

***The ROMANIAN TOURISM FAIR (13<sup>th</sup> of November – 16<sup>th</sup> of November 2014)  
– a retrospective look***

Over 270 companies from 14 countries (Austria, Bulgaria, Russia, Germany, Greece, India, Israel, Italy, Moldova, Palestine, Romania, Spain, Turkey, Hungary) presented their offers to the XXXII-edition of the ROMANIAN TOURISM FAIR ( TTR ), which was held at ROMEXPO between 13-16 of November 2014.

During the fair, there were presented 12 events, 6 of them having B2B character (presentation of tourism destinations, press conference and gala for the partners).

Participating companies of the ROMANIAN TOURISM FAIR, between 13<sup>th</sup> – 16<sup>th</sup> of November 2014, occupied an area of 7.000 square meters.

During this edition, 60 tourism agencies members of the Romanian National Association of Travel Agencies (NATA) were participated, occupying over than 50% from the exhibition area.

The department of Tourism and Geography of the Business and Tourism Faculty from the Bucharest University of Economic Studies participate every year at ROMANIAN TOURISM FAIR editions, as it becoming a tradition for socializing and networking among students, teachers and participants.

The XXXII edition of the ROMANIAN TOURISM FAIR was a great opportunity for organizing the workshop which had the theme *University Relationship with the Business Tourism Environment* as part of the project “Innovative partnership between the University and the Business Environment – PARTNER.NET”.

The project “Innovative partnership between the University and the Business Environment – PARTNER.NET” made by the Bucharest University of Economic Studies in partnership with CACTUS – Academic Association of Research in Tourism and Services and Romanian Entrepreneur Club, aims to develop a long life partnership between the University and the Business Environment, in order to improve the relevance of curricula to labor market needs. The project seeks a better correlation between the educational offer of the University and the current and future skills needs, in the domain of Marketing, Tourism, Services, Business Administration and Management.

The POSDRU project “The innovative partnership between the University and the Business Environment – PARTNER.NET”, it is financed from the SOCIAL EUROPEAN

FUND through the Sector Operational Program for the Human Resources Development 2007 – 2013 – “Investing in people!”, Priority axis 1: “Education and training in support of growth and development of knowledge-based society”, The key area of intervention 1.2 “Quality in higher education”.

The main result towards entire construction of the project aims is to develop a model for collaboration between Business and the University as a Partnership Network for Excellence and Employment – PARTENER.NET, which will operate as a collaborative network composed of companies, University, professionals and students.

The target group of the project consists of 300 students in master cycle and 20 people involved in the development of study programs. The total project duration is 18 months and is implemented from May 2014 till November 2015.

The project activities include also the organization of 20 *Workshops University – Companies*, events to be attended by teachers, university representatives and representatives of businesses (corporations, SMEs, entrepreneurial companies).

The workshop *University Relationship with the Business Tourism Environment* was held Thursday, November 13, 2014, during 14.00-17.00 hours, in the conference room Balcescu C6 Pavilion of the ROMEXPO and was a real success; the number of participants was over 50.

Workshop invitations as guest speakers (specialists of tourism companies) were the following persons:

- Lucia Morariu, President of the National Association of Travel Agencies, Ex State Secretary for Tourism in the Tăriceanu governance, owner and managing director of Eximtur Travel Agency;
- Dr. Dragoș Răducan, Vice President of the Romanian Tourism Employers Federation;
- Lucia Ruxandra Urgan, B2B Sales Manager Christian Tour;
- Roxana Paun, Brand & Marketing Manager Continental Hotels SA;
- Ioana Dinu, Recruitment Specialist Continental Hotels SA

The main conclusions of the event were:

- Encouraging students to volunteer in hotels and travel agencies;
- Tourism industry is heterogeneous and involves intense collaboration between public and private organizations (from air travel transportations to hoteliers, from food & beverage units to the entertainment companies, from tourist guides to the tourism organizations, and from tourism Faculties to students, as they become future managers in tourism);
- Better collaboration between University and tourism private sector by enhancing internships in travel agencies and hotels;

➤ Intense training of the students in computer programs specific to the ticketing, as: Amadeus courses, IATA, World span, to the hotel management, as: Opera, Fidelio, but also in core subjects such as Romanian geography and the management of tourism destinations.

In conclusion, each of the guests expressed their support in order to encourage students to be interested in tourism activities and active participation in the network PARTENER.NET.

Further details about the project are available on the project website <http://partener.ase.ro/> and also on facebook page <https://www.facebook.com/partener.NET>.

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