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<http://www.ziare.ro/articol.php/1083039945>**paper text:**

TOURIST IMAGE OF ROMANIA REVIEWED BY INTERNATIONAL TRAVEL GUIDES. COMPARATIVE STUDY: ENGLISH, FRENCH AND GERMAN EDITIONS Abstract The number of tourists willing to benefit from a foreign country's tourist services is largely determined by both general and tourist image of the chosen destination. Represented by the tourists' way of perceiving and retrospecting to the area of destination, the tourist image is mainly influenced by a wide range of sources of information, reason for which analysing tourist informational materials about Romania is a must when it comes to examine it as a tourist destination from foreigners viewpoint. Hence, the article deals with three travel guides (published in international languages: English, French and German) that highlight the most relevant aspects related to Romania's tourism supply, whose specialized presentation reflects on differential perspectives that potential tourists tend to embrace. The main purpose of this paper is to reveal what kind of information the investigated guidebooks consider relevant to share with the readers and how the authors of the three editions decide to provide it. Concerning the methodology that mediated this research, the methods that stand out regard observation, analysis, synthesis, graphic and cartographic ones which served specific objectives, likewise: identifying, analyzing and comparing the manner in which Romania could be seen by foreigners even without their visit to this state. Key words: tourist guidebook, foreign tourists, tourist sights, tourist destination JEL Classification: Z19 1 Introduction Due to the economic boost that characterised tourism over the past decades, recording a turnover of 623 billion dollars at global level, it is understandable why more and more countries started to valorize the tourism potential that they are endowed with, in order to obtain the socio-economic efficiency that all of them aim to. Therefore, recently, it has been noticed that tourism development policies are dealing with a new trend in terms of attracting foreign tourists, the more so as not only the number of persons that choses to spend their holiday in a foreign country, but also the income from tourism have significantly increased at global scale, reaching the threshold of 950 billion dolars. At European level, Romania is placed among the countries that receive the lowest number of foreign tourists, registering almost 500.000 international tourist arrivals annually. This situation might find its explanation within the marketing issue that concerns the tourist image of Romania, whose perception could suffer damages within foreigners conception because of inadequate knowledge. Hence, the conceive of promotion strategies and materials is a primordial part of a tourism development strategy that aims to create a favourable presentation when it comes to highlighting the features that recommend a country as a tourist destination. On this line, the main goal of this paper is to reveal the manner in which the tourist image of Romania is perceived by the authors of some travel guides and is transmitted and shared with the readers, future potential tourist that assimilate what they are given in terms of tourist information. Taking into account the existence of a wide range of informational materials written in different languages, by numerous authors, a strict selection has imposed. Hence, the

guidebooks kept under review followed a two-criteria selection that combined the language accessibility and the publisher status, meaning the confidence and reliability regarding the quality of its works. While the former criterium determined opting for three of the most known international languages (English, French and German), the latter resulted in focusing on three famous publishing houses (DuMont Richtig Reisen, Lonely Planet etc.) known for the experience acquired with respect to editing tourist guidebooks. From this viewpoint, National Geographic Travel Guides Collection is more than relevant for what the quality and the brand of a publishing company reflects on the subconsciousness, positive attitude and the trust that the readers show and invest in it. In order to achieve the main objective of this research, a comparative study was employed, so that a series of differences and similarities could be marked out, from quantitative and qualitative perspectives, regarding both form and content aspects related to the examined travel guides. Furthermore, the analysis of the most relevant information which are provided by the three guidebooks, is also meant to bring into prominence the way that foreigners who read a travel guide or another would end retrospect to Romania, inevitably adopting the authors' standpoint.

## 2 Theory and Methodology

The fact that Romania is one of the least visited countries from European Union could be the consequence of a tourist image improperly propagated within the subconsciousness of potential tourists. Although one can refer to a Romanian inbound tourism only since 1990, when a series of political, economical and social changes started to characterize its evolution, after this key moment, the economic effects related to the tourist phenomenon have considerably increased. It was then when entire Eastern Europe, namely the countries incorporated within the Communism block began to form a touristic image which reflected

20 **on the decision-making process of potential tourists.** When it comes to the image **of a destination,**

which is quite hard to define, most specialists refer to it as

3a **“multi-faceted, composite construct, which consists of interrelated cognitive and affective evaluations woven into overall impressions”** (Svetlana, Stepchenkova, Alastair, M., 2006, pg. 944). Other

authors consociate this image with a pictorial one that can create a process that leads to an experience which finds its equivalence into the image created by direct physical sensations (Tuochino, A., Pitkanen, K., 2014). More specific definitions related to the image of a destination belong to John Hunt who sees it as an ensemble of impressions of a person or of a group of persons obtained within a well-delimited territory that is not the same where they live in; while Kotler and Gertner associated the same destination image

5 **to “the sum of beliefs and impressions people hold about places, images representing a simplification of a large number of associations and pieces of information connected with a place”**

(John, H., 1975, Kotler, P., Gertner, D., 2002, p.3). The image of a destination can be achieved by

establishing contacts with the place through visits, but also in the absence of these contacts, through other kind of experience concerning the destination (the opinion of some kiths, mass-media, travel agencies, during visits within closer destinations) (Bojanic, D., 1991, White, C. J., 2004). Regarding researches made by

26 **Echtner and Ritchie, the image of a destination**

is formed by two components: a holistic one and another one which includes the specific attributes of a location, and each component registers both functional (tangibles) and psychological (abstract) aspects

16 **Echtner, C.M., J.R.B. Ritchie, 1991).** [pic] Since **the** choice **of** a **destination** is influenced by **an** individual perception **of**

some alternative possibilities, the countries whose economies are based on the profits registered in tourism, or those countries which advocate for a significant share of tourism inside of GDP, are forced to promote a coherent image of themselves as tourist destinations (Chon, K., 1991). The tourist image of a destination has

21 **an important** role **on the decision-making of potential tourists,**

due to the motivation of a customer regarding tourist services that are determined by some expectations related to the need of those services. This image must be strong enough and capable of overpassing the phases of tourist products acquisition process (the need of

14 **recognition, information** searching, **evaluation of alternatives, choice of product or service, post-purchase evaluation)** (Machado, L .P.,

2010). In some researchers' point of view, the tourist image of a destination represents the most important factor that influences the length stay, which begins to form starting from the moment when the future tourist plans its departure, until the end of his stay; therefore what can also be brought into discussion is the concept of a pre-image (the image formed until the moment of destination arrival) (Chon, K., 1991). However, it does not exist a demarcation line to make the difference between a general image and a tourist image of a country, many references of the specialized literature arguing that these terms coincide. Some researchers think that these images coexist and they cannot be treated separately, because visitors benefit not only from tourist services of a country, but also from some auxiliary services that are available to the local population (Machado, L.P., 2010). The authors mentioned above believe that the tourist image of a country has a greater influence than the general one on the decision of some foreign investors, because of the locomotive role that tourism plays in shaping positive perceptions for investments. A major difference is represented by the fact that general image includes the situation of the entire country's territory, but the tourist one cannot be associated with a national level due to the differences determined by the existing specificities registered at local and regional scale (Roth, M.S., Diamantopoulos, A., 2009). The same idea is continued by Roth and Diamantopoulos (2009) who affirmed

22 **that the general image of a country it is formed in**

a wider temporal gap and it is influenced by different gained information types regarding historical events, culture, tradition, economic development level, industrialization level, products sold . Noteworthy is that the image of a country is different in a visitor conception as against a non-visitor one. According to a study based on a survey about an analysis of images of

**6Mediterranean tourist destinations, some significant differences were found between visitors and non-visitors.**

The latter category had the same opinion regarding

**6Turkey, Italy and Greece, but visitors found Greece less**

interesting than Turkey and Italy

**6(Baloglu, S., McCleary, K.W., 1999).**

Concerning the methodological part that mediated the elaboration of this research, several methods were used and the most important ones regard analysis, synthesis, observation, comparative, graphic and cartographic methods. The analysis method consisted in a close research over travel guidebooks, from cover appearance and entire structure, to differences and similarities over graphic, cartographic and informational parts. The synthesis method was centered on integration of information gathered into an unitary presentation and on its systematization, to facilitate the fulfillment of next step. The observation method coincided with a close inspection of presentation order, of information's correctness level and of aspects that these travel guides insist on. The comparative method focuses on the examination (quantitative, qualitative) of analyzed aspects, highlighting differences and similarities between the information presented by each travel guide, but also between the real and presented image which can be found inside of some chapters that depicts historical, geographical, primary and derived tourism supply. The graphic method was used for inserting several tables, chars that are capable to confirm the similarities and differences between these three travel guides analized, also between the real and the presented image of Romanian tourism. 3 Results and Discussions Taking into account both form and content of the investigated guidebooks, a series of similarities and differentiations emerged, mostly quantitative ones due to the approaches and methods that were used. Thus, the following lines illustrate defining elements from covers and graphic materials to specific chapters and ways of presenting same major subjects such as History, Culture, Environment, Food and Beverage. 3.1. The cover of the travel guidebooks The first visual contact of a reader not only with a guidebook, but also with the destination that it is being promoted, is ensured by the cover and its design. This emblematic picture reveals the image that the authors consider most appropriate for the Romanian space, people and culture, in this case, intended for convincing tourists to visit this country. The cover of the Romania's travel guide written in English, (which from now on will be refered to as <<the English guidebook>>) exposes a young boy playing an old violoncello. At first sight, two aspects come into prominence: the impoverishment that the

society confronts with, and the preservation of customs and traditions seen as means of cultural and spiritual survival. This idea is being enforced by the evaluation of both parts of the cover which links on to the boy, another masculine figure, of an old man, maybe a relative who could have introduced the child to the world of arts and music, thus creating a bond between generations which share same values.

Regarding the design of the tourist guidebook about Romania, written for the French readers (from now on: <<the French travel guide>>), a whole new perspective is being accentuated. Maintaining an animated picture of Romanian people, that highlights the importance of traditional values, from habits and costumes to folk music and dances, the entire state of mind is a completely different one in comparison with the one presented by the English guide. Impregnated with optimism and joyfulness this picture adheres to the collage that gets together cultural aspects, natural and humanity's built heritage elements which define Romania (rural civilization, spectacular mountain areas, unique religious constructions, cultural buildings). Consequently, this cover appears to be the most suitable for what a travel guidebook is meant to be: offering enough information to familiarize someone with a destination and giving enough reasons to make a person willing to visit the place he/she has read about. Lastly, the cover of the so-called <<German tourist guidebook>> (named like this because of the language in which the text is being written), shows an incomplete picture of the facade of some well-preserved Saxon buildings, aiming to point out and re-establish connections with the Germanophone world, whose dwellers are invited to discover roots and remainders of their origins.

### 3.2. Graphic materials

In order to give colour to the presented facts, the three guides attach a series of graphic materials to the text, more or less inspired, whose purpose is to reveal and to convince the reader that the destination is definitely worth visiting. To what extent they manage to fulfill this, depends on both quantitative and qualitative features of the pictures associated with cultural, social, historical, religious aspects. For instance, the English guidebook owns the least diversified image representation of the three examined travel guides, integrating 8 pictures, integrally placed before the content section. Unfortunately, these photos are not the most relevant ones for Romania, a country that prides itself with a wide range of tourist sights. Besides, the graphic materials either lack explanations (e.g. Turzii Gorges, Danube Delta) or display elements in a way too detailed manner (e.g. the architectural motif, the glass ceiling) which darken the global perspective of the tourist attractions' location or configuration. [pic] By contrast, the French travel guide, imposes itself through the largest number of photos which illustrate religious, cultural, urban, gastronomic, faunistic, historical and political facts. However, this guide has the same drawbacks as the previous one: pictures which do not benefit from elucidation notes or too closely examined (e.g. the mural painting of a church) and even cases of images that do not correspond with the ideas from the text (e.g. grape gathering). Anyway, in comparison with the English guidebook, the French one possesses pictures whose eloquence degree is much more higher and the shown aspects are easier to spot (e.g. Casa Poporului, pelicans from Danube Delta, Ceaușescu etc.) [pic] The German tourist guidebook individuates through the quality of the pictures which are, by far, the most suggestive ones directly interconnected to the text information. This thing can be certified from the first lines which form the contents of the guide where important tourist sights such as Bucegi Mountains, Neamț Monastery, Bârsana Monastic Complex, Bran Castle find their image representation too. Furthermore, all these photos provide identification data (e.g. Sucevița Monastery, Mircea cel Bătrân, the bucovinean rural landscape), even though there are situations where the authors do not insist on certain aspects that were illustrated. [pic]

### 3.3. Cartographic materials

Alongside of graphic materials the cartographic ones also stand out in relief supplying the three examined travel guides with concise and compact geographical and tourist information

English tourist guidebook incorporates 8 maps all along the text wherefrom the first one is definitely the most complex one, not only in its series, but also in comparison with the other two guidebooks. This initial map points out some tourist sights endowed with high attractiveness that also benefit from brief description and indications about the page number where further details can be obtained (Fig. 6.a.). The other maps, much more summarily realised, are used as text supports, facilitating the reader's process of locating the geographical reference points mentioned by the authors. The French guidebook integrates three types of maps whose main purpose is to illustrate the cartographic representations of some tourist routes performed at different scales: intra-urban, inter-urban or inter-regional level (Fig. 6.b.). The German travel guide also contains a detailed map entitled: "Romania: Highlight spots at a glimpse", which presents the most important 15 tourist attractions among which are included both geographical relief units and religious constructions and even cities from Romania that allow the unfolding of some tourist activities. Last but not least, this guidebook individuates itself by presenting the communication infrastructure and the national settlement network in a very detailed manner, extremely useful to people who travel alone.

3.4. Contents All three travel guides share similar contents, from a structural viewpoint, meaning one part devoted to Introduction and another one revealing the most pertinent elements and features that the authors of these guidebooks consider to define the tourist image of Romania, without ignoring the exposure of the geographical-historical regions. Thus, while the introductory part of the English guidebook is made up of 9 subchapters ("The

**1 Authors", "Getting Started", "Itineraries", "Snapshot", "History", "The Culture", "Environment", "Activities", "Food and Drink")**

and the French travel guide allots only 5 subchapters to the Introduction, subordinated to "History and Culture" chapter ("Romania Today", "Gastronomy", "Fauna and Nature", "History of Romania", "Arts and Culture"), the German tourist guidebook consists of 7 subchapters in terms of introductory aspects ("Now in Progress", "Nature and Environment", "Nowadays Economy, Society and Politics", "History", "Society and Culture Nowadays", "Arts and Culture", "Food and Beverage"). Analyzing the three pie charts, one can notice that 4 subchapters can be equally found in each travel guide ("History", "Culture", "Environment", "Food"), and the largest shares pertain to those which bring into prominence the historical and cultural facts related to destination Romania. Thus, while the French guidebook seems to be the most interested in cultural aspects whose presentation occupies 31% of the introductory part, the English and the German travel guides consider the historical details most relevant to be shared with its readers, reason for which the greatest percentage of the Introduction chapter, meaning 23% corresponds to History. The latter tourist guidebook (the one written in German) also imposes itself through "Nature and Environment", a subchapter that shares the same percentage with the "Arts and Culture" one (17%), hence showing the significant role that natural sights play within their conception. By contrast, the English tourist guidebook's authors give more credit to the "Food and Drink" information which they place third in line (after the historical and cultural facts) with a 15% out of the total number of pages that compose the Introduction. Taking into account the highest percentage values which reveal the four most important domains of interest: History, Culture, Environment and Food, the next lines will be dealing with their detailed structure,

**23 in order to illustrate the main similarities and differences which exist between the**

examined travel guides and which finally will be reflected in the perception and attitude that English, French and German readers will have created. 3.4.1. History - similarities and differences Regarding the first subchapter of the introductory part, the authors of all three tourist guidebooks provide semblable information about Romania's history. Thus, starting from Dacian and Roman Period to Middle Ages and Ottoman Expansion, or the most important Romanian rulers

**27(Mircea cel Bătrân, Ștefan cel Mare, Vlad Țepeș,**

Constantin Brâncoveanu) and their contribution to the liberation of Romanian nation from various dominations, all aspects can be identified within these guidebooks. Due to their relevance for Romania's past and present society, other significant events such as First World War, the Unification of the Romanian Provinces, World War II and Communist era are also presented in different sections, most of its sharing similar details. With respect to the manner in which each guide highlights the main aspects, the English guidebook opts in favour of enclosing the principal ideas next to the paragraphs that state them, adds information boxes with further details (such as: "Dracula's Myth", "Warrior Queen", "The Dictator's Bright Ideas" etc.) and also inserts an useful timeline, pointing out the main historical events, placed to the bottom of the page. By contrast, the German tourist guidebook utilises another highlighting technique which consists of bolding letters that compose the key-words related to historical aspects and concurrently relies on pictures that illustrate the referred events, the latter method being preferred by the French travel guide authors too. Concerning the timing for historical period beginning, both French travel guide and German tourist guidebook retrospect to 100.000 – 60.000 B.C., while the English guidebook starts its presentation back to 700 B.C., or in other words, from the Dacian-Roman period. Afterwards, the Middle Ages and the unfolded happenings are being described either separated for each geographical-historical region (Dobrogea, Moldova, Transylvania, Wallachia) in the case of the French travel guide, or just in different sections, as the English and the German guidebooks proceed. These last two editions also distinguish by the political information that they offer and while their authors mention the most important post-communist political figures such as Ion Iliescu, Corneliu Vadim Tudor, Emil Constantinescu, pointing out as well Romania's adherence to NATO and European Union, the French travel guide only names Traian Băsescu, Romania's president since 2004 until nowadays (2014). 3.4.2. Culture - similarities and differences Being the second most substantial subchapter, a wide range of cultural elements are exhibited in this part and although each travel guide relates differently to demographic issues, ethnic groups, religion, literature, music or architecture sections or references can be found within all three editions. To start with the population aspect, even though the German travel guide, gathers all information within a distinct chapter whereas the English guidebook compresses it within a section, both of them provide statistical data about the ethnic structure in Romania. In contradistinction, the French tourist guidebook not only that mentions this subject within a single phrase, but also brings into prominence another important matter, the rural life with the related customs and traditions, the Communism impact on preserving these values, the subsistence agriculture etc. About the minorities, while the German tourist guidebook insists on Roma minority estimated to be the largest one (about 2-3 millions), the English and the French travel guides equally focus on German, Roma and Hungarian minorities. However, it must be specified that the latter presents these aspects in a very briefly manner, in contrast to the English guidebook which presents separately the ethnic groups. This travel guide published in English, detaches itself from the other two guidebooks by displaying an image about Romanian people mentality, characterized by formality, about its attitude seen as welcoming and sociable and about its own perception which mainly lacks self-esteem. Within the same edition, the authors, who have chosen to join Romania and Moldova in one tourist guidebook, have also introduced new sections in comparison with the French

and the German authors, sections like woman's status and post-communist media. With regard to religion, only the English travel guide determines the percentage of the existing religious cults, unlike the French German guidebooks which attach more importance to monastic life and monasteries presentation. The Romanian literature topic, detected within all tourist guidebooks is best represented within the German travel guide that makes an incursion into the history of literature from its origins, mentioning Grigore Ureche, Școala Ardeleană etc.). Within the subchapter "New border openings in literature and philosophy" this guidebook highlights the most important Saxon writers and those who have taken part in the political life, referring also to the Communist period. Along with the French tourist guidebook the one published in German, names Titu Maiorescu, Mihail Kogălniceanu and some others representative writers, while the English guidebook, only indicates Mihai Eminescu and I. L. Caragiale. On the other hand, the English travel guide compensates for the lack of literature information, by introducing a subject which the other two guidebooks ignore, namely sport. Thus, not only famous football teams are nominated, such as Steaua or Dinamo, but also sports personalities like Gheorghe Hagi and Nadia Comăneci. Furthermore, the English edition is characterised by a high degree of detail regarding the musical field which the authors divide into genres such as: classical music and opera, folk and fiddler's music, pop, rock, hip-hop, manele, not to mention the information boxes incorporated within the text and their original titles: "We love our toilets", "We trust Eminescu", "Confusion Home", "We are spies", "Best Folk CDs". Likewise, the German tourist guidebook differentiates by exposing new facts concerning music artists such as George Enescu (life and career, "Enescu Festival"), Paul Constantinescu (composer), Clara Haskil (pianist), Ion Voicu (violinist) and singers like Maria Cebotari, Nicolae Herlea, Angela Gheorghiu etc. Besides, this travel guide insists on presenting details about the biography and works pertaining to the Romanian sculptor, Constantin Brâncuși whom the authors dedicate a special case study. Last but not least, the German edition is also paying attention to some architectural details regarding the: Byzantine style, Saxon fortified churches, wood civilisation, Northern Moldova's Monasteries, Brâncovenesc style, this last topic being as well stated within the French travel guide. Towards arts and culture, all guidebooks indicate not only the greatest Romanian writers, but also the most famous Romanian painter (Nicolae Grigorescu) and sculptor (Constantin Brâncuși). Besides, the authors of the travel guides written in English and French are also dealing with Romanian theatre and cinematography (Mr. Lăzărescu Death, The Reconstitution), indicated within two paragraphs.

### 3.4.3. Environment - similarities and differences

Considering the sections number, this subchapter is the most balanced of all, dealing with descriptions of the geographic aspects such as geology, rivers, climate within the French and in German tourist guidebooks and continuing with flora and fauna, a common theme for all three travel guides. Thus, by revealing information related to superlatives

12(highest concentration of large carnivores in Europe: half of the European bear population and third of the wolves population of

Europe live in the Romanian Carpathians), Danube Delta and Romania's national parks, the three editions share similar subjects. Except the last one mentioned, which is missing from the travel guide written in French, whose editors preferred to provide information about agricultural issues instead, the other two guides resemble in contents but differentiate in presentation because of the sketchy manner of the English authors of describing geographical facts (including two information boxes, intitled "Travel a lot, step carefully and support sustainable development - Lonely Planet Foundation", "UNESCO Patrimony Sights").

### 3.4.4. Food and Beverage - similarities and differences

Although the examined tourist guidebooks refer to this elements, naming the Romanian traditional dishes (polenta <<mămăliga>>, cheese dumplings <<papanashi>>, cabbage rolls <<sarmale>>, meatball soup, stew <<tochitură>>, cheese, sour cream, filled

eggs <<ouă umplute>>, Rădăuțeană soup, cakes <<cozonaci, mucenici>>) and specific beverages (wine, brandy (țuică), mineral water etc.) the three editions adopt different styles of presenting them. Hence, while the French travel guide does not consider this topic so important that can allocate an entire subchapter or section, the other two guidebooks' authors even provide a small dictionary of gastronomy. Moreover, the English edition, offers the most complex framework by indicating not only traditional dishes, but also restaurants and fast-foods where one can enjoy them, even vegetarian restaurants and related prices.

3.4.5. Specific chapters Irrespective of the last four subchapters that each investigated travel guide reviews, there are other chapters and subjects that the authors of the three editions find significant to share with their readers in order to help them perceive properly Romania as a tourist destination. On this line, the English guidebook comes up with four new chapters, starting with "The Authors", where the two American authors, Robert Reid and Leif Pettersen, argue their decision of writing a travel guide about Romania and Moldova, simultaneously mentioning their favourite itineraries accompanied by suggestive maps. Next, the "Getting started" chapter provides useful information regarding the best time to visit the tourist sights, along with climatic parameters claimed by different activities; prices and exchange rate, accommodation, catering, transport, entertainment; travel literature within a series of pertinent books are being recommended, websites sources of information; needful objects for traveling; most famous festivals, tourist sights and movies, which all happen to be revealed inside information boxes, in hierarchical order. The third chapter, "Itineraries", whose exhibition follows a three-section pattern: classical route (including Transylvania and Wallachia castles and mountain visiting), lesser known roads (that in foreigners' view integrate a wide range of tourist sights) and adapted travels (where two forms of tourism are being mentioned: rural tourism in Săpânța, Suceava, Gârda de Sus, Râșnov and another form suitable for families with children in and around Bran Castle, Corvinilor Castle, Apuseni Mountains caves, Mud Volcanoes, Danube Delta, each of them being provided with illustrative maps. Finally, the last introductory chapter, the one entitled "Snapshot", emphasizes a series of political, economic, social and cultural realities, some of them being separately synthesized. A distinctive feature of the French travel guide is derived from the contents of the "Romania Today" chapter that examines both the current situation of Romania and its social-economic evolution from the post- revolutionary period to nowadays, when a transition process of modernization started to characterize the trajectory of this country. The authors point out the strengths of Romania as a tourist destination in terms of mountains, landscapes, forests, traditions related to rural life, medieval monasteries, churches, castles and palaces. Likewise the French edition describes Bucharest, this time revealing not only the capital' strengths (business center, country's locomotive, famous tourist sights), but also its weaknesses (pollution, billboards that cover the facade of some buildings, cables etc. that diminish the aesthetic properties of the city). Moreover it provides information about Romanian people (whom they describe as being caring but sometimes impertinent, religious and respectful to the authorities) and general facts such as population density, localities number, religion typology, events during and after the Communist period (number of deaths, the Revolution shock felt by young people). In another train of thoughts, the travel guide written in French appreciates both the maintenance of the centuries old traditions and the mosaic of regions which define Romania: Oltenia, with its remarkable monasteries, thermal resorts and caves; Transylvania, known for its castles, Dracula, ski resorts, fortified churches; Maramureș, famous for the rural life, traditions and customs, wooden churches; Bucovina, with its medieval churches and Byzantine painting. As expected, the German tourist guidebook emphasizes both the Saxon identity and the Communist regime installed in Romania, constantly making references to its past and to the attempts of preserving the authenticity of its traditions and values. The authors supply a complex source of information with respect to the tourist image of the analyzed country, highlighting the cultural heritage, the curative potential (both balneary and climatic) and other aspects related to accommodation, booking on Internet, souvenirs, tourist offices, organised trips etc. After reviewing the introductory subchapters, each tourist guidebook concentrates on presenting Romania's

capital and the constituent geographical and historical regions, which the authors of the three travel guides pack as following: • “Bucharest”, “Wallachia”, “Transylvania”, “Crişana and Banat”, “Maramureş”, “Moldova”, “Northern Dobrogea” and a final part providing information regarding the

1 **transport, health, language, glossary**, backstage, **index, time zone, map legend**

and Romania’s map, displaying all the regions from the English guidebook; [pic] • “Bucharest”, “Muntenia”, “Oltenia”, “Transylvania”, “Banat and Crişana”, “Maramureş”, “Moldova”, “Dobrogea” attendend by an extra rubric offering advice and practical information, such as the used principle, of associating a colour to every region in order to facilitate its searching and recognition within the French travel guide; [pic] • “Bucharest”, “Muntenia”, “Black Sea Coast and Danube Delta”, “Moldova and Southern Bucovina”, “Maramureş”, “Transylvania”, “Banat and Timișoara” in the German tourist guidebook. [pic] By analysing the number of pages that each travel guide saves for the regions’ description, the first thing that stands out is that Transylvania region benefits from the highest interest from the authors, especially the English ones (97 pages), while Maramureş tends to be ignored by all of them (only 17, 18 or 20 pages). As shown bellow, the German editors consider the information related to Black Sea Coast and Danube Delta more important, reason for which the largest number of pages within the related guidebook presents this area. Succeeded by Transylvania and Moldova with Southern Bucovina, the three regions easily detach themselves by the others through the optimal destination they represent due to the high tourist potential that they are endowed with. On the other hand, the French authors prefer to provide more details about Muntenia and Oltenia, after the complex presentation concerning Transylvania, this way, imposing differentiations between the image that their readers get in comparison with those who consult the editions written in English or in German. Without considering the contents of these sections that describe a geographical and historical region or another, it is understandable why someone who reads 72 pages of pure information about Dobrogea will manage to perceive better the tourist aspects and sights related to this region and will be more determined to visit it, against someone who reads 19 or 26 pages containing brief information. Comparing the contents of these chapters that are found within the three travel guides, the most noticeable common feature is the fact that the authors of the examined editions start their pleading for Romania as a tourist destination, with the capital’s description, followed by the one related to each component region. Though, a series of differences can be observed, such as, while the English guidebook focuses on pointing out the most important settlements within the regions whose presentations are preceded by historical information (except the case of Maramureş and Moldova), the French travel guide adopts a different style exposure for the same regions whom the authors also attach to all of them two sections – Introduction and plan; Other places to visit – and, at the same time, the German tourist guidebook integrates the presentment of Bucharest within the chapter related to Muntenia, and the one belonging to Dobrogea within “Black Sea Coast and Danube Delta” chapter. With respect to the provided information regarding Bucharest, the similarities between the investigated guidebooks consist of displaying same details that reflect the tourist potential, like natural and human-made resources, events, along with the capital’ surroundings. Subsequently, the English guidebook’s authors are the only ones that allot a special section for revealing certain dangers and disappointments, only the French travel guide authors make references both to means of transport that ensure the arrival within the capital (by road, by rail, by air) and to festivals and events that occur in Bucharest, while the authors of the German tourist guidebook distinguish themselves by offering useful information about the capital’s museums. Towards Muntenia and Oltenia, all three editions review the most important urban settlements situated within the study area, specifying that only the French travel guide prefers a separate approach when comes to these two geographical regions. However, although it appends descriptions for each urban centre, the same

guidebook ignores the mountain landscape presentation regarding Iezer Mountains, Cernei Valley, Bucegi Mountains, Prahova Valley. Concerning the noticed differences between the examined tourist guidebooks, what also comes into prominence is the fact that the English guidebook is the only one that does not mention the monasteries located in Oltenia. Within the investigated travel guides, Transylvania's presentation enjoys quite complex details when it comes to most important cities and mountain units that are integrated in this historical region, with slight differences of perceptions. Thus, while the English guidebook exclusively incorporates Prahova Valley in Transylvania, only the German one does not include Székely Land within this region. The latter tourist guidebook also stands out by briefly presenting Apuseni Mountain, unlike the other two editions that insist on this mountain sector. Last, but not least, the French travel guide is a peculiar case of guidebook that does not analyze Transylvania region from an area point of view, does not indicate the former capital of Dacia, namely Sarmizegetusa Regia, but the only one that mentions Romanian mines and myths. According to usage, Crişana and Banat description also involve the displaying of the most famous cities (Timişoara, Arad, Oradea) and natural tourist sights such as caves and mineral waters. This is the region where the German tourist guidebook provides full information about Apuseni Mountains and Semenic Mountains, while the French travel guide ignores, this time, the related natural sights belonging to Apuseni. Instead, the authors of the latter edition are the only ones that review both Satu Mare and its surroundings, seen as representative tourist attractions for Crişana. Maramureş region is no exception to the rule of revealing aspects that concern the main cities (Baia Mare, Sighetu Marmaţiei), followed by specific features of each guidebook. For example, the edition written in French is the only one that does not include Satu Mare within Maramureş, due to the scission of Crişana as separate region. Finally, only the German travel guide points out the famous wooden churches of Maramureş, the itinerary of Mocaniţa Steam Train on Vaser Valley and the Rodnei Mountains National Park. In contradistinction to the other geographical and historical regions presentations, the one pertaining to Moldova does not refer to the urban settlements situated in the southern part, though all tourist guidebooks highlight, instead, important details about the existing monasteries in the area. In terms of distinguishing characteristics, worth mentioning that while the French travel guide indicates aspects related to the Roma minority, the German one points out the birth places of two important personalities of Romanian culture: Mihai Eminescu and George Enescu. The last region, Dobrogea, comes along with the description of Danube Delta and some of the most important seaside resorts situated on the Black Sea Coast. While the best presentation of this region belongs to the German tourist guidebook, only the French one does not make reference to the The Danube-Black Sea Canal and to the other resorts except Mangalia and Constanţa, and the English edition ignores the Murfatlar wine and the monasteries of Dobrogea. Considering all these aspects that define both the manner in which the authors perceive Romania as a tourist destination and the way that they deliver the related information, two situations can occur for the readers of the three editions: either form a superficial opinion related to a region or another, an opinion that they could be less willing to change, or become aware of the presentation lacunar nature whom they could choose to improve by reading other books and materials or by visiting the country that they have read about.

**Conclusions** The comparative analysis of the three travel guides, written in three different languages, outlines that the most important elements that a foreigner reader must know about a country, Romania in this case, are being highlighted within an useful series of chapters and sections. For instance, great Romanian personalities are named not only within the "History" chapter, but also in the one presenting the "Culture". By contrast, customs and traditions related to Romanian space and rural culture lack from the English guidebook, while the German one only mentions them briefly. Same last two travel guides come with a section devoted into a phrasebook related to gastronomy, Romanian dishes, food and beverage. Regarding the graphic materials, the English guidebook, provide the most representative images that mainly illustrate Transylvania, along with areas situated in the southern part of Romania, while the other two examined travel guides display random photographs that do not reveal a

region more than another. One can notice that none of the investigated editions propose classification of the tourist sights, although, the accommodation structures benefit from ranking: hotels from 1 to 5 stars, motels, guesthouses, chalets, campings, hostels, villas, within the chapter related to "Accommodation". In another train of thoughts, the connection with the German-speaking world is being ensured especially within the German tourist guidebook, but not only, reminding the presence of the Saxon people in Transylvania and the Swabians in Banat, their migration within Romania and their return to the native land. Some of the Saxons have brought their contribution to the culture development, such as Johann Lippet or Herta Muller that became famous through their works. Unlike this German-speaking world, the English and the French ones and their relationships to Romanian culture are less obvious and revealed within the examined editions. With respect to recommendation related to literature and books that foreigners, both readers or tourists, could find interesting, for example: *Balkan Trilogy* (Olivia Manning), *The Hooligan's Return: A Memoir* (Norman Manea), *Romania* (Lucian Boia), *Romanian Rhapsody: An Overlooked Corner of Europe* (Dominique Fernandez), *Bury Me Standing – The Gypsies and their Journey* (Isabel Fonseca), *The Romanian: Story of an Obsession* (Bruce Benderson), *Romania Revisited: On the Trail of English Traveller*, *Winds of Sorrow: Travels in and Around Transylvania* (Alan Ogden), *Between the Woods and the Water* (Patrick Leigh Fermor), *Princes Among Men: Journeys with Gypsy Musicians* (Garth Cartwright). Concerning the suggestions that the authors of the three analysed editions make in terms of leisure, the festivals and the main tourist sights are the ones being mentioned along with a series of best movies directed in Romania, most listened folk CDs, and a top-10 outdoor activities, such as: hiking and trekking, cycling, horse riding, mountaineering. Likewise, the German edition authors indicate some literary works from different areas of interest, highlighting Saxon writers and books, such as: *Die Tür zur hinteren Küche/The Door to the backwards Kitchen* (Johann Lippet), *Der König vermeigt sich und tötet/The King Bows and Kills* (Herta Müller), *Miss Bukarest* (Richard Wagner) along with famous Romanian authors like: Ana Blandiana, Mircea Cărtărescu, Mircea Dinescu, Mihai Eminescu, Andrei Pleșu, whose works can be read either in German or in Romanian. Last but not least, this travel guide published in German, is the only one that refers to tour operators, Neckermann and TUI, while the other two editions lack this kind of information. English guidebook: most complex introductory part; most general image of Transylvania; most pertinent perspective of Bucharest (see "Dangers and disappointments"); most efficient structure regarding the information in order to ensure an adequate visualisation; same extent of attention paid to all existing minorities; only one providing information concerning sports and music; best details regarding gastronomy; French travel guide: largest number of graphical materials revealing religious, cultural, urban, gastronomical, faunistic, historical and political aspects; best cover in terms of displaying the most specific features related to Romanian tourism (mountain, rural, cultural, religious); best representation of cultural details; only one pointing out rural aspects of Romanian society and tourism; only one providing historical information for each and every geographical region; German tourist guidebook: most edifying map of Romania highlighting the main tourist sights, cities, geographical units; the widest range of useful advice with respect to traveling to and in Romania; largest amount of information regarding Danube Delta; best incursion within Romanian literature field. Strengths: - all travel guides point out Romania's regions and related cities endowed with significant tourist potential; - all examined guidebooks point out mountain regions, their morpho-tourist fund, climatic and cultural tourist component, the importance of Danube Delta and Black Sea; - all editions reveal the most important phases concerning Romania's history; - all tourist guidebooks focus on environmental issues; - all three investigated publications refer to Romanian traditional food; Weaknesses - neither the English guidebook nor the French one refer to the wooden churches situated in Maramureș, although 8 of them are integrated within UNESCO Patrimony; - certain counties from Romania do not encounter within the interest of the travel guides; - the guidebooks do not pay the same amount of attention to the seaside resorts; - the travel guides do not highlight enough Romania's balneary potential (first place in Europe, in

terms of mineral and thermal springs), indicating only Felix Baths, Herculane Baths and a few thermal sources in Satu Mare county; - no tourist guidebook points out the speleotourist potential, except the English one that names Scărișoara Cave and Bear Cave, without other references to the high density of caves hosted by Apuseni Mountains; To sum up, all the three examined travel guides manage to reveal the most important tourist attractions related to Romania's component regions, so that the readers of these editions can easily create an image regarding this tourist destination, although, certain differences can be pointed out, differences that convert into various ways of perceiving Romania as a unique place. 4

Appendix A 6 Appendix A |REGIONS |English guidebook |French travel guide |German tourist guidebook |  
 |(subchapter)- sections - | sections - | sections - | |s) | | | |Bucharest |Bucharest: History, |Bucharest: |  
 One Sight: Bucharest and Wallachia | | |Orientation, Information, |Introduction and | | | |Dangers &  
 Annoyances, Sights, |Plan, |Bucharest: Adequate Travel Advice: Museums | | |Activities, Walking Tour,  
 |Archaeological |of Bucharest, Adequate Travel Advice: Inside| | |Courses, Bucharest for |National  
 Museum, A |and Outside | | |Children, Tours, Festivals & |walk in the Old | | |

1|**Events, Sleeping, Eating**, |Bucharest, Victoriei| | | **|Drinking, Entertainment,**  
 |Avenue, Cotroceni, | | | **|Shopping, Getting There** and |Recommendations, The| | |  
**|Away, Getting**

Arround |Garden City, |Through Wallachia: Tour arround Bucharest, | | |Around Bucharest: Snagov,  
 |Romanian Peasant |Through Western Wallachia; Câmpulung, | | |Căldărușani Monastery, |Museum,  
 Other Places|Pitești and Slatina; Craiova and Strehaia, | | |Mogoșoaia Palace, Cernica |to Visit |Târgu-Jiu,  
 Through Northtner Oltenia; Horezu| | | |Monastery and Govora Baths; Adequate Travel | | | |Advice:  
 Fresco Arts in Horezu, Cozia | | | |Monastery, Curtea de Argeș | | | | | |Prahova Valley and Bucegi  
 Mountains: Through| | | |Prahova Valley, Through Bucegi to Brașov, | | | |Adequate Travel Advice: Like  
 a Train | | | |Adventure |Wallachia |Wallachia: History, Ploiești, |Muntenia: | | |(Muntenia |Câmpina and  
 Around, Târgoviște,|Introduction and | | |and

1|**Pitești, Curtea de Argeș**, |Plan, Târgoviște, | | |Oltenia) **|Poienari & Arefu,**  
**Nămăiești**, |Curtea de Argeș, | | | **|West to Târgu Jiu, Târgu Jiu**, |Road Circuit in | | |  
**|Drobeta-Turnu Severin, Porțile** |Iezer Mountains, | | | **|de Fier, Craiova, Calafat,**  
 |Prahova Valley, | | | **|Giurgiu; Călărași, Ostrov** and |Anti-communist | | | **|Around**

Resistance,				Other Places to				Visit				Oltenia:				Introduction and				Plan, Oltenia's		
	Monasteries,				Constantin Brâncuși,				Târgu Jiu, Road				Circuit on Cerna				Valley,					
Drobeta-Turnu				Severin, Craiova,				Southeast Oltenia,				Other Places to				Visit						
Transylvani	Transylvania: History	Transylvania:	One Sight: Transylvania		a																	

1|**Prahova Valley: Sinaia, Bucegi** |Introduction and | | | **|Mountains, Bușteni,**  
**Predeal** |Plan, Cluj-Napoca, **|Brașov** and Surroundings: **Brașov**, Trips | | **|Brașov**

and Around Brașov: |Bistrița, Romanian |within Brașov Surroundings, Adequate Travel | | |Poiana Brașov,  
 Râșnov, Bran, |Myths, Turda, Aiud, |Advice: Dracula - Bran Castle, Harman, | | |Around Bran, Zărnești,

Piatra |Arieș Valley, |Prejmer, Râșnov, Adequate Travel Advice: | | |Craiului National Park, North |Apuseni Mountains, |Piatra Craiului National Park; Bran; Poiana | | |of Brașov |Romania's Mines, |Brașov | | |Saxon Land: Sighișoara, |Southwest | | |Fortified Saxon Churches, |Transylvania, Alba |Southern Transylvania with Sibiu: Făgăraș, | | |Făgăraș Mountains, Sibiu, |Iulia, Sibiu, ASTRA |Făgăraș Mountains, Cincu and Dealu Frumos, | | |Around Sibiu |Traditional |Agnita, Atâlna and Hosman; Cârța, Cîsnădie | | |Székely Land: Sfântu Gheorghe, |Civilisation Museum,|and Cîsnădioara, Sibiu, Adequate Travel | | |Spa Towns, Miercurea Ciuc, |Cîsnădie and |Advice: ASTRA Ethnographic Museum, | | |Gheorgheni, Odorheiu Secuiesc, |Cîsnădioara, Through|Reuss-Kelling-Muhibah Square, Ocna Sibiului,| | |Odorheiu Secuiesc to Târgu |Mărginimea Sibiului,|Miercurea Sibiului and Călnic, Adequate | | |Mureș, Târgu Mureș |Land of Olt, Biertan|Travel Advice: Skiing and Sledding in | | |Southwest Transylvania: Alba |and Richiș, |Cindrel Mountains, Sebeș, Alba Iulia, Deva, | | |Iulia, Deva, Hunedoara, The |Sighișoara, Târgu |Sarmizegetusa Regia, Hunedoara, The Iron | | |Dacian and Roman Citadels, |Mureș; Bears, wolves|Gate from Hațeg | | |Retezat Mountains |and lynxes; Brașov, | | |Northern Transylvania: |Around Brașov, |Central Transylvania with Sighișoara: | | |Cluj-Napoca, Turda, Rimetea, |Székely Land, Other |Feldioara and Homorod; Sighișoara; Apold and| | |Huedin Microregion, Apuseni |Places to Visit |Brădeni; Iacobenii and Valchid; Copșa Mare, | | |Mountains (North), Zalău, | |Richiș; Mediaș and Meschen, Adequate Travel | | |Cluj-Napoca to Bistrița, | |Advice, Fortified Church from Biertan, | | |Bistrița, Bârgău Valley | |Viilor Valley and Axente Sever. | | | | | |Northern Transylvania and Cluj: From | | | |Sighișoara to Northern Transylvania, Sovata,| | | |Târgu Mureș, Turda, Cluj, Bistrița, Adequate| | | |Travel Advice: Evangelical Church from | | | |Bistrița | |Crișana and|Crișana and Banat: History |Banat and Crișana: |One Sight: Banat and Timișoara | |Banat |Banat: Timișoara, Herculanii |Introduction and | | |Baths |Plan, Timișoara, |Timișoara | | |Crișana: Oradea, Felix Baths, |Road Circuit to | | |Beiuș and Meziad Cave, Stâna de|Almăjului Valley, |Through Banat: Lenaueim, North, to Arad; | | |Vale, Bear Cave, Scărișoara |Arad and |Arad, Arad Surroundings, Apuseni Mountains, | | |Ice Cave, Gârda de Sus & |Surroundings, |Adequate Travel Advice: Perennial Ice and | | |Around, Arad |Oradea, Silvania |Glacial Relief in Apuseni Mountains, Oradea | | |Plateau, Thermal |and Felix Baths; To Danube, Southern | | |Sources, Satu Mare |Direction; Semenic and Nera National Park; | | |and Surroundings, |Adequate Travel Advice: Treatments likewise | | |Other Places to |During the Roman Period | | |Visit | |Maramureș |Baia Mare, Around Baia Mare, |Maramureș: |About Maramureș | | |Land of Chioar, Sighetul |Introduction and | | |Marmației, Mara Valley, |Plan, Baia Mare, |From Borșa to Baia Mare: Adequate Travel | | |Săpânța, Iza Valley, Vișeu and |Historical |Advice: Wooden Churches from Maramureș, | | |Vaser Valleys, Prislop Pass, |Maramureș, Road |Borșa, Hiking and Trekking in Rodnei | | |Satu Mare, Land of Oaș |Circuit in |Mountains National Park, Through Moisei to | | |Historical |Vișeu de Jos, Along Iza River, Adequate | | |Maramureș, Sighetu |Travel Advice: for railway fans, After | | |Marmației, Lăpuș |Sighetul Marmației, Săpânța, From Săpânța to| | |Valley, Land of |Satu Mare, Satu Mare, Baia Mare, Detour | | |Chioar, Icons on |Through Baia Sprie after Surdești, Surdești | | |glass, Other Places | | |to Visit | |Moldova |Moldavia |Moldova: |One Sight: Moldova and Southern Bucovinei: | |(and |Southern Moldavia: Iași, Around|Introduction and |Iași, Adequate Travel Advice: Most Famous | |Southern |Iași, Târgu Neamț, Monasteries |Plan, Iași and |Religious Buildings in Town, Iași Periphery | |Bucovina) |Around Târgu Neamț, Piatra |Around, Suceava, |– Three Monasteries Tour, | | |Neamț, Bicăz & the Ceahlău |Bucovina | | |Massif, Bicăz Gorges and Red |Monasteries, The |From Iași to Focșani: From Iași to Târgu | | |Lake, Suceava, Bucovina |Gypsies, Road |Frumos, at Cotnari Wine Factory; Locating | | |Monasteries, Câmpulung |Circuit Around |Eminescu and Enescu birthplace, Adequate | | |Moldovenesc, Vatra Dornei, |Neamț, Vrancea, |Travel Advice: Romanian Wines from Târgu | | |Around Vatra Dornei |Southeast Moldova, |Neamț, Neamț Monastery, From Neamț to Agapia| | |Other Places to |Monastery, At Văratec and Bistrița | | |Visit |Monasteries, From Piatra Neamț over Red Lake| | |to Durău, Southern Moldova Plain, Ceahlău | | |Massif, | | | |Moldova's Monasteries from Southern | | | |Bucovina: Suceava, From Suceava to Humor, | | | |Humor

Monastery, Voroneț Monastery, A Detour | | | | at Vatra Dornei, About Pașcanu Pass at | | | | | Moldovița, Moldovița Monastery, From | | | | Ciumărna Pass to Sucevița, Sucevița | | | | | Monastery, Putna Monastery, Detour at Sfânta | | | | Treime Church from Siret, Arbore, Dragomirna | | | | | Monastery, Adequate Travel Advice: Staying | | | | in a Chalet, Rățca and Probata Monasteries | | Dobrogea | Northern Dobrogea: History and | Dobrogea: | One Sight: Black Sea and Danube Delta: | | (North/Black | Ecology | Introduction and | Adequate Travel Advice: In Summer Season | | k Sea Coast | Black Sea Coast & Litoral: | Plan, Constanța, A | | | and Danube | Constanța, Mamaia, Eforie Nord | Wine-Growing | Roman Architecture Monasteries Tour: | | Delta) | & Techirghiol Lake, From | Culture, Basarabi | Basarabi, Adamclisi: The Castel of Plants, | | Costinești to Saturn, Mangalia, | and Adamclisi, | Andrei Monastery, On the Way of Călărași, | | 2 Mai & Vama Veche, The | Histria, Babadag and | Derwent-Ostrov Monastery | |

1 **Danube-Black Sea Canal, Histria** | Enisala, Tulcea, | | | **Danube Delta: Tulcea, Tulcea to** | West of **Tulcea**,

| Holiday Resorts from Romanian Sea-Coast: | | | Periprava, Tulcea to Sulina, | Danube Delta, A | Mamaia, Southern Coast of Constanța, Eforie | | | Sulina, Tulcea to Sfântu | cruise in Delta, | North and Eforie South, Adequate Travel | | | Gheorghe | Mangalia, Other | Advice: Ana-Asian Successful Story, | | | | Places to Visit

24 **Costinești, Neptun and Olimp; Jupiter, Cap | | | | Aurora, Venus and Saturn; , Mangalia,**

| | | | Adequate Travel Advice: Ottomans Traces, At | | | | the Bulgarian Border | | | | | | Murfatlar and Danube-Black Sea Canal: | | | | Adequate Travel Advice: Wine Sampling in | | | | | Murfatlar, Murfatlar, Danube-Black Sea | | | | Canal, Cernavodă, Northern Detour, | | | | Capidava-Hârșova | | | | | | Histria and Danube Delta: Năvodari, Corbu | | | | and Săcele; Histria, Danube Delta Direction, | | | | Through Baia to Tulcea, Tulcea, Adequate | | | | Travel Advice: Danube Delta's Museums, | | | | Through Danube Delta, West of Tulcea | 7 References 1.

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----- [pic] Figure 1 - **The** characteristics of **image**

place Source: Echtner and Ritchie, 1991 [pic] Figure 2 - The cover of the English travel guide a)[pic] b) [pic] Figure 3 - The cover of the French (a) and German (b) travel guides

9 **[pic] [pic] [pic] [pic] [pic] [pic] [pic] [pic] Figure**

4 - Pictures illustrated by the English guidebook

19 **[pic] [pic] [pic] [pic] - [pic] [pic] [pic] [pic] Figure 5 - Fotos of the**

French travel guide

9 **[pic] [pic] [pic] [pic] [pic] [pic] Figure 6**

- Images within the German tourist guidebook a)[pic] b)[pic] c)[pic] Figure 7 - Cartographic materials of the travel guidebooks written in English (a), French (b) and German (c) a) [pic] b) [pic] c) [pic] Figure 8 - The share of introductory chapters within the English (a), French (b) and German (c) guidebooks [pic] Figure 9 - The main zones and settlements with high tourist interest in English Travel Guidebook's conception [pic] Figure 12 - Number of pages saved for each region [pic] Figure 10 - The main zones and settlements with high tourist interest in French Travel Guidebook's conception [pic] Figure 11 - The main zones and settlements with high tourist interest in German Travel Guidebook's conception