

RDCM *Personalia*

• Dr. Nicolae ALBU, our valuable Colleague and Friend, renounced earthly worries, moving on to eternal ones

Note from the Editor-in-Chief

As Romanian tourism was under pressure, *Dr. Nicolae Albu was constantly pledging for the need of energizing through effective partnership in tourist benefit, for a “Reflection and Action group for renewal of the Romanian tourism”*. Three words were on the agenda: design and redesign; collaboration and co-innovation relations; performance measurement. Tourism managers are obliged to consider the value chain management, tourism industry stakeholders interacting with each other to resolve divergent business objectives across different operating systems. The two distinctive features of the complex tourism industry (in terms of the supply side tourism is a combination of goods and service, tourism value chains consisting of highly interconnected various parties, coordination in these chains being therefore highly intensive; in terms of the demand side, it was recognized as being complicated, the high volatility and sensitivity to the disturbances of the tourism demand needing a deep knowledge to adequately lead it), in the new highlighted context, increased the urgency of adopting the common language on the agenda. It has been acknowledged that tourism contributes to the reciprocal understanding and respect for people and society, being considered a vehicle for individual and collective accomplishment. When referring to the country brand, we noticed that tourism is and will be an important vehicle in the battle with the inequalities in the knowledge distribution. As an important instrument of development, tourism can and must participate actively in the strategy of sustainable development, a requirement of a healthy tourism management being considered the ensuring of sustainability of the resources it depends on, providing the quality of conservation of tourism destination and the capacity to satisfy tourists – the “targets” of tourism marketing, after the segmentation of the relevant market and positioning on that market. As the passion for sustainability is confirmed by the Romanian Distribution Committee (CRD) status, *at the “vehicle” book launches (in the nineties) of our colleague Dr. Nicolae Albu from S. C. Aro Palace Brasov, our marketing professor Iacob Catoiu (<https://www.crd-aida.ro/our-team/iacob-catoiu/>) could not miss, Dr. Nicolae Albu always being an established advisor in terms of branding (the two personalities being prestigious components of CRD’s Board of Directors).*

Dr. Nicolae Albu reconfirmed then in the twenty-tens his continuous expertise and ability in country brand building, proving confidence, vision, dedication, and timing in

ensuring reciprocal understanding and respect for people and society, including, for instance, on the special occasion of *the meeting with the well-known food marketing practitioner Dr. John L. Stanton* (Founding editor of the “Journal of Food Products Marketing”, USA, and an editorial advisor of the British Food Journal; Professor Stanton from Saint Joseph’s University’s, Philadelphia was Chair, Department of Food Marketing, the first endowed chair in food marketing in the USA; he also held positions in different companies’ boards, expert and expert witness to many food and beverage companies, being regularly quoted in the news media including CNN, the Today Show and NBC Nightly News, and also in Forbes, Fortune, Advertising Age, Brand Week, New York Times, Wall Street Journal, and many others; he was also honored by the European Retail Academy, being included in its Hall of Fame, together with Léon F. Wegnez, Romano Prodi, Klaus Toepfer, Robert Aumann, Philip Alexander Nobel and other distinguished personalities) *and the distinguished cosmonaut Dumitru Prunariu.*

Our valuable Colleague and Friend, Dr. Nicolae ALBU, passed away in June 2026. It is a tremendous loss for all those who knew him. The tragic situation occurred in Turkey. The repatriation took place on June 13, and the funeral took place on June 15, 2026. The **Romanian Distribution Committee posted the sad news on June 13, 2026. We received prompt, impressive reactions** (enumerated in chronological order): Dumitru Prunariu, Ioan-Aurel Pop, Nicolae Istudor, Costel Negricea, Moisă Altăr, Victor Purcărea, Gabriela Radulian, Victor Greu, Cristina Ștefan, Marta Christina Suciuc, Ion Bulborea, Dumitru Borțun, Ana-Maria Preda, Olga Potecea, Dan Smedescu, Costel Stanciu, Radu Marinescu, and many other Colleagues and Friends.



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Mereu ostenitor în datoria Sa de a face bine și frumos, Dr. Nicolae Albu, valorosul nostru Coleg și Prieten, s-a lepădat de grijile cele pământești, trecând la cele veșnice.

Este dificil să aducem un omagiu neașteptat unui profesionist de excepție, cu o mare pasiune pentru meseria sa, cu contribuții care au marcat un însemnat domeniu, hrănindu-se cu bucuria promovării Brandului de Țară, fiind chiar un arhitect cultural.

Dr. Nicolae Albu și-a demonstrat competența, fiind mereu consecvent în valori și decizii, investind în dezvoltarea echipei, impulsionând învățarea continuă, stimulând conversații agile despre creștere și performanță.

Resimțim o profundă durere sufletească să aducem un omagiu neașteptat unui foarte bun Coleg și Prieten, unui Soț și Tată model și suntem alături de frumoasa Familie Albu în greaua încercare.

Dr. Nicolae Albu a ținut întotdeauna la legătura dintre gând, cuvânt și faptă. Ne vom aminti mereu de Omul care ne-a avut mereu în vedere, ne-a oferit un cuvânt bun și a lucrat cu responsabilitate și pentru asociația noastră științifică, fapt apreciat în mod deosebit inclusiv de personalități internaționale. Suntem convinși că dăruirea Dr. Nicolae Albu nu se va estompa niciodată și că moștenirea Sa va dăinui.

Cum Omul Nicolae Albu – mereu încrezător că sufletul este partea cea mai de preț – este pregătit să înceapă vederea cea duhovnicească mai deslușită, ne rugăm pentru odihna Sa, asigurându-l că vom face fapte bune pentru pomenirea Sa.

Dumnezeu să-l odihnească în pace și veșnică să-i fie pomenirea!

Memories of some teamwork sequences, Romanian-American University (RAU), Senate Hal

