spiru Haret" University, Bucharest, Romania, Email: ana_maria_ramona@yahoo.com

Abstract: In the article I studied the impact of ERP systems in small and medium-sized companies. In the first part we started with a presentation of systems based on the current trends of the companies, the origin of this term, their advantages and their characteristics. In the second part we presented the success factors regarding the implementation of the ERP platforms and also analyzed the rate of failure of the implementation of this platform. Following the analysis of ERP systems, we have found that they want to ensure the core functions of the company regardless of its business.

Key words: company, ERP, optimization, process, system

JEL Codes: M15

❖ **Tourism Monitoring Using Existing Statistical Data: Comparison Between Călimănești-Căciulata Resort And The Main SPA Resorts In Romania**

Cristi FRENȚ¹, Alina NICULESCU², Adrian RĂDULESCU³

¹National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: cristi.frent@incdt.ro

²National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: niculescu@incdt.ro

³National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: adrianradulescu@incdt.ro

Abstract: Spa tourism can trigger Romania's economic development, given the remarkable potential it features, but it still needs subsequent modern and competitive tourism products, along with the already established ones. This paper outlines a model for monitoring and setting up a comparative analysis in the field of tourism, at the level of resorts, using the existing statistical data provided by the National Institute of Statistics. Călimănești-Căciulata resort was applied within this model, and certain indicators were used for the purpose of comparison with other main spa resorts in Romania: Băile Felix-1 Mai, Băile Herculane, Sovata, Covasna, and Băile Olănești. This approach might be considered an illustrative example that can be applied to any spa resort in Romania.

Key words: tourism, statistics, monitoring, spa resorts, Romania

JEL Codes: L83

❖ **UNESCO World Heritage Sites In Bucovina – An Opportunity For The Sustainable Development Of Tourism**

Doru Marian TUDORACHE¹, Petronela TUDORACHE², Roxana Maria AȘTEFĂNOAIEI³

¹National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: tudoru@incdt.ro

²National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: petronela.tudorache@incdt.ro

³National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: roxana.astefanoaiei@incdt.ro

Abstract: Bucovina – a historical region located in the North of Romania – is famous for its cultural-historical and ethno-folklore heritage that generates great tourism attractiveness. This paper examines how the presence of UNESCO World Heritage Sites has influenced the sustainable development of tourism in Bucovina over the last two decades, this label being an important marketing tool in world tourism and its presence ensuring a great deal of visitors to a particular tourist destination. An analysis of the evolution of the main tourism indicators

(accommodation capacity, number of tourists, number of overnight stays) associated with this tourist destination will be made along with a comparison of the tourist activity in two localities featuring UNESCO monuments (Gura Humorului and Sucevita), and a classic destination in Bucovina (Vatra Dornei resort).

Key words: tourism destination, sustainable tourism, UNESCO World Heritage, religious tourism, Bucovina

JEL Codes: L83

❖ **The Appearance And Development Of Corporate Relations**
Oana ION-BOCANETE

PhD, Lecturer, "Tomis" University of Constanta, Faculty of Economic and Administrative Studies, Romania, E-mail: oana_bocanete@yahoo.com

Abstract: It seemed interesting to us that many people do not know, in economic history, the conditions and the way the corporate-type entities appeared, the relationships that linked them, the various plans, and how the typology of these relationships evolved. was the starting point for the development of our subject and, as such, we want to make light in this regard, all the more so since the discipline of Economic History has disappeared, even from the faculties with an economic profile. We also have the belief that only when we know more closely about what the corporation is, how it has been abolished and what is the relational framework in which it operates, anyone who will think and juggle more easily, no matter what the topic to be developed, on the relationships and their relational framework.

Key words: development, corporate relations, entrepreneurship, society

JEL Codes: G34

❖ **Tax Evasion vs. Tax Avoidance**

Dragoș Gabriel ION

PhD Student, University of Economic Studies, Bucharest, Romania, Email: iondragosgabriel@gmail.com

Abstract: The aim of this article is to raise awareness between the fine line of tax evasion and tax avoidance at SMEs level in Romania. Herein are presented four practical examples that could be regarded as fiscal measurements (fiscal optimization) or could be reconsidered by the fiscal authority as an illegal measurement taken by the company's management. Because we are under the jurisdiction of Romanian fiscal law (tax code) 227/2015 the examples that are illustrated within the article may not be suitable for other Countries, especially outside of EU (European Union).

Key words: tax evasion, management, fiscal measurements, fiscal law

JEL Codes: H29, H26, H30

❖ **Walk Of Peace – Capitalization Of The World War I Heritage Through Tourism**

Roxana Maria AȘTEFĂNOAIEI¹, Doru Marian TUDORACHE², Camelia SURUGIU³, Cristina LIXĂNDROIU⁴

¹National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: roxana.astefanoaiei@incdt.ro

²National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: tudoru@incdt.ro

³National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: cameliasurugiu@gmail.com

⁴National Institute of Research and Development in Tourism, Bucharest, Romania, E-mail: curea@incdt.ro

Abstract: The First World War left many wounds that affected generations of people, nations, and landscapes. The patrimony left behind by World War I is diverse and scattered throughout the world represented by: trenches, mausoleums, cemeteries and monuments, war graves, some of them true architectural and artistic masterpieces. However, many of these monuments have fallen into oblivion or are scarcely capitalized on cultural, historical or tourism routes. In our research we have brought arguments on the importance of capitalizing on World War I heritage through cultural routes and tourism and we have identified the steps to be taken to develop such a route in Romania.

Key words: World War I Heritage, tourism, cultural route, strategy

JEL Codes: L83