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# *Advances in Environment, Ecosystems & Sustainable Tourism*

*Proceedings of the 11<sup>th</sup> International Conference on  
Environment, Ecosystems and Development (EED '13)*

*Proceedings of the 2<sup>nd</sup> International Conference on  
Sustainable Tourism and Cultural Heritage (STACH '13)*

*Brasov, Romania, June 1-3, 2013*

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Published by WSEAS Press  
[www.wseas.org](http://www.wseas.org)

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All papers of the present volume were peer reviewed by no less than two independent reviewers. Acceptance was granted when both reviewers' recommendations were positive.  
See also: <http://www.worldses.org/review/index.html>

ISSN: 2227-4359  
ISBN: 978-1-61804-195-1

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## Plenary Lecture 1

### Environmental Excellence Self-Assessment



**Assistant Professor Davorin Kralj**  
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**Abstract:** The environmental excellence self-assessment supports organisations develop and enhance their environmental management capabilities and sustainable development, so as to achieve high environmental performance and be more environment friendly and competitive. It also recognises organisations for their performance on the business and environmental excellence journey. This initiative provides a comprehensive framework to manage organisations for business and environmental excellence on sustainable way. The environmental excellence framework is aligned with the business excellence frameworks adopted for the European Excellence Award. Sustainable environmental excellent organizations can operate in different environments, with different stakeholder constituencies, and come in all shapes and sizes but what they do have in common is a mindset based on eight Fundamental Concepts of Excellence according to EFQM. Each concept is a part of sustainable business. Regardless of sector, size, structure or maturity, organisations need to establish an appropriate environmental management framework to be successful in a sustainable way. The EFQM Excellence Model upgraded to Sustainable Environmental Excellence Model (SEEM) is a practical, non-prescriptive framework that enables organisations to: assess where they are on the path to sustainable environmental excellence; helping them to understand their key strengths and potential gaps in relation to their stated (Sustainable Environmental) Vision and Mission as well as to integrate existing and planned (sustainable environmental) initiatives, removing duplication and identifying gaps.

Supporting this framework are the three business excellence niche standards for people, innovation and service. Each of these standards focus on the organisational capabilities required for a key enabler of business excellence, such as people, innovation and service. Based on their needs and strategy, organisations could use any of the business excellence, quality, environmental or healthy standards to enhance their capabilities. Environmental Excellence Self-assessment is a first step that serve many purposes, useful as tools for environmental excellence performance evaluation and public information and starting point for continuous improvement.

**Brief Biography of the Speaker:** Ddr. Davorin Kralj completed his undergraduate studies at the University of Maribor, Faculty of Chemistry and Chemical Engineering (1987) and post-graduate study at the University of Maribor-Faculty of Organizational Sciences, in the area of Integral Quality Management (1991) and also post-graduate master' study program Management and Organization - MBA at Faculty for Economics and Business in Maribor (2008). In 2009 he holds a Ph.D in the field of Chemistry and Chemical Engineering and in 2012 he holds a second PhD at the Faculty of Economics in Ljubljana. His main teaching and research areas include organizational sciences, environmental management and sustainable development. He has authored or co-authored various scientific papers and environmental patents. He has been awarded numerous certificates and awards. In 2008, have been distinguished with the silver award during the China Association of Inventions and IFIA International Federation of Inventors' Associations, the silver award during the International Jury of IENA 2008 and award of the Best Eco Inventor during the WIPO World Intellectual Property Organization.

## Plenary Lecture 2

### Sustainable Development and its Concrete Implications: From an Ancient Wisdom to a Modern Fashion



**Associate Professor Daniela Cristina Momete**

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**Abstract:** The author of this paper aims to investigate the significance of sustainable development from ancient times to present days with the goal to unveil its practical implications. The current research reveals the transformation of sustainability concept from an old wisdom that correlated the human behavior with the capacity of natural systems to cope with this behavior, to a concept not precisely defined, that risks to become nothing but a mere modern fashion. From Hans Carl von Carlowitz to Gro Harlem Brundtland and recent intellectual debates, declarations and commitments, the paper discloses that good intended practices might be easily transformed into a real Trojan horse carrying illicit interests, if practical safeguards are not considered. The paper critically analyses the manner in which the triplet of economic, social and environmental aspects evolved from a real concern about the human welfare in the past, to a flexible meaning in the present, where sustainable development remodels accordingly to particular interests.

**Brief Biography of the Speaker:** Daniela Cristina Momete received B.Sc. (5-years diploma), M.Sc. and Ph.D degrees in chemical engineering in 1996, 1997 and 2005, respectively, from University POLITEHNICA of Bucharest, Romania. From 2000 to 2004 she studied for a second Ph.D degree at the Academy of Economics, International Business and Economics Department, Romania, and graduated in 2004 with a Ph.D. degree in economics. From 1997 to present she has been a faculty member of the Department of Economic Engineering, University POLITEHNICA of Bucharest, Romania, serving as an assistant professor from 1997 to 2002, lecturer from 2002 to 2007, and an associate professor since 2007. She was involved in several education/research fellowships in UK, France and Italy and she successfully concluded a post-doctoral research European program at the National Institute for Economic Research from Romanian Academy, Romania. Her research and teaching interests include Energy Economics, Sustainable Development, Resources Management, Economics of the Firm, Industrial Management, European Economics and engineering education. She is an author/co-author of several books and more than 70 papers published in international/national journals and conference proceedings. She is a member of Romanian Chemical Society, Association for Managers and Economic Engineers from Romania, Danube Adria Association for Automation & Manufacturing and World Scientific Engineering Academy and Society (WSEAS). She chaired several WSEAS International Conferences, edited several WSEAS books, and served as a reviewer for many papers submitted to WSEAS Conferences.

## Plenary Lecture 3

### The Factors with Major Incidence in the Development of Sustainable Tourism



**Professor Mirela Mazilu**

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**Abstract:** Contemporary tourism is a social and especially a cultural process; it is a way of life of today's man. Up to modern times, the basic social relations represented a function of social proximity. The local communities, with a local cultural environment, sharing fundamental values, have eased the definitions of identity by the individuals and have given a meaning to the social groups, which are generally stable.

All the values are combined within the "mass culture" society, which leads to the isolation of an individual among the "many loners". The third stage that of the "tourist" transformation of the world is reached!

The process is unfolded in various parts of the Globe. This aims mainly at the developed countries and regions, but it gradually expands to the whole world. Tourism is, before all, a form of the human behaviour. Man is the essential subject of tourism. This can be explained if we understand man, as a human being with its social, cultural needs.

This article will look at the big picture of tourism development impacts and approaches to deliver low impact development. It will teach a holistic approach to planning and sustainable tourism development that reviews governments' and international donors' role in rural land development, stressing bioregional planning as a key tool for governments and their donors to move rural areas into a more thorough process for sustainable regional development.

Two elements are essential in the tourism industry system: how to make use environmentally, sustainably of the tourism potential of the landscape and the anthropogenic potential. The following are dedicated to them. Why ecology in tourism? Why ecology of hospitality? Why ecology of tourism? These are questions that I have partially answered and the book tries to bring to the attention of tourism phenomenon lovers issues, thoughts, experiences.

However, major changes in economic growth patterns are taking place by focusing on intensive types, on sustainable development, globalization and integration fields. In this context, tourism acts as a social component, with a significant participation in the overall progress and, not least, as a promoter of globalization and sustainable development factor.

**Brief Biography of the Speaker:** Mirela Elena Mazilu is professor of the University of Craiova, Social Sciences Faculty, Department of Geography, Romania. She has many national and international researches naming 14 books which were published as a single author; 6 university manuals especially in tourism; over 187 articles which were published in the volumes of the national and international Congresses, symposiums, conferences and seminars and also in prestigious magazines with CNCSIS range and over 194 participations to scientific events. Also, she published over 44 articles in international magazines in different fields such as: Sustainable tourism, European integration, ecology, environment protection, tourism and 46 articles in national journals CNCSIS, etc. She has 36 articles published in International Journals of specialty with ISI range and 12 in Naun Journal and many others international journals. Her papers are cited in International Data Bases (42). With multiple preoccupations in the field of tourism, organizer of 2 Euro-regional fairs of tourism (with participation of Mondial Travel Organization) and 3 International Conferences (2004, 2006, 2009) and in the 4th Conference organized the Special Session "Sustainable Tourism" in collaboration with WSEAS, Plenary Lecturer in Conference: Economy, Management and Transformation 2010 (EMT' 2010), ICAB '2012 Montreux, CUHT, 2011, Corfu, organized by WSEAS, President Organizing Committee of TED'2011, Chairman in many national and international conferences, reviewer in 4 Journals of Tourism, coordinator of over 21 research grants, member of doctoral commissions, winner of many diplomas of excellence on tourism and prizes for the researches made in tourism, member of many national (16) and international (22) tourism organizations (AIEST, CIRET, TIES, SUSTAINABLE TOURISM, TTRA, REZOTOUR, SOUTHEASTERN EUROPE MOUNTAIN RESEARCH NETWORK, CEDIMES, etc.). Also member of Editorial boards of national and international journals on tourism, President of 2 NGO, in Tourism, reviewer in 6 international Journals.