



Universitatea  
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# HABILITATION THESIS

## SUMMARY

Title: MULTIDIMENSIONAL APPROACHES IN ROMANIAN TOURISM  
MARKETING: CONSUMER BEHAVIOR, SUSTAINABLE MANAGEMENT  
PRACTICES AND DESTINATION BRANDING

Domain: Marketing

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Tourism, through its economic, social, and cultural potential, represents a strategic sector for Romania's development; however, its valorization requires a complex approach grounded in the multidimensional analysis of marketing processes. In an era defined by digitalization and increased attention to sustainability, marketing in tourism and the hospitality industry has become increasingly complex. The need for integrated approaches in Romanian tourism marketing is evident against the backdrop of changing consumer behavior and the growing demands for sustainability and social responsibility. The study of these dimensions not only provides a foundation for better alignment with international trends but also contributes to the development of coherent strategies for sustainable tourism in Romania, capable of balancing economic objectives with social and environmental interests.

In this context, this habilitation thesis analyzes the dynamics of marketing in Romanian tourism and hospitality, offering a multidimensional perspective on consumer behavior, managerial practices, and destination branding. The first part includes a synthesis of my scientific and professional achievements from the completion of my doctoral studies in Marketing in 2009 to the present. The second part details my plan for developing my teaching and research career at the Faculty of Economic Sciences and Business Administration at Transilvania University of Braşov. This habilitation thesis provides a comprehensive analysis of current developments and challenges in marketing within Romania's tourism and hospitality sector, built on three scientific pillars. It integrates theoretical frameworks and empirical evidence from a series of recent and relevant scientific investigations, providing a deep understanding of the changing consumer profiles, marketing strategies, and digital transformation impacting the industry.

The first research direction focuses on consumer behavior analysis and tourism market segmentation, with an emphasis on Generation Z. This cohort is characterized by travel preferences that differ from those of previous generations, largely due to its members' digital integration (Ivasciuc et al., 2024a). Previous studies reveal both the potential of this market segment for marketing innovation and the need for strategies tailored to its motivations, integrated with new analysis tools, including artificial intelligence (Ivasciuc et al., 2025). Within the same framework, research on ecotourism in Romania highlights the importance of profiling visitors, monitoring satisfaction, and understanding intentions to revisit destinations (Constantin et al., 2021, 2022).

The second research direction analyzes key dimensions of the visitor experience and sustainable management practices in the Romanian hospitality industry. This complex approach includes an analysis of tourist sentiments from online reviews, the identification of factors that motivate visitors' ecological behavior, and an analysis of ecological management practices in agritourism guesthouses. The study on mountain museums shows how online reviews reflect visitors' expectations and satisfaction, providing insights for personalizing offerings (Candrea et al., 2025). At the same time, integrating ecological management practices and resource conservation policies into accommodation facilities represents a

distinctive element in the context of the hospitality industry's competitiveness and sustainability (Untaru et al., 2016; Ispas et al., 2019).

The third research direction focuses on tourism marketing from a destination perspective. Research from this section (Ispas et al., 2021) reveals that place identity and place dependence influence tourist satisfaction and loyalty. At the same time, online brand experiences shaped by Destination Management Organizations (DMOs) through social media platforms like Facebook can influence consumers' visiting intentions and recommendation behaviors (Candrea et al., 2025; Ivasciuc et al., 2024b). In this context, digital marketing strategies become essential components of the tourism marketing mix.

By integrating these research directions, this habilitation thesis offers a multidimensional perspective on tourism and hospitality marketing in Romania, contributing to the specialized literature and providing practical recommendations for the development of this economic sector. The paper underscores the critical role of understanding consumer behavior and segment characteristics to develop targeted marketing strategies. It also highlights the importance of sustainable and responsible marketing practices, aligning industry efforts with global trends towards ecological preservation and social responsibility. Digital marketing emerges as a driver of competitive advantage, enabling tourism destinations and hospitality providers to build meaningful relationships with consumers, enhance brand experiences, and foster long-term loyalty. The studies included in this paper contribute significantly to academic knowledge and offers actionable recommendations for practitioners and policymakers in Romania's tourism and hospitality industry. By bridging contemporary marketing theory with real-world challenges and opportunities, the thesis provides a foundation for future studies that address the continuous evolution of consumer preferences and technological innovations in tourism and hospitality marketing.

The second part of this thesis includes the authors' professional career evolution and development plan. This section presents, on one hand, the professional experience gained from teaching and scientific research and, on the other hand, the authors' future strategy for developing an academic career, structured around the proposed directions for teaching and scientific research.

## References

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