



Editors: **V. Mladenov, Z. Bojkovic**



Latest Trends on Cultural Heritage & Tourism

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3rd WSEAS International Conference on Cultural Heritage and Tourism (CUHT '10)

Corfu Island, Greece, July 22-24, 2010



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Preface

This year the 3rd WSEAS International Conference on Cultural Heritage and Tourism (CUHT'10) was held on Corfu Island, Greece, July 22-24, 2010. The conference remains faithful to its original idea of providing a platform to discuss archaeological sites and excavations, museums, historical past, monuments and maintenance of monuments, music and songs, architecture, sculpture, literature, religion, sociological issues, art inspired by nature, art inspired by historical past and/or religion, sustainable tourism, tourism planning and modelling, security aspects, urban tourism, rural tourism, tourism and transportation etc. with participants from all over the world, both from academia and from industry.

Its success is reflected in the papers received, with participants coming from several countries, allowing a real multinational multicultural exchange of experiences and ideas.

The accepted papers of this conference are published in this Book that will be indexed by ISI. Please, check it: www.worldses.org/indexes as well as in the CD-ROM Proceedings. They will be also available in the E-Library of the WSEAS. The best papers will be also promoted in many Journals for further evaluation.

A Conference such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Editors

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Plenary Lecture 1

A Study Model on the Rates for the Holidays in Romanian Black Sea Resorts



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Abstract: In Romania, the Black Sea seaside is one of the most popular places for the summer holidays. In this paper we propose a database model including information about the rates of holidays. This information refers to resorts, hotels, hotel star classifications, hotel room types, room amenities, hotel facilities, the holiday time period, the day number of holiday, dining types, rates for accommodation, etc. We built this database model based on data presented in travel agencies' catalogues or websites.

We present some algorithms which can be used to explore the data. Our study is focused on detecting the best rates (depending on the tourist preferences) for the summer holiday according to some other features. In order to illustrate the applicability of these algorithms to the real data, we use the information provided by some travel agencies' catalogues and we present the most interesting results of our study.

Such a study can help tourists in making a good decision for their holiday and can also help hotel managers and travel agencies to develop their business.

This kind of tourism is a particular type of tourism, different from other Romanian ones, however our algorithms can be adapted for different other tourism types or for the case of sea tourism from other countries.

Brief Biography of the Speaker:

Mirela-Catrinel Voicu was born in Romania, in 1972. In 1995, she graduated from the Faculty of Mathematics and Computer Sciences, West University of Timisoara. She received the MSc degree in Applied Mathematics, Informatics in Economy and Computer Sciences from the West University of Timisoara. She followed a training course for PhD thesis at the National Institute for Statistics and Economic Studies, Paris, France. She received her PhD in 2001 from the University of Timisoara, Romania (with the "Cum laude" distinction) and from the University of Paris 13, France (with the "Tres honorable avec felicitations" distinction). Currently she is a Professor at the Department of Economic Informatics, within the Faculty of Economics and Business Administration, West University of Timisoara, Romania, where, since 1995, she has held several academic positions. Her activity includes Programming and Internet Programming, Informatics in Economy, Databases, OOP, Data structures. Through the collaboration program between the Faculty of Economics and Business Administration and the Faculty of Mathematics and Informatics of the West University, she has held classes with international participation, in postgraduate education, in the section of "Mathematic Modelling in economics and applied sciences" – Exchange Rate Evolution Models – subject introduced within the program due to the original contributions in her PhD. During the collaboration between the Faculty of Economics and Business Administration, West University of Timisoara and CUOA – Italy, she has taught a postgraduate class for the section of "Management of Business and Public Administration", regarding the Internet. She has 72 papers in conference proceedings or refereed journals (from these papers, 19 have been presented or published abroad). She has published 7 books (1 book in France and 6 books in Romania). She is a reviewer and a member in international program committee of various WSEAS conferences from abroad, reviewer at "Journal of Knowledge, Communications and Computing Technologies", member in the teams of 9 research projects (one of which is international) and project manager for one research project. Since 2002, she is a member of INFOREC (Romanian Association for Economic Informatics Training Promotion), since 2005, she is a member of WSEAS (World Scientific and Engineering Academy and Society) and since 2009, she is a member of SCT (Society for Computing Technologies).

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