



**The Second Online International Conference on
“The Challenges of Sustainable Tourism Development
in the Times of Climate Change”**

E-Book of Abstracts

Editors
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e-BOOK of ABSTRACTS

ROMANIA AS A FUTURE DESTINATION FOR TOURISM

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Abstract:

Covering 238,391 km² (92,019 square miles) Romania is situated in the south-east of Europe, bordering with Hungary, Serbia, Bulgaria, the Black Sea, Republic of Moldova and Ukraine. Romania has a harmonious and diverse landscape and could be considered one of the most beautiful and resourceful places in Europe. Despite all these attributes, until now the country has not become, as was intended, a well known tourist destination. However, Romania can become one.

Tourism in Romania focuses on the country's natural landscapes and its rich history. Despite the rich tourism potential presented above, Romania is not a well-known tourist destination. Serious environmental problems include soil erosion and water and air pollution from unregulated industrial development. Because of economic hardship, the government has been slow to enforce laws that place restraints on industry.

This paper aims not only at identifying the main strategic elements of development for the touristic sector in Romania, but also at making a short review of the environmental infrastructure, of the access roads to the most important touristic destinations, and because the tourism is based on pure nature, we want to identify the level of pollution, the main sources of pollution, the national and the regional environmental and touristic politics.

Keywords: Romania, tourism, pollution, environment, infrastructure.



MODEL OF ECOTOURISM FOR SUSTAINABLE DEVELOPMENT IN LATVIA

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Abstract:

It should be recognised that ecotourism promotes sustainable development in general and conservation of biodiversity in particular. This form of environmentally sound tourism is able to carry out projects demonstrating good environmental management, social responsibility, sustainable economics to provide a positive example for the entire tourism industry, not only in protected nature territories, but throughout the country as a whole.

Ecotourism in Latvia is a novelty, which makes it necessary to develop an effective ecotourism model, which will be an important tool for protecting the environment, and promote the welfare of local residents, as well as build awareness of ecotourism discourse. The areas selected for this study were the Natura 2000 territories in Latvia as well as appropriate national legal acts and strategies, development of the definition of ecotourism and cooperation of the parties involved, which serves as the basis for establishment of the ecotourism model.

Conclusions: The ecotourism model, with particular emphasis on appropriate legal acts, government and local government, public, private and scientific sector cooperation, environmentally-friendly technologies, should become an effective tool to develop sustainable tourism industry.

Keywords: biodiversity, environmental management, legal acts, tourism, ecotourism, protected nature territories, cultural heritage.

DEVELOPING HERITAGE ARCHITECTURE ON TOURISM MARKETING

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Abstract:

Today, architectural heritage tourism has become one of the most popular forms of tourism. Countries across the world have welcomed it as an instrument of economic development and advocacy of local culture and heritage. Equalize between heritage consumption and conservation is not an easy role, not only at the system level but also at the all individual level. Sustainable marketing about architecture heritage tourism is a complex idea as it aims to mix many disciplines: sustainability, marketing, architecture and heritage. It is also a relatively new phenomenon with a meager body of work to carry the concept forward, conceptually and in application.

All cultural attractions have an important role in tourism, and give much of tourists in heritage and architecture objects. Cultural architecture and heritage tourism has positive impacts on

economic and social but sometime have negative impacts on communities and regions, too. This paper makes link ideas of tourism from sustainable marketing perspectives and embeds it within a heritage management setting.

This paper make links about some ideas of tourism from sustainable marketing perspectives and embeds it within a heritage management setting. And this paper suggests that sustainable marketing of architecture and heritage tourism and its application is not an impossible. Architecture and heritage tourism management needs to adapt to the changing world around it, and as competition grows fast and financial resources become rare, traditional non profit heritage institutions are required to perform often polarized tripartite functions of providing entertainment to the mass audience, and promoting civic engagement, and original function as custodians of both tangible and intangible heritage.

Keywords: heritage, architecture, tourism

NOVEL NITROGENCONTAINING COORDINATIVE COMPOUNDS FOR HUMAN AND ENVIRONMENT PROTECTION

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Abstract:

Novel nitrogen containing coordination compounds of some d-metals Ag(I), Hg(II), Zn, Fe(II), Cu(II), Mn(II), Cd(II), Ni(II) and Co(II) are synthesized and studied. The optimal conditions of the synthesis have been established. The essence of this method is that nitrates, chlorides and sulfates of mentioned metals form stable, but water-soluble coordination compounds with 2,2-dipyridyl and ethylenediamine. It was established that their extraction from mother solution in chemically pure form for further transformations is not necessary: corresponding d-metals tetrasulphantimonite(V) dipyrilidates and ethylenediamine complexes are instantaneously precipitated during treatment by these solutions' precipitator – sodium tetra sulphantimonite.

It was showed that the obtained coordination compounds are finely dispersed substances, insoluble in water and ethanol. The composition and structure of synthesized coordination have been established by elemental analyses. The study of IR spectra of these compounds showed that SbS_4^{3-} group in studied substances represents exteriorly spherical tetra sulphantimonite (V) ion. Analysis of synthesized compounds thermographs shows that thermal destruction of studied samples begins at $\sim 150^\circ$, runs stage-by-stage and deligation (removal of ligand) is completely finished approximately at $400-500^\circ$. Bioscreening of obtained compounds was carried out. Their antimicrobial, antiviral and parasiticide activity has been established. Area of their application has been established.

Keywords: Industrial waste, stibium, coordination compound, bioscreening, composite, use.



THE INVESTMENT IN TOURISM - IMPORTANCE OF THE INTEGRATED MARKETING COMMUNICATIONS TO PROMOTE THEM

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Abstract:

In applying modern marketing today it is not sufficient to have just supply for good and qualitative product, setting favorable price, possibility for consumer to have it on place best for him, must appears as the need for communication and is given importance of communication with the environment and especially communication based on the concept of marketing mix, is increasing in recent decades. The more a country, region, city or in this case tourist companies organize promotional activities are seen as the more necessary that these activities should be coordinated. So if we wish that promotional activities provide effects and in same time to achieve to be economical in use of resources and achieve optimal results then it appear as necessary the appliance of the concept of integrated marketing communication. This is because through its tourist subjects starting from those small up to the country level should coordinate of its promotional activities addressing to public clear message, meaningful, reliable, competitive and strong, as for the subject itself as well as tourist for its goods and services. Objective of integrated marketing communication must be intention that the right message should be made public properly, to appropriate auditorium, in the right place, and timely. Investments in Tourism are and should be part of the countries policy regarding whether the Investment should be Foreign or domestic. The information sent to potential investors and communicating with them (target group) will help in making the attractive for tourist the entity-organization no matter if it is company, certain town or country as touristic destination in general. We should always be aware of environment which is changing continuously. Any enterprise or institution will necessarily be placed sometimes in the role of communicators but also as the promoter.

Key words: investment, marketing mix, promotion, integrated marketing communication, investors.

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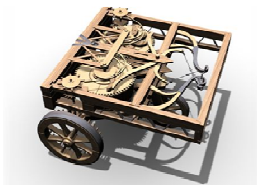
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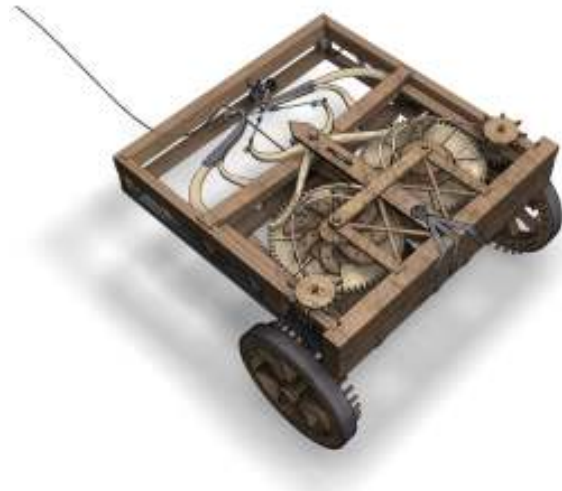
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