Fişa suspiciunii de plagiat / Sheet of plagiarism's suspicion	Indexat la: 00282.00

Opera suspicionată (OS) Suspicious work	Opera autentică (OA) Authentic work

OS	CURETEANU, Radu; ISAC, Florin; LILE, Ramona. Tendinţele inovării privind tehnologiile informaţiei şi comunicării / Innovation trends on information and communication technologies. *Analele Universităţii "Constantin Brâncuşi" din Târgu Jiu. Seria Economie*. 4/2010. p.255-260.
OA	AVDIMIOTIS S.; BONAROU C.; DERMETZOPOULOS, A.; KARAMANIDIS, I.S; MAVRODONTIS, T.; KELESSIDI, V.; KALONAKI, E. *Global Swot Analysis*, A report produced for TOUREG Project, Deliverable D.2.1 by the Department of Tourism Management of the Alexander Technological Educational Institute of Thessaloniki, Greece and the Technical University of Crete, Greece; October 2009.

Incidenţa minimă a suspiciunii / Minimum incidence of suspicion	
p.255:01 - p.255:03	p.44:05 - p.44:06
p.255:16 - p.255:26	p.46:16 - p.46:22
p.255:27 - p.255:00; p.256:01 - p.256:29	p.44:06 - p.44:16; p.44:17 - p.44:00
p.256:30 - p.256:00	p.57:15 - p.57:25
p.257:01 - p.257:04; p.257:05 - p.257:00	p.57:26 - p.57:00; p.58:01 - p.58:26
p.258:01 - p.258:15; p.258:16 - p.258:47, p.259:04 - p.259:27	p.58:27 - p.58:00, p.59:01 - p.59:00; p.60:01 - p.60:14
Fişa întocmită pentru includerea suspiciunii în Indexul Operelor Plagiate în România de la Sheet drawn up for including the suspicion in the Index of Plagiarized Works in Romania at www.plagiate.ro	

Notă: p.285:00 semnifică „pagina 285 până la capăt".	**Note**: p.285:00 means „page 285 to the end".

Argumentarea calificării faptei de plagiat

Nr. crt.	Descrierea situaţiei care este încadrată drept plagiat	Se confirmă
1.	Preluarea identică a unor pasaje dintr-o operă autentică publicată, fără preci-zarea întinderii şi menţionarea provenienţei şi însuşirea acestora într-o lucrare ulterioară celei autentice.	✓
2.	Preluarea identică a unor pasaje dintr-o operă autentică publicată, care sunt rezumate ale unor opere anterioare operei autentice, fără precizarea întinderii şi menţionarea provenienţei şi însuşirea acestora într-o lucrare ulterioară celei autentice.	

3.	Preluarea identică a unor figuri dintr-o operă autentică publicată, fără menţionarea provenienţei şi însuşirea acestora într-o lucrare ulterioară celei autentice.	
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5.	Preluarea identică a unor tabele dintr-o operă autentică publicată, fără menţionarea provenienţei şi însuşirea acestora într-o lucrare ulterioară celei autentice.	
6.	Republicarea unei opere anterioare publicate, prin includerea unui nou autor fără contribuţie explicită în lista de autori	
7.	Republicarea unei opere anterioare publicate, prin excluderea unui autor din lista iniţială de autori.	
8.	Preluarea identică de pasaje dintr-o operă autentică publicată, fără precizarea întinderii şi menţionarea provenienţei, fără nici o intervenţie care să justifice exemplificarea sau critica prin aportul creator al autorului care preia şi însuşirea acestora într-o lucrare ulterioară celei autentice.	✓
9.	Preluarea identică de figuri sau reprezentări grafice dintr-o operă autentică publicată, fără menţionarea provenienţei, fără nici o intervenţie care să justifice exemplificarea sau critica prin aportul creator al autorului care preia şi însuşirea acestora într-o lucrare ulterioară celei autentice.	
10.	Preluarea identică de tabele dintr-o operă autentică publicată, fără menţionarea provenienţei, fără nici o intervenţie care să justifice exemplificarea sau critica prin aportul creator al autorului care preia şi însuşirea acestora într-o lucrare ulterioară celei autentice.	

Actualizat la 7 iulie 2015.

Notă: Prin „provenienţă" se înţelege informaţia din care se pot identifica cel puţin numele autorului / autorilor, titlul operei, anul apariţiei.

GLOBAL SWOT ANALYSIS

A report produced for
TOUREG Project, Deliverable D.2.1
by the Department of Tourism Management of the
Alexander Technological Educational Institute of Thessaloniki, Greece
and the Technical University of Crete, Greece

Research Team, A.T.E.I Thessalonikis
Spyridon Avdimiotis, MBA
Christina Bonarou, PhD
Athanasios Dermetzopoulos, MSc
Ioannis Karamanidis, PhD
Thomas Mavrodontis, PhD

Research Team, T.U.C.
Vassilios Kelessidis
Elisavet Kalonaki

October 2009

- First pillar: Institutions
- Second pillar: Infrastructure
- Third pillar: Macroeconomic stability
- Fourth pillar: Health and primary education
- Fifth pillar: Higher education and training
- Sixth pillar: Goods market efficiency
- Seventh pillar: Labor market efficiency
- Eighth pillar: Financial market sophistication
- Ninth pillar: Technological readiness
- Tenth pillar: Market size
- Eleventh pillar: Business sophistication
- Twelfth pillar: Innovation

Although the 12 pillars of competitiveness are described separately, this should not obscure the fact that they are not independent: not only they are related to each other, but also they tend to reinforce each other. It is our common belief that all 12 pillars of competitiveness are moving towards the direction of product differentiation and market placement.

The importance of innovation was long underestimated in the service sector (Decelle, 2003). In contrast to the radical innovations vital to growth in manufacturing sectors, innovation in tourism was secondary and capital scarce and for this reason was excluded from the scope of government interest and actions. It is important to note that the discourse changed with the emergence of new information and communication technologies (NICT), which have been influential in the realm of tourism.

Tourism firms, operate in a business environment where innovation is important for their survival (Sorrensen, 2007). Globalization of tourism activities (Wahab & Cooper, 2001) , the application of information technologies in tourism firms (Sigala 2007) and the changes in tourism demand and attitudes, (Ioannides and Debbage, 1998) all create a dynamic sector where innovation has become of central importance. In tourism research, networks have become a relatively neglected area of study (Morrison et al. 2004, Sigala and Chalkiti 2007a,b) and attention has been paid to marketing alliances and to the role of networks for sustainable development. However, this approach was quite superficial due to the fact that tourism firms are interconnected through a variety of relations (Tremblay 1998). Additionally, the special characteristics of tourism are reflected in its networks, which are local and non local at the same time (Tremblay 1998).

money". This will imply an increased competition between destinations and operators within the frame of a globalised market and in this respect the investment in new technologies and direct distribution channels will be the key to success.

9. Innovation trends on Information and Communication Technologies

After several years of rapid and almost unhampered growth, the global economic landscape is changing. Rising food and energy prices, a major international financial crisis, and the related slowdown in the world's leading economies are confronting policymakers with new economic management challenges. Today's volatility underscores the importance of a competitiveness supporting economic environment that can help national economies to weather these types of shocks in order to ensure solid economic performance going into the future. According to the World Economic Forum, the definition of competitiveness is *the set of institutions, policies, and factors that determine the level of productivity of a country, or a financial – economic sector.* The concept of competitiveness thus involves static and dynamic components: although the productivity clearly determines its ability to sustain a high *level* of income, it is also one of the central determinants of the returns to investment, which is one of the key factors explaining an economy's *growth potential.* As an industry, tourism is service driven (Seaton and Bennett, 1996) providing products and services for people participating in activities in places other than their residence. The tourism industry consists of all those firms, organisations, and facilities which are intended to serve the specific needs and wants of tourism.

Examples of these establishments include transportation, travel agencies, accommodation, food and related service. A more explicit way of describing tourism is to consider it as "representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by foreign visitors or by domestic tourists" (Ritchie and Goeldner, 1994:72). However, tourism has unique characteristics that differentiate it from other industries. Unlike other industries that have their own distinct products or services, tourism usually includes multiple products or services, which involve the co-operation of several suppliers. As Seaton and Bennett (1996:4) noted, "Tourism is not a homogeneous market like that, say, for breakfast cereals, cars or cat food. It is a heterogeneous sector which consists of several product fields, albeit ones which have a degree of linkage".

'Just as the Internet completely revolutionized the way consumers book travel, now the immense, growing reliance on mobile devices is causing a second shift in how travel is purchased,' said Fred Malek, CEO of TIG Global. 'Today, rarely anyone leaves their home without their mobile phone, and twice as many people are using SMS globally compared to email. It is imperative for hotels to tap into this growing market, and as such, TIG Global is rolling out a robust mobile marketing service to allow hotels to leverage the power and revenue potential of this new distribution channel[13].

Treasure hunting has also become possible for tourism travellers. Treasure hunting attracts visitors to nature reserves, as described by Sara Jeswani on July 31 2009[14], and also presented by M. Holst[15]. Treasure hunting is a high-tech treasure hunting game played throughout the world by adventure seekers equipped with GPS devices called "geocaching"[16]. With the help of a GPS receiver people go looking for special geographic coordinates where a "treasure" is hidden.

9.5 Web 2.0 applications and their impact on tourism industry

The term Web 2.0, being around since 2005, has been very controversial[17] which stems from the fact that Web 2.0 applications are by and large based on content generated by users often being anonymous and lacking qualitative credentials. Several have thought of it as a new stage in the evolution of the internet, while others simply rejected it as a new High-Tech hype. Constantinides and Fountain state 'paradoxically, even without an accepted definition and despite lack of extensive research, the corporate world seems to embrace the Web 2.0 concept: high-profile mergers and acquisitions have already taken place or are under way while corporations are rushing to integrate various forms of social media into their marketing planning. The experience so far, based to a large degree on anecdotal evidence, is that Web 2.0 has a substantial effect on consumer behaviour and has contributed to an unprecedented customer empowerment'.

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[13] This article comes from Hotel News Resource http://www.hotelnewsresource.com
[14] http://www.sweden.se/eng/Home/Work-live/Sustainability/blog-about-sustainability/Treasure-hunting-attracts-visitors-to-nature-reserves/
[15] M. Holst, 2009. ICT in Tourism – a Swedish Perspective, Presentation to TOUREG Conference, Lisbon, Jan. 22
[16] http://www.geocaching.com/
[17] Constantinides E. and SJ Fountain, 2008. Web 2.0: Conceptual foundations and marketing issues, Journal of Direct, Data and Digital Marketing Practice (2008) 9, 231–244

Web 2.0 technologies-applications are *tools of mass collaboration, as* Dr. Sigala, lecturer in the Department of Business Administration of the University of the Aegean, Chios, Greece indicates[18], since they empower Internet users to actively participate and simultaneously collaborate with other Internet users for producing, consuming and diffusing the information and knowledge being distributed through the Internet. Web 2.0 tools enable realisation and exploitation of the full potential of the genuine concept and role of the Internet. Thus, content is driving the web and not the design, it can be exported from one website to another.

Dr. Sigala advocates that Internet users and travelers can create and distribute in their own way the content and the channels through which they wish to distribute it via Web 2.0 technologies, thus enabling them to become the co-producers, the co-designers, the co-marketers and the co-distributors of tourism experiences and services as well as the co-entrepreneurs of new e-business models. This creates threats but also tremendous opportunities for tourism and hospitality enterprises. Tourist firms should realize the potential of Web 2.0 and try to exploit it, or they will not survive.

A recent survey of 1,700 executives from around the world, across a range of industries and functional areas, responded on the benefits of using Web 2.0[19]. 69% of respondents report that their companies have gained measurable business benefits, including more innovative products and services, more effective marketing, better access to knowledge, lower cost of doing business, and higher revenues. A very interesting result, pointing out to the great benefits of Web 2.0 technologies, was that successful companies not only tightly integrate Web 2.0 technologies with the work flows of their employees but **also create a "networked company," linking themselves with customers** and suppliers through the use of Web 2.0 tools.

Conclusions and recommendations for New Technologies, New Tourists, as were set in Fifth European Tourism Forum[20], urged for improving our understanding of trends in user generated content, recognize the power of user generated content to enhance existing product information and provide guidance on quality, support technology that will enhance the reliability of user generated recommendations, **facilitate the aggregation** of SME/micro business offers in a way that will reflect the full diversity of the destination's offers, encourage and facilitate DMOs and other players (e.g. trade marketing associations) to develop full e-business platforms that

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[18] Sigala M., 2009. A-new-tourism-generation-and-new-e-business-models
[19] How companies are benefiting from Web 2.0: McKinsey Global Survey Results
[20] Report of Workshop 1, 2006. New Technologies, New Tourists, Fifth European Tourism Forum , Cyprus 2006

enable all tourism businesses (including SMEs, intermediaries and carriers) to cooperate in packaging and selling integrated products and experiences directly or through travel industry distribution channels, offer real-time availability to enable personalized dynamic packaging, based on multiple user profiles, encourage suppliers to monitor user generated content to guide them on required product quality improvement and finally facilitate organizational change within the tourism industry and destination organizations reflecting market and technological change.

Full exploitation of the huge benefits from technologies like Web 2.0 can be accomplished by infrastructure development, need for education and exposure to global best practice, local co-opetition, focusing on innovation and always having a vision for the future. Several web sites utilizing web 2.0 technology can be found, and here below, some of them, as being identified by many as among the top in the industry, from WebTravel 2.0[21] and available sites for someone to plan his vacation:

1. Kayak.com - airline, hotel and vacation booking site, often finds the best deals in comparative studies, one can enter it via the multi-site search engines of BookingBuddy.com or OneTime.com.
2. TripAdvisor.com - massive database of user-generated review, mostly of hotels to get information on hotels in places
3. IgoUgo.com - user reviews of destinations, hotels, restaurants, etc., more like blog entries, now part of Travelocity.com..
4. TripIt.com - automatically generates guides for trip itineraries
5. NileGuide.com, which is a new site that also creates a trip itinerary around your destination and interests. It currently only covers selected sites outside the US, but probably it will change over time
6. http://www.homeandabroad.com/ also allows to plan the trip, based on user input on their preferences
7. Schmap 2.0 (http://schmap.com/) explores destinations online with a unique integration of maps, photos and place reviews. Now also optimized for iPhone and Nokia users. One can plan trips, take virtual tours and custom print your own full-color travel guides with PC and Mac compatible desktop mapping applications.
8. www.tripwiser.com, a site for the traveler offering full planning capabilities.

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[21] Travel Web Sites Get Personal, W Tanaka, 03.28.08, forbes.com