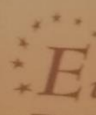




Universitatea Creștină **Dimitrie Cantemir** din București
Facultatea de Management Turistic și Comercial Timișoara

Numărul 13 Anul VII 2018

QUAESTUS

 **Eurostampa**
TIMIȘOARA

QUAESTUS

NO. 13/ June 2018

EDITORIAL BOARD

HONORARY EDITORS

MOMCILO LUBURICI,

Professor PhD, President Founder of
"Dimitrie Cantemir" Christian
University Bucharest

CORINA ADRIANA DUMITRESCU,

Professor PhD, President of the
University Senate "Dimitrie Cantemir"
Christian University Bucharest

EDITORS IN CHIEF

CIPRIANA SAVA,

Associate professor PhD., "Dimitrie
Cantemir" Christian University
Bucharest, Faculty of Management in
Tourism and Commerce Timișoara

LUIZA CARAIVAN,

Associate professor PhD. Tibiscus
University Timișoara

CONSULTATIVE BOARD

MIRELA MAZILU, Professor PhD.
University of Craiova, Faculty of Social
Sciences, Drobeta Turnu Severin, Romania

MALIŠA ŽIŽOVIC, Professor PhD.
University of Kragujevac, Serbia

ELENA PETKOVA, Associate professor
PhD. University "St.Kliment Ohridski" Sofia,
Bulgaria

GROZDANKA BOGDANOVIC,
Professor PhD. University of Belgrad,
Technical Faculty Bor, Serbia

EMILIA GOGU ASE Bucuresti

GRIGORE SILAȘI,

Professor PhD, West University,
Timișoara, European Excellence
Centre „Jean Monnet”

JESÚS LÓPEZ-RODRÍGUEZ,

Associate professor PhD, Dept. of
Economic Analysis and Business
Administration, University of Coruña,
Spain

SAMIR NURIĆ,

Associate professor PhD. University
of Tuzla, Bosnia and Herzegovina

JOZSEF GAL,

Associate professor PhD. Szeged
University, Hungary

METE Cüneyt OKYAR,

Associate Professor, PhD.
Economics Department, Şirnak
University, Turkey

DINA LUȚ,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest Faculty of Management in
Tourism and Commerce Timișoara

MARIUS MICULESCU,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest Faculty of Management in
Tourism and Commerce Timișoara

CIPRIAN PAVEL, PhD.

"Dimitrie Cantemir" Christian
University Faculty of Management in
Tourism and Commerce Timișoara

ADRIAN MATEIA, PhD., Drăgan
University, Lugoj, Romania

CHISTINA MIȚARIU, PhD. "Dimitrie
Cantemir" Christian University Bucharest
Faculty of Management in Tourism and
Commerce Timișoara, Romania

GHEORGHE PINTEALĂ, PhD. "Dimitrie
Cantemir" Christian University Bucharest
Faculty of Management in Tourism and
Commerce Timișoara, Romania

The **QUAESTUS** journal is published by the
FACULTY OF MANAGEMENT IN TOURISM AND COMMERCE
TIMIȘOARA

DIMITRIE CANTEMIR CHRISTIAN UNIVERSITY

Quaestus Multidisciplinary Research Journal is indexed in

RePEc **EconPapers**

DOAJ DIRECTORY OF
OPEN ACCESS
JOURNALS

INDEX COPERNICUS

and

ProQuest.

Address: Str. 1 Decembrie, nr. 93, Timișoara, cod 300566, România

Phone: 004/0725923071

Fax: +4/0256-29.35.98

E-mail: quaestus.ucdctm@gmail.com

<http://www.quaestus.ro/>ISSN 2285 – 424X

ISSN-L 2285 – 424X
ISSN online 2343-8134

Tiraj: 200 exemplare
Apare bianual

Editura Eurostampa
Timișoara, Bd. Revoluției din 1989 nr. 26
Tel./fax: 0256-204816
edituraeurostampa@gmail.com
www.eurostampa.ro
Tipărit la **Eurostampa**

Contents

ACCOUNTING

ECONOMIC CALCULATIONS RELATED TO A MILK-HOUSE INVESTMENT.....	9
<i>Brigitta ZSOTER</i>	

THE IMPORTANCE OF USING THE PROFITABILITY THRESHOLD METHOD IN TRADE AND SERVICE ENTERPRISES' MANAGEMENT.....	18
<i>Crăciun SABĂU, Cristina Mihaela NAGY</i>	

VIEWS ON VAT FISCAL INSPECTION.....	25
<i>Radu Dorin LENGHEL</i>	

THE AUDIT REPORT . NATIONAL AND INTERNATIONAL VALENCES.....	35
<i>Radu Dorin LENGHEL</i>	

PARTICULARITIES OF THE CHECK PERFORMED BY THE FISCAL ANTIFRAUD DIVISION	43
<i>Radu Dorin LENGHEL</i>	

AUDIT OF TRADE RECEIVABLES.....	52
<i>Marius–Nicolae MICULESCU, Sergiu-Dorin GRUI</i>	

INFORMATION TECHNOLOGY

INFORMATION AND INFORMATION SYSTEMS AS KEYS TO SUCCESS.....	71
<i>György HAMPEL</i>	

ASPECTS OF PUBLISHING LINKED DATA.....	83
<i>Nicolae Adrian MATEIA</i>	

LEGISLATION IN TOURISM

THE EUROPEAN UNION AND THE INTERNATIONAL ORGANIZATIONS.....	89
<i>Gheorghe PINTEALĂ</i>	

THE PEACEFUL SETTLEMENT OF INTERNATIONAL DISPUTES.....	94
<i>Gheorghe PINTEALĂ</i>	

UNITED NATIONS ORGANIZATION.....	99
<i>Gheorghe PINTEALĂ</i>	

MANAGERIAL STRATEGIES AND ORGANISATIONAL CULTURE

A SURVEY ON PEOPLE SATISFACTION RELATED TO AN INVESTMENT CALLED „WITH SOUL ALONG THE RIVERS KÖRÖSÖK” (2014-2015).....	107
<i>Brigitta ZSÓTÉR , Tamás GYURICZA</i>	

COLOURS, MUSIC AND PACKAGING AS PSYCHOLOGICAL STIMULANTS WHEN MAKING PURCHASE DECISIONS.....	115
<i>Željko ONDRIK, Nemanja STOJKOVIĆ, Mladjan MAKSIMOVIĆ</i>	

MOTIVATION OF EMPLOYEES AS A PART OF HUMAN RESOURCES MANAGEMENT.....	125
<i>Tijana Đukić, Marija Janošik, Darjan KARABAŠEVIĆ</i>	

FRANCHISING IN THE WORLD OF BUSINESS.....	137
<i>Codruța Daniela PAVEL</i>	

POWER BI: EFFECTIVE DATA AGGREGATION.....	144
<i>Viorel NEGRUT</i>	

ENTERPRISES AND THE USE OF SOCIAL MEDIA IN THE EUROPEAN UNION.....	151
<i>Ciprian PAVEL</i>	

SOCIAL AND EDUCATIONAL ENVIRONMENT

- THE TYPOLOGY OF ANGLICISMS USED IN THE SERBIAN TOURISM AND HOSPITALITY LEXICON.....161
Mihaela LAZOVIĆ
- THE ANALYSIS OF ROMANIAN EDUCATION AND TRAINING SYSTEM IN ACCORDANCE WITH EUROPEAN REQUIREMENTS.....171
Dina Maria LUȚ
- EDUCATION MANAGEMENT IN A SUSTAINABLE DEVELOPMENT FUNCTION.....183
Nevena ĆURIC, Dina LAZAREVIĆ, Pavle BRZAKOVIĆ
- RELATIONSHIPS AND AGENCY AS KEY CONCEPTS IN AN ESP LEARNING COMMUNITY.....193
Laura-Ioana COROAMĂ
- THE ECOLOGY OF LANGUAGE AS AN OPTIMAL LEARNING MODEL.....199
Alina-Andreea DRAGOESCU URLICA
- USE OF AUTHENTIC DOCUMENT IN THE TEACHING – LEARNING PROCESS OF FRENCH LANGUAGE. TEACHING THE VERB TENSES.....209
Christina Andreea MIȚARIU
- TYPES OF AUTHENTIC LEARNING MATERIALS USED IN THE FLE TEACHING.....216
Christina Andreea MIȚARIU

A SURVEY ON PEOPLE SATISFACTION RELATED TO AN INVESTMENT CALLED „WITH SOUL ALONG THE RIVERS KÖRÖSÖK” (2014-2015)

Brigitta ZSÓTÉR
Tamás GYURICZA

Abstract: In our study we are describing the results of a survey on people satisfaction related to an investment called „With Soul Along The Rivers Körösök” (2014-2015). Our survey was focused on what the population thinks about the utility of the above-mentioned investment, whether they are satisfied with it or think it useless, what their opinion is about financing the maintenance, also what suggestions they have about future investments. To get answers to these questions we carried out a questionnaire survey. As a result of the questionnaire assessment, we could conclude that people of different age groups have different views on the investment, their level of satisfaction is different. It also came to light that the residents like living here but many of them would leave the town because there is not enough work opportunity. Most of the residents cannot see whether the town council would finance the maintenance of investments from its own source or from some external source. Though the population is satisfied with the investment, they do not visit it too often.

Keywords: satisfaction survey, questionnaire research, population, investment, Gyomaendrőd, maintainability

1. INTRODUCTION

The purpose of our research is to assess how the population of Gyomaendrőd reacts to the investment „With Soul Along The Rivers Körösök”, what their opinion is about it, whether they find it a good idea or perhaps oppose it. There have been several studies about the economic changes in the role of the Southern Plain region (Komarek 2007), and about the opportunities of economic recovery, boom (Abonyiné Palotás and Komarek 2007). The project was implemented from the subsidy of the European Union, and it is a very big help for settlements like Gyomaendrőd since most of the costs of the investment are paid by the European Union, so the town council has to spend less on the project. It is a great chance for settlements of lower population the council of which cannot afford to carry out an investment of larger volume. It is an important question whether these investments can be maintained (Irimie et al. 2014), and how much the tax system influences their implementation, maintenance (Lenghel and Miculescu, 2016). We have made some hypotheses, as follows:

1. We presume that according to most of the answerers more tourist will come to visit the town as a result of the investment.
2. We presume that development of Gyomaendrőd is important for most of the answerers but they would leave the settlement if they had the chance to. We think it possible because though most of the inhabitants love the town, they do not consider it developed (liveable) so if they got a better job opportunity in another town, probably they would leave Gyomaendrőd.
3. We presumed that different age groups have different opinions on the investments. While the younger generation is not so satisfied with them, the level of satisfaction of the oldest age group is higher.
4. We presumed that the investments did not provoke changes in the life of most answerers.

We think that most of the repliers regard the town more developed from the aspect of tourism rather than that of the economy. Tourism can be a significant factor in life of many settlements, regions (Sava and Pinteala 2016). Tourist information centres have important roles (Sava 2016).

As a part of our research, we are intending to talk about the history of Gyomaendrőd briefly since it is the settlement where the assessed investments took place. As Gyoma and Endrőd were separate places for centuries the united town does not have such a long history.

The settlement Gyoma is mentioned from the 13th century in written documents, though it did not have this name that time. Originally, the village was called Gyama, then Gama, and finally, from 1393 Gyoma. During centuries the settlement was destroyed several times but it was always rebuilt (Maday, 1960). Endrőd proves to be the older settlement since findings from the period of Körös culture have been discovered there. The village was first called Endred, then Endreed, later Endryd, and finally Endrőd. In the 15th and 16th centuries a lot of inhabitants in Endrőd had high ranks. Like Gyoma, Endrőd was destroyed several times too but it was always rebuilt (Maday, 1960). Gyoma and Endrőd united on 1 January, 1982 under the name Gyomaendrőd. That time the settlement was a large village constituting an administrative division but the population wanted to change it. They wanted to get the rank of a town. Finally, Gyomaendrőd was declared a town on 1 March, 1989. Csapó and Kocsis deal with designation to a town in details (2008). In addition, we can read about the questions of principal of designation to a town in another work of Csapó Tamás (1998). The town started to develop after this time but there are several factors that have not changed so far, like for example the constant relocation of young people from the city (Babos, 2012).

2. MATERIAL AND METHOD

We determined what survey methods we want to apply in our research, which are the following: field survey and questionnaire survey. During field survey we had a closer look at the investments, took photos of all five sub-investments, which we are showing in this study too.

After the field study we compiled a questionnaire which contained 19 questions. We used several types of questions, like for example open and closed questions, but scales, as well, rating ones and Likert-scale. After compiling the questionnaire we made a test, after which we finalized the questionnaire. We carried out the questionnaire survey on our own. We told the answerers that the answer is entirely anonymous. We asked people from both Gyoma and Endrőd, we intended to ask the population from both settlement-parts in an equal proportion. Altogether 472 inhabitants answered our questions.

3. RESULTS OF MY OWN RESEARCH

We think it necessary to introduce the sub-investments of the investment „With Soul Along The Rivers Körösök”. These are: Körös Visitor Centre, Study path and lookout in Erzsébet gardens, Bárka Visitor Centre, St. Antal Pilgrimage house, St. Antal Bread-baking house. Besides, we would add in connection with implementation and maintenance of investments that we should pay attention to quality control (Tisca et al. 2015) and quality management (Scaleraet al. 2012), too.

Körös Visitor Centre (Photo 1) has been built on the site of an old school. It includes a permanent and a temporary exhibition, there is a stage and a tourist route. The building can be fully used by the disabled, too. The building uses renewable energy. The study path and lookout in Erzsébet gardens (Photo 2) has a land part where the study path is and a water part where rowing in a boat, the visitor can admire the wonderful fauna of backwaters. There is also an air part, meaning the lookout from where tourists can observe the birds of the canopies.



Photo 1 Körös Visitor Centre
Source: my own photo

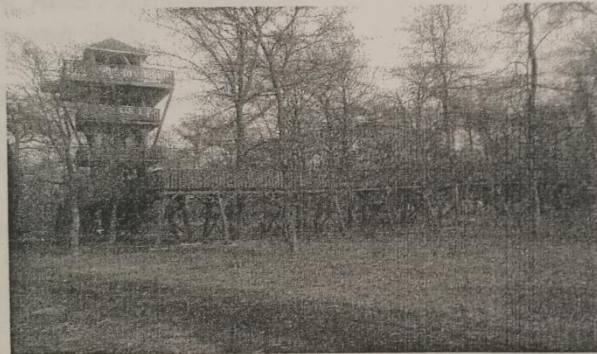


Photo 2: The study path and lookout in Erzsébet gardens
Source: my own photo

Bárka Visitor Centre was opened to help visitors get to know the old fishing tools, there is a „study-lake” here where visitors can peep into the mysteries of the underwater fauna by means of a fiber optic camera. The relative proximity of the Romanian border can give the opportunity for foreign tourists to visit the settlement (Gál and Dumitrescu 2014). St. Antal Pilgrimage house (Photo 3) was built to serve not eco-tourism but religion tourism. The house can accommodate 21 people in 4 rooms, one of them is for the disabled. Each room has a bathroom and toilet, and there is a kitchen (tea kitchen and laundry), as well.

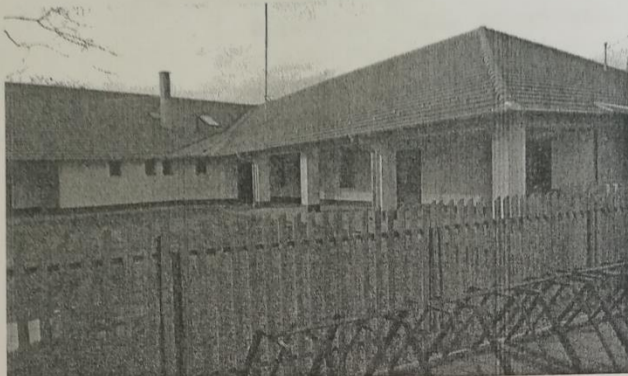


Photo 3: St. Antal Pilgrimage house
Source: my own photo

St. Antal Bread-baking house was born to serve religion tourism, like the latter one, but the Bread-baking house had been there before. It was built in 1903 and its operation terminated 20 years ago, after that it was used as a storage, then the house was renovated as part of the investment.

In our questionnaire altogether 244 people of Gyoma and 228 people of Endrőd answered the questions. 76% of the answerers was born in the settlement, 24% moved there. 444 like living in Gyomaendrőd, 28 do not. Then, they have to rank some things in a scale 1-5. Regarding the security of the town, they ranked it 4 which is the second best. Regarding economic and touristic development, the rank 3 was the most popular, 284 for the former and 276 for the latter. The inhabitants like living here since the rank 3 was chosen most (220 people). Most of the answerers would leave the town only if they had a good opportunity (193 people), but the development of the town is important for 282 answerers.

Regarding investment satisfaction in all 5 investment parts, the rank 3 was the most popular one, though in case of Bárka Visitor Centre 2 and St. Antal Pilgrimage House 4 were very close to the most popular rank. In connection with the attendance of the investments, rank 2 was thought to be right in each case, and in contrast to satisfaction, this rank was the dominant one, the other did not even reach it. 14% of the answerers said that there had been a change in their life, which means 64 people.

39% of the answerers (183 people) ranked 4, 34% (160 people) ranked 3 the answer to the question whether more tourists come to visit Gyomaendrőd due to the investments.

Most of the answerers did not know what source the town council use to finance the maintenance of the investments, 220 people (47%) chose this option. The age distribution is relatively even, most of them were 15-28 years old, altogether 105 (22%). As for the education, 37% of the answerers (176 people)

have finished their secondary education (vocational secondary school/grammar school). There were 224 men and 248 women.

At the end of the questionnaire the answerers had to give suggestions for what to develop in the town. Mostly, they suggested the internal road repair, job creation and the development of the bath.

The result of our hypotheses:

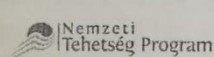
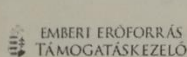
1. hypothesis: it was proved false, only 45% of the answerers (212 people) thought that more tourists come to the settlement, most of the answerers (55%) thought the opposite.
2. hypothesis: it was proved to be true, since 82% of the answerers (393 people) considers the development of Gyomaendrőd important, and 66% of the repliers (298 people) would leave the town. Both parts of the question were true during the research.
3. hypothesis: it proved to be true, since the older chose rank 3 or more in 316 cases, while the young „only” in 288 cases.
4. hypothesis: it was proved to be true, since 86% of the answerers (408 people) did not experience any change in their life due to the investments.
5. hypothesis: it was proved to be true because 79% of the answerers (372 people) think the settlement is touristically more developed, while 67% of the repliers (316 people) chose the economic development, so more people consider Gyomaendrőd touristically stronger.

4. SUMMARY

On the basis of the study, we can conclude that though the population is satisfied with most of the investments, there has not been any particular change in their life. It became clear people of different age groups have different levels of satisfaction in connection with the investments (the older like them, most of the young think them useless). The last question of our questionnaire was formed to ask for some suggestions about the possible changes in the town, which investments they would welcome more. Investments to create jobs were mentioned most, as the inhabitants know that there is not enough job opportunity in the town, but other frequent answer was the improvement and constant maintenance of internal roads, and the development of Liget Bath. Before starting repairing the roads, it would be worth to carry out a research on transport habits and needs (Hampel 2016). We would suggest building a food processing firm since it has a great need of live labour. It may be possible to accomplish developments like in Makó earlier (Tanács et al. 2008), and build the processing firms for them.

Acknowledgement

This research has been supported by the Ministry of Human Capacities, Human Capacities Grant Management Office and the National Talent Program (Proj. No NTP-HHTDK-017-0004).



REFERENCES

1. Abonyiné Palotás J., Komarek L. Dél-Alföld gazdasági helyzete és a kilábalás lehetőségei, *Területi Statisztika*, 10. (47.):(6) 586-594, 2007.
2. Babos L. *Gyomaendrőd*. Készült Gyoma és Endrőd települések egyesülésének 30. évfordulója alkalmából, Magánkiadás (közreadja a Bethlen Gábor Közalapítvány Gyomaendrőd), Gyomaendrőd 5-6-17, 2012.
3. Csapó T. *A várossá nyilvánítás elvi kérdései*, In: Mészáros R, Tóth J (szerk.) *Földrajzi kaleidoszkóp: Tanulmányok Krajkó Gyula professzor 70. születésnapjára*. 365 p. Pécs; Szeged: JPTE TTK Általános Társadalomföldrajzi és Urbanisztikai Tanszék; JATE TTK Gazdaságföldrajzi Tanszék, 183-196, 1998.
4. Csapó T., Kocsis Zs. A várossá válás reformja, *Területi Statisztika*, XI:(6) 645-651, 2008.
5. Gál J., Dumitrescu D. C. Some Touristic Aspects of Logistics and Logistic Education at Cross-border Area, *Quaestus*5:(4) 9-14, 2014.
6. Hampel Gy. Transportation Habits of Szeged City Residents, *Review of Faculty of Engineering Analecta Technica Szegedinensia*10:(2) 69-78, 2016.
7. Irimie S.I., Gal J., Dumitrescu C.D. Analysis of a dynamic regional system for the operationalizing of the sustainable development concept, *Procedia-Social and Behavioral Sciences*, 124, 331-338, 2014.
8. Komarek L. A Dél-Alföldi Régió súlyának, szerepének alakulása a hazai agrártermelésben. *Comitatus: Önkormányzati Szemle*17:(9.),52-64, 2007.
9. Lenghel R. D., Miculescu M. *Some considerations on tax investigations in the context of new regulations*. *Quaestus* (9) 335-345, 2016.
10. Maday P. *Békés megye városainak és községeinek története*, Békés Megye Tanácsa V.B., Békéscsaba 157-189, 1960.
11. Sava C. Tourist information centres-case study- activity of the tourist information centre in Timisoara. *Quaestus* (8) 323-331, 2016.
12. Sava C., Pinteala G. The evolution of tourist activity in the west region correlated with tourist resource management and legislation issues. *Quaestus* (8) 92-101, 2016.
13. Scalera F., Dumitrescu C., Talpová Sz. International crisis and competitiveness of service companies and public administration in Italy and in Europe: the application of lean office, *Business and Management Review* 2 (1), 63-75, 2012.
14. Tanács L., Benedek P., Monostori T., Bodnár K. Pollinating insect assemblages of seed onion fields at the traditional onion growing area of Makó, *Lucrari Stiintifice Facultea de Agricultura: Scientific Papers* (Timisoara) 40:(1) 515-520, 2008.

15. Tisca I. A, Cornu G., Diaconu N., Dumitrescu C. D. Diagnosis, risk and efficiency in the implementation of TQM in small and medium enterprises. *Procedia Economics and Finance*, (26) 215 – 218, 2015.

Note on the author

Brigitta ZSÓTÉR (Dr.habil.Ph.D.)economist, associate professor; University of Szeged, Faculty of Engineering Department of Economics and Rural Development, Mars ter 7. 6724 Szeged, Hungary; phone: +36 62 546 569; email: zsoterb@mk.u-szeged.hu.

TAMÁS GYURICZA(Eng.)University of Szeged, Faculty of Engineering Department of Economics and Rural Development, Mars ter 7. 6724 Szeged, Hungary.