



**Transilvania  
University  
of Brasov**

# **HABILITATION THESIS**

## **SUMMARY**

**Title: Sustainable development - marketing research on tourism and the social dimension of sustainability**

**Domain: Marketing**

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Sustainable development is a current and very complex concept, which concerns the population, business environment and also the entire society.

The habilitation thesis named “*Sustainable development - marketing research on tourism and the social dimension of sustainability*” was made around sustainability concept, capturing aspects related to sustainable development of tourism in Brasov County and the social pillar of sustainability.

The first part includes scientific and professional achievements after obtaining the PhD degree in economics.

Chapter 1 contains the literature review regarding the aspects related to the sustainable development of tourism in Brasov, aspects that, along with reports of the National Institute of Statistics and European reports, represents the starting point in several research. The main research method used was qualitative marketing research based on semi-structured in-depth interview or focus group.

The first research had as main purpose the identification of the opinion of the stakeholders (16 specialists) regarding the preoccupations of sustainable development of the Brasov County. The results highlighted the main forms of tourism practiced, the visitor’s profile, the main effects of the development of tourism and aspects that can be used in the sustainable management of the tourism destination.

Research on the safety of tourists and residents has been more complex, on several topics, each topic using a distinct research methodology. The research results showed that tourists had positive attitudes regarding the safety of the destination and among the main security issues are both robberies and other situations of this kind, but also the need to have an easy access to health services and other travel services. Effective collaboration between local public authorities, private sector operators, residents and all other stakeholders interested in tourism is needed to improve the image of the destination in terms of safety.

The main purpose of the next research was to identify the barriers faced by families with disable children in their tourism experiences and the possibilities to reduce them. The results highlighted that in Romania the authorities, tourists and employees are not prepared well enough to include atypical tourists. A number of proposals have been identified to facilitate their integration, to remove the barriers they face, including the use of virtual reality.

Research on identifying and analyzing the impact of sharing tourism in Brasov has led to the conclusion that sharing tourism is associated with a form of unfair competition, but it certainly offers economic, social and environmental benefits to service providers, tourists and the community.

The second chapter was dedicated to aspects regarding the social pillar of sustainability, both from individual consumer perspective and organizational ones. The chapter begins with the literature review on issues such as use of renewable resources, the purchase of electric cars, the entrepreneurial university and heavy work investment.

The first research aims at highlighting the Romanian people's views on increasing the energy efficiency of their households and their intentions to use energy based on renewable resources. The results of the research shown that Romanian people have invested in increasing the energy efficiency of their households, the main improvements being energy saving by purchasing low-power household appliances or thermal insulation of the dwelling. These investments were based on economic considerations, being a long-term benefit for the entire household.

Concerning the attitude and behavior of Romanian students regarding the electric vehicles acquisition, the research results show that only half of the students are familiar with the concept of green consumption, and 37.8% of them are interested in buying an electric vehicle, the main reason being the fuel consumption. Based on the conclusions the authors recommend to the state's institutions to develop special programs, by offering attractive facilities to the young people with higher education, as potential buyers, for the purchase of electric vehicles, this way diminishing the barrier effect generated by the high price. The academic environment should initiate research, both at the micro and macroeconomic level, to quantify the economic-social implications of green acquisitions in general and electric vehicles in particular.

Starting from the existing concerns of higher education institutions to transform into entrepreneurial universities and becoming more and more involved in the sustainable development of the region, the purpose of next research was to identify collaboration opportunities between one of the most important universities in Romania and companies with production activity within the development region in which this university operates. The results of the study reveal that the collaboration between companies from the Centru Region and Transilvania University of Brasov is still in the early stages, with the most requested services being economic and financial.

Social sustainability is related to the well-being of employees so, in this context, the last research analyses aspects specific to heavy work investment during the pandemic period. A survey-based research was conducted using several scales widely tested in studies on heavy work investment with the data being processed in SPSS. The results of the research reveal a negative correlation between workaholism and work engagement and the influence on work performance. Based on the research results, the main proposal for the business environment is to stimulate

employees for achieving a higher level of work engagement and also to adopt policies to reduce overtime.

The second part of the thesis includes the plan for the evolution and development of the professional career. This plan was conceived based on professional experience and the proposed objectives. The plan focuses on the development of teaching activities, coordination of PhD theses in Marketing field and the development of the research activity.