UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA
"YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH IN APPLIED LIFE SCIENCES"

05-06 November 2026



# TOURISM EDUCATION – A BASIC ELEMENT OF COMPETITIVE AND SUSTAINABLE TOURISM SERVICES

**MANUELA MARIA ŞERBULESCU[1], ŞTEFANIA VERONICA AGAPE[1], F.P. IVANOVICI[1], ELENA CLAUDIA SÎRBULESCU[1], SIMONA CRISTINA CONSTANTINESCU[1]***

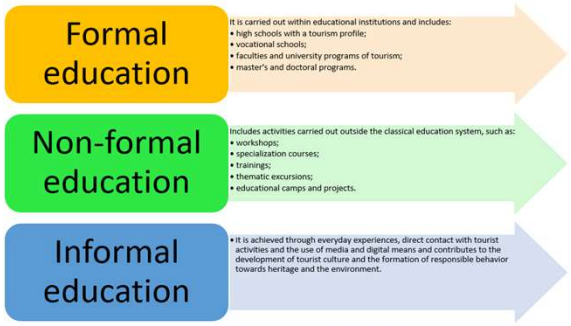
[1]*University of Life Sciences „King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Romania*

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

**Abstract:** *Tourism education is a complex process of training and developing the knowledge, skills and values necessary for carrying out activities in the field of tourism. It has the role of preparing qualified human resources for the tourism industry and contributing to the development of responsible behavior towards cultural heritage, the environment and local communities. The concept of tourism education includes both professional training carried out in educational institutions and the process of informing and raising awareness of the population regarding the importance of tourism in economic and social development. Tourism education aims to develop practical and theoretical skills that allow adaptation to the requirements of an industry in continuous change. In the context of the development of modern tourism, tourism education has become an essential element for increasing the quality of services and for the development of competitive and sustainable tourism.*

## Introduction

Tourism education is a complex process of training and developing the knowledge, skills and values necessary for carrying out activities in the tourism field. It aims to prepare qualified human resources for the tourism industry and to contribute to the development of responsible behavior towards cultural heritage, the environment and local communities.




*Source: own creation*

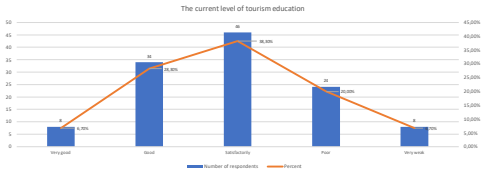
Forms of tourism education

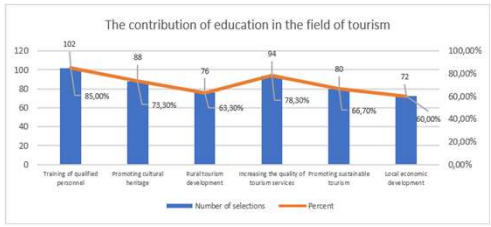
## Material and method

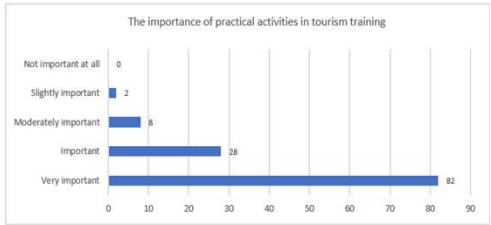
In order to identify the role of education/teaching in the promotion and development of tourism services, we used the questionnaire method, a questionnaire applied to 120 respondents, randomly selected, in Hunedoara County, between March 12 and May 30, 2026.

The main purpose of applying this questionnaire is to analyze the respondents' perception of the role of education in the development of tourism and to identify the main problems, needs and directions for improvement of tourism education in Romania.

## Results and discussions




## Conclusions

Education is an essential factor for the development of modern, competitive and sustainable tourism. The bibliographic analysis and the results of the questionnaire applied to the 120 respondents highlighted the direct link between the level of professional training and the quality of tourism services, as well as the importance of adapting the educational system to the current demands of the labor market.