


**Summer Field School [Online] on  
 MOUNTAIN ECOSYSTEMS AND RESOURCE MANAGEMENT  
 Ivano-Frankivsk Region, Ukraine :: 19-28 September, 2021**

**DELEGATE PARTICIPANT'S PROFILE**

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<b>Highest Education</b>	Doctor (Economy), Ph.D. (Economy)
<b>Personal Statement</b>	<p>Dear colleagues, as a delegate participant for the forthcoming Summer School on 'Mountain Ecosystems and Resource Management' I would like to introduce myself briefly:</p> <p>1994-present: Lecturer and then (from 2004) Associate Professor, Faculty of Economics, Department of Management, Marketing, Business Administration, "Lucian Blaga University, Sibiu"; 1992-2015: general manager at SC Prima Ardeleana SRL Sibiu, Tourism Agency; doctor in economics since 2003; graduated in economics in 1986.</p> <p>I have published 12 books in publishing houses recognized with ISBN; over 110 scientific papers published in the country and abroad, in specialized journals, annals, university scientific bulletins and volumes of national and international conferences (with ISBN/ISSN); 7 scientific research contracts obtained through national competition (member). I am member of the Romanian Tourism Advisory Council at the Ministry of Tourism since 2017 (consultant on tourism issues, elaboration of strategies).</p>
<b>Areas of Expertise</b>	Tourism, rural tourism, ecotourism, agri-tourism, management, sustainable development, tourism and climate change
<b>Paper/Presentation Title</b>	<i>Sustainable Development of Mărginimea Sibiului, Romania through</i>

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<b>(Unpublished Research or Review or Field Work)</b>	<i>Ecotourism and Cultural Tourism</i>
<b>Keywords</b>	Ecotourism; Rural; Cultural tourism; Mountain area; Sustainable development
<b>Abstract (100-300 words)</b>	<p>Mărginimea Sibiului has become during the last years a famous tourist attraction, visited by thousands of foreign and Romanian tourists, an established brand. Most of the villages in the area have retained strong spiritual and folk traditions, giving these communities a special physiognomy. The delightful geographical framework, the purity of nature, the accessibility of places, the richness and diversity of cultural heritage, make Mărginimea Sibiului an area with great tourism potential.</p> <p>Mărginimea Sibiului area holds more than 30% of the total accommodation capacity available in Sibiu. Although it is a rural area, tourist offer is diverse (active tourism and recreation, traditional cuisine, cultural tourism and business segment coverage through specific facilities, all these in addition to the multitude of leisure), and the degree of comfort is increased.</p> <p>The development of ecotourism and cultural tourism in the area contributes to: preservation of natural heritage and biodiversity of SCI Frumoasa; respect for socio-cultural authenticity of the local community; preservation of cultural heritage and traditional values of the area, contributing to inter-cultural knowledge; facilitating sustainable long-term economic activities which bring socio-economic benefits equal to all local actors, including stable employment and opportunities to achieve financial incomes and social services for communities, thereby contributing to the prosperity of the area.</p>
<b>More Information (weblinks)</b>	<p><b>Research Gate:</b>  <a href="https://www.researchgate.net/profile/Virgil-Nicula/2">https://www.researchgate.net/profile/Virgil-Nicula/2</a></p> <p><b>Google Scholar:</b>  <a href="https://scholar.google.ro/citations?user=OgXmjzwAAAAJ&amp;hl=ro">https://scholar.google.ro/citations?user=OgXmjzwAAAAJ&amp;hl=ro</a></p>