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TIBISCUS UNIVERSITY OF TIMIȘOARA

In collaboration with



- FACULTY OF APPLIED MANAGEMENT, ECONOMICS AND FINANCE, BUSINESS ACADEMY UNIVERSITY IN NOVI SAD, SERBIA
- FANTASY TRAVEL SRL

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Georgică ALEXEEV

PARENTAL ALIENATION. THEORETICAL CONSIDERATIONS

A child's ability to endure suffering is limited and the effects of a traumatic experience can only be overcome by understanding and studying every aspect of such experience, but most of the time even this is not enough to remove all the negative effects of trauma on the physical or mental development of the child. Traumatic events can originate in the attachment relationship with primary caregivers involved in raising and taking care of the child, a relationship that is often characterized by neglect, emotional or physical abuse, abandonment, dysfunctional situations, divorce, drug or alcohol use, etc.

In the present work we will try to present some theoretical aspects of a certain type of emotional trauma, namely parental alienation, and we want this work to have a significant impact on the research focused on investigating this type of trauma and its effects on children.

We must not forget that parental alienation violates the child's fundamental right to have a healthy family life, damages emotional relationships with the parent or other family members and constitutes a form of serious emotional abuse of the child.

Keywords: parental alienation; parental alienation syndrome; psychological impact; custody of the child

Florian Alin BUTOI, Camelia TEODORESCU, Cristina CRUCERU, Adrian Nicola JIPA

THE SACRED CULTURAL LANDSCAPE - A SOURCE OF TOURISM IN THE MOSTIȘTEA BARAGAN

Abstract. The sacral cultural landscape requires greater attention in the analysis of knowledge, through the multitude of details and messages it conveys, through painting and laic architecture. This study attempts to highlight and value the potential that the Mostiștea Baragan has from this point of view. The method of analysis is the empirical one of the interview which had as basis of analysis and discussion the knowledge of the main lay monuments (some of them without religious activity) of the locals, but also of those who visit the area. The results support the local administrations to pay more attention to these monuments that form a special cultural landscape, the sacred one. It can be an important source of tourism for a geographical area whose physical-geographical landscape is not particularly remarkable. Together with the wealth of lakes used for fishing and recreational purposes, this sacred cultural landscape could become an additional source of tourist attraction.

Keywords: sacred cultural landscape, traditions, religious heritage, recreation, Mostiștea Baragan.

Luiza CARAIVAN

THE ROLE OF CULTURAL COMPETENCE IN TRANSLATING BUSINESS ENGLISH

Based on a cross-cultural perspective, the paper examines the role of cultural competence in business English translations.

Cristina CRUCERU, Albinel FIRESU, Florian Alin BUTOI, Ioana VOINEA

CULTURAL IN THE SUBCARPATHIAN AREA OF THE SACRED CULTURAL LANDSCAPE - A SOURCE FOR TOURISM IN THE GORJ SUBCARPATHIANS

The entire geographical area of the Subcarpathian region of Gorj is an area with a strong religious, Christianity, predominantly Orthodox belief. This has led to a certain organizational structure at the level of the laic community. There are thus many elements that form a sacral cultural landscape, in the component of which series of the countryside churches stand out, whose cemetery is predominantly in the immediate vicinity - where space has allowed, but also churches from the villages whose presence is in the countryside and whose cemetery is positioned further back. Monasteries are also present in this sub-Carpathian geographical area, they are monasteries of a remarkable age and of Orthodox Christian worship. Village and urban life is and will remain under the influence of the Orthodox religion. This study is based on classical descriptive and interview methodology, regarding the importance that locals/visitors give to these secular monuments. The religious activity of these monuments is no longer taking in place, but they continue to attract quite a large number of admirers, which creates the idea of cultural tourism.

Keywords: sacred landscape, tourism, culture, village life, tradition

Mihaela-Simona GALEA

BENEFITS AND CHALLENGES OF IMPLEMENTING IT APPLICATIONS IN BUSINESS ADMINISTRATION

This paper explores the benefits and challenges of implementing Information Technology (IT) applications in business administration. The integration of IT applications offers numerous advantages, including increased efficiency, improved decision-making, enhanced communication and collaboration, streamlined processes, and scalability. However, businesses also face significant challenges, such as high implementation costs, security risks, integration complexity, user resistance, data privacy and compliance issues, and technical challenges. Understanding these benefits and challenges is crucial for businesses to make informed decisions and develop effective strategies for successful IT application implementation in business administration. Implementing IT applications in business administration can offer numerous benefits, but it also comes with its fair share of challenges.

KEYWORDS: Information Technology, Business Administration, Benefits, Challenges, Efficiency, Integration, Security, Compliance.

Tijana ĐUKIĆ, Marija MLADENOVIĆ, Kristina JAUKOVIĆ JOCIĆ

ARTIFICIAL INTELLIGENCE'S EFFECTS ON HUMAN RESOURCES EMPLOYER BRANDING

Abstract: This research paper aims to examine the impact of artificial intelligence (AI) on significantly altering recruitment, onboarding, evaluation, training, and talent management procedures in human resource management. The integration of AI has resulted in an increasing trend in employer branding, highlighting the significance of cultivating an employer brand image in conjunction with AI. Employer branding greatly influences employee retention, the attraction of highly skilled people, the establishment of effective HR procedures, and the promotion of the employer's brand. The importance of employer branding in attracting and keeping employees is clear, and incorporating AI into employer branding activities and actively improving employer brand practices contributes to overall organizational success in a competitive business climate.

Keywords: artificial intelligence, human resource management, employer branding, SWOT.

Dan LACRAMĂ

SUSTAINABLE DEVELOPMENT - A NECESSITY

Mihaela LAZOVIĆ

EXAMINING GENERATIONAL GAP IN THE INCORPORATION OF ANGLICISMS IN THE ROMANIAN AND SERBIAN TOURISM AND HOSPITALITY LEXIS

This paper investigates the prevalence and implications of Anglicisms in the Romanian and Serbian tourism and hospitality lexis, with a focus on how these loanwords are perceived and utilized across different generations. Through a combination of linguistic analysis, surveys, and qualitative interviews, this study explores the extent to which English loanwords have been integrated into the professional discourse of the tourism and hospitality sectors, and how generational differences influence language use and attitudes within these domains.

Keywords: Anglicisms, tourism, hospitality, lexis, generation gap, Romanian, Serbian

Marija MLADENOVIĆ, Tijana ĐUKIĆ, Svetlana VUKOTIĆ

ANALYSIS OF THE RELATIONSHIP BETWEEN MODERN INNOVATIONS ACROSS GENERATIONS TO IMPROVE BUSINESS STRATEGY

Abstract: This research paper aims to examine the impact of contemporary advancements on several cohorts of consumers, utilizing the TEDI Matrix. The goal is to understand how these changes affect corporate strategy and improve client satisfaction. The study employed the TEDI matrix to examine innovation factors among different generations, specifically millennials and baby boomers. Moreover, it examined market trends and consumer behavior. Conclusion: Companies need to tailor their plans to meet the specific needs of different generations,

recognize the relationship between progress and generations, and adopt new methods to improve customer satisfaction and stay ahead of competitors. Implications: This study offers valuable insights into the correlation between innovations and generations, fostering strategic flexibility and comprehension of generational dynamics for companies to prosper in perpetually changing market circumstances.

Keywords: management, innovation, tedi matrix, tourism, generations

Olgica MILOŠEVIĆ, Nina NIKOLIĆ

THE CONCEPT OF SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION IN THE PRIMARY LEGISLATION OF THE EUROPEAN UNION

This paper explores the integration of sustainable development and environmental protection principles within the primary legislation of the European Union (EU). Sustainable development, which aims to balance economic growth, social inclusion, and environmental protection, is fundamental to the EU's policy framework. Environmental protection, as a critical aspect of sustainable development, is deeply embedded in the EU's primary legislative documents and influences a wide range of policies. The paper traces the historical evolution of the EU's commitment to these principles, beginning with early environmental action programs in the 1970s and progressing to significant legislative milestones like the Single European Act, the Maastricht Treaty, and special attention is devoted to the latest solutions that are regulated by the Treaty of Lisbon, which explicitly enshrines sustainable development as one of the EU's primary objectives. These treaties have progressively strengthened the EU's legislative framework, explicitly recognizing environmental sustainability as a core objective. Key principles underpinning the EU's approach, including the precautionary principle, the polluter pays principle, and the principle of preventive action, are examined in detail. These principles are not only theoretical constructs but are operationalized through a range of legislative instruments, including directives, regulations, and decisions. In conclusion, the paper affirms that the EU's primary legislation provides a robust framework for promoting sustainable development and environmental protection, though continuous adaptation and enforcement are necessary to meet emerging environmental challenges.

Keywords: Sustainable Development, Environmental Protection, European Union, Primary Legislation, EU Law, Environmental Principles

Zekeri MOMOH

POLITICIZATION OF CLIMATE CHANGE ACTIONS AND SUSTAINABLE ENVIRONMENT

On a daily basis the level of citizens awareness on the impact of climate change on human society is on the increase. However, the political statements made by leaders around the world is not corresponding with the level of environmental actions required to mitigate the rising challenges pose by climate change. Therefore, this study seeks to examine the implications of making political statements with less environmental actions. This is because too many political statements have been made with less corresponding actions. This study argues that a critical analysis of the various treaties and protocols signed by countries around the world since the 1940 is placed vis-à-vis the level of compliance and commitment by states to environmental actions have demonstrated that there are more political statements than actions. Again, the level of compliance by the developed countries especially the United States, China, India, Japan just to mention a few that constitute the largest producers of carbon monoxide emission in the world have further shown weakness in the level of these states compliance to addressing the growing environmental challenges facing the world today. Lastly, this study recommends among other things that the developed countries that are mostly responsible for CO₂ emission should act more by reducing their CO₂ emission for other developing countries to follow. As the world is tired of too many political statements but are interested in environmental actions in order to sustain the environment.

Keyword: States, Climate change, Emission, Politics Sustainable development

Zekeri MOMOH, Vivian Patrick INYANG

CLIMATE ACTION: BEYOND POLITICAL STATEMENT

International efforts aimed at addressing issues of climate change started in 1972 during the Stockholm conference where policy makers came up with a common stand on how to address the growing challenges of climate change. Since then, several other conferences have been held and various decisions have been made but, the outcome of these decisions have been treated with mixed feelings. Therefore, this study seeks to investigate the gap in terms of input-output analyses of climate action and climate outcome. Data for this study were collected from secondary sources such as journal articles, textbooks and internet sources while content analyses will be use to analyze the data collected. Moreover, this study argues with empirical evidences that despite efforts made by the international community in terms of policy actions, some countries like China, United State of America, Russia, Japan, Britain, France, Germany, Saudi Arabian among others who have participated in the formulation of global environmental policies are themselves guilty of violating international set standards for environmental protection. The consequences of these are that political statement are made but are not backed by environmental actions. Lastly, this study recommends among other things that the developed countries should comply to the set global environmental standards particularly in the area of reducing carbon monoxide emission and other forms of environmental degradation that characterized their activities so that developing countries will borrow a leaf from developed countries in the area of climate action compliance.

Keywords: Environment, Climate Change, State, Policy Makers, Decision

James Nda JACOB, Zekeri MOMOH

DRUG TRAFFICKING IN AFRICA: AN ISSUE OF REGIONAL CONCERN

Drug trafficking is a global issue that the world is dealing with today. Today, illicit drug use is no longer isolated to the position of a demand problem in developed countries especially in Africa. The empirical evidences have shown that conventional divide between supply and demand countries is disintegrating as domestic consumption is increasing in developing countries that previously produced but did not consume illicit drugs. The data for this study were collected from secondary sources such as textbooks, journal articles and online materials, while content analysis was used to analyse the data collected. This study argues that based on empirical evidences in Africa on the economic benefits derived from both the demand and supply side in the drug trafficking business has enhanced the sustainability of drug trafficking in Africa despite concerted efforts made at the national and international level. It is against this background that this study calls for both national and international collaboration in the area of formulating and enforcing common legislation on the fight against drug trafficking as one of the viable options for dealing with drug trafficking.

Keywords: Drug Trafficking, Money, International Organisation, Law, Illicit Drug

Adila Nuric, Amela Kesetovic and Samir Nuric

GEODETIC SURVEYING OF THE DEPOT USING THE COMBINED METHOD AND MASS CALCULATION AT THE JABLAN QUARRY

Geodesy is widely used in various engineering branches of the economy. Various products of geodetic surveying are needed every day, in order to obtain a 3D model of the terrain, to determine the position of works, volumes of deposited masses, depots, etc. With the development of technology and the advent of unmanned aerial vehicles, data collection has become much easier. This paper compares the data obtained by the Global Navigation Satellite System method with the data obtained by the aerial photogrammetry method, and based on these data the volume of the depot was calculated in two ways, by the method of cross profiles and through a model formed using a network of irregular triangles. The obtained values of the calculated amounts of mass deposited at the landfill help in future activities related to the creation of the landfill and forecasting as well as making decisions about the total quantities that can be disposed of at this and future researched locations.

Keywords: geodetic survey, GNSS, aerial photogrammetry, depot, cross profiles, triangles of irregular network

PETROMAN IONUȚ MIRCEA, VĂDUVA LOREDANA, VĂLUSESCU DANIELA, IANCU TIBERIU, HĂDĂRUGĂ NICOLETA

BINGE TOURISM / VISITING: ESSENCE AND CORRELATES

Binge tourism / visiting refers to travellers / tourists attempting to see as much as possible in a very short period. Very popular among people who have little free time for travel, it comes with the price of the inability to truly create meaningful relationships, enjoy the experience, and taste

local culture. The paper approaches four main aspects related to this type of tourism – the essence of binge tourism / visiting, the Florence / Stendhal Syndrome, binge flying, and the importance of meaningful tourism experiences.

Keywords: binge tourism / visiting, Stendhal Syndrome, binge flying, positive effects, negative effects, meaningful tourism experience

PETROMAN I. , ARMAŞ ANA GINA, SAUER MARIA, VĂDUVA LOREDANA, ALBULESCU MIHAELA, PETROMAN CORNELIA

NOTES ON THE MANAGEMENT OF LITERARY DESTINATIONS

The authors clarify the notions of tourism destination and destination management – with focus on attractions (architecture, arts, creative industries, culinary heritage, cultural heritage, historical heritage, literature, living cultures), amenities (as underlying factors of the quality of a tourism destination), access (as an underlying factor of the quality of a tourism destination), marketing (mix) (activities, attractions, cultural resources, facilities, man-made resources, natural resources, and services), and pricing (as a potential area of innovation in tourism) – as well as the relevance of management in literary tourism.

Keywords: tourism destination, destination management, literature, tourism destination quality, innovation in tourism, management in literary tourism

PETROMAN IOAN, ARMAŞ ANA GINA, SAUER MARIA, VĂDUVA LOREDANA, ALBULESCU MIHAELA, PETROMAN CORNELIA

LITERARY TOURISM IN TIMIŞ COUNTY

Literary tourism is a niche tourism within the wider field of cultural and heritage tourism. It refers to visits to author/writer-related places (birthplaces, gravesites / memorials, frequented places / hotel stays / homes / houses / performance spaces), fiction-related places, literary festival places, and book-shop villages. The authors attempt at clarifying issues such as the relationship between literature and tourism, key concepts, authenticity, rural economies, tourist experience, and literary tourism destinations in Timiș County.

Keywords: literary tourism, Timiș County, locations, author / writer, authenticity, rural economy

Gabrijela POPOVIĆ, Vuk MIRČETIĆ, Darjan KARABAŠEVIĆ

SELECTION OF TOURISM ACCOMMODATION FACILITIES FOR DEVELOPMENT: AN ADAM-BASED APPROACH

The selection of an adequate type of accommodation facility for construction has multiple influences on the tourism destination: economic, social, and environmental. Selecting an alternative that will appreciate all of the existing criteria is essential. This article proposes the

application of the Multiple-Criteria Decision-Making (MCDM) approach involving three methods: the Preference Selection Index (PSI), the Pivot Pairwise Relative Criteria Importance Assessment (PIPRECIA), and the Axial-Distance-based Aggregated Measurement (ADAM). The PSI and the PIPRECIA methods were used to define the criteria weights, while the ADAM method was applied to rank the alternatives. The possibilities of the proposed approach were observed in the real case study borrowed from the literature. Five alternative accommodation facilities planned for the construction on Golija Mountain were assessed against seven criteria. The final results confirmed the applicability and reliability of the proposed approach and enabled the selection of tourism accommodation to be refined.

Keywords: ADAM method, PSI method, PIPRECIA method, accommodation facilities, tourism.

Ata-Awaji Anthony REUBEN, Zekeri MOMOH

POLITICS OF OIL EXPLORATION IN THE NIGER DELTA REGION AND ENVIRONMENTAL SUSTAINABILITY

Oil exploration has, no doubt, fast-tracked the development of Nigeria. However, amid infrastructural development, environmental pollution became noticeable, as a result of several oil spillages and gas flaring incidents which occurred in the oil producing area of Niger Delta, thereby destroying the ecosystem that supports life. Specifically, agricultural practices, fishing and social lives of the people of the Niger Delta have been affected by oil exploration which caused environmental pollution. In view of this, this paper seeks to interrogate the issues, especially as they affect environmental sustainability. It relied on secondary data from books, journals, newspapers and other materials. It is guided by three research objectives and Risk Society theory. Among other findings, it ascertained economic, social and health implications of oil exploration in the Niger Delta and shown that environmental sustainability would be a mirage without good governance and/or lack of political will to address the situation. The paper equally found out that government and its agencies pay serious attention to other environmental challenges like flood, indiscriminate dumping of refuse among others but failed to pay stern attention to environmental challenges arising from oil exploration like oil spillage and gas flaring. Deductively, therefore, continuous environmental pollution in the Niger Delta is blamed on politics, and this has great consequence on environmental sustainability. As a result, it is recommended that government and multinational oil companies should be fair and sincere to the plights of the people of Niger Delta by addressing the environmental menace confronting the people.

Keyword: Politics, Environmental Sustainability, Pollution, Oil Exploration, Niger Delta

Adina Raluca SIBIAN

MANAGERIAL PERSPECTIVES ON ECO-CERTIFICATION OF ACCOMMODATION UNITS: A QUALITATIVE ANALYSIS OF ECO-FRIENDLY MOTIVATIONS AND BEHAVIOURS

Seventeen years after the launch of the Eco-Romania ecotourism certification scheme, we set out to explore the motivations of the managers of eco-certified tourist accommodation units that were the basis for certification, as well as their current opinion on the certification obtained. In this context, we also considered the identification of the guest segments visiting eco-certified tourist accommodation units, as well as the managers' perception of the eco-friendly behaviours of each of these segments. In order to carry out this analysis we conducted a qualitative research based on in-depth semi-directive interviews among 26 managers of eco-certified tourist accommodation units through the Eco-Romania ecotourism certification scheme. The analysis of the answers showed that most of the respondents had already an eco-friendly behaviour before obtaining the certification, which was later integrated into the activity of the accommodation units, but the motivation for obtaining the certification was, in most cases, the result of projects aimed at sustainable development in tourism. As far as the environmental behaviour of tourists is concerned, some differences were observed between Romanian and foreign tourists. For example, while foreign tourists have already formed a habit of being careful about resource consumption and waste management, Romanian tourists are still in the early stages of forming such environmentally friendly behaviour. Therefore, it is necessary to involve the managers of eco-certified tourist accommodation in order to raise tourists' awareness of environmental issues through communication.

KEYWORDS: eco-certification, eco-romania certification scheme, tourist accommodation units, pro-environmental behaviour, qualitative research, in-depth interview

Ivan ŠUŠTER, Darjan KARABAŠEVIĆ, Aleksandar ŠIJAN, Đorđe PUCAR, Luka ILIĆ, Goran JOCIĆ

DATABASE REPLICATION: ENSURING MYSQL DATA INTEGRITY

Abstract: In order to maintain stable, accessible data, database administration must prioritize efficiency, consistency, and fault tolerance. Data dissemination between servers is facilitated via database replication, especially in MySQL, which improves availability and readability. This paper explores the fundamentals of MySQL replication, emphasizing the configuration procedure that includes both the more recent Global Transaction Identifiers (GTID) and the more conventional replication through binary log files. It also introduces group replication, which guarantees high availability and fault tolerance in distant contexts, and provides helpful administration commands. The article examines MySQL replication kinds, contrasts replication and mirroring, and provides configuration instructions. It also offers information on GTID replication, including setup instructions. Additionally, it covers MySQL replication commands

and goes over the advantages of group replication. All things considered, MySQL database replication is essential to guaranteeing data availability, scalability, and integrity in contemporary database systems.

Keywords: MySQL Replication, Database Management, GTID (Global Transaction Identifiers), Fault Tolerance, High Availability

Ivan ŠUŠTER, Darjan KARABAŠEVIĆ, Dragiša STANUJKIĆ, Tamara RANISAVLJEVIĆ, Miodrag BRZAKOVIĆ

PHYSICAL DESIGN OF MYSQL DATABASE

Abstract: A database's physical architecture plays a critical role in guaranteeing effective data access and system performance. This research highlights the significance of workload analysis and index selection and prediction in improving query processing speed and database performance. It explores a number of indexing techniques, outlining the uses and advantages of B-Trees, Full-Text, Spatial, and Hash indexes, among others. In order to maximize database speed, it also covers denormalization and partitioning techniques including vertical and horizontal partitioning. By putting these strategies to cautious use and keeping an eye on things constantly, databases can be optimized and scalable to match changing system requirements.

Keywords: MySQL, Physical design, Indexing, Denormalization, Partitioning

Ivan ŠUŠTER, Darjan KARABAŠEVIĆ, Dragiša STANUJKIĆ, Gabrijela POPOVIĆ, Oliver MOMČILOVIĆ

WATER LEVEL CONTROL SYSTEM BY USING FUZZY LOGIC

Abstract: An overview of fuzzy logic concepts, fuzzy sets, and their workings is given in this paper as it investigates the use of fuzzy logic in water level management systems. It deals about how well fuzzy controllers work to manage water levels and how their control performance and flexibility are superior to those of conventional approaches. Examined are several fuzzy controller types, such as Sugeno, Mamdani, and interval type 2 controllers, demonstrating their suitability for a range of situations. Fuzzy logic is used in case studies to show how it may be used to control water levels in reservoirs, dams, and storage tanks while providing benefits including fault tolerance, non-linearity, and real-time manipulation. The application of fuzzy logic provides a solid solution for accurate and effective water level regulation in industrial settings, and the paper's conclusion highlights this improvement in control performance.

Keywords: Fuzzy Logic, Water Level Control, Fuzzy Controllers, Industrial Processes, Control Systems

Cristina SZOCS

ENHANCING QUALITY CONTROL IN AUTOMOTIVE HARNESS PRODUCTION THROUGH LAYERED PROCESS AUDIT

In the automotive industry, ensuring the quality of critical components such as wiring harnesses is paramount. Any fault in these components could lead to safety hazards and performance issues in vehicles. To maintain high standards of quality control, automotive manufacturers employ various techniques, one of which is Layered Process Audit (LPA). This paper delves into the significance and application of LPAs in the production of automotive harnesses. LPAs are a structured method of quality control that involve conducting regular audits at different levels of the organizational hierarchy, with auditors typically being individuals not directly involved in the processes being audited. LPAs are particularly crucial in the automotive industry due to the stringent quality requirements and the criticality of components like wiring harnesses. In conclusion, Layered Process Audit is a valuable tool for enhancing quality control in the production of automotive harnesses. By systematically auditing key process parameters at multiple levels of the organization, LPAs empower automotive manufacturers to uphold stringent quality standards, drive continuous improvement, and safeguard their reputation in an increasingly competitive market landscape. Despite challenges, the long-term benefits of LPAs underscore their significance as a cornerstone of quality management in automotive manufacturing.

Keywords: Automotive Industry, Wiring Harnesses, Quality Control, Layered Process Audit (LPA), Organizational Hierarchy, Continuous Improvement

Camelia TEODORESCU, Ion CĂLINOIU, Dumitru HORTOPAN, Aurel GHEORGHIŁAȘ, Darius-Ștefan NESTORIUC

MODERN AND TRADITIONAL IN MUSEUM ACTIVITY

Every day, the museum activity, by presenting exhibits and by aiming to increase the attractiveness of museums, is a challenge. Each generation, taking into account the socio-economic conditions in which it was formed, has specific preferences. It is for this very reason that we have studied these preferences in detail in order to adapt the museum offer - not in terms of exhibits but in terms of presentation. The main objective of this study is to find solutions to keep tourism museum attractive to all generations. The methodology applied is complex, empirically applying interviews, but also involving modern digital technology and evaluation by age groups. Also the involvement of ludic methods and the evaluation of results represent another method. All these quantitative and qualitative methods, reveal clear results that each

generation resonates with. The limitations of this study lie in the widespread availability of modern means. Extending them to more museums, finding solutions for younger generations, but also for traditional lovers of the museum activity, is a permanent concern.

Keywords: museal tourism, digitization, traditional, ludic, culture

VĂDUVA LOREDANA, PETROMAN CORNELIA, VĂLUSESCU DANIELA, MARIN DIANA, PETROMAN I.

MUSEALISATION, MUSEIFICATION, MUSEUMIFICATION, AND/OR MUSEUMISATION?

The authors of this paper attempt at clarifying the meaning of four new concepts / notions in the field of tourism – musealisation / musealization, museification, museumification, and museumisation / museumization. The paper provides definitions of these concepts / notions and comparisons between them aiming at showing that, in essence, they refer to the same practice meant to enrich the palette of cultural tourism. It also offers a few ideas for tourism destination developers.

Keywords: museum, musealisation, museification, museumification, museumization, cultural tourism

VĂDUVA LOREDANA, ARMAŞ ANA GINA, SAUER IOAN, ALBULESCU MIHAELA, PETROMAN CORNELIA, PETROMAN I.

A NEW TYPE OF TOURISM: TV DRAMA / SOAP OPERA-INDUCED TOURISM

TV Drama / Soap Opera-Induced Tourism refers to travellers / tourists drawn to visit locations featured in popular TV dramas / soap operas. Blending entertainment and travel, TV drama / soap opera-induced tourism allows fans to immerse themselves in the fictional worlds they love. The paper underlines the fact that Greek, South Korean, or Turkish TV dramas / soap operas directly influence push and pull travel motivation which, in its turn, directly influence behavioural intention (e.g., TV drama / soap opera viewers are motivated to experience captivating locations firsthand). Drama / soap opera-induced tourism provides tourists / travellers / visitors with a unique way to blend fiction (e.g., TV dramas / soap operas) with reality (e.g., the tourist destination).

Keywords: drama tourism, TV drama, travel, behavioural intention, fictional world, real world

VĂLUSESCU DANIELA, SAUER MARIA, ARMAŞ ANA GINA, VĂDUVA LOREDANA, PETROMAN CORNELIA, PETROMAN I.

FILM TOURISM BETWEEN FICTION AND REALITY IN THE FIRST DECADE OF THE 21ST CENTURY

Film / movie-induced / motivated tourism refers to a form of travel in which tourists / visitors explore tourist destinations (e.g., locations, production studios) extremely popular due to their appearance in films / movies, TV series / shows, or videos. Celebrity status, entertainment industry growth, and international travel have caused the increase of film / movie-induced / motivated tourism. Films like Game of Thrones, Gladiator, Harry Potter, Indiana Jones, James Bond, The Lord of the Rings provide long-term revenues for destinations due to accommodation, food, gift shops, guided tours, new jobs, photo spots, etc., hence better jobs and living standards for the locals, as well as negative environmental and social impacts.

Keywords: film tourism, tourism destinations, positive impacts, revenue, negative impacts, environment.

Alina-Oana ZAMOȘTEANU, Oana Dău-GAȘPAR, Daniel MURANYI, Doris-Ana BREAZ

GREENTOUR – AN INNOVATIVE STRATEGIC PARTNERSHIP FOR PROMOTING GREEN TOURISM AND ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

The GreenTour project highlights as extremely important the need to promote social inclusion and better access for people with disabilities to existing green tourism opportunities and to promote environmental sustainability in the tourism industry. The project has set itself the overall objective of promoting social inclusion and better access for people with disabilities to existing green tourism opportunities and promoting environmental sustainability in the tourism industry. Developing an interactive map to enable people with disabilities to plan, undertake and enjoy eco-tourism trips in a more sustainable and environmentally friendly way and explore all the eco-tourism offers that the country has to offer. Motivate people with disabilities to lead an active life, go on trips and become real agents of environmental change by developing and implementing new and specific teaching approaches. A desired outcome of completing the GreenTour project is to showcase the diversity of EU Member States, which affects and the different approaches, techniques and methods applied to green tourism and accessible tourism offers. Including disadvantaged people, giving them better access to existing green tourism opportunities, motivates active living and encourages environmental sustainability in the tourism industry. Each of the six partners from Romania, Bulgaria, Italy, Spain and Cyprus will contribute to all project activities. The GreenTour project work plan is organised in sets of activities linked to the respective intellectual outputs and led by different partners, balanced according to their experience and expertise.

Keywords: green, opportunities, accessible tourism, project, Erasmus, future, disabilities

M.M. ŽIŽOVIĆ, V. LEKIĆ, N. DAMLJANOVIĆ, M.R. ŽIŽOVIĆ

A SHORT OVERVIEW OF THE TOURIST OFFER OF THE MUNICIPALITY OF GORNJI MILANOVAC-SERBIA

The paper offers a perspective into the history of the origin of the town of Gornji Milanovac from 1853 and an evaluation of its tourist attractions.

M.R.ŽIŽOVIĆ, D-FATIĆ, FTN ČAČAK, D.TURANJANIN, M.GAŠIĆ, M.M.ŽIŽOVIĆ,

KURŠUMLIJSKA SPA - THE OLDEST AND THE YOUNGEST OF THE THREE SPAS IN THE MUNICIPALITY OF KURŠUMLIJA-SERBIA

This paper presents the history of the Kuršumljia spa, which was used in the Roman Empire and the Serbian medieval state, neglected during the Ottoman rule and rebuilt again in independent Serbia and Yugoslavia. In the period from 2006 to 2020, it was out of use to be in operation again from 2023.

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GENERAL INFORMATION

Please send us an abstract of your paper(s) (100-300 words) and 6 keywords by **1st MAY 2024**. The length of the final paper should be no more than 12 pages in A4 size, including figures, tables and references. **Full papers may be submitted until 20th MAY 2024.**

Papers will be submitted in English.

Please observe the following guidelines:

- ♣ Title: bold, capitals, centered;
- ♣ First name and surname;
- ♣ Abstract (100-300 words);
- ♣ 6 key words;
- ♣ Microsoft Word: Margins: Top: 2.2 cm; Left: 1.8 cm; Bottom: 2.2 cm; Right: 1.8 cm;
- ♣ Font: Times New Roman; font size: 12; line spacing: single;
- ♣ Indicate the source of quotation between parentheses: (Smith 2010: 12);
- ♣ Do not insert page numbers;
- ♣ References: ordered alphabetically: surname, name, year of publication, title in italics, town, publishing house. Examples:
 - One author
Smith, John. *Cultural Tourism*. Cambridge: Cambridge University Press, 2012.
 - Two authors
Ward, Geoffrey C., and Ken Burns. *The War: An Intimate History, 1941–1945*. New York: Knopf, 2007.
 - Chapter or part of a book
Kelly, John D. “Seeing Red” In *Anthropology and Global Counterinsurgency*, edited by John D. Kelly, Sean T. Mitchell, and Jeremy Walton, 67–83. Chicago: University of Chicago Press, 2010.
 - Book published electronically
Kurland, Philip B., and Ralph Lerner, eds. *The Founders’ Constitution*. Chicago: University of Chicago Press, 1987. Accessed February 28, 2010. <http://press-pubs.uchicago.edu/founders/>.
 - Journal article
Weinstein, Joshua I. “The Market in Plato’s *Republic*.” *Classical Philology* 104 (2009): 439–58.
Kossinets, Gueorgi, and Duncan J. Watts. “Origins of Homophily in an Evolving Social Network.” *American Journal of Sociology* 115 (2009): 405–50. Accessed February 28, 2010.
 - Website
Google. “Google Privacy Policy.” Last modified March 11, 2009. <http://www.google.com/intl/en/privacypolicy.html>.
 - Blog entry
Becker-Posner Blog, The. <http://uchicagolaw.typepad.com/beckerposner/>.
- ♣ **Notes on the author:** 60-80 words, at the end of the paper. Please include author’s affiliation and e-mail address;
- ♣ Deadline for sending the final paper: **25th MAY 2024**.

PAPER REVIEW PROCESS

All contributions must follow academic writing, structure and methodology. Submissions will be blind-refereed by two reviewers who will decide if the proposed paper will be accepted or not. The reviewers' answer will be sent by **10th May 2024**.

Submissions are judged on overall quality, contribution to the topic and originality. The selected papers will be published in the Quaestus Journal (**indexed in the RePEc – EconPapers, DOAJ, PROQUEST and INDEX COPERNICUS databases**, ISSN 2285-424X, ISSN online 2343-8134) or in the conference volume (*Tourism and Sustainable Development*, ISSN 2286-3125). The latest issues of the Quaestus Journal can be accessed online <http://www.quaestus.ro/en/>
<https://www.quaestus.ro/en/archive/past-issues-2012-2020/>