

**CONTRIBUTION OF TOURISM INFORMATION CENTRES FOR REGIONAL
DEVELOPMENT AND TOURISM IN THE JIZERSKE HORY MOUNTAINS IN
THE CZECH REPUBLIC**

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ABSTRACT

Question of tourism as an important factor of local and national economies, particularly in countries in which the tertiary sector is a major segment of employment, very serious. This is related to the inturismuseasing pressure on the natural environment, which is under pressure development projects and inturismuseasing attendance. One of the unseen, but recently an important tool to control the negative effects of the tourist information centres. Their irreplaceable role in the orientation of the visitor destination and role in stimulating tourism is important. The quality of the services of these centres in recent years, undergo an elaborate system of certification. This benefit and contribute to the development of their region. The study presents preliminary comparison of locality The Jizerske hory Mountains in the Czech Republic.

Keywords: conception of touris, regional promotion, sustainable tourism, tertiary sector of service, visitor

EMAS – INSTRUMENT FOR SOLVING PROBLEMS IN WASTE MANAGEMENT

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ABSTRACT

Continue improvement in enterprises is orientated in area of living environment and especially in area of waste management. Improvement of business processes is coupled with reduction of waste, utilize technology, that are save natural resources, reduce negative impact on environment, to decline waste recycling, produce products, that doesn't create waste for customer and all activities representative the main goal of environmental improvement. EMAS is one of the implement for the enterprises in Slovak and European Union. This paper describes EMAS, the law of EMAS, charges for EMAS, general conditions and implementation of EMAS in the enterprises. In this paper are presented some firms in Slovak that put into praxis EMAS and the firm recorded innovation in waste management. Scheme EMAS is formation like this, that through effective utilizing own source, harmony with law of living environment, control of straight and indirect environmental aspects it is aim to increase competitiveness of the firm.

Keywords: EMAS, waste management, environmental policy, waste recycling

ENERGY EXCHANGE IN ROMANIA: REALITIES AND PERSPECTIVES

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ABSTRACT

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FACILITY MANAGEMENT OF HISTORIC BUILDINGS

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ABSTRACT

Paper deals with the management of historic buildings focusing on differences over conventional buildings or new buildings. Historical buildings have their own laws that must be complied with in the process of monument protection. This paper compares two university buildings, one of them is a historic building from the 19th century in the center of Kosice and the second was built in the 70 - ies of the last century. Comparison is in terms of building constructions and their restoration and maintenance of the proposed, and these results from passports are summarized in tables. Based on these results were processed by the principles of maintenance, rehabilitation and modernization of historic buildings.

Keywords: historic building, operation, administration of buildings

LEGAL ASPECTS REGARDING THE PROTECTION OF THE BLACK SEA AGAINST POLLUTION

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ABSTRACT

In the context of the establishment of a framework for community action in the field of marine environmental policy by the adoption of Directive 2008/56/EC of the European Parliament and of the Council of 17 June 2008 – the “Marine Strategy Framework Directive”, the present article examines the evolution of the development of the process of achieving sustainable development in the Black Sea Region.

This article aims to present the legal instruments achieved through long-term regional cooperation, in view of the limitation of the continuous degradation of the marine environment and resources and of their sustainable use, as well as the process of harmonization of Romanian legislation with EU legislation.

The legal document which aims to preserve the marine environment against pollution is the *Convention on the Protection of the Black Sea against Pollution*. Many provisions of the legislation in force only refer to pollution and do not cover other pressures exerted by the socio-economic system.

The transposition of the Marine Strategy Framework Directive in the national legislations will provide the legal framework for the for achieving a good status of the marine environment by 2020, as well as the implementation of the community policy at the level of all the marine regions, including the Black Sea Region.

Keywords: strategies and legislation, sustainable development, pollution

MATERIAL FLOW - STARTING POINT FOR RECOVERY OF INPUTS IN THE PRODUCTION COMPANY

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Lecturer Dr. Radu George Cazacincu

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ABSTRACT

This article examines the importance of the relation between a clean environment and human health in the context of the National Sustainable Development Strategy of Romania.

By undertaking the national Strategy by means of the Government Decision adopted in this respect on 12 November 2008, Romania thereby responded the European objectives in the context of the processes of globalization, thus fulfilling an obligation undertaken as EU member state.

The article aims to analyze Romania's long and medium term strategic vision in the field of public health, in order to reach the average performance indicators of the other EU countries and to organically integrate these concerns in the national strategies and sectoral or thematic operational programmes.

For Romania, as EU member state, sustainable development is not one of the available options, but the only rational perspective of the national evolution, with the result of establishing a new paradigm of development by the conjunction of economic, social and environmental factors.

In full accord with the imperatives of the exploitation of the natural capital and the improvement of the quality of people's lives, Romania must apply, simultaneously and completely, the new paradigm of sustainable development in public health as well.

Keywords: European strategies and legislation, sustainable development, public health

**REGIONAL PARKS - THE ALTERNATIVE FOR RENEWING
THE SENSITIVE RURAL AREAS WITH POTENTIAL
FOR AGROTOURISM. CASE STUDY: BRAN-RUCAR CORRIDOR**

Reader Dr. Daniela Dumitrescu

Adrian Aurel Baltălungă, Phd Human Geography

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ABSTRACT

Alpine areas, fragile par excellence, would benefit rather from an integrated, balanced development, than from an artificial “conflict” between their environment and their economic development, between their traditions and their economic development or between the latter and their historical dimension. The true challenge for the fragile alpine areas in Romania is generated by their difficult geographic conditions, which trigger high costs and supplementary difficulties in terms of territorial renewal. The Bran-Rucar Corridor is incontestably endowed with treasures in terms of natural and architectural patrimony, cultural heritage or gastronomy, and therefore it could become a major touristic destination in Romania. However, the absence of a voluntaristic, well-coordinated policy, of a Master Plan, could slow down its development. The risk of a rapid degradation of the environment and of an irreversible rural fall should also be considered. The Bran-Rucar Regional Park is the answer proposed regarding the present and future stakes of this area.

Keywords: regional parks, rural areas, sensitive, agrotourism, Bran-Rucar Corridor.

ROMANIA AND THE ENVIRONMENTAL POLICY OF THE EUROPEAN UNION

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ABSTRACT

Environmental protection is one of the horizontal policies of the European Union these days. Its main aim is to design and apply all policies of the Community and its member states. The integrated approach should be linked to the general integration strategies of the last decade of the previous century which were lowly adjusted to the pattern of sustainable development.

The Maastricht Treaty raises environmental policy to the “rank” of Community policy and the Amsterdam Treaty includes the principle of sustainable development to the main Community objectives. It also regulates the application of the Environmental Integration Principle to sectoral policies. The European Union has elaborated a complex system of horizontal Community Laws by designing six environment action programs. They occur in the following fields: air quality, waste management, water quality, landscape protection, industrial pollution and risk management, dangerous chemical substances and genetically modified organisms, noise, civil protection, nuclear safety and radioprotection. EU has changed the sectorial approach into an integrated one, has developed principles and action and has taken important steps in international cooperation on environment safety.

Currently, the European Union runs the stages of the Sixth Action Programme “Environment 2010-2015: Our future, Our choice” which focuses on four main areas of action: climate changes, environment and health, nature and bio-diversity and management of natural resources.

When adhering to the European Union, according to Negotiation Chapter 22, Romania assumed to fulfill the European regulations and to allocate financial amounts in order to apply coherent measures in the field of Environmental protection. As full member of the European Union, Romania defined its own consistent policies in order to follow the strategic direction and priorities of the European Commission. While the Community Acquis was already adopted, further actions and environmental activities aim to reach the targets for each negotiated transition period.

Keywords: Negotiating chapters between Romania and the European Commission, main environmental objectives and targets, Community Acquis, Transition

THE IMPACT OF REACH REGULATION ON ZEOLITES PRODUCTION

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ABSTRACT

REACH is undeniably one of the most important legal acts, which aims on protection of human health and environment. In order to ensure this, both manufactures and importers are obligated to collect or generate data on substances and asses how risk to human health and environment can be controlled. All chemical substances manufactured or imported within the European Community (EU) territory in quantities of more than 1 Mg per year have to be registered. REACH also applies to zeolites. The last mentioned are a large group natural and synthetic hydrated aluminum silicates. Synthetic zeolites were produced since 1950. Nowadays the annual production exceeds 12 000 Mg. This paper presents the aspects of REACH regulation in case of zeolites production.

Keywords: zeolites, REACH system, environmental management

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FROM THE TOURISM PERSPECTIVE – CASE STUDY HÂRTIBACIU
PLATEAU**

PhD. Student Talita Pascu¹

PhD. Student Raluca Emilia Crişan²

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ABSTRACT

The purpose of this paper is to highlight the importance of advertising in rural development from the tourism perspective. It is widely known that both tourism and advertising are money generating industries; therefore some efficient advertising campaigns can turn a secluded and unknown area into a major tourist attraction. After setting the theoretical framework, this paper aims at the detailed analysis of Hârtibaciu Plateau as perceived through different means of advertising. Our case study highlights the lack of good and efficient advertising in this area as compared to the way it is advertised internationally (eg. Greenways, Traditional Brunches, Saxon Settlements’s Road etc). Moreover, this paper is also intended to provide a calendar of the scheduled activities for 2014 in the studied area. After analyzing the tourism phenomenon in Hârtibaciu Plateau it can be seen that, although it has a great tourism potential, it is not fully used. However the right advertising campaigns could make all the difference, as it would be quite a pity for this region not to be exploited.

Keywords: advertising, rural tourism, rural development, tourism, Hârtibaciu Plateau

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Lect. Dr. Adrian-Aurel Baltălungă

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