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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.

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ABSTRACTS
KNOWLEDGE HORIZONS - ECONOMICS, Volume 10, Issue 2 / 2018

❖ **Digital Tourism Is The Challenge Of Future – A New Approach To Tourism**

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Abstract: With the spread of information technology, development has accelerated in all fields of life. 20-30 years ago, the word "digital" only had meaning for informaticians and mathematicians. Today it is present in all sectors; thereby tourism has entered into a new era of digital tourism. In many countries strategy of digital tourism has already been defined. People's interest in digital techniques and their use has changed over the last few decades and this change has to be followed in tourism as well. Without digitization, tourism will not be competitive either with foreign destinations or with service providers. Digitalization is needed for tourism organizations to meet the ever-growing expectations of consumers. In our study, we would like to set up a new model that summarizes the areas of digitalisation in tourism. In the outline of the model, we use a marketing approach that covers all areas of tourism marketing, so we deal with marketing research, target groups, 7P, organizational issues and educational areas as well.

Key words: Digital, Marketing, Model, Tourism, 7P
JEL Codes: M30, L83

❖ **Management of the Enterprises From The Tourism Industry Present on The Market of The Republic of Moldova**

Elena SAVA¹, Iulita BIRCA²

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Abstract: The present paper represents an economic and managerial approach of the communication activity with the basic elements within the enterprises of the tourism industry. The research focuses on the peculiarities of the economic agents of the Republic of Moldova in the field of tourism. The correct approach of partners to the tourism enterprises represents a decisive factor on the ground that each economic agent pursues the goal of obtaining the financial benefits, and tourism is not an exception. In the study, the authors presented the strengths, weaknesses, threats and opportunities of tourism enterprises as a specific feature in the process of managerial activity.

Key words: tourism industry, partners, client, management.
JEL Codes: D86, F23, L14, R41, E42, L83, E27, O40, C22

❖ **Mechanisms And Tools Used in Treasury Management of The Entities**

Gheorghe LEPADATU

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Abstract: Concerns for treasury management more widespread phenomena are motivated by both macro-economic instability and macroeconomic: inflation, interest rates and lower rates of return and degree of self-financing. The Treasury positive and negative leads management costs (the opportunity, through absence of the fructification of the cash surplus and financing costs of new loans cash deficit). The main objective of treasury management is to avoid a negative structural treasury (to avoid what it calls common in the Romanian economy "financial blockage", a situation characterized by the inability to meet payments company).

Key words: cash management, costs, IAS / IFRS
JEL Codes: M41

❖ **The Environmental Impact of Supply Chains Functioning in The Globalized Economy**

Alexandru BURDA

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Abstract: Manufacturing, transport, distribution and use of some of the most common consumer goods are activities involving the use of many resources. Whether raw materials, fuels or electricity, these inputs have in all the cases analyzed in the article, a significant impact, directly or indirectly. Its awareness is important not only economically but also because even the simplest actions at individual level, determines the future development of the global economy, of the society and of the living conditions of each of us.

Key words: logistics, consumption, environment, economy, goods
JEL Codes: A 14

❖ **Treasury Control Company. Treasury Budgeted in Entities**

Gheorghe LEPADATU

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Abstract Research undertaken for the formulation of the conceptual framework of accounting shows that an objective of the financial statements is to provide information to assist investors and creditors to predict future cash flows of a company. These cash flows are the source of interest payments and dividends, elements that, in turn, influence the actions. Cash flows used for analyse "relationship between the ability to make profits and the ability to generate cash, so give clues about the quality of profit. Financial analysts and other users can develop models for assessing and comparing the current value of future cash flows" produced by different companies. All operations performed by enterprises can be found immediately or within the form of cash flows. Maintaining balance cash flow is a necessary undertaking for sustainability.

Key words: cash budget, preventing control, IAS / IFRS
JEL Codes: M41

❖ **International Usage of Internet in E-Business and E-Tourism**

Issa ABBAS

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Abstract: This paper is based, as the title suggests, on the information necessary for the establishment and implementation of an online business. We aim to present the concepts of e-business and e-tourism, the relations between the two, the advantages of having an online business and its characteristics. Yet merely the information would not be sufficient without presenting the e-business models and the stages of implementation. In October 1997, IBM was one of the first companies that used the term e-Business for promoting its services. According to these: e-Business represents the "transformation of key business processes through using the technology of the Internet" E-Business or Electronic Business represents the administration of businesses through the internet. This includes the selling and purchasing of goods and services, together with providing technical support to customers via the Internet. E-Business is a term often used in combination with e-commerce, but also contains services beyond the sale of goods.

Key words: e-Business, Tourism, Electronic services, Business model
JEL Codes: M2, Z30, Q26, F19

❖ **Regional Analysis of Tourism. Central and Eastern Europe**

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Abstract: The intensification of globalization brings to the forefront the role of the regions in economic growth, regions which are considered to be active and causal elements of economic development. These are considered places where the most advanced forms of economic development and innovation are concentrated. Local (regional) economic development is defined by increases in the local (regional) economy's capacity to create wealth for residents of the respective region or locality. These increases can occur if local resources, such as labor and land, are used more productively, or if the increase in employment determines the use of labor force and land previously not being used (Camarda, 2008). Because the local level is defined in a more or less comprehensive manner, even the concept of local development has narrower or broader meanings. Thus, the concept of local economic development means "the process of diversification and development of economic and social activity at the level of a locality or a smaller territorial-administrative entity" (Profiroiu, Racoviceanu and Tarălungă, 1998, pp.8-16).

Key words: Tourism, Regional development, Economic development, CEE countries

JEL Codes: Z30, Q26, M2, O52

❖ **Untapped Touristic Potential in South Lebanon**

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Abstract: Lebanon is a small middle-eastern country with a widely diversified population religiously and culturally with a history of being a crossing point for a number of ancient (and some more recent) civilizations that still make their presence felt. The modern history of Lebanon has been filled with conflicts and wars, the most recent being the spill of the Syrian conflict into Lebanese territory. Despite all this hardship, Lebanon remains an important landmark in the Middle

East and still is a sought-after destination known for a tempered Mediterranean weather with four distinct seasons, an educated and friendly population, and a variety of touristic activities.

This paper focuses on the southern region of Lebanon and will present a number of interesting destinations with historical, cultural, religious and environmental importance. This region has been little known by the general foreign public visiting Lebanon or wishing to visit Lebanon due to the fear of possible threats and the proximity of this region to the southern border with the Israeli presence. This paper will aim to provide a better understanding of the touristic potential of southern Lebanon, as well as provide a roadmap for the development of international tourism in this region

Key words: Lebanon, Tourism, Anthropic attractions, Immigration

JEL Codes: O53, Z30, Z32, I16

❖ **Export Quality Management, An Imperative For A Successful Market Access**

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Abstract: Quality represents a prerequisite for the export successful international market access and, in the same time, acts in order to improve the competitiveness of exporters. The goal of every business is to satisfy the requirements and the needs of the customers at the highest level. Much more, at international level, any exporter cannot afford to compromise on quality. In the same time, is compulsory for them to meet technical requirements and standards under the circumstances that countries impose a growing number of standards in order to protect their citizens and producers. The current global economic climate calls for export marketing and promotion efforts with assurances of superior and consistent quality in products and services, rather associated with lower prices.

Key words: foreign trade, quality, standards, management, efficiency, customer satisfaction

JEL Codes: F2, F4

❖ **Industry 4.0**

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Abstract: In the last years we are witnessing major paradigm changes which will impose inevitable, soon or later, the redefinition of economical and political world power poles. As a consequence, we will assist at very important changes at the level of the most important human activity sectors, of the entire society, even of the entire planet, based on the newest evolutions of the science, technique and technologies defined by the fourth industrial revolution. This new revolution will be characterized by the exponentially development of the digital technologies which will redefined the majority of business, social and governmental models. The slogan under this revolution is acting is “THE WORLD WILL NEVER BE THE SAME AGAIN”, and the anticipated objective is the accomplishment of a cohesion and a multi and intercultural understanding through people interconnection which will transform the world into a more performing, prosperous and tolerant place.

Key words: business, emerging technologies, social and governmental models, cohesion, people interconnection

JEL Codes: F2, F4

❖ **Some Considerations Regarding The Dynamics of Tourism in North African Countries**

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Abstract: In the Maghreb countries, the tertiary sector (eg services, transport, tourism) together with the primary sector are the most important branches of the economy. Between 2000 and 2010, the tertiary sector has greatly contributed to GDP growth, trade and employment growth. After 2005, telecommunications, transport, power supply services have become increasingly competitive, thus improving the medium-term prospects of the North African economy. The sub-components of the tertiary sector have a great influence both on the social component and on the development of the physical infrastructure in these states. Thus, physical infrastructure supports basic services such as natural gas, drinking water and electricity, and in the long run will contribute to the sustainable development of services. Taking into account that the Maghreb states are major producers and exporters of hydrocarbons, minerals, agricultural fertilizers, but also that their economies depend on fluctuations in the oil and commodity trade, governments are investing in other areas such as tourism and hospitality in order to diversify economic activities. In this respect, Morocco and Tunisia want to build a tourist market, Morocco aspires to become a top 20 tourist destination by 2020, while Tunisia invests in medical and cultural tourism areas and ecotourism offers a variety of experiences for various travels.

Key words: Development tourism, economic growth, foreign tourists, terrorism

JEL Codes: Z30, Z32

❖ **Communication Sciences – The Science of Education in Crisis Situations. From Games to Financial Education**

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Abstract: Communication Strategies in crisis situations promote scientific progress in achieving an appropriate horizon for 2020 and are conceived to acquire key competences in education by following the proposals of the European Commission for Sustainable Learning replacing the 2006 Recommendation. The changes to the new document are based on technology which has become increasingly important in our lives in supporting education by increasing the non-formal education sector.

Key words: communication, education, psychology

JEL Codes: I 20, I 29, I 22, I 25