



UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA

"YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH IN APPLIED LIFE SCIENCES"

13-14 November 2025



SUSTAINABLE TOURISM – A WAY TO DEVELOP AND PROMOTE ROMANIAN TOURIST SERVICES

MARIUS DUMITRU GRIGORE VLADU¹, ALEXANDRU IVANIC¹, DENISA-IOANA MIRON¹, CARMEN SIMONA DUMITRESCU¹, SIMONA CRISTINA CONSTANTINESCU^{*1}

¹University of Life Sciences „King Mihai I” from Timisoara, Faculty of Management and Rural Tourism, Romania

*Corresponding author's e-mail: simona_constantinescu@usvt.ro

Abstract: This study addresses the concept of sustainable tourism as an essential element in the development and promotion of tourism services in Romania, highlighting the need for harmonization between economic progress, environmental protection and the valorization of cultural heritage. By analyzing the principles of sustainability, the ways in which tourism can contribute to increasing the competitiveness of Romanian destinations and consolidating a positive image internationally are highlighted. The study emphasizes the role of the actors involved – authorities, local communities and operators in the field – in implementing responsible practices and in developing ecological tourism infrastructure. At the same time, the paper proposes directions of action for promoting sustainable tourism as a long-term development model, capable of ensuring the balance between the needs of visitors and the conservation of Romania's natural and cultural resources.

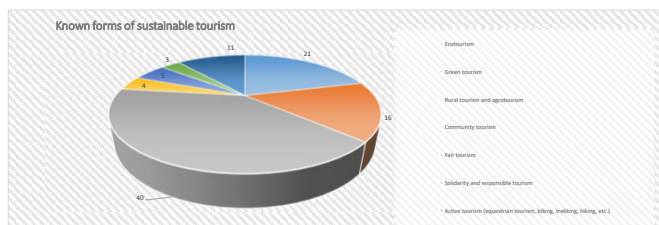
• Introduction

Sustainable tourism represents an essential direction for the development and consolidation of the image of Romanian tourism services, by harmonizing economic interests with environmental protection and respect for local communities. By adopting the principles of sustainability, Romania can capitalize on its natural and cultural potential in a responsible way, ensuring long-term benefits for future generations.

• Material and method

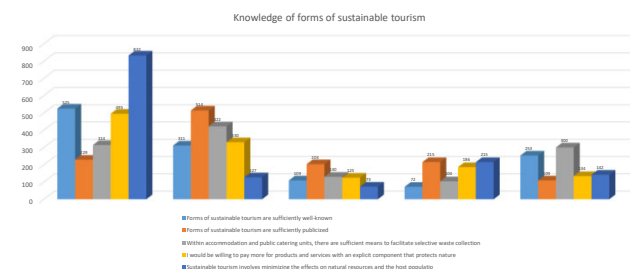
In order to identify the way in which sustainable tourism can constitute a real way of promoting and developing Romanian tourist services, we resorted to the questionnaire method, a questionnaire applied at the level of Braşov county, namely mostly in the municipality of Braşov, the ideal place for sustainable tourism, on a number of 1270 people.

• Results and discussions



Source: data obtained after applying and processing the questionnaire questions

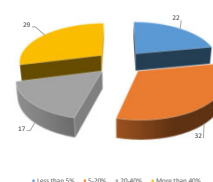
Known forms of sustainable tourism



Source: data obtained after applying and processing the questionnaire questions

Level of knowledge of sustainable tourism

How much would you pay for sustainable tourism services?



Source: data obtained after applying and processing the questionnaire questions

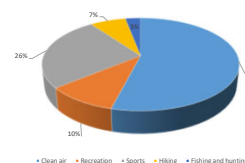
The price that would be paid for sustainable tourism services



Source: data obtained after applying and processing the questionnaire questions

Well-being of the local community

Motivational factors in practicing sustainable tourism



Source: data obtained after applying and processing the questionnaire questions

Motivational factors in practicing sustainable tourism

• Conclusions

The implementation of the principles of sustainable tourism contributes to creating a balance between economic development, environmental protection and the preservation of local cultural identity. Thus, sustainable tourism becomes not only a promotion strategy, but also a guarantee of the future of Romanian tourist services.

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